

sep. 11, 1978

Television's golden producers:
Growing up rich in Hollywood

Broadcasting Sep 11

The newswkely of broadcasting and allied arts

Our 47th Year 1978

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NEWSPAPER

#1 EYEWITNESS NEWS

ARBITRON TELEVISION Top 25 PROGRAM RATINGS

MARKET: MINNEAPOLIS-ST. PAUL

SURVEY: May 3-May 30, 1978

Rank	Program	Metro Rating	Rank	Program	Metro Rating
1.	Eyewitness News (Sun.-10PM)	28	16.	Big Event (Sun.)	19
2.	Eyewitness News (Wed.-10PM)	27		Family	19
3.	Eyewitness News (Mon.-10PM)	26		Little House on the Prairie	19
4.	Eyewitness News (Thurs.-10PM)	25		M*A*S*H	19
5.	Eyewitness News (Tues.-10PM)	24	20.	Eight Is Enough	18
6.	Love Boat	23	21.	Lou Grant	17
7.	Eyewitness News (Fri.-10PM)	22	22.	All In The Family	16
	Starsky and Hutch	22		Barnaby Jones	16
9.	Laverne and Shirley	21		Barney Miller	16
	NBC Monday Night Movie	21		Carter Country	16
	Three's Company	21		Eyewitness News (Sat.-10PM)	16
	60 Minutes	21		How The West Was Won	16
13.	Charlie's Angels	20			
	Fantasy Island	20			
	Happy Days	20			

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron diary survey of this market. The Metro ratings reflect viewing in the Arbitron Television Metro area, which in most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget. Estimates are subject to all the conditions and limitations described in the Arbitron Television Market Report.

This Arbitron Television survey covered a multiple-week period, and the Metro ratings are estimated average percentages of the total number of television households in the Metro area which viewed a particular program at least two times during the survey period.

on the same day of the week. There are occasions when regular programs have been preempted during a survey period. In cases of preemption, the data for the day(s) on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

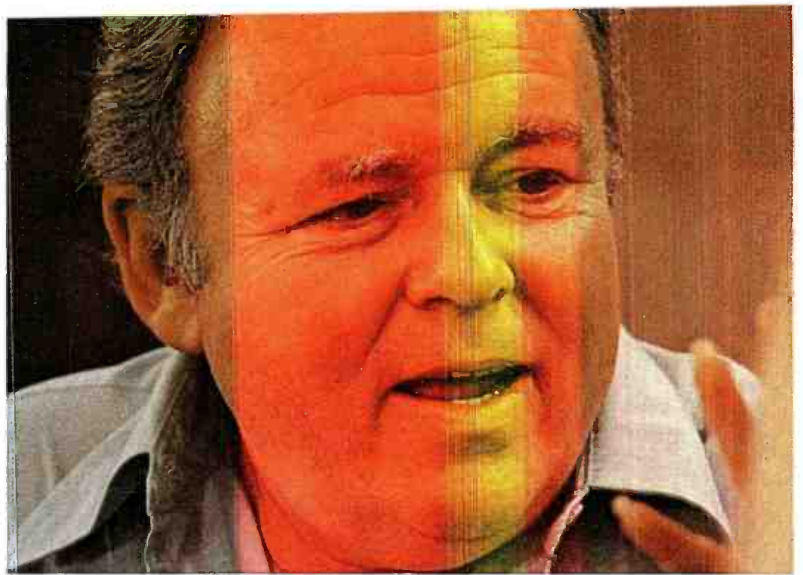
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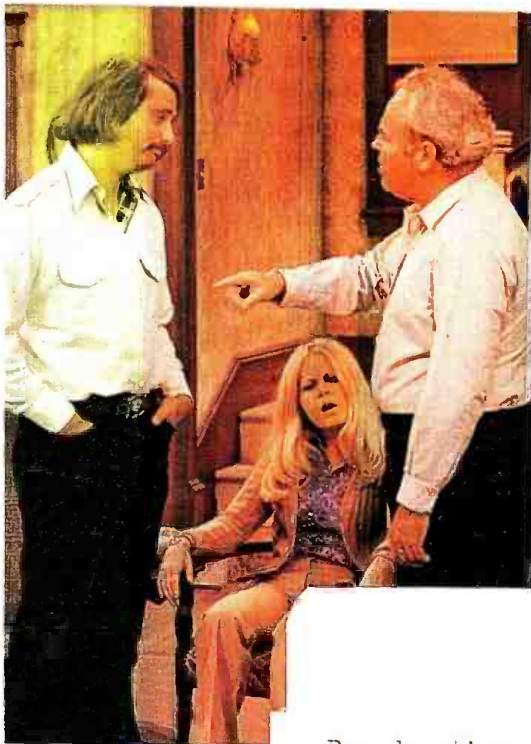
It stands apart.

Television took a giant step forward when it introduced Norman Lear's "All in the Family" to a national prime-time audience on January 12, 1971.

Viewers had seen nothing like it before. Yet within 4 months, this newcomer was the Number One show and a triple Emmy winner.

For the next 5 years, "All in the Family" dominated television as the perennial Number One show. Audience shares soared as high as 54% for the season. Shares of total women and 18-49 women viewers went even higher.

Through 1977-78, when "All in the Family" was again CBS's highest ranked show, the series has never been defeated as a season winner in its various time periods.



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Broadcasting
Sept. 11, 1978



Its 7-year averages for rating and share stand an amazing 13 and 20 points higher than the closest competition!

Recognized by a Peabody, 13 Emmys and a total of 37 awards for excellence, "All in the Family" now enters syndication in a class by itself.

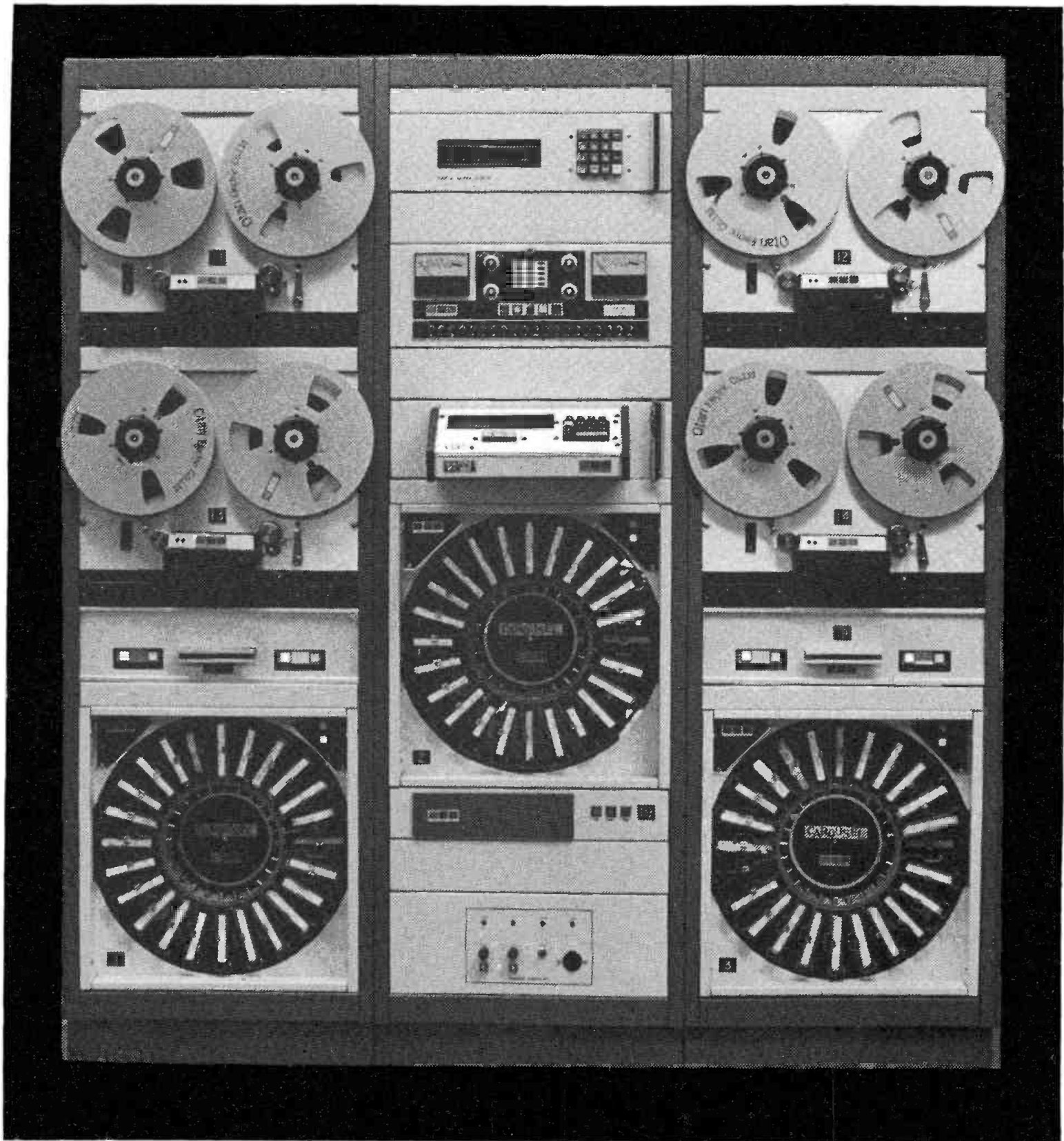
The 207 half hours that will start on local stations in Fall 1979 are likely to be, someday, television's longest running series.

Tandem Productions'

"All in the Family"



**IF YOUR OPERATION
ABILITY, BUT YOUR EGO
FRILLS THEN WE'VE**



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**PUTS OUR ESP-1 DEEP MEMORY
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INTRODUCING THE NEW ESP-1 FROM SMC, the innovator in Broadcast Audio Control. Sometimes a picture is worth a thousand words; but a few words are in order about the system pictured here.

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ESP can mean whatever you want it to. We like **Extremely Simple Programming**. Simple doesn't mean **dumb!!** The ESP is a modern microprocessor controller with a deep 4,000 event memory, plus subroutines. The only simple thing about it is the ease of service and the lack of knobs, buttons, gizmos and complex video terminals.

The ESP happens to be the lowest priced programmer of its ability on the market.

Does the ESP system shown here really cost just \$124.61 per week? You bet, and that's complete. No additions, add-ups, source cards, interfaces or hidden functional requirements. Too cheap? It won't run your busy AM or FM, you say. Well, make us prove our words. Send in the coupon today or call SMC.



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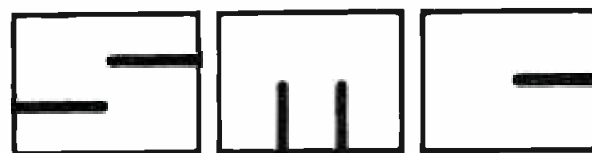
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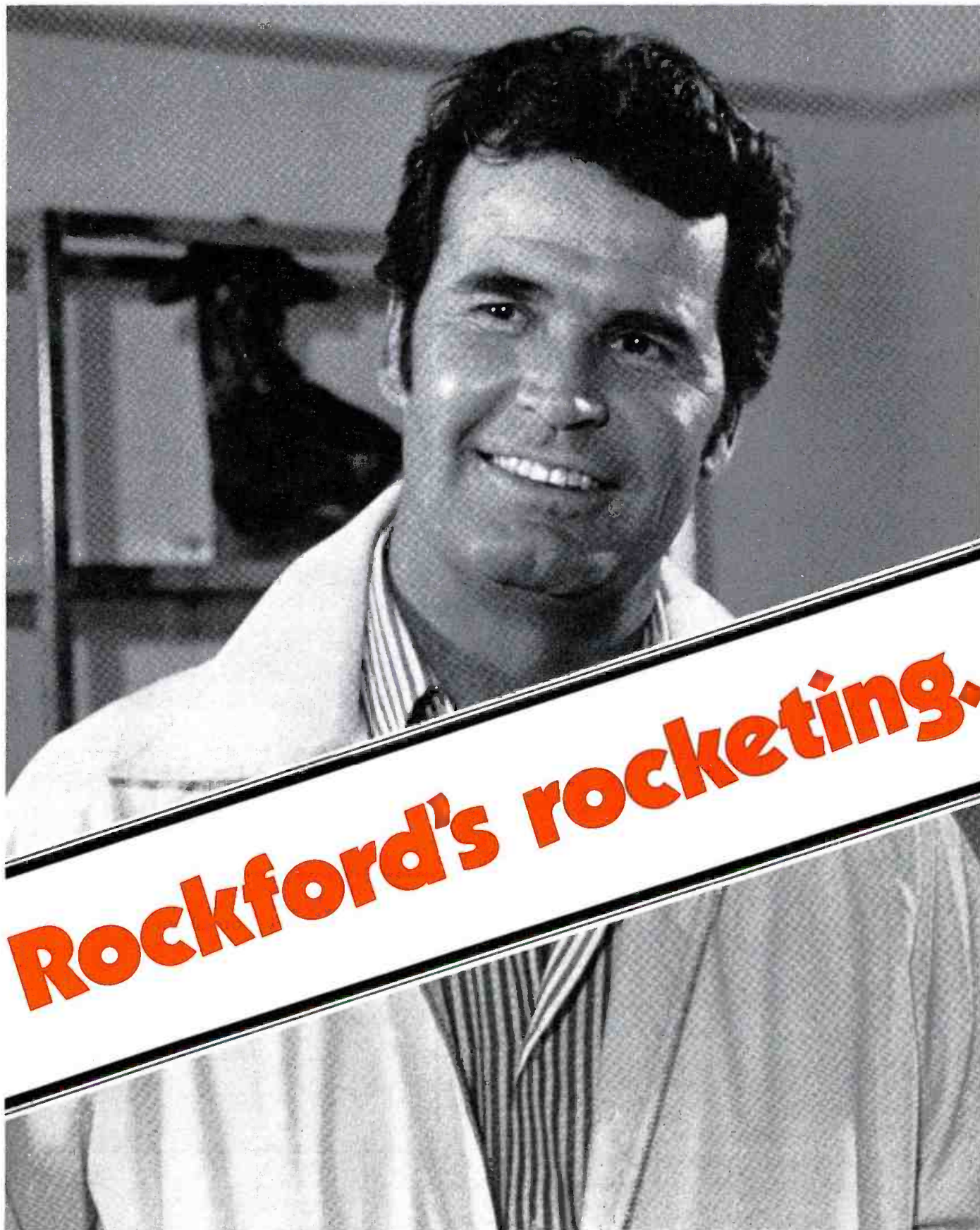


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Rockford's rocketing.

What a performer! He got a 43% share at the end of August. His 36% average share for July overwhelmed all his opposition. The Rockford Files has been nominated for an Emmy as the "best series," James Garner as "best actor," again. He won it in 1977. So get Rockford and watch your ratings rocket. Available Fall 1979.

MCA TV

Source: NTI July, August 25. Subject to survey limitations.

The Week in Brief

SHOOT-OUT AT THE REWRITE CORRAL □ The big guns are all out in Washington this week as Van Deerlin holds hearings on the broadcast portion of the Communications Act of 1978. **PAGE 28.**

BACK TO 'ROOTS' □ Reruns of TV's all-time biggest entertainment do it again for ABC-TV, giving it added momentum going into the new-season premieres. **PAGE 29.**

BACK TO SCHOOL □ The FCC is back at its collective desk, facing a year of policy matters that may mean major changes in broadcast regulation. **PAGE 29.**

THAT'S ENTERTAINMENT □ NBC opts for a management structure already adopted by the other two networks and creates NBC Entertainment, a division headed by Mike Weinblatt. **PAGE 31.**

WALD'S BACK □ Former NBC News chief returns to network TV as aide to ABC's Roone Arledge. **PAGE 32.**

WHO'S MINDING THE STORE? □ The CPB board meets this week, maybe to choose a new president—which isn't the only executive the public broadcasting organization, riddled with resignations, needs. **PAGE 32.**

THE BRIGHT SIDE □ CBS's prime time fortunes may have declined, but its accountants are happy, stock analysts are told. **PAGE 33.**

TEMPEST IN A FISHBOWL □ A citizen group says that TV stations in the Washington market, which count among their audiences members of the FCC, aren't living up to children's TV guidelines. **PAGE 33.**

THUMBS DOWN □ Broadcasters gang up at the FCC on COM and Geller proposals for replacing the fairness doctrine. **PAGE 38.**

FOCUS ON NRBA □ The National Radio Broadcasters Association expects a record attendance of more than 1,600 at its San Francisco convention next week. Rewrite is expected to be the talk of the town. **PAGE 40.**

DIFFERENT TACK □ New wrinkles turn up in petitions to deny against stations in D.C.-Maryland-Virginia. A local



New wave. Collectively and fancifully known as the John Charles Walters Group are (l-r) Ed Weinberger, James L. Brooks, David Davis and Stan Daniels, a creative conglomerate that's producing ABC's new and highly touted *Taxi* series for the fall season and a prime example of the changed facts of Hollywood life: It's a boom-town economy and the wildcatters are trying to strike it rich. **PAGE 56.**

government department files. Another petitioner applies for frequency of a challenged FM and wants the question resolved in oral argument. **PAGE 44.**

STRIKE BENEFITS □ New Yorkers are missing their newspapers, but broadcasters are finding happiness with their increased business. **PAGE 51.**

CONFIDENCE LAG □ Arbitron's radio advisory council worries about control over sampling of unlisted phones. It votes not to endorse firm's expanded sample frame. **PAGE 54.**

SERIOUS CLOWNING □ NBC-TV uses a light touch in a closed-circuit presentation to affiliates, but it contains a factual message on the network's program development plans. **PAGE 62.**

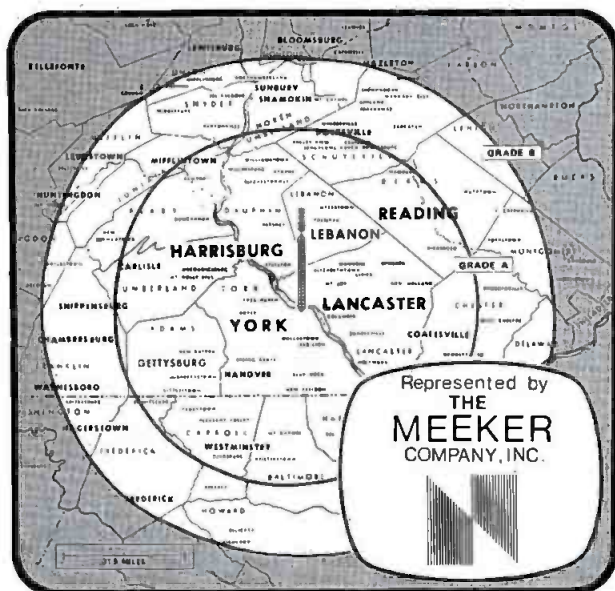
ROOM FOR CHANGE □ In his more than 30 years on the Washington scene, R. Russell Eagan has been known as a conservative. But the new president of the Federal Communications Bar Association is ready to accept change when it's importance is clear. **PAGE 89.**

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Insider report: behind the scene, before the fact

What FCC will say

FCC Chairman Charles D. Ferris is expected to tell House Communications Subcommittee today that he supports deregulation of broadcast and cable television industries, but not by act of Congress. In testimony on proposed rewrite of Communications Act (H.R. 13015), Mr. Ferris will say that, although Congress should provide standards and set goals, commission should be given power to set pace of deregulation. He is said to feel that pace would depend on amount of service in particular markets and on development of competing services that would permit shift from government to marketplace regulation. Major-market radio, he feels, is ripe for deregulation. What's more, he would keep public interest standard—dropped in rewrite—but would flesh it out with definition.

As for other commissioners, Abbott Washburn would retain present regulatory system pretty much as is. Robert E. Lee is believed critical of rewrite, while Joseph Fogarty is expected to take line similar to chairman's, and Margita White opposes proposals for "cross-subsidization" of public broadcasting by commercial broadcasters, new limits on ownership and lack of recognition of cable television as competitive interstate communications service. Commissioner Tyrone Brown is already on record against rewrite's abandonment of public interest standard (BROADCASTING, July 24).

Quello's bill

Never one to hide, FCC Commissioner James H. Quello will tell House Communications Subcommittee where he stands on most controversial broadcast provisions of Van Deerlin-Frey rewrite of Communications Act in testimony this week. He would amend H.R. 13015 to provide for modest spectrum fees (5% of gross income for TV stations; 2% for AM and FM) with licenses revocable only for willful law infractions.

But this would happen in free marketplace, comparable to First Amendment protection given newspapers. There would be no intrusion in programming or format changes; no strike applications. But there would be open season for applications by qualified parties for new stations in any service where spectrum space is available.

Equal time

National Association of Broadcasters complained last week when allotted only 15 minutes for testimony at hearings this week on Communications Act rewrite, but

got nowhere. NAB, miffed because National Radio Broadcasters Association also was given 15 minutes, pointed out it had five times as many members as NRBA and talked for both TV and radio. House Communications Subcommittee staff said NAB side would be pieced out by appearances of networks.

Moves at ABC

With growing success in affiliation upgradings as well as in ratings and sales, ABC-TV Network President James E. Duffy has devised organizational changes that are expected to be considered by ABC board of directors today (Sept. 11). Part of what one source called "setting up for the future," changes are said to include: James T. Shaw, head of network sales, to become assistant to ABC Television President Frederick S. Pierce (who's been without assistant since Anthony Thomopoulos became president of ABC Entertainment last February); H. Weller (Jake) Keever to move up into top sales post, and George Newi, daytime sales vice president, to become general manager of network. There was also indication of changes to be made in station relations department.

Getting it on paper

Members of Carnegie Commission on Future of Public Broadcasting this week will be mailed several-hundred-page draft of "options" and "ideas" that will eventually be tailored into report due next January. After months of public hearings and staff research, commissioners privately began wading through issues in July. Upcoming are two crucial—and closed—meetings: Sept. 21-22 in Lenox, Mass., and Oct. 22-23 in White Plains, N.Y.

Passing hat

Creation of charitable trust fund by National Association of Broadcasters for investment in new minority broadcast enterprises has been slowed by summer vacations and negotiations with networks. Latter hold key to project, aim of which is to double minority ownership of broadcast stations in three years. To do that, NAB officials estimate, there will have to be enough cash in trust fund to leverage \$75 million worth of broadcast property with banks.

Donald Thurston, NAB joint board chairman and shepherd of whole project, has met with heads of all three radio-TV networks and gotten support in principle from all. Next step will be for him to submit written memorandum detailing fund's organization, along with specific request for donation from each. How

much he will ask is secret, but discussions at NAB have centered on figure of \$2.5 million from each network, to be spread over period of, say, three to five years. NAB officials hope to have announcement of final plan by late October.

Double load

TV networks are said to be taking wary approach to 1984 summer Olympics, which seem headed for Los Angeles. When games are held abroad, host country takes responsibility for basic broadcast feeds for countries around world, covering with its government-run system. But in U.S., which has no government system, whoever holds U.S. TV rights is expected to provide full world coverage as well as its own. ABC-TV, which has rights to 1980 winter Olympics at Lake Placid, N.Y., is setting up two units: one to cover everything in full, for distribution to other countries, and one to supply ABC's own domestic coverage.

This double duty adds significantly to personnel and equipment requirements—and to overtime pay. ABC sources say it won't double production costs but will increase them "substantially." Though they won't put dollar figure on extras, it's pointed out that \$50 million of NBC-TV's \$85-million outlay for 1980 Moscow games will go essentially to help pay for host-country coverage. Those, however, are summer games and much harder to cover, which is why network sources are wary about 1984 summer games anywhere in U.S. At Lake Placid there'll be about 10 events involving 35 countries; summer 1984 is expected to have 22 events and 121 countries.

Clouded futures

Upcoming congressional elections may have some effect on Communications Act rewrite by disrupting House Communications Subcommittee membership. Attention of broadcasters in Washington focuses on re-election race of active subcommittee member Timothy Wirth (D-Colo.), who is fighting for political life in Denver. His opponent, conservative Republican Ed Scott, former TV children's show host and radio station owner there, came close to unseating Mr. Wirth last time, and has been campaigning for two years. Mr. Wirth is getting help outside state. Fund raiser is scheduled in New York late this month, for instance, some invitations for which have gone out over signature of William Bresnan of Teleprompter cable corporation.

Another race too close to call at this point is that of subcommittee Democrat Thomas Luken (Ohio), whose attention to rewrite to date has been spotty.



FLANAGAN



"A station has to have its own guts."

Alvin G. Flanagan, President of the Broadcast Division of Combined Communications Corp., offers a few thoughts on local programming.

"A station has to operate with pride. That's the only way to be a success with the audience and a success for the stockholders. Pride comes from substantive programming—and the most important function of a station is the local news and information programs you present. Those are the programs that give you 'localism'—involvement, understanding and reportage of what's going on right where you live.

"I think it all starts with an attitude. A station has to have its own guts before it can be good on the outside or good for the audience. If you can achieve a happy, working relationship with the people within the station, those who take pride and enjoy coming to work every day, then you have accomplished the first step. You have to have good surroundings. You have to have good equipment—good cameras, good tape machines—and all within a well-designed, functional building.

"You have to give people the tools to work with.

"Some management consultants say it all begins at the manager's desk. Yes, but the proper manager has to let go of a certain amount of his or her power—pass it out so that those people who run the news, engineering, financial and programming departments have their responsibilities. So they can say, 'This is mine and I am proud of what I have been able to do with it.'

"Where will our new talent come from? Well—I talk with college students quite often. I ask them, 'Can you do anything with your hands? Can you set the lens on a camera? Can you edit film; can you produce film? Can you sit at a typewriter and write a story? Can you take shorthand when you go down to the mayor's office to find out what his thoughts are on taxes and other things? Can you really do anything with your hands?' Because unless you can, there really isn't anything you can do. You have to be an artisan in addition to being well educated. It doesn't help much to say you can communicate with people. Practically everyone in the world can talk. The other day I showed a girl the nine editing benches and I showed her the technicians and photographers processing film and I showed

her that at each desk there was a typewriter and people sitting there typing like mad at 3:30 in the afternoon in order to be ready by news time. I pointed out that not only could they talk, they could write.

"If you have the people and they have the tools they need, and the pride and guts it takes, the rest is just plain hard work—to produce the news and information programs that give you 'localism'—a reputation for being a real part of your own community."

Telek offers additional insight into current activities, trends and people involved in television production. If you wish to be added to our Telek mailing list, write us: Eastman Kodak Company, Dept. 640, Rochester, New York 14650.



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Business Briefly

Radio only

Beecham □ 2nd Debut, facial moisturizer, will be highlighted on radio in early October for six weeks. Shaller Rubin, New York, is placing spots in four major markets. Target: adult women.

Ronson □ Company will advertise its line of lighters, with actor Jose Ferrer as spokesman, via radio campaign beginning in late November for four weeks. Norman, Craig & Kummel, New York, is scheduling spots in 46 markets in early and evening drive time and on sports programs. Target: men, 21 to 49.

New York/New England Apple Institute □ Institute places four-week radio drive starting in early October. Singer Media, Boston, will seek spots in six markets including Boston and New York. Target: women, 35-54.

Anderson-Little □ Clothing manufacturer and retailer will begin radio campaign in late October for two weeks in Northeast region. Cabot Advertising, Boston, is slotting commercials on more than 20 stations. Target: adults and men, 25-49.

Parker Brothers □ Game division of General Mills plans four-week radio push for its Boggle game. Humphrey, Browning & MacDougall, Boston, will place spots in 15 markets including Atlanta, Detroit, Los Angeles and St. Louis. Target: adults, 25-54.

Northeastern Wall Coverings □ Wallcoverings distributor launches three-week radio promotion beginning this week. Maslow, Gold & Rothschild, Boston, will arrange spots in 16 markets including Philadelphia. Target: women, 25-49.

General Motors □ Chevrolet cars will be

subject of two-week radio drive beginning in mid-September. Campbell-Ewald, Detroit, is aiming to place spots in more than 50 markets. Target: men, 25-54.

American Hardware □ Hardware supply company prepares three-week TV buy beginning in early October. Ketchum, MacLeod & Grove, Pittsburgh, will buy spots in 33 markets during fringe and prime time. Target: adults, 25-54.

Norelco □ Appliance division of North American Phillips Corp. arranges two-week TV campaign beginning in mid-September. Chapman Communications, New York, will handle spots in 50 markets during fringe time. Target: adults, 25-54.

Team Central □ Retail electronics stores places two-week TV push starting in mid-September. Grey, Minneapolis, will arrange spots in five markets during fringe, prime and news time. Target: men, 18-34.

Bruce Foods □ Food products group slates one-week TV push for its yams starting in late October. Dilorio Wergeles, New York, will schedule spots in 14 markets during day and fringe time. Target: total women.

General Electric □ Company sponsors *General Electric's All Star Anniversary* Sept. 29 (9-11 p.m. NYT) on ABC-TV.

TV only

Winston □ Tire manufacturer slates three-month TV flight starting in early October. Needham, Harper & Steers, Los Angeles, will seek spots in five markets during fringe and sports time. Target: men, 18-49.

Red Lobster Inns □ Division of General Mills focuses on its Red Lobster Inn restaurant chain in three-month TV buy starting in early October. D'Arcy-MacManus & Masius, St. Louis, will prepare spots in 100 markets during prime and fringe time. Target: men and women, 25-54.

Quaker Oats □ Company focuses on its Instant Grits in 11-week TV flight starting in early October. Bozell & Jacobs, Atlanta,

Our "QUIET" programming just made the biggest noise in Phoenix Arbitron history.

In the April-May 1978 Arbitron Report KQYT ("QUIET") FM 95 achieved an 11.2 Metro Phoenix audience share for total persons 12+. This represents the highest average quarter hour audience ever achieved by any Phoenix station in Arbitron history.

This also marks the fifth consecutive Arbitron in which KQYT (formerly KRFM) has been the #1 radio station, AM or FM, in Phoenix—using "planned flow beautiful music" format tapes from Churchill Productions.

This same remarkable tape format is now on WDOK in Cleveland and WCZY in Detroit. And it could be exactly what you need to capture your market.

If you'd like to hear more about the Churchill format, contact Jim West in Dallas (214/387-9868) or Tom Churchill in Phoenix (602/264-3331). Or visit our hospitality suite at the NRBA Convention in San Francisco.



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SOURCE: ARBITRON RADIO-PHOENIX, APR.-MAY '78, 6 A.M.-MID., MON.-SUN., AVG. SHARE 12+ METRO SURVEY AREA

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The nationwide superiority of "Laverne & Shirley" is astounding... compared to the average situation comedy or the average regular primetime program it shows a tremendous advantage in all key demographics.

DOMINANCE ACROSS THE NATION!

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
LAVERNE & SHIRLEY	28.5	25.5	26.9	17.6	19.3	27.2	34.6
AVERAGE SITCOM	19.5	14.7	14.9	11.5	11.7	13.8	14.2
THE GIRLS' ADVANTAGE	+46%	+73%	+81%	+53%	+65%	+97%	+144%
LAVERNE & SHIRLEY	28.5	25.5	26.9	17.6	19.3	27.2	34.6
AVERAGE PRIMETIME PROGRAM	18.3	13.8	13.5	11.9	11.6	11.3	10.7
THE GIRLS' ADVANTAGE	+56%	+85%	+99%	+48%	+66%	+141%	+223%

Source: NTI NAD TOTAL U.S. AUDIENCE/February, May, November Average/February 1976 through May 1978

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Audio control as flexible as your format -at a price you can afford. **BASIC A** -the complete one

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BASIC A fits right in. Keep your existing reel-to-reel decks, Instacarts, Go-Carts, single-play units or carousels—just let BASIC A run the show. Update peripherals as you want, and expand as you grow. BASIC A is the first really new concept for control systems in years—and the price is lower than many offering you less. We even install it FREE...and train your people! Ask for the brochure.

IGM

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will place spots in 13 Southeastern markets during day, fringe and news time. Target: women, 25-54.

Anheuser Busch □ Brewery highlights its Busch beer in 11-week TV push beginning this month. Needham, Harper & Steers, Chicago, will handle spots in 25 markets during fringe and prime time. Target: total men.

Tasty Baking □ Tastykake cakes and pies get 10-week TV promotion starting this month. Lewis & Gilman, Philadelphia, will seek spots in 11 markets during day, fringe and prime time. Target: women, 18-49.

Pinkerton Tobacco □ Red Man and Red Horse chewing tobacco products will be pushed on TV starting in late September for eight weeks Cunningham & Walsh, New York, is selecting early and late fringe periods in about 70 markets. Target: men, 18-49.

Allen □ Alpo dog food plans seven-week TV campaign beginning this month. Weightman Advertising, Philadelphia, will slot spots in 52 markets during fringe time. Target: women, 25-54.

Krystal □ Fast foods group places seven-week TV flight beginning this month. Cargill, Wilson & Acree, Atlanta, will schedule spots in 22 markets during prime and late fringe time. Target: adults, 18-49.

J.H. Filbert □ Margarine product will be emphasized in seven-week TV push starting in early October. W.B. Doner & Co., Baltimore, is seeking daytime slots in 30 markets. Target: women, 18-49.

Firestone □ Tire and rubber company begins six-week TV drive in mid-September. Sweeney & James, Cleveland, will pick spots in five markets during day, prime and late fringe time. Target: men, 18 and over.

United California Bank □ Banking institution prepares five-week TV promotion starting this month. Foote, Cone & Belding/Honig, Los Angeles, will set spots in 11 markets during prime and fringe time. Target: men, 25-54.

K-Mart □ Discount store chain will launch two TV flights in October with spots continuing through November in some markets and through December in others. Ross Roy, Detroit, is seeking slots in daytime and early and late fringe in more than 140 markets. Target: men and women, 21 to 54.

Clorox □ Crockery Fixins crock pot mixes will be centerpiece of four-week

spot TV flight scheduled to start in early October. Young & Rubicam, New York and Los Angeles, is selecting stations in 31 markets, stressing prime-time positions. Target: women, 18-49.

Lyons □ Restaurant group schedules four-week TV push beginning in mid-September. Bozell & Jacobs, Los Angeles, will buy spots in Los Angeles and Sacramento, Calif., during fringe and prime access time. Target: adults, 25 and over.

Pillsbury □ Food products group highlights its Wheat Nuts product in four-week TV promotion beginning in late November. The Haworth Group, Edina, Minn., will buy spots in 35 markets during fringe time. Target: total women.

Hyponex □ Plant care division of Gillette plans four-week TV promotion beginning this month. Hill, Holliday, Connors, Cosmopolos, Boston, will select spots in 18 markets during day, prime and late fringe time. Target: women, 25-49.

State Farm □ Insurance group arranges four-week TV promotion beginning late this month. Needham, Harper & Steers, Chicago, will place spots in eight markets during news and sports time. Target: total men.

Kinney Shoes □ TV effort for various lines of shoes will begin in early October for four weeks. Sawdon & Bess, New York, is aiming for fringe periods in 35 markets. Target: women, 18 to 34.

Totinos □ Frozen division of Pillsbury slates four-week TV drive beginning in early October. Paragon Companies, Minneapolis, will seek spots in 24 markets during fringe time. Target: women, 25-49.

Shasta □ Beverage group features its diet and regular soda in three-week TV flight beginning this week. Hoefer, Dieterich & Brown, San Francisco, is using spots in nine markets during day and prime time. Target: men and women, 18-49; children, 2-11.

Tobin Packing □ Meat products manufacturer schedules three-week TV flight for its First Prize franks beginning in early October. Weightman Advertising, Philadelphia, will seek spots in nine markets during all dayparts. Target: women, 25-49.

Kimball □ Piano and organ division starts three-week TV campaign in early November. Keller-Crescent, Evansville, Ind., will buy spots in about 90 markets during all dayparts. Target: adults, 25-54.

If you want more utility from a radio rating service... **consider what Burke has to offer.**

Burke Broadcast Research is a wholly-owned subsidiary of Burke Marketing Research, Inc., located in 33 U.S. cities. Now, Burke Broadcast Research, backed by the resources and experience of one of the Burke International companies, introduces a radio rating service offering broadcasters these benefits.

- Monthly reports on which to base programming decisions.
- Expanded demographic information to more precisely define your audience—includes income, education, occupation.
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- Individual respondent information to help you make unprecedented use of audience research by undertaking analyses of audience flow, customized geography, media "mix," and much more.
- Specially designed questions at the conclusion of the standard telephone interview to assist in your programming decisions.
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- An affordable price.



Burke offers you an expanded radio rating service based on the most advanced techniques in the industry. You'll receive a specific proposal—no vague concepts—but timely, dependable facts and figures to substantiate your vital business decisions.

We will begin interviewing in 10 major markets in October 1978; adding 10 more markets in January 1979.

So don't wait... consider the additional benefits available to you with this new and advanced radio rating service. Get on the phone with your nearest Burke Broadcast office today.

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625 N. Michigan Avenue
Chicago, Illinois 60611
312/280-9044

606 Wilshire Boulevard
Santa Monica, California 90401
213/393-0589

Network Primetime Series

M*A*S*H-CBS

The Paper Chase-CBS

W.E.B.-NBC

Syndication

Dinah!

That's Hollywood!

The Cheap Show

Dance Fever

The National Enquirer



HIGHLIGHTS OF T

Network Primetime Specials

**The Star Wars
Holiday Special - CBS**

**Heroes of
Rock 'n Roll - ABC**

Sisters - NBC

Network Movies for Television

**A Guide for the
Married Woman - ABC**
The Nativity - ABC

THE FALL SEASON.

Datebook^R

■ indicates new or revised listing

Also this week

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. 11-14**—Hearings on broadcast chapter of Communications Act rewrite before House Communications Subcommittee. Rayburn House Office building, Washington.

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**—Opening Newsmaker Luncheon of Hollywood Radio and Television Society. Speakers will be B. Donald Grant, CBS Entertainment; Paul Klein, NBC Television, and Chloe Aaron, Public Broadcasting Service. Beverly Wilshire hotel, Hollywood.

■ **Sept. 12**—First Amendment rally, sponsored by National Press Club, National Press Foundation, Society of Professional Journalists, Sigma Delta Chi, Washington Press Club, Women in Communications, Newspaper Guild and White House Correspondents Association. Speakers will include Katherine Graham, Washington Post; A. M. Rosenthal, New York Times,

Howard K. Smith, ABC News, and Jack Nelson, Los Angeles Times. National Press Club ballroom, Washington.

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**—Extended deadline for comments on FCC proposed change of radio/TV station annual report and EEO rules to include the handicapped (Docket 21474). Replies due Oct. 2.

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

Also in September

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, Lohmes & 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, Hofer, 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, Surging, 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

SUNBELT OPPORTUNITY

This 5KW Daytimer, with a Fulltime Application now pending FCC approval, is a suburban station in a Top Ten Market. The investor/owner prefers energy over broadcasting and wants out. \$800,000 puts you in position to present your message to over 2,500,000 listeners. A great opportunity for a savvy operator.

Terms Available.

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SOMETHING TALLER IS IN NORTH CAROLINA.



WRAL-TV'S NEW 2000' TALL TOWER.

Our new 2000' tower near Raleigh, North Carolina, is taller than any building in the world.

In fact, you'd have to stack the Washington Monument on top of the Sears Tower in Chicago just to match its height.

We put a lot into building the tallest broadcast tower on the East Coast.

Like 4,160,000 pounds of steel. And 45,336 nuts, bolts and washers. The tower's special stroboscopic lighting system alone contains 5,512 separate pieces.

The 2,080 tons of concrete used to support the tower are enough to lay a four-foot sidewalk nearly 4-1/2 miles long.

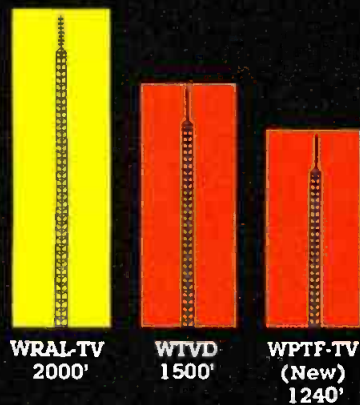
If we laid our tower's component parts end to end, they would stretch from Raleigh all the way to the Empire State Building in New York City.

Needless to say, we wouldn't have put all this into our new tower unless a lot were going to come out of it.

OUR NEW 2000' TOWER IS REACHING PEOPLE WHO'VE NEVER BEEN ABLE TO GET TV 5 BEFORE.

By building a tower that's 900 feet taller than our old one, we can broadcast our signal a lot farther than before.

Farther than any of our competitors in the Raleigh-Durham area. As far, in fact, as any TV station anywhere in America.



Our new 2000' tower has increased our geographic coverage area by an average of 40%. Which means tens of thousands of people who lived too far away to get TV 5 can now receive a good signal for the first time.

And lots of people who live closer to Raleigh will be able to get a good TV 5 picture for the first time. Because the signal from our taller tower can penetrate those geographically hard-to-reach areas where poor reception was a problem.

To put it another way, with our Tall Tower we've risen above the problems that stand in the way of a great picture on TV 5.

Old optimum reception area for rabbit ears. _____
 New optimum reception area for rabbit ears. _____
 Old optimum reception area for any type of rooftop antenna. _____
 New optimum reception area for any type of rooftop antenna. _____
 Old optimum reception area for extended-range antenna. _____
 New optimum reception area for extended-range antenna. _____

(All towns on the map will get optimum reception with a new circularly-polarized antenna. See back page.)

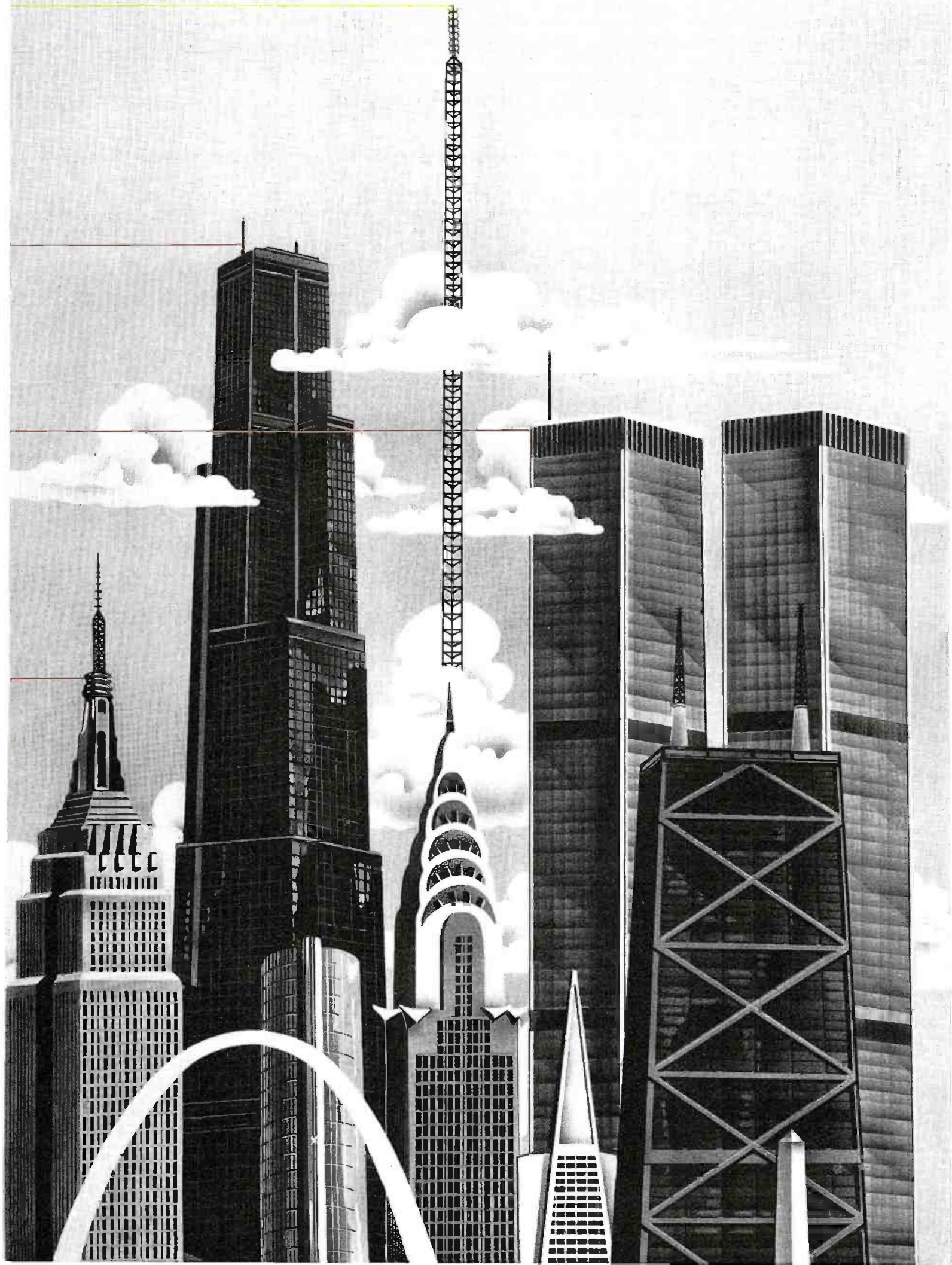
2,000' WRAL-TV's Tall Tower, Raleigh, N.C.

1,454' Sears Tower, Chicago, Ill.

1,350' Twin Towers, New York, N.Y.

1,250' Empire State Building, New York, N.Y.







Broadcasting from the tallest man-made structure east of the Mississippi River is only half our tall story.

From atop our 2000' tower we're broadcasting a revolutionary new TV signal called Circular Polarization.

This new signal is stronger than ordinary ones. Far more penetrating. And so reliable NASA used it to beam back the first TV pictures from the moon.

Ordinary TV signals are "flat," that is, horizontal to the ground. Which means not much of the signal hits the antenna (fig. 1), especially indoor "whip" and rabbit ear types. Which often means not much of a picture.

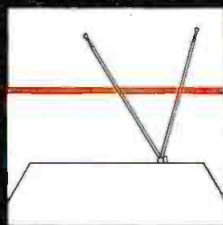


Fig. 1

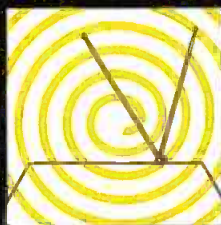


Fig. 2

Our circularly polarized signal, on the other hand, spirals through the air like a corkscrew, so much more of the signal hits the portable antenna surface (fig. 2).

The result is a much better picture. There are fewer ghosts. A lot less fussing to fine-tune indoor antennas. And less change in reception patterns when someone walks by your TV set.

But Circular Polarization offers an even bigger advan-

A REVOLUTIONARY NEW TV SIGNAL IS GIVING OUR VIEWERS A BETTER PICTURE THAN THEY'VE EVER BEEN ABLE TO GET BEFORE.

tage to our viewers who must use outdoor antennas.

You see, it takes twice as much power to transmit our circular signals as it takes to transmit ordinary, horizontal ones. Which means our signal is twice as strong as it used to be.

Ordinary rooftop antennas, however, aren't designed to pick up this extra signal strength. But a new circularly-polarized antenna, now being manufactured, will give rooftop antenna users a better picture than they ever believed possible.

This circularly polarized antenna will also virtually eliminate "ghosting" for viewers all over our coverage area.

Because the circular signal reverses its spin when it bounces off a building or a



wall, the circularly-polarized antennas are designed to receive only the true signal and ignore the "ghost" signal spiraling in the opposite direction.

You might say our new signal will run circles around all others.

THE BEST TV SIGNAL IN AMERICA

TV 5 is the first station in the world to broadcast a circularly-polarized signal from a 2000' tower.

What's more, we've backed up our tower with the latest transmitting equipment possible.

Our main transmitter, our tower cables, even our antenna are all dual systems. Which means if one part of any system fails, we stay on the air. We've even

built our own power plant, so if the power company fails us, we won't fail you.

In short, we've built the most modern, most dependable television transmitting facility in America, to give you the best television picture in America.

TV 5. With our new Tall Tower, revolutionary signal, and new transmitting facility, we've brought television reception a long way to serve you better.





We're honored to have been chosen to design and build WRAL-TV's new 2000' tall tower.

The result is not only a monument to technology and craftsmanship, but also a monument to cooperation between broadcaster and tower

manufacturer. And we're justifiably proud of the new friendships we've made at TV 5.

We've made a lot of friends in broadcasting over the years. And, in the process, Kline has become number one in tall towers from coast to coast.

Because more and more broadcasters are becoming aware that if you're going sky-high, there's only one way to go.

With Kline, of course.

KLINE IRON & STEEL

P.O. Box 1013/Columbia, S.C. 29202
Telephone 803-779-7080

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. Sheraton Tara, Framingham, Mass.

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. 4-5**—Third annual conference on satellite communications for public service users, sponsored by *Public Service Satellite Consortium*. Speakers will include Secretary of Interior Cecil Andrus; Henry Geiler, National Telecommunications and Information Administration; FCC Commissioner Joseph Fogarty and James Fellows, National Association of Educational Broadcasters. Washington Hilton hotel, Washington.

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.

Oct. 5-6—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

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

Oct. 6-8—Southern area regional meeting, *American Women in Radio and Television*. Royal Plaza, Lake Buena Vista, Fla.

Oct. 8-9—*Kentucky CATV Association* fall convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker. Hyatt Regency hotel, Lexington, Ky.

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.

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 equipment 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* annual 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 programming. Cannes, France.

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

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.

Oct. 11—*New England Cable Television Association* fall meeting. Sheraton-Regal Inn, Hyannis, Mass.

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

Oct. 12—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network, Lawrence Grossman, Public Broadcasting Service; Robert M. NBC Television Network, and James H. Rosenfield, CBS Television Network. Anthony's Pier 4 Restaurant, Boston.

Oct. 12-13—*National Association of Broadcasters* fall conference. Boston Marriott.

Oct. 12-13—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast*

Engineers. Howard Johnson motor lodge, Monroeville, Pa.

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

Oct. 12-15—Annual national meeting of *Women In Communications Inc.* Among speakers: Jack Landau of Reporters Committee for Freedom of the Press; Jane Trahey, author of "Jane Trahey on Women and Power," and Nina Totenberg, legal affairs correspondent, National Public Radio. Detroit Plaza hotel.

Oct. 13-15—Northeast arena regional meeting, *American Women in Radio and Television*. Marriott/Eastman Conference Center, Rochester, N.Y.

Oct. 14—*Radio Television News Directors Association* region 13 meeting. Sheraton hotel, Fredericksburg, Va.

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

■ **Oct. 15**—Deadline for entries for Martin R. Gainsburgh Awards for coverage of topics of economic significance. Four categories: individual station production for radio, network or group owner production for radio, individual station production for TV, network or group owner production for TV. Material must have been broadcast between Sept. 1, 1977 and Aug. 31, 1978. Entry forms: *National Dividend Foundation Inc.* 100 East 17th Street, Riviera Beach, Fla. 33404; (305) 845-6065.

■ **Oct. 16**—Deadline for comments on FCC proposal to expand the ascertainment primer for broadcast renewal applicants to require licenses to contact all significant elements and institutions in communities, even if not on primer's community leader checklist. Replies Nov. 15 (Docket, 78-237).

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

Oct. 16-17—*National Association of Broadcasters* fall conference. Atlanta Omni hotel

Oct. 16-17—Southwest chapter convention of *Na-*

Errata

Caption in "Business Briefly" department Aug. 28 (page 10) identified **Frank Boyle** as president of Eastman Radio Inc. He is **chairman of the board**. Item said rep firm had signed **WBN(AM)** as client. It **also signed WBN-FM**.

Knight-Ridder's Newspapers first-quarter figures were mistakenly reported as six-month figures in Sept. 4 "Week's Worth" (page 30). Correct figures appear in this week's chart (page 48).

tional Religious Broadcasters. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

Oct. 16-19—*Texas Association of Broadcasters* Engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.

Oct. 17—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters*. Charlotte, N.C.

Oct. 18-19—24th annual Broadcast clinic, coordinated by University of Wisconsin-Extension. Clinic will include discussions by FCC officials and displays by equipment manufacturers. Madison, Wis.

Oct. 19-20—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

Oct. 20-22—East Central area regional meeting, *American Women in Radio and Television*. Water Town Hyatt House, Chicago.

Oct. 22-24—Fall meeting of *New York State Cable Television Association*. Kutcher's Country Club, Monticello, N.Y.

■ **Oct. 23**—Deadline for comments on FCC inquiry into broadcasters' practices involving public service announcements. Questions cover factual issues on presentation of PSA's and roles PSA's could or should play (Docket 78-251). Replies due Nov. 11.

■ **Oct. 23**—Deadline for comments (Nov. 11 for replies) in FCC's inquiry into whether specific requirements should be imposed regarding airing of public service announcements (BC Doc. 78-51). FCC, Washington.

Oct. 23-24—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

Oct. 23-25—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat*, *Teleglobe Canada*, *Canadian Society for Electrical Engineering* and *Canadian Region of the Institute of Electrical & Electronics Engineers*, Montreal.

Oct. 24—Second annual "State of the Art" convention

of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Center, Louisville, Ky.

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

Oct. 25-27—Fall convention, *Kentucky Broadcasters Association*. Principal speaker: Senator Wendell Ford (D-Ky.), member of Communications Subcommittee. Hyatt Regency, Lexington.

Oct. 25-27—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston.

Oct. 26-27—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

Oct. 27-29—Midwest area regional meeting, *American Women in Radio and Television*. Sheraton-Park, Washington.

Oct. 27-29—Second annual National Student Broadcasters Convention, sponsored by *WUMB* and *University of Massachusetts*. Sheraton-Boston hotel. Information: Nancy Aquinde, (617) 282-2074.

Oct. 27-29—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Jose, Calif.

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

Oct. 30-31—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

November

Nov. 1—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. Duluth, Minn.

■ **Nov. 1**—Deadline for comments on FCC inquiry into children's television programming and advertising practices (Docket 19142). Replies due Dec. 15.

Nov. 2-3—*Oregon Association of Broadcasters* fall conference. Jantzen Beach Red Lion, Portland, Ore.

Nov. 2-5—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu

Open Mike®

The children's hours

EDITOR: It is interesting to note that thanks to the PTA and Sears, the distinction between an adult and a child is the following:

A child is one who can watch what it is presumed he wants to (should) watch any time before 10 or 11 p.m., and then go to bed and get a good night's sleep. An adult, however, is one who can watch what he wants to (shouldn't) watch only after 11 or 11:30 p.m., go to bed late, and be stuporous at the office in the morning.

Are we a nation of adults ruled by children or what? According to *Newsweek* (9/4/78) there are 52 million single adults in the U.S., and by 1985 they will represent 25% of all U.S. households. TV programming is bad enough already, but if the PTA has its way, 52 million adults without the pitter patter of little feet within a 100-foot radius will be playing with their lips while drinking shots of moo-juice, slugging down peanut-butter sandwiches and

watching the New Mouseketeers.

It's time for a little single-adult backlash.—*Lorinda Church, West Milford, N.J.*

For want of a word

EDITOR: Your recent report on local TV journalism (BROADCASTING, Aug. 28) provided a useful overview of the growth of local television news in the past year.

I further appreciated the opportunity to provide your readership with some opinions I have on the subject. There was, however, an omission of an important word in my quoted remarks that I would like to correct.

The quote should have read, "If two stations are coming live out of a major event and you aren't there, you're basically finished as a source of news . . . You lose your entire standing in a community without it."—*Pat Polillo, vice president, TV news operations, TV Station Group, Westinghouse Broadcasting, New York.*

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Broadcasting® TELEVISION.

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
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Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933. *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available under University Microfilms. 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

Monday Memo[®]

A broadcast advertising commentary from Lewis C. Greist, director of marketing, RKO Radio Sales, New York.

The night and day difference in radio and TV advertising

For some time, RKO Radio has been concerned by a serious dilemma facing national advertisers: how to maintain market position in an increasingly competitive marketplace when faced by spiralling media costs.

While all media costs have increased, the increases have been particularly critical in television, where the cost of maintaining equal advertising impact has more than doubled within the past 10 years and gives every indication of doubling again in the next few years.

Radio's ARMS II research offered conclusive evidence that using radio in a media mix can bring a significant increase in market penetration and a dramatic increase in impact, with no increase in budget.

So why do so few decision-makers know enough about radio to employ its strengths effectively?

The responsibility has to be laid at radio's doorstep.

Determining that there was a compelling need to assist decision-makers interested in radio's profitable use, RKO Radio Sales commissioned an in-depth study by The Research Group of San Luis Obispo, Calif. The purpose of the study was to determine advertiser and agency attitudes toward the various media and toward a marketing service offered by a radio representative firm.

Over 300 advertiser and agency executives connected with the top 200 advertised brands in six cities were personally interviewed. They were asked 14 open-ended questions covering six attitudinal areas, including:

- The advantages and disadvantages of radio, newspapers and television as advertising media.

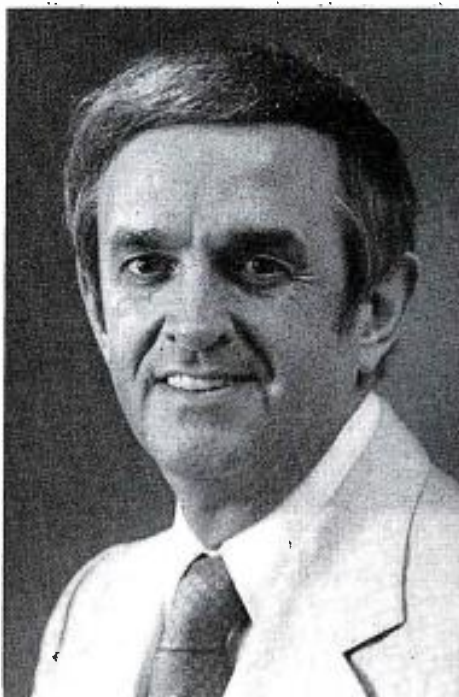
- The relative importance of reach and/or frequency in their advertising efforts.

- Their use of, and attitudes toward, ad pre-testing and the "most respected" firm(s) in the field.

- Their feelings concerning "image" and "credibility" in magazine, television and radio advertising.

- Their perceptions of radio listening and its unique advantage. Also attitudes toward radio research and radio's use in their media mix.

- Their attitude toward a radio marketing service and the services they would desire.



Lewis C. Greist joined RKO Radio Sales as director of marketing in May 1978. Previously, he was director of marketing and research for KYW(AM) Philadelphia for five years, and general sales manager at WWSH(FM) Philadelphia for four years, prior to returning to New York and RKO. Mr. Greist began his advertising career in New York as an agency timebuyer and radio sales representative.

One of the more important discoveries from the study was that there is still an overwhelming impression among top decision-makers that radio is primarily a frequency medium. It's amazing that more than 12 years after the development of cumulative radio audience data and reach and frequency programs, so few people connected with the top advertised brands are aware that radio cannot be bought successfully by using the same criteria used in buying television. Again, the responsibility for correcting any misconceptions is radio's.

If radio isn't perceived to be the prime reach medium that in fact it is, then all of the existing evidence proving it is useless until it has been communicated effectively. That was one of the prime objectives in the survey. We had to find out how radio is presently perceived in order to formulate a marketing plan to realign those perceptions. Some of the study's other findings included:

- In answer to "Would you welcome media problem-solving expertise from a radio representative's marketing team?"

61% said they would. Sixty-five percent opted for assistance at the pre-planning stage.

- Answers to the questions about their copy pre-testing activities revealed that 59% pre-test their television commercials, 51% pre-test their newspaper ads and only 33% pre-test radio commercials.

- When asked their conception of "how much is enough?" frequency in broadcast media, 53% of the sample admitted they did not have a good feel for the correct weight in radio. This compares to only 28% who admitted a similar lack of feeling for television.

- Among respondents, 95% said they had a good understanding of the images and credibility of the magazines they use; almost 70% claimed the same appreciation for television, but only 33% said they had a clear picture of the images associated with the various radio formats.

The pervading message from the study was that there's an abundant lack of awareness of the basic nature of radio's audience and how best to utilize the medium in solving specific marketing problems.

For years, spot radio has contented itself with a decreasing share of the national advertising dollar by allowing itself to be bought by the same criteria as television when the only thing they have in common is airwaves.

Reaching as many potential consumers as possible as many times as possible within the confines of a given budget is what advertising's all about. Yet, few major advertiser or agency decision-makers know that dollar for dollar, radio will achieve greater market penetration with greater impact than any other advertising medium. They don't know because radio hasn't been telling them loudly, clearly and consistently.

Believing that leaders should be doers, RKO Radio Sales has begun the task at the beginning, by publishing the first easy to read and understand explanation of reach and frequency and its importance in planning and buying radio. It's called "To Make It In Radio, You've Got To Have REACH!" (Copies available on request).

Step two is an ongoing direct mail program to establish a continuing flow of radio information to media decision-makers among the top advertised brands. The initial contact offering radio marketing counseling on a strictly nonparochial basis was sent to 850 advertising movers and shakers on Aug. 1.

And step three will be to establish one-on-one dialogues with advertisers and agencies to assist them in achieving their marketing goals with radio.

“Watch sales improve as you find out what good singing commercials can do to help your clients. Or rip up our contract.”

Tim Moore, V. P., General Sales Manager
The Commercial Source

I guarantee that these songs and custom-tailored lyrics will help you produce better spots for your clients. I also guarantee that The Commercial Source will make you money because of our proven selling system.

Songs are one of the most potent forces used by successful advertisers today. Just think of Sears, Datsun, Coca-Cola, Dr. Pepper, McDonald's, and you hear *music*. Music which helps you and everyone else recall the idea and the message.

Advertisers invest fortunes in good songs. And why? Because songs work. They jog the memory. They linger in the consciousness. They stir up sales.

And the simple fact is that good songs don't have to cost a fortune. Subscribe to The Commercial Source and you get music *plus* our proven selling system. Both at a modest price.

You get songs written by big talents, men who've written famous jingles for Coca-Cola, American Airlines, Alka Seltzer, Maxwell House and others.

You get these songs custom-tailored *exclusively* for your clients.

Here's how The Commercial Source works. You get your own collection of terrific commercial music (60 songs to begin with, 20 new ones each year). All cuts are fully produced for demonstration. Choose the ones which best match your advertisers' needs.

Next you get custom service as the lyric lines are fine-tuned until they become unique to your clients. Then the new lyrics are sung and recorded in our state-of-the-art production facilities.

Finally you get your impeccably polished singing commercial—it sounds and works like a custom production.



Mind you, all that's just the *music* part. The money part is in the professional selling wisdom we pass along in the TM package. We guarantee your satisfaction because we've seen our system make thousands of dollars at hundreds of stations in markets of all sizes.

Here's why. It makes even your young, green salespeople come across as pros. It helps them gather facts and figures about your clients' marketing problems *and* opportunities. It helps them analyze. It helps them make sound projections.

Best of all, this exclusive, proven selling system puts them in a position of strength when they make their pitch for longer schedules, bigger buys.

Remember: You can use The Commercial Source at no risk for 30 days. Take it out and sell with it. See how much money you can make with it. Then decide. If you're not ready to take advantage of it yet, just send everything back. You've lost nothing.

You can get the whole thing going just by calling me. Do it now, before you forget. If somebody else in your market calls first, *he* gets the exclusive, not you. Better act now.

**Call me immediately for immediate results.
And be sure you call collect: (214) 634-8511.
Ask for me, Tim Moore.**

TM The Commercial Source, a service of
TM Productions, Inc.
1349 Regal Row, Dallas, Texas 75247

Top of the Week

Broadcasting's turn in rewrite arena; NTIA weighs in on side of change

Present regulatory scheme hasn't worked, Geller will tell House Subcommittee as hearings begin

The National Telecommunications and Information Administration will tell the House Communications Subcommittee today (Sept. 11) that the present system of broadcast regulation is "flawed" and should be replaced with a new one. It will say that applying the public trusteeship concept to radio no longer serves the public interest and that radio should be "basically deregulated"—although with radio broadcasters paying "a reasonable fee." Deregulation of television would await the results of lifting the regulatory burden from radio.

Henry Geller, assistant secretary of commerce for communications and information, the lead-off witness in four days of testimony on the broadcast action of the Communications Act rewrite (H.R. 13015), will speak only for NTIA.

Mr. Geller, a former general counsel of the FCC, is harsh in his criticism of the manner in which the present regulatory system has worked. He cites examples of regulation failing not only in assuring the broadcast of informational and local programming—"the heart of the public trustee notion"—but has disserved the public.

Mr. Geller also says the present system has imposed serious First Amendment strains—in the application of the fairness doctrine, for instance, as well as in court orders to the commission to involve itself in format changes. Both issues grow out of the public trusteeship concept, he notes.

Mr. Geller, who would apply the deregulation approach first to radio because of the plethora of outlets—there are more than 8,000 of them—would impose a "lease charge" on radio licensees. This would not, he says, be a spectrum management tool—NTIA has not yet completed its study of the subcommittee's spectrum-use fee proposal—but would be imposed as "a substitute for the public trustee obligation. The funds would not be



Geller



Van Deerlin



Thurston

earmarked for a special use; they would go to the general treasury.

Deregulation need not leave the public "wholly unprotected." Mr. Geller says the agency that regulates communications could continue its technical and multiple ownership regulations or enforce rules proscribing rigged quizzes, lotteries and obscene or indecent broadcasts and the like. He also says Congress could retain political broadcast regulations and equal employment opportunity and affirmative action requirements.

As for television, Mr. Geller concedes Congress may be unwilling to deregulate it for a number of years. But in the meantime, he offers some suggestions for modifying the proposed rewrite.

He would spell out the purposes the act is expected to serve. (The bill substitutes the phrase "for the purposes of the Act" for the public interest standard, but does not say what the purposes are.) He suggests such purposes as providing effective local outlets, informational programming, and diversification of sources of information, among others.

Mr. Geller supports the proposal to eliminate comparative renewal hearings—he says the process has been "ineffectual"—but would require the commission to adopt rules specifying general percentage guidelines in the areas of local and informational programming, including that for children.

Top spokesmen from the NAB to press association's demand for clarification or revision of many provisions of rewrite

The National Association of Broadcasters will go to the hearings today neither to bury the rewrite nor to praise it.

The association's three top broadcaster members, in testimony before the House

Communications Subcommittee, are not expected to depart one whit from the NAB board's fence-sitting position on the rewrite. "We still support a creative blending of the Communications Act of 1934 with the most constructive provisions of this bill," NAB Chairman Donald Thurston is expected to testify in prepared remarks.

Mr. Thurston, appearing with NAB TV Board Chairman Thomas Bolger, Radio Board Chairman Walter May and NAB's executive vice president and general manager, John Summers, will give the broad view: NAB likes the proposed radio deregulation, but "cannot rejoice" over it because there are "vague and unclear" provisions, he says. The television provisions, he adds, are disappointing in light of the treatment for radio. "Although we recognize the differences between radio and television stations we do not believe these differences justify separate treatment of this magnitude," Mr. Thurston is to testify.

Among NAB's specific complaints about the bill, the proposed license fee that broadcasters would have to pay for their use of the spectrum heads the list. Mr. Thurston calls it a tax: "In my view, any fee that reflects an amount beyond the cost of processing a broadcast license constitutes a tax on my business." He objects to the fee as a "form of double liability" for broadcasters, because the money would go "to finance competitive government programs" (public broadcasting).

The NAB chairman says the association welcomes the license terms in the bill—indefinite for radio and the same for TV after 10 years—but opposes the provisions permitting the filing of petitions to revoke. The latter mechanism, he says, would lead to "greater license instability and the possibility of far more litigation than exists under current law."

Another provision NAB finds

troublesome is the one requiring the proposed Communications Regulatory Commission to distribute broadcast licenses so that each community in the U.S. "regardless of size," would have maximum fulltime local TV and radio services. "How should we interpret this language?" Mr. Thurston asks. "Does the subcommittee intend to crowd each market with low-power radio and television stations?" He urged that the provision be clarified.

Mr. Bolger is similarly perplexed about another provision, that requiring television stations to broadcast locally produced programming "throughout the broadcast day." He asks, "Does this language mean that I must schedule a locally produced program once every hour or once every two hours? What should be the length of each program? Must I pre-empt the most popular prime-time network programs and insert a locally produced substitute? What will be the consequences if I fail to comply with this requirement?"

In his prepared remarks, Mr. Bolger also criticizes the proposed ownership restrictions that would limit broadcast owners to five television stations. The change won't make it any easier for minority license applicants to obtain television stations, especially in major markets, he says, because current multiple owners would be grandfathered under the bill. Nor will the restrictions encourage UHF, he says, because multiple owners will try to fill their limits with VHF.

Mr. May has a similar complaint, but on behalf of radio. "If I wanted to have a newspaper in every state I could do it," he says, "so why limit me to five radio stations? ... it makes no business sense at all."

Mr. May offers praise for all the radio deregulatory provisions, but underscores his objections, especially to the "maximum full-time local" service provision, which he says could increase competition in radio to a killing level. The way the provision reads now, there would have to be more television stations, he says, and "such stations would have to be small operations and would need some of my advertisers to survive."

The list of this week's 44 witnesses:

■ Monday—Henry Geller, assistant secretary for communications and information, Commerce Department; Charles Ferris, FCC chairman; Abbott M. Washburn and Margita White, FCC commissioners; Henry Goldberg of the Washington law firm, Verner, Lipfert, Bernhard McPherson, and Marcus Cohn of the Washington law firm, Cohn & Marks, both representing the American Bar Association's Communications Committee; Barry Robinson, Commerce Department Office of Minority Business Enterprise; John Summers, NAB executive vice president; Donald Thurston, NAB joint board chairman; Thomas Bolger, NAB TV board chairman; Walter E. May, NAB radio board chairman; James Gabbert, NRBA president.

■ Tuesday—Robert E. Lee, Tyrone

Brown and Joseph R. Fogarty, FCC commissioners; Gene F. Jankowski, president, CBS/Broadcast Group; Nolan Bowie, Citizens Communications Center; Jack Valenti, Motion Picture Association of America; Pluria Marshall, National Black Media Coalition; Michael Botein and David M. Rice, professors, Communications Media Center, New York University Law School

■ Wednesday—James Quello, FCC commissioner; Eugene McCarthy, former Minnesota senator (D) and independent presidential candidate; Everett Erlick, senior vice president and general counsel, ABC; Elliott Franks, National Association of Black-Owned Broadcasting stations; Everett Parker, United Church of Christ; Grace Baisinger, national Parent Teachers Association; Rene Anselmo, Spanish International Network; Townes Osborne, National Citizens Communications Lobby.

■ Thursday morning—Representative Paul Findley (R-Ill.); Benjamin Hooks, executive director, National Association for the Advancement of Colored People; Corydon B. Dunham, executive vice president and general counsel, NBC; Eugene Jackson, National Black Network; Norman Walt, McGraw-Hill Broadcasting Co.; Tom Paro, Association of Maximum Service Telecasters, and Ernest Jennes, of the Washington law firm Covington & Burling, also representing AMST; Ernie Schultz, president, Radio Television News Directors Association; Harold Kassens, A.D. Ring & Associates, representing the National AM Stereophonic Radio Committee.

■ Thursday afternoon—Ralph Baruch, Viacom International, representing the National Cable Television Association; Kathleen Nolan, Screen Actors Guild; Kathy Bonk, national media reform committee of the National Organization for Women; Dale Wright, WMAR-TV Baltimore; Harry Hollis, Christian Life Commission of the Southern Baptist Convention; Kristin Booth Glen, New York attorney; Joel Levitch, independent film producer, Riverdale, N.Y.; Harry Shriver, WFBZ (AM)-WBKZ (FM) Baltimore.

ABC goes back to its 'Roots' and gets another ratings winner

Reruns of TV entertainment all-timer pull 40 shares, give network boost as new season gets under way

ABC-TV's *Roots* is still packing a ratings wallop the second time around, scoring 40-share averages with its first episodes and getting the network off to a solid promotional start for the 1978-79 season.

Nielsen national ratings for the first installment of the five-night repeat telecast

on Tuesday (Sept. 5) show *Roots* pulling a 24.6 rating and a 38 share at 9-11 p.m. NYT. Its 8-9 p.m. lead-in, a season premiere episode of *Laverne and Shirley*, scored a 21.8/38.

CBS-TV's *Spiderman* and made-for-TV movie, "Happily Ever After," scored, respectively, 23 and 27 shares that night, while NBC-TV's three-hour big event, *Little Mo*, had a 23. ABC won the night with a 23.4/38 average to CBS's 15.9/26 and NBC's 14.1/23.

The next night, *Roots* again played 9-11 p.m., pulling a 25.6/42. A season premiere of *Eight is Enough* provided a 41 share lead-in. CBS's *Dr. Strange* at 8-10 p.m. managed a 21 share. A repeat episode of *The Incredible Hulk* followed with a 17 share. NBC started the evening with a 25-share special, *Sharks: The Incredible Death Machines*, followed by *Dick Clark and a Cast of Thousands*, a star-laden promotional special for Mr. Clark's new NBC series. It pulled a respectable 30 share. ABC won the night with a 23.4/42 average to CBS's 11.4/20 and NBC's 16.6/29.

Local overnight ratings for Thursday in New York, Chicago, Los Angeles and the newly added overnights from San Francisco (see "In Brief") showed *Roots* again dominating the competition, crushing CBS reruns and generally trouncing an all-new line-up on NBC that included sneak previews of two new series, *Grandpa Goes to Washington* and *Lifeline*.

Roots was scheduled to finish out its repeat run on Friday and Sunday nights, avoiding NBC's coverage of the Miss America pageant on Saturday. The original telecast of *Roots* ran from Jan. 23-30, 1977, and scored national share point averages of 61, 62, 68, 66, 70, 66, 65 and 71—the most-watched entertainment program of all time.

A performance more typical for long-form reruns came the previous week, Aug. 28-Sept. 3, when CBS tried again with its four-hour docu-drama, *The Amazing Howard Hughes*. First aired April 13-14, 1977, it scored 43 and 53 shares; on Tuesday and Wednesday, Aug. 29-30, it pulled 25 and 24 shares, beaten soundly on both nights by ABC series reruns.

But the biggest news of that week had to be the performance turned in by the two-hour pilot of CBS's new airline stewardess series, *Flying High*. Airing at 9-11 p.m. Monday against ABC's baseball and NBC's reruns of *Quincy* and a two-hour special *Little House on the Prairie* episode, *Flying High* scored a 28.2/46, the most-watched show of the week. During the final hour of its telecast, the show pulled a 50 share, all this despite—or perhaps because of—a great deal of heat from TV critics and airline stewardesses alike (BROADCASTING, Sept. 4).

Another pilot scoring well that week as a two-hour movie was ABC's *The New Maverick*, the eighth most-watched show of the week with a 19.4/37 on Sunday, 9-11 p.m. Unlike *Flying High*, however, *The New Maverick* has not been picked up as a series.

Full box of brass tacks for the FCC

Major items for commission consideration in the upcoming months include review of clear channels, drop-ins, network inquiry and preparation for WARC

For the FCC, September is like the start of a new year, no matter what the calendar says. August was a hiatus, and staff and commissioners now are facing new beginnings.

Even more specifically, last Thursday (Sept. 7) was the new year's first day, as Chairman Charles D. Ferris called in his bureau chiefs for a discussion of matters they expect to have ready for the commission in the next several months.

The new-year feeling is evident for another reason, too. Chairman Ferris is about a month shy of the start of his second year at the commission (the anniversary is Oct. 17)—and that could be 12 months in which major changes in the regulation of broadcasting occur.

For instance, basic premises regarding the sanctity of the VHF table of assignments and the protection of clear channel radio stations are being challenged, and the commission will soon be called on to make basic decisions regarding the conduct of its inquiry into alleged network dominance of the television industry. All were initiated under former Chairman Richard E. Wiley, but are now the responsibility of the Ferris commission.

The staff expects to present an item on the drop-in issue in December. At stake is

whether the barrier to establishing stations at less than the minimum mileage separations adopted in 1952 will be breached. The commission is considering the addition of four short-spaced channels—in Charleston, W.Va. (ch. 11), Johnstown, Pa. (ch. 8), or Altoona, Pa. (ch. 12), Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13).

Completion of the clear-channel matter—on which the commission has been laboring for three years—is not yet in sight; the staff hopes to draft a further notice of inquiry (and, possibly, rulemaking) for consideration by the commission in November. However, there is little likelihood the option of granting the remaining 12 pure clear channel stations super power (in excess of 50 kw) will be recommended, let alone adopted; staff members indicate the only question remaining is the manner in which the remaining pure clears will be broken down.

The new network inquiry staff assembled by Chairman Ferris to resume the work that was stalled last year by Senator Ernest F. Hollings (D-S.C.), rather than let it proceed under the lame duck (and Republican) chairmanship of Mr. Wiley, is completing the first phase of its assignment.

It has read the comments filed in response to the initial notice of inquiry in the proceeding, and is beginning to draft plans for its next step. "We're getting ready to tell the commission with some precision how we intend to proceed, and to ask for approval," Stanley Besen, co-director of the staff, said last week. Mr. Besen said no decision had yet been made on whether to propose a further notice of inquiry, or proceed with an analysis of the issues on the basis of information now available.

There are a number of other major broadcast-related matters on the commission's agenda.

One fundamental issue on which the commission is working involves its recommendations for the position the U.S. will take into the World Administrative Radio Conference in Geneva next year. With participating nations due to exchange their proposals by the end of January, the commission is expected to put the finishing touches on its WARC work in the next couple of months.

The entire international table of allocations is up for review, but matters of particular interest to broadcasters include proposals to permit additional land-mobile sharing of UHF frequencies and to expand the AM band.

Among other matters on which the commission will act are several dealing with minority ownership of broadcast properties. The commission will consider the National Telecommunications and Information Administration's petition for rulemaking aimed at granting a preference, in comparative proceedings, to applicants with minority ownership.

What's more, it is expected to act on two applications which, if granted, would for the first time place minorities among the owners of VHF stations. One involves Gannett's proposed sale of WHEC-TV Rochester, N.Y., to Broadcast Enterprises Network, which is principally black-owned, for \$27 million. The other involves RKO General Inc.'s proposed sale of WNAC-TV Boston to New England Television Corp., which is 13% owned by eight blacks, for \$54 million. NETV is composed of two companies that filed competing applications for WNAC-TV's license 10 years ago.

Another matter involving minorities is

InBrief

CBS-TV and NBC-TV **outraged football public** with decision to carry complete coverage of Sept. 3 **coronation of Pope John Paul I**, preempting first 80 minutes of regional football. Switchboards lit up in New York and at affiliated stations. At NBC, con-pro ratio was 725-20; at CBS it was 520-9. NBC-affiliated WCKT-TV Miami, which missed first half of Dolphins versus New York Jets, reported more than 900 complaints.

□

Group of 20 independent film producers plans to file **\$180 million antitrust suit against three commercial TV networks** today (Sept. 11), charging that policy of using only network-produced news material restrains trade and monopolizes public affairs programming. Besides damages for lost earnings, group asks injunction forbidding networks to own or produce documentaries or magazine shows. Producers taking part in action include Joel A. Levitch, Saul Landau, D. A. Pennebaker, Amram Nowak, St. Clair Bourne, Albert and David Maysles, Martha Stuart, Peter Rosen, Thomas Craven, William Greves, David Hoffman, Cavalcade Productions Inc., George C. Stoney, Harry Wiland, Richard I. Young and Perry Schwarz.

□

Swanson Broadcasting Inc.'s Texas State Network has **petitioned FCC to deny Mutual Broadcasting System's proposed purchase of WCFL(AM) Chicago**. Petition marks continuation of controversy that began in March, when MBS applied for authority to establish 500 re-

ceive-only earth stations. TSN, concerned about what it said was MBS's plans to establish "subnetwork" in Texas and adjoining states to feed Dallas Cowboy games, petitioned commission in April to deny earth-station proposal (BROADCASTING, May 1). TSN's petition last week says questions raised in earlier petition dealing with MBS's "anticompetitive practices in Texas" and with pending Federal Trade Commission proceeding against MBS's parent, Amway Corp., must be resolved before commission can find MBS's purchase of WCFL is in public interest.

□

Home Box Office said last week that two former top executives of its Telemation Program Services subsidiary, President **Robert Weisberg** and Senior Vice President **Henry Feinstein**, who were fired last month (BROADCASTING, Aug. 21), had **admitted misappropriating \$175,000** and had promised restitution. No further details were released. Mr. Weisberg could not be reached for comment. Representative of Mr. Feinstein, upon being informed of HBO press release, said he challenged some allegations, but was reticent to detail objections in light of ongoing investigation by district attorney's office for Southern District of New York.

□

Jerry Lewis Labor Day **telethon for muscular dystrophy** reported record \$29 million in pledges.

□

A. C. Nielsen began **overnight metered TV ratings in San Francisco** last week, just in time for new season. It's fourth city to be so monitored; others are New York, Chicago and Los Angeles. San Francisco sample is 300 homes, versus 500 in other markets.

□

Spanish International Communications Corp. has run into trou-

the pending proposal to amend the annual employment reports broadcasters file as a means of enabling the commission to check their performance in affording equal employment opportunity. At issue is a proposal to add a requirement that salary information be provided. Another is a proposal to include handicapped persons among the groups on which reporting will be required.

But if those items are a month away or more, some items of significance are closer at hand. This week, the commission will consider issuing rulemaking notices in connection with proposals to authorize AM stereo and FM quadrasonic broadcasting. The issue is controversial, with the Broadcast Bureau recommending issuance of the notices and the Chief Engineer's Office calling instead for notices of inquiry; the chief engineer contends the rulemakings would be premature, that over a period of several years it might be possible to reduce the separations between AM and FM frequencies.

On Sept. 19, the fee-refund issue is on the agenda. The commission, which is attempting to determine how much it must return of fees collected between 1970 and 1975 under fee schedules the courts have ruled illegal, will consider a notice of inquiry the staff has drafted in an effort to get help on the question (BROADCASTING, Aug. 7).

And on Sept. 28, the cable items are scheduled for action. One is a proposed order modifying equal employment opportunity rules for cable systems (the staff will recommend the commission has the authority to impose such rules on cable systems); the other, an order dealing with the question of whether the present cable certification process should be retained or virtually scrapped.

Now NBC goes entertainment division route

Weinblatt will be president of new unit comprising programing, promotion and talent negotiation

In his first major reorganization, NBC President Fred Silverman last week created NBC Entertainment as an operating division and named Mike Weinblatt, executive vice president and general manager of the NBC-TV network, to be its president.

As at ABC, which pioneered the entertainment division concept, in 1972, and at CBS, which adopted it last fall, NBC Entertainment was carved out of the old NBC-TV network division. It will consist of three areas: programing, headed by Paul Klein as executive vice president; advertising and creative services, under Vice President George Shaver, and program and talent negotiation, under Vice President Michael Grossman, all reporting to Mr. Weinblatt. David Tebet, senior vice president and a key figure in talent relations, also will report to Mr. Weinblatt.

All other network functions—chiefly sales and affiliate relations—continue to report to Robert E. Mulholland, president of the network.

Mr. Mulholland, Mr. Weinblatt and the presidents of the other operating divisions—Lester Crystal, news; Theodore H. Walworth Jr., TV stations; Chet Simmons, sports, and Jack Thayer, radio—will report to Mr. Silverman.

Thus the new NBC set-up contains no equivalent of ABC Television, (which is headed by Fred Pierce) or of the CBS/

Broadcast Group (under Gene F. Jankowski).

"The creation of an Entertainment division," Mr. Silverman said, "will aid the television network and will strengthen NBC across the board. It will help us meet the challenge of increased competition in every area of television network broadcasting from programing to sales to affiliate relations, and it represents the most effective utilization of what I believe to be the best manpower in our business."

Of the new NBC Entertainment division's new president, Mr. Silverman said, "Mike Weinblatt is a talented broadcaster whose solid broad-based network experience makes him the ideal choice to head this important new division."

The announcement came just three days short of three months after Mr. Silverman took over the NBC presidency from his former post as president of ABC Entertainment.

Mr. Weinblatt, with NBC since 1957,



Weinblatt

ble in plan to build Spanish-language station on channel 60 at West Chicago, Ill. **Weigel Broadcasting Co.**, licensee of wciu-TV (ch. 26) Chicago, which now takes programing from SICC's subsidiary, **Spanish International Network**, has petitioned FCC to deny SICC's application. Weigel contends SICC actually proposed **de facto reallocation of channel 60 to Chicago** (transmitter would be located on Sears tower), and that grant would violate rule limiting broadcaster to seven television stations. SICC owns five, and officers and directors own two others. It plans to sell KFRV-TV, Hanford, Calif., to make room for West Chicago outlet, but Weigel says nine of 10 stockholders of proposed purchaser, Vina de Guadalupe Television Co., "are intimately related to SICC." Weigel also raises question as to whether **ownership of Mexican stations** by one of SICC's stockholders should be counted against seven-station limit. Weigel says there is evidence that Laura M. de Azcarraga, citizen of Mexico and 20% stockholder in SICC, and members of her family own three television stations in Mexico near border.

□

CBS-TV's *The Jeffersons*, ABC-TV's *Eight Is Enough* and NBC-TV's *Little House on the Prairie* named to receive first **Positive Family Life Programing Citations** presented by *Good Housekeeping* magazine in conjunction with three organizations representing almost 11 million members: Alpha Kappa Alpha (said to be oldest black sorority in America), Future Homemakers of America and General Federation of Women's Clubs.

□

Robert L. Stone, former NBC radio and TV executive who later headed RCA's Hertz Corp. subsidiary, named executive vice president and chief

operating officer of **Columbia Pictures Industries**.

□

James H. Geer, CBS Inc. VP finance, and chief financial officer, named to new post of senior VP, CBS/Broadcast Group, responsible for finance and planning, human resources, technical resources and research. **Thomas M. Kirwan**, president of CBS Professional Publishing division, succeeds Mr. Geer. **John J. Manion Jr.**, CBS Inc. VP, development, succeeds Mr. Kirwan.

□

Jon R. Stuart, 30, director and VP, Southwestern Sales Corp., named president and chief operating officer of diversified Tulsa, Okla., firm that is licensee of KVOO(AM) there. He succeeds father, **Harold C. Stuart**, elected SSC chairman and chief executive officer.

□

Irwin Segelstein, NBC executive VP, broadcasting elected to company's board of directors.

□

Rex G. Howell, 71, board chairman of Xyz Television (KREX AM-FM TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado) died Thursday (Sept. 7) in Grand Junction of heart failure after being hospitalized there since Sunday. He founded KREX(AM) in 1926. Survivors include wife, Lucille, and daughters Ruth Geraldine (Mrs. Harold Kendrick) and Mary Jane (Mrs. Newell Hoskens).

□

Mrs. Alex Wasilewski, 74, mother of NAB President Vincent Wasilewski, died Thursday (Sept. 7) in Athens, Ill. She is survived by two sons, three daughters and 23 grandchildren.

headed two major network functions before becoming NBC-TV executive vice president in mid-1975. He was vice president, talent and program administration, from 1968 to 1973 and head of sales—first as vice president, then as senior vice president—from 1973 until he became executive vice president in 1975.

Wald's back in network news as Arledge assistant

Ex-NBC executive will be senior VP in charge of news operations

Richard C. Wald, the former NBC News president replaced last Oct. 5 by Les Crystal, will be returning to network news after an absence of about a year as senior vice president for news at ABC.

Mr. Wald, who last March had taken on the job as assistant to the chairman of the Times-Mirror Co. of Los Angeles, and had been a part-time consultant to the Public Broadcasting Service, will be replacing William Sheehan, who leaves ABC officially Friday to become general public relations manager at Ford Motor Co. (BROADCASTING, Aug. 14). Mr. Wald is expected to start at ABC next month.

In making the announcement of Mr. Wald's appointment, ABC News and Sports president Roone Arledge said Mr. Wald would be "primarily responsible for our over-all news operations including newsgathering." This was said also to involve news bureaus, correspondents, personnel assignments, radio news programs and daily operations. Mr. Arledge said he and Mr. Wald "have known each other for over 25 years" and were in "serious discussion for the past several months."

Mr. Arledge also made it clear that his executive producers (he named Av Westin, ABC News vice president and *World News Tonight* executive producer, specifically) would "continue to report to me directly on over-all program responsibilities." However, they now also will be reporting to Mr. Wald "on operational matters," he said.



Wald

The riddled ranks of CPB

Staff

Henry Loomis, president ☐ **resigned**
 Cortland Anderson, executive vice president
 James B. Cardwell, vice president, finance and administration
 Thaddeus Garrett Jr., vice president, human resources ☐ **resigned**
 Thomas G. Gherardi, vice president, general counsel ☐ **resigned**
 Adele S. Greene, vice president, public affairs ☐ **resigned**

Board

W. Allen Wallis, chairman ☐ **resigned**
 Gloria L. Anderson, vice chairman ☐ **term expired**
 Diana Lady Dougan
 Virginia B. Duncan ☐ **term expired**
 Michael A. Gammino ☐ **term expired**
 Lucius Perry Gregg Jr.
 Lillie E. Herndon
 Amos B. Hostetter Jr. ☐ **term expired**
 Joseph D. Hughes ☐ **term expired**
 Clyde M. Reed ☐ **ill**
 Sharon Percy Rockefeller
 Charles W. Roll Jr.
 Donald E. Santarelli
 Gillian Sorensen
 Louis P. Terrazas ☐ **term expired**

Board nominees awaiting confirmation

Paul Friedlander
 Kathleen Nolan
 Geoffrey Cowan

Who's running things around here?

CPB board meets this week, hoping to name new president as staff is weakened further by Garrett resignation; inside track given to Anderson, Cardwell

With luck, the remaining two of the six senior officers of the Corporation for Public Broadcasting will not have resigned by the annual board meeting Wednesday through Friday this week in Washington.

And with a little more luck, CPB could even have a new president this week—some nine months after the current president, Henry Loomis, announced he was resigning effective Sept. 15. The search committee, headed by Amos Hostetter Jr., whose own board term expired this year, is said to have gone through "scores" of persons, but last week may have settled on a candidate.

Meanwhile, last week, vice president Thaddeus Garrett Jr., citing responsibilities back in Ohio, became the latest to go. He, like Mr. Loomis, will leave Sept. 15. Two other vice presidents have already left (see box).

With three newly nominated board members lacking Senate approval, possibly the new president and surely a new chairman and vice chairman will be elected by a 15-member board that has six with expired terms and one, Chairman W.

Allen Wallis, who has resigned. Another, newspaper editor and publisher Clyde Reed of Kansas, is recovering from a stroke and will not attend.

All board members serve until they are replaced, so, with the exception of Mr. Reed, a full board could attend the meeting. Also, the three nominees—Paul Friedlander, Kathleen Nolan and Geoffrey Cowan—may also attend as observers.

The search committee has been tight-lipped during its nine-month search for a presidential nominee. A top candidate last week was said to be Robin Fleming, president of the University of Michigan, and Mr. Fleming acknowledged that he had been contacted. He said he had "no aspirations" to leave the university and no further comment. Two other lines of speculation were that the committee would offer a candidate, but that the board would not vote on it, thereby (according to CPB by-laws) making executive vice president Cortland Anderson temporary president.

The other more widely accepted possibility was that the new president, for several reasons, would be either Mr. Anderson or the other remaining senior officer, James B. Cardwell, vice president of finance and administration. Both appear to be acceptable alternatives to an "outside" president, whom several persons have said may be difficult to find in view of the

Last year, 42 U.S. broadcasters made the biggest decisions of their careers. And the smartest. They chose RCA TV transmitters.

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But the real measure of any transmitter investment isn't how much you spend. It's what you get for your dollar.

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Cost-effectiveness was never clearer.

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RCA TV transmitters and RCA service have been providing reliable performance—and long-term cost-effectiveness—for many years.

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RCA

board's present difficulties.

Any new CPB president would have to consider the possibility of a ceiling on his salary under the public broadcasting bill, proposed abolishment of CPB under the communications rewrite bill, uncertainties from the Carnegie Commission on the Future of Public Broadcasting report due early next year and the fact that CPB appointments have little or no priority at the White House.

CBS puts on best face for analysts

Although its executives aren't overly confident of TV network's prime time performance, they're sure of one thing: sales records are being set already for the year

Booming business and booming prospects in both radio and television were reported to a group of New York security analysts last week by CBS officials.

Gene F. Jankowski, president of the CBS/Broadcast Group, said CBS-TV has more business on its books now than it's ever had at this time of year.

Sam Cook Digges, president of the CBS Radio division, forecast 12%-15% revenue gains for his division this year and another 15%-18% rise in 1979.

Mr. Jankowski predicted the three TV networks' sales this year would run 11%-13% above their 1977 record and would tack on another 10%-11% next year.

He anticipated a 16% rise in national spot TV sales this year and a 10% increase in 1979. For local TV sales he said he expected a 17% increase this year and an 11% increase next year.

The lower order of gains anticipated for next year apparently stemmed in part from some uncertainty over whether the economic downturn predicted by many economists for 1979 will in fact occur and, if it does, how severe it will be. Mr. Jankowski said David Blank, CBS's chief economist, anticipates no economic problems before the second half, or perhaps the fourth quarter, of next year.

James H. Rosenfield, president of CBS-TV network, told the analysts that CBS-TV would increase its share of total network revenues in all dayparts except daytime, and make "dramatic" gains in sports and more than a 20% increase in late night.

In daytime, CBS-TV has dropped to second place in the ratings, behind ABC-TV. Robert A. Daly, president of CBS Entertainment, said ABC-TV always does well in daytime in the summer but slips a bit "when the children go back to school." Beyond that, however, he said some changes in the daytime schedule have already been made—M*A*S*H reruns going into the afternoon and *All in the Family* reruns moving to morning—and that crea-

tive changes in some of the daytime serials will begin to be apparent by early October. In any event, he said, "we'll be back on top in the very near future."

The CBS executives didn't seem all that confident of getting on top in prime time in the very near future. They expect CBS's ratings to improve this season, they emphasized, but they also stressed that the fourth quarter of this year will be "very competitive," with NBC scheduling "five movie nights the first two weeks of the season—a tremendous amount of front-loading"—and with baseball's major league playoffs on ABC-TV and World Series on NBC-TV in the new season's early weeks. It may be close to November before the season begins to shake down, Mr. Daly suggested.

Mr. Jankowski, referring to "a fair amount of stunting" last week and this week, said that "what counts is the regular season."

He said CBS-TV has "a very positive attitude" toward its 1978-79 schedule, and that "we also have a bench" from which to draw replacements if problems do arise.

Under questioning by the Wall Street specialists, Mr. Jankowski said repeatedly that he thought CBS-TV's revenue growth next year could keep pace with the growth in its costs.

He and Mr. Daly cited "enormous" in-

creases in the cost of theatrical films as an example. To help offset these costs, he said, CBS went into the made-for-TV movie market and has had some 30 films produced in the past year at substantially lower than theatrical-film costs.

"By mixing [theatrical movies with made-for-TV's], we've been able to live with our unit cost," Mr. Daly said. He estimated the average would come to about \$735,000 per broadcast during the coming season.

Mr. Daly also reported that CBS-TV would have 20 to 25 hours of miniseries this season and estimated production costs at \$650,000 to \$1 million per hour for two runs.

Thomas F. Leahy, president of the CBS Television Stations division, said the company's KNXT(TV) Los Angeles is making progress in its efforts to achieve a ratings turnaround through its two-and-a-half-hour daily newscast. Otherwise, he said, "some [O&O's] are doing better than others, but there's no particular problem."

On the network side, Mr. Rosenfield said "not a single program has a major sales problem or a major clearance problem." He said the program with the least clearance, which he didn't identify, has been cleared by 189 stations (out of 204 affiliates). He said this was the best record in CBS history.

WATCH on the Potomac

Local group says Washington TV outlets aren't living up to children's TV program standards

Washington-area television stations, which can count members of the FCC among their audiences, are generally not in compliance with the guidelines the commission laid down in its 1974 policy statement on children's television programming—says a local citizen group.

The Washington Association for Television and Children (WATCH) said last week in a report on six weeks of monitoring last fall that the six stations studied "are by no means fully in compliance" with the guidelines. WATCH, which conducted a similar study last year, said there have been "no substantial changes. The apparent trend is to continue the same type of programming broadcast at the same times, the majority on Saturday morning."

One exception is noncommercial WETA-TV. WATCH said that station "continues to broadcast high quality, age-specific programming on a regularly scheduled basis throughout the week."

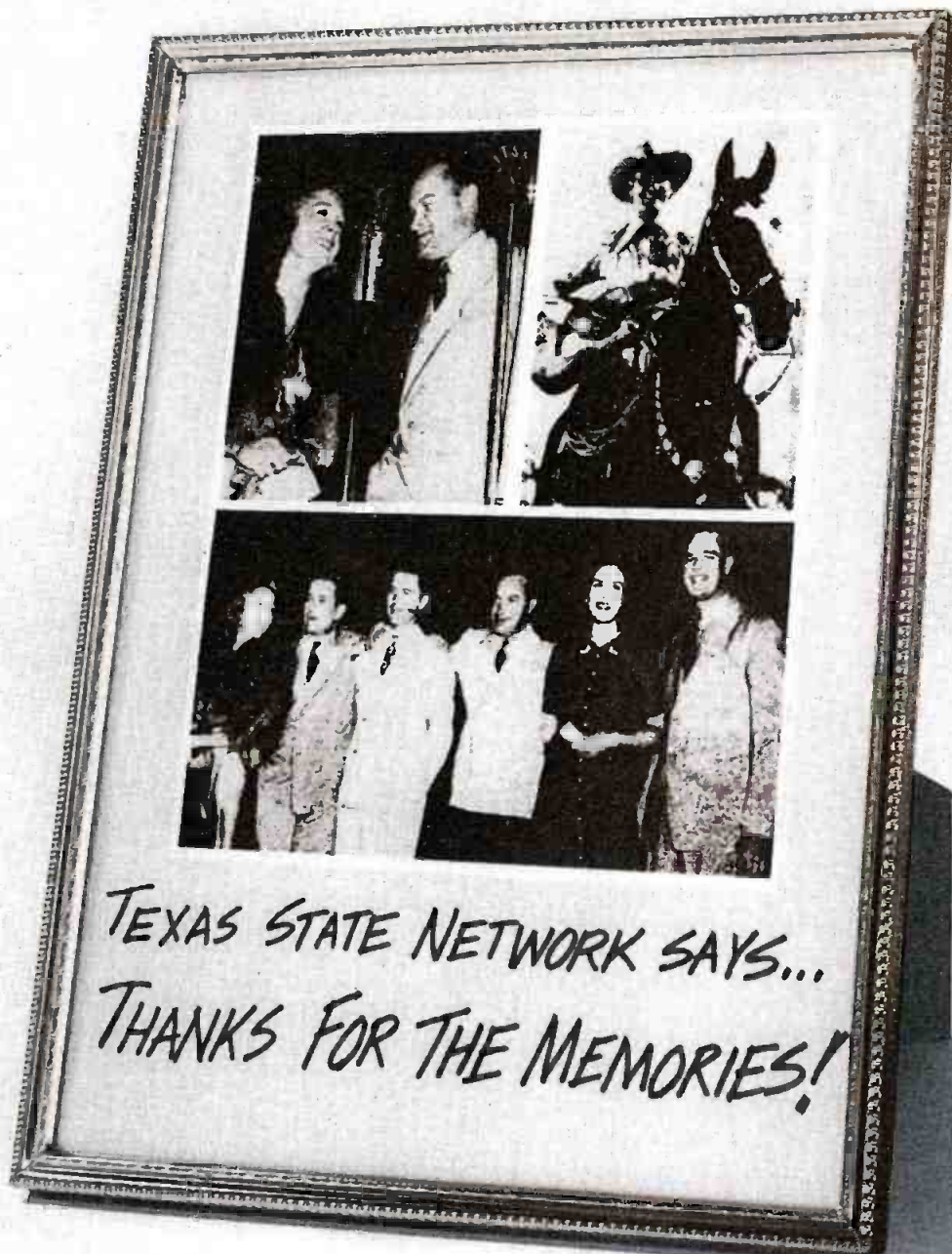
The station that ranked lowest on the basis of the factors studied—which extended beyond the commission's guidelines—was independent UHF WDCA-TV, whose renewal application WATCH has petitioned the commission to deny (see page 44). The other stations and the rankings given them by WATCH are WDM-TV (2), WRC-TV (3), WJLA-TV (4) and WTTG-TV (5).

The commission guidelines WATCH said it considered in monitoring the stations' programming included the amount of program time devoted to children's programming and how it is distributed through the week, and whether educational or instructional programming—as opposed simply to entertainment—was presented. (The report said age-specific programming—another of the guidelines—was not included in the monitoring effort because the station's responses were "incomplete and, in some cases, inaccurate." However, the report is critical of the stations' effort in providing age-specific programming.)

The factors beyond the commission's guidelines considered by WATCH in its monitoring included sex stereotyping of characters, the quantity of violence shown in children's programs and the extent to which the population represented in children's programs reflects the "diverse and unusual ethnic composition" of the population of the Washington area.

The report was issued after the commission reopened its inquiry into children's television programming and advertising. And WATCH is critical of the guidelines now in effect: They are "inadequately specific."

WATCH says that "such vague and nebulous statements as 'reasonable amount' leave the guidelines open to wide interpretation" and that "since there is no mechanism for enforcing the guidelines, the stations have little motivation to comply in a responsible sense."



*TEXAS STATE NETWORK SAYS...
THANKS FOR THE MEMORIES!*

Stars shone again at Casa Manana last night at the inaugural broadcast of the Texas State Network. Upper left, Shirley Ross and Bob Hope, screen and radio stars as they sang

their biggest "team" hit. Upper right, Gene Autry who sang cowboy songs. Below are Miss Ross; Governor Allred; George Fisher, Hollywood radio commentator; Hope; Molly

O'Daniel, daughter of the Governor-nominate; and Elliott Roosevelt, president of the new radio network. (FORT WORTH STAR-TELEGRAM Friday, September 16, 1938.)

Since we first went on the air 40 years ago, we've brought millions of memorable events to our millions of listeners across Texas.

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Elliott Roosevelt, son of the U.S. President, was TSN's first president and served as master of ceremonies. Bob Hope and Shirley Ross sang "Thanks for the Memory" which they had just introduced in a movie.

Gene Autry presented a medley of cowboy songs, and Everett Marshall, New York baritone, sang hit tunes of the 1936 Casa Manana Revue.

We've continued to grow since that first star-filled broadcast, changing our programming

along the way but never altering our image of dependability for the very best in news and entertainment.

Today we're the nation's largest state network. We are more than Texas State Network with 140 affiliates broadcasting award-winning news, features, and sports. We're also **Continental News Service**, a source for additional news and sports information . . . **Spanish Information Service** with a potential market of 4 million Spanish-speaking people . . . **Texas State Agricultural Network** with agri-news . . . and **Houston Oiler Radio Network** — play-by-play of all Houston Oiler football games. Now we're 255 affiliates strong.

TEXAS STATE NETWORK, delivering 40 years of remarkable memories . . .

"Thank you . . . so much!"



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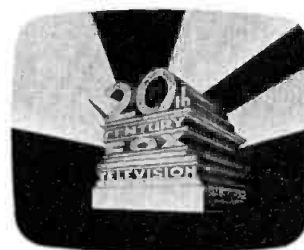
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Dance Fever will bring the whole country to its feet because the music never stops on this big, new national disco dance contest. This half-hour series of dynamite disco entertainment is hosted by Deney Terrio (the disco king who taught Travolta). Each week guest celebrities judge the dancers and top disco performers appear in person! Dance Fever—from Merv Griffin Productions and 20th Century-Fox Television.

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Albany	WAST
San Antonio	KSAT
Toledo	WSPD
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Fort Wayne	WPTA
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Cleveland	WKYC



DANCE FEVER

Starring Deney Terrio

Get it on your station.

From fairness frying pan into the fire

Broadcasters gang up on COM and Geller proposals which they call unworkable and unconstitutional

Broadcasters have come out in force against two proposals the FCC is considering involving the fairness doctrine, especially a "right of access" policy.

The access proposal and a so-called "10-issue list" idea both have been considered and rejected by the commission before, but were ordered back for reconsideration by the U.S. District Court of Appeals in Washington D.C.

As one alternative method for enforcing the fairness doctrine, the Committee for Open Media's "right of access" would allow licensees to fulfill fairness obligations by providing an hour a week to the public, half on a first-come, first-served basis, and half through representative spokesmen. The other method, from Henry Geller, assistant secretary for communications and information, Commerce Department, would require television stations to list annually the 10 issues of public importance they have chosen to cover most in the previous year and to describe offers for responses they have made and the representative programing they have presented on each issue.

Not unlike others, the National Association of Broadcasters, while opposing the specific proposals, used the comments to speak on broader issues. It said, "At the very outset, NAB wishes to restate its opposition to broadcasters' second-class citizenship vis-a-vis the First Amendment guarantee of freedom of the press." The two proposals would be worse than the present fairness doctrine policy, NAB said, but, "This is hardly to say that NAB considers the fairness doctrine constitutional or acceptable to broadcasters in any way." More to the point, NAB said it was "not only unconstitutional, but also unnecessary and superfluous."

The association, a group including the Radio Television News Directors Association and several others filing comments in the proceeding, offered detailed discussion, much of it critical, of the existing fairness regulations which they felt would not be improved by the proposed changes.

Two of the main objections to the specific proposals were that they would allow government intrusion into journalistic decision-making and that they don't effectively replace or promote the goals of the present doctrine.

Comments deadline was Sept. 1, and as of last week, only one filing favored either of the proposals; the National Telecommunications and Information Administration, headed by Mr. Geller, supported his 10-issue list. NTIA said it would make

broadcasters focus on what they have done to achieve compliance and be "an entirely appropriate" way for the commission to enforce its partisan spokesman rule.

Focusing on broadcaster complaints, NTIA said there would be no interference with license discretion in choosing issues to be covered and no review by the commission of "appropriateness of particular issues selected." The NTIA comments favored some kind of voluntary access, but did not mention the COM proposal. Others, however, did.

The COM proposal "as COM itself admits," the RTNDA group said, "is content or issue neutral; it focuses on access by speakers to the audience, not on access by the audience to ideas." Furthermore, since speakers would not be selected for their knowledge of the subjects on which they would speak, or for their ability to articulate their views on these issues, the group said, "these speakers would not likely be the most effective spokespersons for a particular point of view."

COM's proposal has little to do with fairness, RTNDA said, but is an attempt to use the inquiry as a "handle" for access. A structured "access" program may be a useful supplement to a licensee's other public affairs programing, the group said, not as an alternative to the present fairness doctrine.

RTNDA said the Geller proposal would duplicate existing regulations, and compilation of required data would pose "staggering" administrative burdens on both the licensees and the commission.

On a different tack, NAB said the Geller proposal would result in "further erosion of broadcasters' First Amendment rights." Use of the lists as an enforcement tool is downplayed in the FCC inquiry, the NAB said, but their use by the commission "to delve deeply into the editorial decision-making of broadcast licenses would come as surely as the next sunrise."

RTNDA also said the FCC should for two years enforce only the first part of the fairness doctrine requiring licensees to air programing concerning controversial issues of public importance, repeal the political/editorializing and personal attack rules and impose a "knowing and reckless disregard" standard for review of fairness decisions not otherwise deregulated.

In the first place, RTNDA said, the "scarcity rationale" that brought about so much regulation cannot be justified. There are 1,762 daily newspapers and 9,581 broadcast stations in the country, the group said. Few cities are able to support

more than one or two daily newspapers, and almost every sizable community has at least three television and several radio stations, it said.

"At the end of the experimental period of deregulation, the commission would reassess ... [its] conclusion by examining the results ... in radio ... television and ... by markets of different sizes," RTNDA said. Also, it said the commission could reinstitute its procedures if, at any time during or after the experiment, it concluded the public is being left uninformed about conflicting viewpoints on controversial issues.

Comments of a group including Harte-Hanks Southern Communications Inc. said the Geller proposal was originally designed to govern TV only, but that it is unclear in the commission's notice of inquiry if it is now to mean all broadcast licensees. On specific points, Harte-Hanks said the commission couldn't be sure the 10 listings required by Geller were the "most controversial." However, "for the commission to involve itself in second-guessing the licensee's list would represent excessive government intrusion into the journalistic and programing judgments of the licensee."

Besides that, Harte-Hanks said the commission would still have to review on a case-by-case basis to provide a reliable means of enforcing licensee compliance. Agreeing with RTNDA, the Maryland-District of Columbia-Delaware Broadcasters Association, saying operation under the fairness doctrine is unworkable, said the best way for the commission to deal with the problem is to abolish the fairness doctrine and "allow broadcasters to be guided by the principles of service to their communities, and journalistic integrity."

Most saved their strongest comments for the COM proposal, however. The mildest criticism came from the Washington Legal Foundation which said direct access would prove inferior to the current system. CBS, on the other hand, said the commission would be continually deciding who should have air time and who should not—calling the proposal an "institutionalized system of verbal graffiti" and a "Hyde Park Corner of the air."

CBS said, "It is not at all clear that the Constitution would permit the commission to enact regulations authorizing the exclusion from access time of bigots, quacks, instructors in 'legal' uses of explosives, cultists specializing in the recruitment of children—to say nothing of unfortunate souls who roam the streets of every American city delivering their unintelligible orations to no one in particular."

Finally, the NAB "reminded" the commission that it "must refrain from attempting to solve problems which do not exist." In remanding these proposals for further commission consideration, NAB said the court has implied that the fairness doctrine presently is neither complied with nor enforced. This, it said, is an affront to broadcasters' journalistic efforts and the commission's enforcement procedures

Partly cloudy. The FCC has a so-so sunshine record, according to a study by Common Cause, which says the commission held 62.6% of its meetings publicly in the first three quarters of this year. It ranks 16th of 26 agencies the lobbying group examined. The Tennessee Valley Authority had the best record, holding all its meetings in the sunshine; the Export-Import Bank had a score of zero. The Federal Trade Commission had a 43.2% rating.

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and is not supported in the record.

Others filing against the proposals included NBC, National Radio Broadcasters Association, ABC, Public Broadcasting Service and Metro Media Inc., which said the access proposal was unconstitutional and the Geller one "meaningless."

Rewrite predicted to be the talk of NRBA's town

The pro's and con's of the legislation will be the hot topic of conversation as a record crowd gathers next week in San Francisco

The National Radio Broadcasters Association anticipates a record attendance of 1,500 to 1,600 broadcasters at its fifth annual convention in San Francisco next week, a meeting where both programed and nonprogramed discussions will likely be dominated by the Communications Act rewrite.

Two of the best-attended sessions on the agenda for the three days, Sept. 18-20, are expected to be the Monday luncheon address by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), co-author of the rewrite, and a panel discussion the same day with some

of the subcommittee staff drafters, chief counsel Harry M. (Chip) Shooshan, minority counsel Ronald Coleman and George (Toby) Harder, staff counsel Edwina Dowell and staff economist Chuck Jackson.

NRBA is the first broadcast association to throw its support behind the rewrite, which proposes significantly more deregulation of radio than of television. John Richer, the association's executive vice president for administration, said last week that there are some provisions that NRBA's predominantly independent, small-market constituency doesn't like—the proposed license fee for spectrum use, for one, and the proposed station ownership restrictions that would limit multiple owners to five radio stations and no more than one per market.

But as a whole, the rewrite gives NRBA's radio members what they've always wanted—less federal intrusion in their daily decisions and less paperwork, Mr. Richer said. "We recognize the fact that with deregulation comes some change in our industry's structure," he said, referring to the provisions less tasteful to the radio manager. "There are some trade-offs, no question about it."

Both in formal sessions and in the hallways at the convention hotel, the Hyatt Regency Embarcadero, the rewrite will be the chief topic of discussion, Mr. Richer predicted. But he hastened to point out that the convention menu holds far more.

Among its other features, the conven-

tion will include the largest equipment exhibit in NRBA's brief history, with 78 sellers signed up to display their wares. That is about 25% more than at last year's show in New Orleans, Mr. Richer said. The anticipated broadcast registration is also about 25% higher. Income from exhibits and the 1,300 registrations received so far comes to about \$220,000, about \$45,000 higher than last year.

The convention program is taken up largely by workshops—24 in all—heavily weighted toward the concerns of small and medium-market radio managers. Aside from sessions on programing and sales, there are workshops on choosing formats and format "focuses" on top-40, country, album-oriented rock, beautiful music and MOR. A workshop on developments in AM stereo is expected to test the seating capacity of its assigned room and the "small market idea exchange" for markets under 50,000, a popular session last year when it was introduced, is also expected to draw a crowd.

Among the bigger events are the scheduled luncheon speeches by California Governor Jerry Brown (Wednesday) a candidate for re-election this year, and FCC Commissioner James Quello (Tuesday). A Q&A session with staff representatives of the major divisions of the FCC, an annual event, is the sole program offering for the two-and-a-half-hour Tuesday afternoon slot.

The following sessions are among the workshop highlights of the San Francisco convention:

□ "How to choose a format," a Monday morning session with panelists Bill Moyes, The Research Group; C.T. Robinson and Michael Hesser, Sunbelt Communications; Ralph Guild, McGavren-Guild, and representatives of stations in small, medium and large markets.

□ "Future in the stars—satellite technology today and tomorrow," a Monday afternoon session with Gary Worth of Mutual Broadcasting and representatives of Western Union and California Microwave, among others.

□ "Small market idea exchange," a Tuesday morning session with Dutch Doelitzsch, WDDD(FM) Marion, Ill., moderating.

□ "The ratings: Where do we go from here?" a Tuesday morning session with Ellen Hulleberg, McGavren-Guild; Avery Gibson, Audits & Surveys; Jack McCoy, RAM Research; Jim Seiler, Mediastat; Bill Engel, Arbitron, and Harry Bolger, Burke Marketing Research.

□ "AM stereo—the question and the answer," another Tuesday morning session with Harold Kassens, chairman of the National AM Stereophonic Radio Committee, and representatives of Belar Laboratories, Kahn Research, Harris Corp., Magnavox and Motorola.

□ "The regulators," a Wednesday morning session with NRBA President James Gabbert moderating, Issie L. Jenkins, Equal Employment Opportunity Commission, and representatives of the FCC.



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Changing Hands

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

Proposed

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

■ **WCMD(AM)-WJSE(FM)** Cumberland, Md.: Sold by Greater Cumberland Broadcasting Inc. to William Crossley and William Thompson for \$580,000. Seller is owned by Donald L. Miller, president (80%), and Kenneth L. Riggle, general manager (20%). Mr. Miller owns WKCY(AM) Harrisonburg, Va. Mr. Crossley owns Mansfield Video System, CATV system in Mansfield, Pa. Mr. Thompson is former general manager at WKRT(AM) Courtland, N.Y. WCMD is on 1230 khz with 1 kw daytime and 250 w night. WJSE is on 102.9 mhz with 3.5 kw and antenna 1,400 feet above average terrain. Broker: Cecil L. Richards Inc.

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

■ **KGAA(AM)** Kirkland, Wash.: Sold by Kirkland Broadcasters Inc. to Community Kirkland Broadcasting Corp. for \$280,250. Seller, which is principally owned by Wesley L. Monroe, president, also owns KGA(AM) Spokane, Wash., and 88.3% of KEED(AM) Eugene, Ore. Buyer is principally owned by Charles W. Banta and David J. Benjamin, who own KRDR(AM) Gresham, Ore. KGAA is 5 kw daytimer on 1460 khz.

Approved

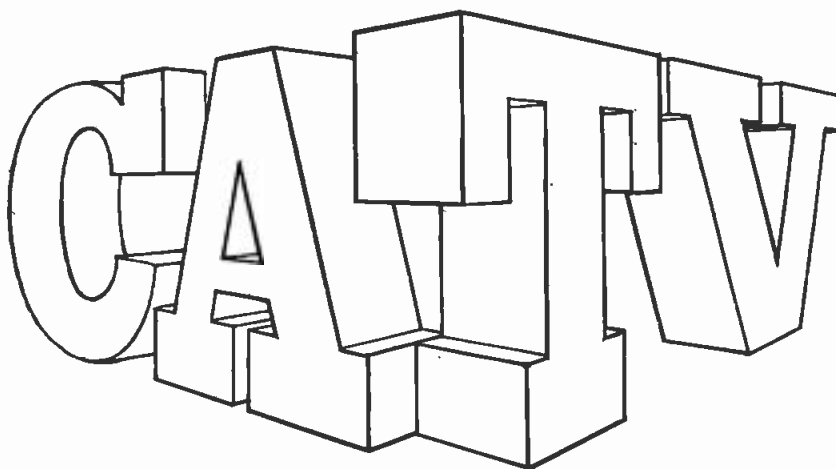
■ **KGVO-TV** Missoula and satellites, KCFW-TV Kalispell and KTVM(TV) Butte, all Montana: Sold by Western Broadcasting Co. to Eagle Communications Inc. for approximately \$6.5 million, plus \$300,000 covenant not to compete. Seller is owned by Dale G. Moore, chairman, who also

owns KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana; KSEI(AM)-KRBU(FM) Pocatello, KIDO(AM) Boise and KMVT-TV Twin Falls, all Idaho, and WAPA-TV San Juan, P.R. Buyer is owned equally by Advance Corp. and by Sullivan Productions Inc. Advance, licensee of KFBB-TV Great Falls, Mont., is principally owned by Don Nathanson, former president and chairman of Grey-North, advertising agency. SPI is owned by Robert Precht and his family and is engaged in television production. Mr. Precht was producer of *Ed Sullivan Show* during its long run on CBS-TV and is son-in-law of late Mr. Sullivan. He has interests in cable systems in Illinois, North Carolina and Maryland. KGVO-TV is on ch. 13 with 231 kw visual, 23.2 kw aural and antenna 2,003 feet above average terrain. KCFW-TV is on channel 9 with 26.5 kw visual, 5.3 kw aural and antenna, 2,794 feet above average terrain. KTVM is on ch. 6 with 100 kw visual, 12.6 kw aural and antenna 1,936 feet above average terrain.

■ **WVNJ-AM-FM** Newark, N.J.: Sold by Newark Broadcasting Corp. to Sabre

Broadcasting Corp. for \$3,540,000. Seller is principally owned by Edward W. Scudder Jr., president, his brother, Richard, and other family members. Principals also own minority interest in Media General Inc., publicly traded owner of WFLA-AM-FM-TV Tampa, Fla., and three Fredericksburg, Va., CATV systems and publisher of six daily newspapers. Buyer is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). Mr. Salzman is vice president and general manager of stations. Mr. Softness is principal of The Softness Group, New York public relations firm, and has minority interest in WALL-AM-FM Middletown, N.Y., which has been sold, subject to FCC approval (BROADCASTING, Sept. 4), and WHVS(AM)-WHPN(FM) Hyde Park, N.Y. Mr. Wyman also has minority interest in those stations and owns New York media service firm. Donna Atwater is Chicago travel agent with no other broadcast interests. WVNJ is on 620 khz with 5 kw full time. WVNJ-FM is on 100.3 mhz with 24 kw and antenna 670 feet above average terrain.

■ **WEVU(TV)** Naples, Fla.: Sold by Gulfshore Television Corp. to Caloosa Television Corp. for \$2,645,000 plus \$780,000 in consulting and noncompetition agreements. Seller is principally owned by Richard G. Simpson Jr., president, and by R.S. Dean Sr. and Sam Johnson Jr., both local businessmen. None has other broadcast interests. Buyer



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■ **WACO(AM)-KHOO(FM)** Waco, Tex.: Sold by Waco Radio Inc. to Robert Weathers, Edwin Gummelt, Murray Watson and Tom Lacey for \$1.5 million. Seller is owned by Tichenor Media System, group owner of KIFN(AM) Phoenix and Texas stations KUNO(AM) Corpus Christi, KGBT-AM-TV-KELT(FM) Harlingen and KCOR(AM)-KOXT(FM) San Antonio. Buyer is equal partnership. Mr. Weathers, president, will remain as general manager of stations. Mr. Gummelt is president of Poweram Oil Co., Waco, and has real estate interests there. Mr. Watson, former Texas state senator, is practicing attorney in Waco and has farming and insurance interests. Mr. Lacey is bank vice president in Waco, active in investment. WACO is on 1460 khz with 1 kw full time. KHOO is on 99.9 mhz with 100 kw and antenna 450 feet above average terrain.

■ **WEKY(AM)** Richmond, Ky.: Sold by Henkin Inc. to Radio Richmond Inc. for \$450,000. Seller is owned by Fred Hensley and family, of Lexington, Ky., who have no other broadcast interests. Buyer is owned by Bill G. Walters (50%), Leonard Joyce and George R. Borsari Jr. (25% each). Mr. Walters is general manager of WIEL(AM) Elizabethtown, Ky., and is president, general manager and part owner of WKMO(FM) Hodgenville, Ky. Messrs. Joyce and Borsari are partners in Washington law firm of Daly, Joyce & Borsari. WEKY is on 1340 khz with 1 kw daytime and 250 w night.

■ **WEMO(FM)** East Moline, Ill.: Sold by Upper Rock Island Holding Co. to Bill Myers for \$400,000. Seller is principally owned by Kenneth Dick, Robert J. Corbert, Kenneth W. Stiegel and Robert W. Lofgren, all of East Moline, who have no other broadcast interests. Buyer is Davenport, Iowa, real estate developer with no other broadcast interests. WEMO is on 101.3 mhz with 50 kw and antenna 500 feet above average terrain.

■ **KANC(AM)** Anchorage: Sold by Mount Sustina Broadcasting to Media Inc. for \$309,666. Seller is principally owned by George Dickenson, Joe Hayes and John R. Garland, all of Anchorage, who have no other broadcast interests. Buyer principally owned by E. Roy Paschal and nine others, owns KJNO(AM) Juneau, KFIW-AM-TV Sitka and is applicant for new AM in Ketchikan, all Alaska. KANC is on 1080 khz with 10 kw full time.

Reformers seen switching tactics in coming years

Proliferation of delivery systems means more pressure will be put on program sources, says Kalba Bowen

Results of a study of 13 national broadcast reform groups indicate that the future major thrust in broadcast reform will be in areas outside the federal administrative agencies and courts.

A report published by Kalba Bowen Associates Inc., points to such areas as shareholder pressure on corporate decision making, mobilization of public opinion to influence Congress, development of rating systems to measure targeted audience responses to particular program content, increased research on the effect of program content on particular audience segments and development of production skills which will provide a more varied and balanced representation of American society.

The study, by Anne W. Branscomb and Maria Savage, was done for the National Citizens Committee for Broadcasting (one of the studied groups), the Veatch Program and the Rockefeller Family Fund.

Ten years of broadcast reform through 1976 were characterized as "cracking open a closed legal system," the report said, but in the next 10 years, the environment will be substantially different. "Increased channels will diminish both the practical restrictions of television channels and ... the legal justification for broadcast regulation," it said.

Increased channels of expression will come from national public broadcasting, a viable fourth network, cable television, satellite technology, religious broadcasters, sports services (Ted Turner's WTCC-TV Atlanta and Hughes Sports Network), ad hoc networks and impending growth of video cassette recorders.

Opening up alternative delivery systems, the report said, will result in an increased ability to reach discrete audiences regionally or nationally and a greater emphasis on mobilizing financial and human resources to create new vehicles for programing. Few media reform groups, the report said, can take advantage of these new opportunities.

The authors said problems of the mass media will be increased by the proliferation of channels for delivery of programs, and the majority of television viewers will be unselective about viewing, so the responsibility for balance and diversity will remain permanently with the broadcasters or disseminators. The need for reform, they said, will remain high.

But that reform will probably come from other than the legal arena, "if only," the report said, "because the principals in public interest law firms have ... disappeared into the agencies with which they so recently fought." With these (AI



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But last year, late in December, one-third of the dolls were yet to be purchased. It was then that WWAM/WKJF-FM, the Fetzer radio stations in Cadillac, began broadcasting special announcements. Within five days, every doll had been purchased, outfitted and returned to be displayed and given away.

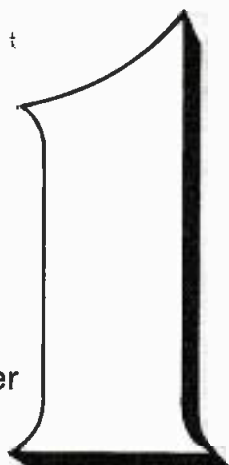
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Kramer and Frank Lloyd of Citizens Communications Center with the FTC and FCC, respectively, Henry Geller with National Telecommunications and Information Administration, among others) on the inside, the report said, "one might expect a substantial movement within the administrative agencies toward media reform," but it "would be unwise to expect total transformation."

The report listed six trends of the media reform movement as a move to institutionalized public interest litigation, more open participation in the legislative process (Congress, it said, is in a receptive mood for media reform now), greater interest in nonbroadcast areas (common carrier policy, etc.), training people how to use and evaluate the media, direct pressure and negotiation with decision-makers in the media and efforts to develop more "discerning and discriminating viewers and listeners" based upon research on the media's impact in society.

Petitions to deny take a new tack

In filings against stations in D.C.-Maryland-Virginia, local government, in addition to citizen groups, wants licenses taken away; one wants competing application question solved in oral argument rather than hearing

With hundreds, if not thousands, of petitions to deny having flowed through the FCC processing line since the citizen movement in broadcasting became a factor to reckon with a decade or so ago, there wouldn't seem to be much new to expect when the deadline for petitions against another batch of renewal applicants draws near. But there were a few new wrinkles in connection with the Washington, D.C., Maryland and Virginia renewals.

For one thing, a department of the District of Columbia government filed two petitions, one aimed at a group of stations in the District of Columbia, the other at suburban stations in Maryland and Virginia.

For another, not only did two different Spanish-speaking groups petition the commission to deny the renewal of United Broadcasting's WOOK(FM) Washington, but one of them also filed an application for the WOOK frequency and asked the commission to resolve the conflict not in the hearing that would normally be required but in an oral argument.

Complicating the WOOK matter further is the fact that another minority group—black—has also filed a competing application for the 100.3 mhz frequency.

One relatively conventional petition was filed against the renewal of WDCA-TV Washington by the Washington Association for Television and Children (WATCH). It claims that WDCA-TV has failed in its "ascertainment of the needs of children" and "in its obligation to provide suitable programing for the children who

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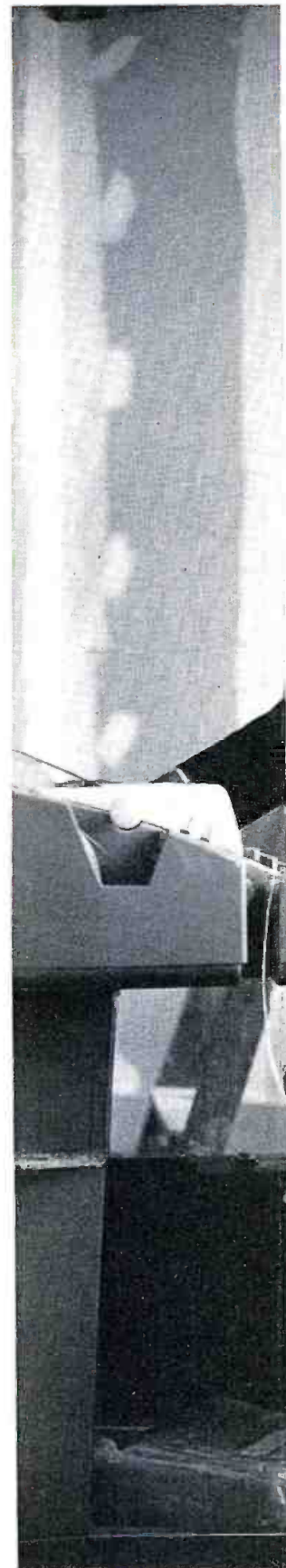
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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change		Per Share	Year earlier		Per Share
			Change	Net Income		Revenues	Net Income	
Knight-Ridder.....	6 mo. 6/30	\$ 423,135,000	+18.3	\$37,646,000	+34.5	\$ 357,541,000	\$ 27,980,000	\$ 1.72
Rockwell International.....	9 mo. 6/30	4,288,700,000	+ 0.5	136,100,000	+32.8	4,266,900,000	102,500,000	2.97
RSC Industries.....	6 mo. 6/30	3,670,000	- 8.1	281,000	-43.9	3,992,000	501,000	.21
Valtec.....	6 mo. 6/30	18,194,000	+29.6	834,000	+20.9	14,034,000	697,000	.19
Westinghouse Electric.....	6 mo. 6/30	3,222,061,000	+ 8.8	141,050,000	+20.3	2,960,998,000	117,215,000	1.34
Wrather.....	6 mo. 6/30	18,762,000	+21.2	560,000	-22.9	15,480,000	726,000	.32

comprise 27% of the population in the Washington area."

It was the Office of Human Rights of the District of Columbia—a part of the executive office of the mayor—that filed petitions against the Washington and suburban stations. It alleged the stations discriminated against minorities and women in their employment practices.

The Washington stations named are WTTG(TV), WRC-AM-TV-WKYS(FM), WOOK(FM) and noncommercial WETA-TV. The other stations are WHFS(FM) Bethesda, WLMD(AM) Laurel, WINX(AM) Rockville, WCTN(AM) Potomac-Cabin John and WDON(AM) Wheaton, all Maryland, and WPIK(AM)-WXRA(FM) Alexandria, Va.

The office said that, as a group, the radio and television stations serving the Washington area employ minorities and women at a rate "significantly below market parity." Such a record, it said in both petitions, appears not to be the result of acci-

dent but of "a historic and continuing pattern of discrimination."

The stations listed in the petitions to deny, the office said, were picked as the result of an effort to identify "the worst offenders" on the basis of information in the annual employment reports that stations file at the FCC. The office said that not only are the stations' equal employment opportunity statistics well below any conceivable zone of reasonableness but also the stations renewal applications contain no proposals to remedy EEO defects.

The office said it does not believe the location of the suburban stations outside the district forecloses it from filing against them. It said that the FCC defines them as serving the "Washington, D.C." market, that each does business in the district and that the commission requires the stations to ascertain and program to meet the district's needs. It also said the commission regards each station as being within the

Washington, D.C., Standard Metropolitan Statistical Area for employment purposes.

The petition also contained some charges not related to employment. It said WRC(AM) was guilty of distorting its news and that WETA-TV had failed to program to meet the needs of Washington area residents and had not compiled with the commission's rules regarding logging, station identification and underwriting credits.

The D.C. Media Task Force, the Washington affiliate of the National Black Media Coalition, petitioned the commission for permission to intervene in both matters raised by the office. It said it believes the charges are "solid, substantial and raise material questions of fact" and that it can help in both proceedings.

The Spanish-speaking group that is both seeking denial of WOOK(FM)'s renewal and applying for the frequency is Hispanic Broadcasting Corp. It argues that, with the demise of United Broadcasting Co.'s

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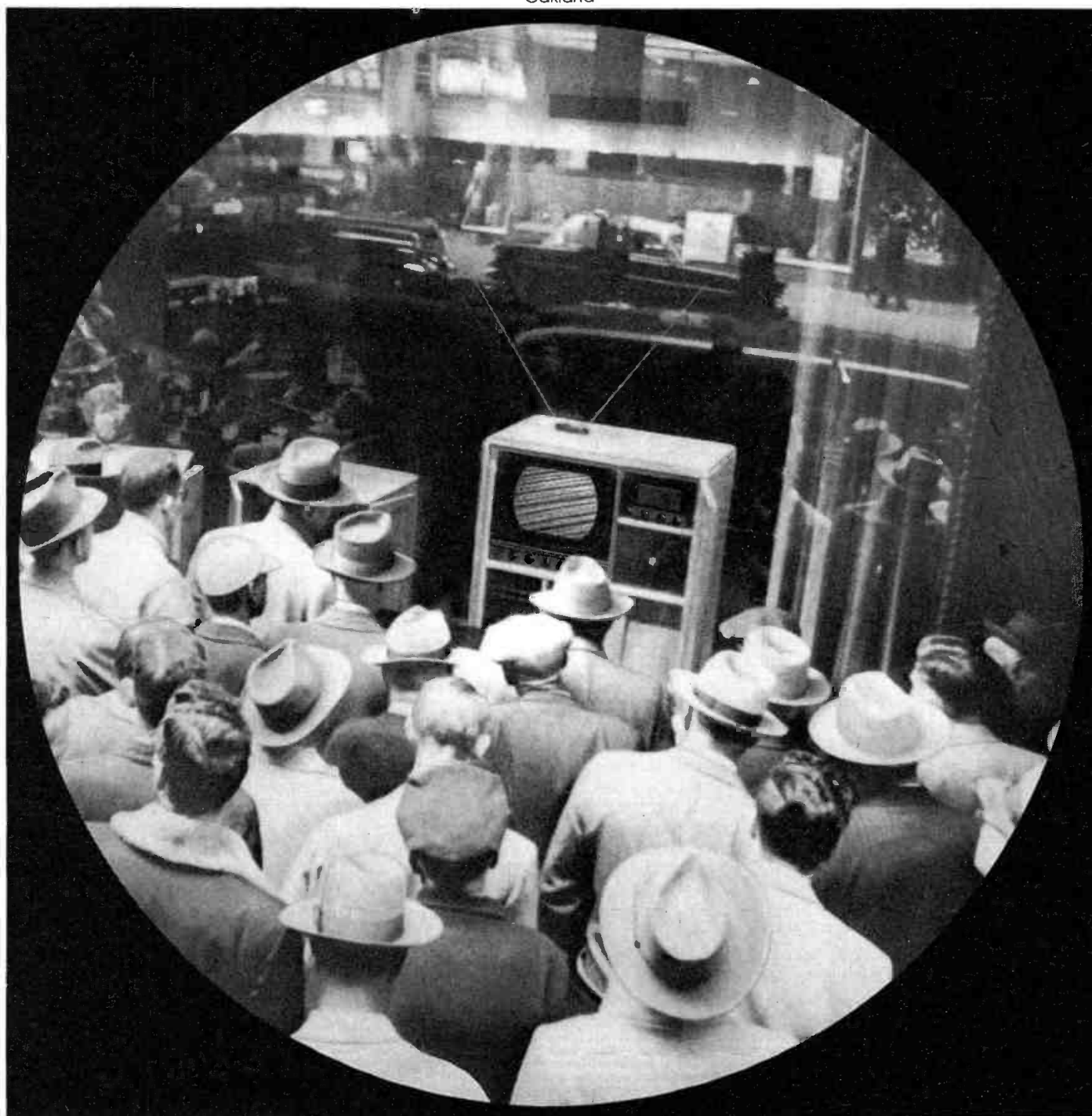
WIOD, WAIA-FM
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KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

NOW IT'S ALL ON 9 WSOC-TV



WFAN(AM) earlier this year, Washington lost its only Spanish-language station. It also says it is seeking to establish the first Washington area broadcast station owned by minorities of Spanish descent but noted that United lost its AM application in a comparative proceeding that lasted 12 years. A similar delay in a fight over the FM frequency, Hispanic Broadcasting said, "would be unconscionable."

It said the commission could cut short the procedural requirements with an oral argument since what it says is United's unfitness to be a commission licensee has already been established. The petition said that the commission's decisions in the AM case and in a proceeding in which United lost its license for WFAB(AM) Miami held that United is not qualified to be a licensee. And those findings cannot be relitigated, Hispanic Broadcasting said.

The principal owner of Hispanic Broadcasting—with an 80% interest—is Angel A. Roubin, president of a local construction firm and a native of Spain.

The other group petitioning the commission to deny the WOOK renewal is the Metropolitan Washington Coalition for Latino Radio. Its complaint is not only the loss of Spanish-language programming but the manner of that loss.

Originally, United broadcast black-oriented programming on WOOK(AM) and Spanish language material on WFAN(FM).

After the commission denied renewal of the AM but while the matter was still pending on appeal, United switched the AM's and FM's calls and formats, with the result that the Spanish-language programming disappeared with the AM license, on April 22 (BROADCASTING, May 1).

By changing formats, the coalition said, United deprived a "significant segment" of the Washington area of a necessary service. Furthermore, it said, the switch "raises serious questions regarding the licensee's candor and forthrightness with the commission."

But the prospect of a black-owned station to serve the predominantly black population of Washington was held out in the other application filed for the WOOK frequency. The District Broadcasting Co., which is owned equally by four black professionals—a lawyer, a doctor and two dentists—said it believes "its attention to the needs and interests of the District and of its black community are wholly compatible."

Then, too, there was that other new wrinkle among the petitions to deny that were filed against Washington stations. Two Washington men last month petitioned the commission to deny or grant one year renewals to five television stations the men said had not dealt adequately with the needs of unmarried person (BROADCASTING, Aug. 21).

More and better political exposure on TV is urged

Markle Foundation president wants deeper view of candidates

A "courageous independence" by broadcasters will be needed—along with some modification of Section 315's equal-time requirement—if the ideal of political equality in this country is to become a reality. That view is offered by Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation, in the foundation's report for the year ended June 30, 1977, released last week.

"As great as were the accomplishments of the last debates [the TV confrontations between President Gerald Ford and Jimmy Carter], they suggest that future debates can serve the public better," Mr. Morrisett declares in the "President's Essay."

The problem raised by Section 315 "is not insoluble," he says, "and it is in the public's interest that it be addressed." He suggests that the formulas devised for the distribution of funds in the public financing of presidential campaigns "could provide an analogy for the distribution of air time to minority-party candidates"—who do have rights to air time, he says, even though they could not be allocated as much as the major-party candidates.

"Radio and TV broadcasting," Mr. Morrisett writes, "have the potential to show the many sides of a political candidate. Many programming possibilities immediately come to mind."

"Biographical information on the candidates is clearly relevant to judgments concerning character and qualifications. Could documentary biographies that would invite such judgments be produced? ...

"Imagine if, in addition to debates, the candidates were shown discussing an important question with their advisers. Imagine seeing how the candidate handles questions from experts or the press from other countries. How would the candidates fare if asked their views on significant historical events? Any broadcaster could expand the list of good programming possibilities almost endlessly."

The annual report also shows that the foundation made \$1,654,832 in grants for its program on mass communications during the 1976-77 year. There were 34 grants, in response to 650 written requests.

The mass communication program's aim "is to strengthen the performance of the media and understand the potential of communications technology."

Among the appropriations in 1976-77 were:

- \$360,000 to the Wharton School, University of Pennsylvania, to support a national study to identify "the specific interests and needs of various segments of the general television audience."

- \$185,000 to the Lincoln Center in

Preventive maintenance in D.C.

WJLA-TV Washington avoids two petitions to deny by coming to agreements with local citizen groups over minority owners and children's programming

Allbritton Communications Co. headed off two possible petitions to deny renewal of its WJLA-TV Washington when it reached agreements with two local citizen groups—the D.C. Media Task Force and the Washington Association for Television and Children (WATCH).

(WDCA-TV Washington, which had also been engaged in talks with WATCH in an effort to avoid a petition to deny, was not as fortunate. A petition was filed against the station's renewal [see page 44].)

The Allbritton agreement with the task force is designed among other things to help sensitize members of the station staff to minority needs and problems and to help minorities who want to acquire broadcast properties.

One provision commits Allbritton to send news, public affairs and programming personnel twice a year to "issue seminars" to be addressed by local community leaders who will discuss matters of concern to the minority community. As an alternative, Allbritton may make station facilities available for the production of a video tape of the material that would be presented at the seminars.

To help minorities acquire stations, Allbritton will inform minority broad-

casters of possible purchases in which it has no interest. And it will contribute up to \$5,000 to help the task force present a conference designed to provide information to minority group members who want to acquire stations.

Last month, Allbritton announced a more extensive plan to encourage minority ownership of broadcast stations. It said it would pay Chemical Bank of New York \$7,500 monthly through Jan. 11, 1979, to help minority group members interested in buying stations (BROADCASTING, Aug. 28).

The agreement with WATCH is designed to improve children's programming, largely through making the public more aware of "the importance of television in the lives of children," according to the letter of agreement Allbritton sent to WATCH's board of directors.

WJLA-TV will produce and present in prime time a public affairs program on the subject of children's television. And WJLA-TV and WATCH will develop a package of public service announcements designed to highlight television's importance to children. WJLA-TV will make available to a WATCH representative a "brief segment" weekly on the station's *A.M. Washington* for the presentation of views on children's television programming. WJLA-TV also agreed to pay any union fees that are applicable—provided that WATCH designates a representative who agrees to donate the fees to WATCH.

New York to help underwrite a business and marketing study for the *Live From Lincoln Center* program series.

- \$40,000 to Associates for Human Resources for a study of "the feasibility of using simulation games in public affairs television programing, an area in which improvements are urgently needed."

- \$30,000 to Duke University for a study of the relationship between politicians and the press.

- \$11,750 to the Aspen Institute for Humanistic Studies for research "to determine how congressional and gubernatorial debates might be carried on television during the 1978 campaign."

- \$60,000 to the Center for Action Research "to explore the feasibility of a national endowment for children's television."

- \$40,000 to Emory University for work on a cultural history of television.

- \$55,000 to the National Citizens Committee for Broadcasting to support expansion of NCCB's activities "in various areas, including membership solicitation."

The Markle foundation was set up in 1927 by John Markle, a former coal-mine owner-operator, with endowments that eventually totaled about \$15 million. Market value of its portfolio at the end of the 1977 fiscal year was put at \$47.4 million.

Broadcast Advertising*

New Yorkers may miss their papers, but broadcasters couldn't be happier

As press strike continues there, business keeps building at stations, particularly radio

Comfortable increases in advertising are being registered by New York radio and television stations as the strikes against major newspapers there continue.

In television, the gains attributable to the walkout, begun Aug. 9, were not across the board. A few stations reported minimal gains, while others cited rising sales resulting from bolstered spending by retail and amusement accounts and some national spot clients.

In radio, the gains appear to be more substantial. The speed with which satisfactory commercials could be produced was cited as a factor in radio's upswing. A study by the New York Market Radio Broadcasters Association (NYMRAD) showed increases ranging from 10% to

more than 30% (BROADCASTING, Sept. 4).

Coincidentally, the Radio Advertising Bureau said last week it was initiating a study in cooperation with NYMRAD's marketing committee to determine the effects on retail sales of the strike at the *New York Times*, the *Daily News* and the *New York Post*.

Robert H. Alter, executive vice president of RAB, said the study will document the strike's impact on retail sales and develop case histories on retailers' use of other media. The study will seek particularly to determine the role radio is playing in contributing to sales—which are being sustained during the strike, Mr. Alter said.

Television stations reported that August 1978 business generally was better than August last year and the added sales resulting from the strike were icing on the cake. A WNBC-TV official said sales had been running about 10% ahead of last year, but the August spurt in retail business placed the over-all boost at about 22%. Amusement companies and retailers—Korvette's, Macy's, Saks-Fifth Avenue, Sachs Furniture and A&S—were more active than usual on WNBC-TV, the official reported.

A WCBS-TV spokesman said sales increases from amusement companies and retailers have been coming in but added that the rise will become sharper now that advertisers are beginning to produce new

Follow the orange brick road.

The way to growth is paved with Aetna MoneySM—as dozens of medium-sized radio stations from coast to coast have discovered. They're using Aetna Money for upgrading, refinancing, acquisitions—and they're growing fast.

Loan amounts are from \$1,000,000. Repayment schedules up to ten years. And there's no equity kicker.

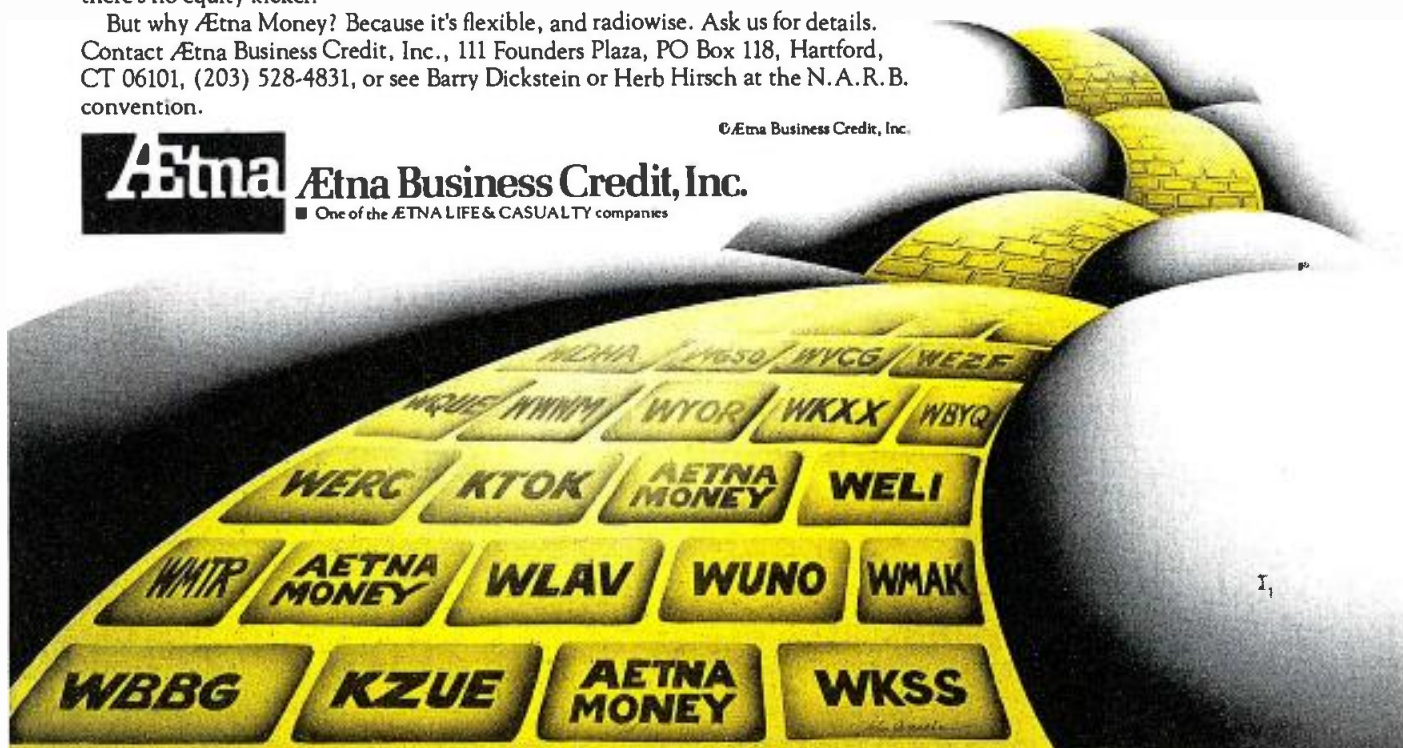
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■ One of the AETNA LIFE & CASUALTY companies



commercials. Such motion picture companies as Paramount and Universal and many of the Broadway presentations have been advertising regularly on WCBSTV.

WABC-TV had a brisk August, according to a sales official, who felt that added strike-related business was modest. He said the station's sales orders for August were heavy even before the strike began, but noted that a number of national accounts, particularly airlines and travel-oriented firms have increased budgets.

A spokesman for WPIX(TV) said additional business had been minimal prior to Labor Day but added, "we expect that there will be demand for time soon, especially in the retail and amusement categories."

WNEW-TV reported that business improved since the strike began, particularly in the retail and amusement categories. An official said that the station produces TV commercials for a number of its local accounts and this activity too has speeded up.

A sales executive of WOR-TV said in the first two weeks some local advertisers held back, feeling the strike would be over. But now, he continued, many retailers have strengthened their investments, and political candidates, lacking the newspapers, have been putting added dollars into TV.

There were some reports that business on radio was so spirited that some stations exploited the situation by raising rates. A NYMRAD spokesman said the group had investigated the charge and found it to be misleading.

"What happened," he said, "is that many stations operate with so-called 'grid' cards. This means that a morning drive-time period, for example, may have basic rates of \$70, \$90, \$110 and \$130 per minute, depending on demand for time. In some instances stations did move from one grid point to another—say, from \$90 to \$110—but by the same token when demand is off, stations will move downward."

All-news WCBSTV(AM) termed business in August "unquestionably good." A sales executive said sales volume was up 30% to 35%, all of it local.

"One category that came in during the

strike that is fairly new to radio is the educational institution," he said. "We had six or seven colleges and specialized schools come in for campaigns."

WINS(AM) the other all-news station, experienced an upswing in business, according to a spokesman. Old-line retailers, including Macy's, Gimbel's and Castro came aboard with fattened budgets, the station official reported. Amusement companies also were said to be well represented.

WQXR-AM-FM reports the stations are sold out until Sept. 25. Walter Neimann, president, said the good-music stations added a few commercial positions but noted the number of its commercials an hour does not approach that of pop stations. The increased business, he said, has come from its regular advertisers in the retail and amusement fields but one new client is Burberry's, which is opening a store in New York.

Shortly before the strike NYMRAD sent all retail advertisers in the New York area a list of its member radio stations, including such information as format, telephone number and name of sales manager. It plans to keep sending its informational material to those advertisers who used radio during the strike.

More on the one-shot show

Arbitron Television will provide additional audience data for one-time-only (OTO) programs, beginning with the October 1978 survey, in response to requests from television broadcasters, advertisers and agencies.

Arbitron now reports OTO program audience estimate for Metro, ADI and TSA households; ADI and TSA men 18+, and women 18+ only. The company said that because sample sizes differ by market, not all markets can support all demographic estimates. The selection of additional demographic groups to be reported, Arbitron said, has been done "on the basis of a thorough analysis of weekly in-tab sample sizes for each demographic group in each ADI."

Arbitron said certain demos will be re-

ported for all ADI household weekly-rating markets; some for only the top 60 ADI's and all demos, except women, 15-24, for the top 15 ADI's. Because ADI weekly sample sizes for women, 15-24, do not meet Arbitron's minimum in-tab criterion, no OTO program data will be reported for this group.

TVB wants to light some fires in January

New promotion pieces stress advantages to buying then

Television Bureau of Advertising is mounting a campaign to induce more advertisers to schedule their announcements during January, when spending traditionally decreases.

TVB has distributed two brochures, "Resolve to Join the January TV Revolution" and "How to Cut Advertising Costs by Using More of the Less Used Times of Television," to member stations, representative firms and leading advertisers and agencies.

The advantages of using television in January, the brochures stress, are a larger viewing audience than during any other month, the lowest level of competition for commercial time, the greatest flexibility for commercial placement and the lowest cost-per-thousand of the year.

TVB notes in its "TV Revolution" brochure that some advertisers have begun to recognize the value of increasing their expenditures in January (based on 1977 figures), including 32 of the top 100 clients. Among those showing sizable gains were ITT, RCA Corp., Time Inc. and Union Carbide Corp.

"It's been traditional to cut advertising in all media in January when business needs it most," Roger D. Rice, TVB president, said. "But more and more advertisers are finding that it's a good time to sell."

Advertising Briefs

Win some, lose some. American Association of Advertising Agencies study shows that its member agencies had net gain in 1977 in number of services they perform for clients but had net loss in dollar volume for creative, public relations and media, buying functions performed by in-house operations and outside organizations. AAAA said 25 accounts that had been in-house or with outside service for media buying functions performed by in-house were added to member agencies while 11 accounts went outside agencies for these assignments. Estimated billings on functions moved to AAAA agencies amounted to \$6.6 million, while estimated billings of \$10.9 million shifted to specialized companies or in-house groups.

Change of heart. Government has dropped antitrust suit charging American Bar

ONLY FOUR RADIO REPS

HAVE OFFICES IN 13 OR MORE CITIES

BLAIR, EASTMAN, KATZ AND

PRO/Weekend Radio
A DIVISION OF PRO TIME SALES, Inc.

441 LEXINGTON AVENUE, NEW YORK, N.Y. 10017 • (212) 687-3380
THE ACHIEVERS



World's greatest rain.

If the bluest skies you'll ever see are in Seattle, how come raindrops keep falling on our head? A fair question. For Seattle's weather is definitely paradoxical.

It does rain a lot in Seattle—but not as much as it does in New York. (Score: 41.51 annual inches for the Big Apple, 38.79 for the Big Sponge.)

The thing is, Seattle's rain falleth gently from the heavens—more drizzle than deluge. Because our rainfall is mostly soft and light, people golf in it, go for walks in it, stoically ignore it and generally smile on through. (Britishers and Scandinavians dote on Seattle's climate.) Furthermore, very, very little of our precipitation hits

the streets in the form of snow.

Hard-core Seattleites frequently observe that it's the rain which makes everything so green and beautiful. True. And while it makes our lawns bright emerald, it makes our complexions dewy and our dispositions

ruddy with a jointly-shared grudge against the wetness. For although we stoutly defend our climate, we regard the right to complain about the weather as a sacred privilege of citizenship. For example, we can have a gorgeous stretch of crisp, clear, sunny weather.

But two drizzly days later, strong men will moan, "Will this rain never end?"

Ah well, except for the predictably dark and sloshy months of December and January, during the remainder of the year, Seattle averages more daylight hours of sunshine than rain or overcast. And we enjoy fabulously beautiful clouds, superb sunrises and sunsets of sheer poetry the year round.

The Seattle climate. Long may it rain.

At KOMO, Seattle's favorite weatherman, Ray Ramsey, talks about the weather constantly on both radio and TV, and we broadcast frequent mountain, marine and general reports throughout the day. It's part of our fifty-year tradition of high quality broadcasting to the people of Western Washington. Those same listeners and viewers have responded by making KOMO radio consistently the area's leading adult station and KOMO-TV not only the market leader, but one of ABC's most successful major market affiliates.

KOMO

Fisher Broadcasting Inc.

KOMO-TV, Channel 4, ABC

KOMO Radio, 1000 on the dial. ABC Information Network.

Representatives: Katz Agency, Inc.; offices in 17 major advertising centers including Seattle and Portland.



COLE PORTER, SEATTLE TIMES



BOB PETTERSON



Association with unlawfully banning price advertising by lawyers. U.S. District Judge Nicholas Bua dismissed suit at request of Department of Justice, which cited "dramatic change" in ABA attitude toward lawyer advertising in wake of Supreme Court decision in 1977 striking down association's restrictions on such advertising.

Agrees to stop. Grey Advertising has consented to Federal Trade Commission order halting advertising claims that Poli-Grip and Super Poli-Grip, allow denture wearers to eat "problem" foods such as steak and corn on cob without embarrassment or discomfort, and that dentures will remain in place when eating such foods. Grey was charged with making false and unsubstantiated claims in its commercials for dental adhesives and Polident cleanser, all products of Block Drug Co. Order prohibits Grey from making performance claims without reasonable basis.

Major agency merger. Post-Keyes-Gardner, Chicago, and Cunningham & Walsh, New York, have agreed to consolidate their operations, raising estimated billings of two agencies for 1978 to \$225 million. PKG will continue to operate as separate corporate entity. PKG bills estimated \$80 million and C & W, about \$140 million.

Full sponsorship. Xerox Corp., Stamford, Conn., will be full sponsor of first three programs of NBC-TV's *Lifeline* series about real doctors (Sun., 10-11 p.m.).

Xerox, through Needham, Harper & Steers, New York, has bought preview program on Sept. 7; premiere program on Oct. 8 and telecast of Oct. 15.

Stations lack confidence in Arbitron's ESF

Advisory group worries about control over sampling of unlisted phones; approved are plans to prepublish slogans and corrections for 'call letter flips'

Arbitron's radio advisory council has refused to endorse, at least for the present, the Arbitron "expanded sample frame" technique for getting homes with unlisted telephones into its samples.

The council voted not to endorse ESF until Arbitron has demonstrated a viable plan for "controlling" the ESF sample—keeping it in proportion to the number of homes with unlisted phones, without big variations from one survey to another.

Arbitron officials said they were confident they could control the ESF sample satisfactorily—and that the council's withholding endorsement would not affect plans to introduce ESF in eight markets this fall and to expand it into all markets by April/May 1982.

The council, backing Arbitron's campaign against "diary distortion," approved a motion that Arbitron subscribers be provided affidavit forms saying their employees have been made aware that diary tampering is illegal and that those who become involved will be dismissed immediately and prosecuted.

In a joint statement, Council Chairman Don Nelson of WIRE(AM)-WXTZ(FM) Indianapolis and Vice Chairman Ed Christian of WWKR(AM)-WNIC(FM) Dearborn, Mich., expressed hope "for the immediate support of this program by broadcasters." They saw it as providing "another deterrent to the diary-tampering problem."

The council also approved an Arbitron

plan to prepublish station slogans and "call letter flips"—the latter involving the translation of erroneous call letters into recognizable calls—but strongly recommended that Arbitron review its callback and editing procedures with the Radio Advertising Bureau's GOALS committee and with the Broadcast Rating Council.

In other actions the council endorsed April 19 to May 16 as date for next year's April-May radio surveys, and added Bob Galen of Blair Radio and Jeff Woodruff of ABC-owned AM stations to council membership. In the sessions, Arbitron also agreed to offer Federal Express service, at a nominal fee, to stations wishing quicker delivery of reports.

The meeting, the council's second, was held at the Crystal City Marriott at Arlington, Va., with members meeting first among themselves and later with Arbitron officials.

Pay Less pays more

The top 15 drug chains in local television increased their TV spending in the first half of 1978 by 61% to \$8,092,000, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising. Registering the most dramatic gains were Pay Less, up 2,653% to \$247,800, and Long's, up 2,015% to \$547,000. The largest advertiser in the top 15 is Revco, up 28% to \$2,064,300.

	Jan. June '77	Jan.- June '78	% change
1. Revco	\$1,501,100	\$2,064,300	+ 38
2. Eckerd	869,200	1,528,600	+ 76
3. Thrifty	560,200	966,800	+ 73
4. Long's	25,900	547,700	+2015
5. Hook	433,700	470,100	+ 8
6. Cunningham	166,600	405,000	+ 143
7. People's	444,700	312,500	- 30
8. Dart	215,000	310,500	+ 44
9. Osco	38,800	288,800	+ 644
10. Rite Aid	—	254,000	—
11. Pay Less	9,000	247,800	+2653
12. Gray	103,000	226,400	+ 120
13. Thrift	434,400	170,500	- 61
14. Haag	185,400	152,200	- 18
15. Genovese	29,900	147,500	+ 393
Total top 15	\$5,016,900	\$8,092,700	+ 61

Source: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) figures.

QUALITY TALKS FOR KPUG

Bellingham, Washington



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

Write for brochure: Continental Electronics Mfg. Co. Box 270879 Dallas, Texas 75227 (214) 381-7161

Continental
Electronics



Advisers. Giving Arbitron the station's side of the story last week were: (l to r): Gene Milner, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla.; Paul Downs, WRAP(AM) Norfolk, Va.; William Brown, WMBD(AM)-WKZW(FM) Peoria, Ill.; Jim Phillips, KHEY(AM)-KEZB(FM) El Paso, Tex.; Richard Kale, KEX(AM) Portland, Ore.; Ed Christian, WWKR(AM)-WNIC(FM) Detroit; Don Nelson, WIRE(AM)-WXTZ(FM) Indianapolis; Jim Ridings, WRJZ(AM) Knoxville, Tenn.; David Lykes, WGBT(AM) Harlingen, Tex.; George Nicholaw, KNX(AM) Los Angeles; Bernard Mann, WGLD-AM-FM High Point, N.C.; Jeff Woodruff, ABC, and Bob Galen, Blair Radio.

Another first

from the first name in broadcast automation:

First to take house calls

Your own personal rep is not only available by both computer and phone, but also available around the clock. You can call him at home in the middle of the night if you have an urgent problem. BIAS was first to offer this kind of superpersonal service.

BIAS was also first to develop an on-line real-time computer system for broadcasting. And a flock of other firsts followed. First to offer your choice of computer services—as much or as little as you want—and what you take goes together because our systems are compatible. First with power backup system. First to offer scheduled training seminars. And more firsts are on the way. Is it any wonder so many stations call BIAS first?

Call us today. Call Bill Boyce at 901-345-3544. Broadcast Industry Automation System, Data Communications Corporation, 3000 Directors Row, Executive Plaza, Memphis, Tennessee 38131.

BIAS
Be the first to visit BIAS at the BFM
Convention Sept. 17-20
The Dunes-Las Vegas

Hollywood's a boom town for television

**Seller's market in TV
turns production world
upside-down as majors lose
and independents
prospect network motherlode**

There's another gold rush on in California.

As the three commercial television networks prepare to launch a prime-time season that will undoubtedly be called their most competitive ever, they are pumping unprecedented wealth into Hollywood's creative community.

The new scale of programing needs and rewards not only has brought with it prosperity but also fundamental and sometimes paradoxical changes in the complexion of the industry. And not the least of these is an extraordinary demand for talent at a time when "less is more" is becoming a dominant professional philosophy.

At the root of it all is a simple case of supply and demand. The network's ap-

petite for series product is voracious. And with Fred Silverman of NBC-TV on a rebuilding campaign and CBS-TV fielding a number of aging series, it promises to become more so.

The growth of miniseries and made-for-TV movies has brought the most significant infusion of new money into the Hollywood television community. NBC alone last year scheduled 74 hours of miniseries, for example. At an average cost of \$800,000 an hour—twice the cost of regular series—that injected close to \$60 million into the production marketplace. And CBS, which had virtually no miniseries and made-for-TV movie operations a few years ago, has committed as much as \$80 million to those areas this year, double last year's amount. The result?

"Never in the history of Hollywood has there been a prosperity to compare with the present," says program consultant Mike Dann, the one-time CBS television programing chief. "Suddenly the amount of production has actually exceeded the production capacity. All the sound stages are occupied—you can't find a grip."

"There's a shortage of product—the networks are panicking, and that's why the suppliers are gaining an upper hand."

And paying handsomely for the privilege. According to financial data filed with the FCC, the networks' program expenditures have increased by roughly 64% since 1974. In 1975-76, the year in which

ABC began its ascent to number one in the ratings, the amount went up about 25%, and gained another 18% in 1977: (The FCC's figures for program expenses are lumped together with those for technical expenses; however, stock analysts say the technical portions usually represent only 10%-15% of the total amount and are relatively consistent, so that increases, mostly, reflect program costs.)

Mr. Dann estimates that in 1979-80 those numbers will increase by as much as 15% beyond inflation. If so, the networks may be pouring as much as \$2 billion into programing, almost double what they spent as recently as 1973.

But it is how that money is being distributed that brings in the paradoxes, beginning with the simple fact that the independents have become the majors.

John H. Mitchell, the former president of Columbia Pictures Television, now doing program consulting for Procter & Gamble and others, says that until a few years ago, the major studios—the Universals, the Paramounts and the Columbias—supplied 50% and sometimes 70% of the networks' prime-time programs. This year, he said, the majors will be providing 18½ hours of the weekly schedule, while the independents—the TAT's, the TOY's, the Lorimars and the Spelling-Goldbergs—will supply 30 hours.

The dimensions of that success, along with its origins and pitfalls, set the tone of

The top 27 in prime time television

Company	Hours	Company	Hours	Company	Hours
ABC Sports 2		MGM 2		TAT/Tandem 3	
<i>Monday Night Football</i> .		ABC's <i>How the West Was Won</i> (with John Mantley; scheduled for midseason return); NBC's <i>CHiPs</i> (with NBC).		ABC's <i>Apple Pie</i> *; CBS's <i>One Day at a Time</i> (with Allwhit), <i>The Jeffersons</i> (with Nicholl, Ross & West), <i>In the Beginning</i> *, <i>All in the Family</i> , <i>Good Times</i> .	
Mark Carliner 1		MTM 3		Time-Life 1/2	
CBS's <i>Flying High</i> *.		CBS's <i>WKRP in Cincinnati</i> *, <i>Lou Grant</i> , <i>Rhoda</i> , <i>Mary</i> *.		CBS's <i>People</i> *.	
CBS 1		NBC 1		Tomorrow Entertainment 1	
<i>Hawaii Five-O</i> (with Leonard Freeman).		<i>Little House on the Prairie</i> .		NBC's <i>Lifeline</i> *.	
CBS News 1		Nicholl, Ross & West 1		TOY 1	
<i>60 Minutes</i> .		ABC's <i>Three's Company</i> , CBS's <i>The Jeffersons</i> (with TAT).		ABC's <i>Carter Country</i> , <i>What's Happening</i> .	
Dick Clark Productions 1		Osmond Productions 1		Twentieth Century-Fox 2 1/2	
NBC's <i>Dick Clark's Live Wednesday</i> *.		ABC's <i>Donny and Marie</i> .		CBS's <i>Paper Chase</i> *, <i>M*A*S*H</i> ; NBC's <i>W.E.B.</i> * (with Lin Bolen).	
Columbia Pictures TV 2		Paramount 3 1/2		Universal 7 1/2	
ABC's <i>Fantasy Island</i> with Spelling-Goldberg); CBS's <i>The American Girls</i> ¹ * (with Bennett/Katleman).		ABC's <i>Happy Days</i> (with Miller-Milkus), <i>Laverne and Shirley</i> (with Miller-Milkus/Henderson), <i>Taxi</i> * (with John Charles Walters), <i>Mork and Mindy</i> * (with Miller-Milkus/Henderson); NBC's <i>Grandpa Goes to Washington</i> * (with Fellows/Keegan), <i>Who's Watching the Kids</i> * (with Henderson).		ABC's <i>Operation Petticoat</i> (with Leonard Stern), <i>Hardy Boys</i> (with Glen Larson) and <i>Battlestar: Galactica</i> * (with Glen Larson); CBS's <i>The Incredible Hulk</i> (with Kenneth H. Johnson); NBC's <i>Quincy</i> (with Glen Larson), <i>Rockford Files</i> (with Cherokee/Huggins/Public Arts/NBC), <i>The Eddie Capra Mysteries</i> * and <i>Sword of Justice</i> * (with Glen Larson).	
Walt Disney Studios 1		Aaron Spelling/Leonard Goldberg . 6		Warner Bros 1 1/2	
NBC's <i>Wonderful World of Disney</i> .		ABC's <i>Fantasy Island</i> (with Columbia Pictures TV), <i>Starsky and Hutch</i> , <i>Charlie's Angels</i> , <i>Family</i> (Aaron Spelling/Douglas Cramer), <i>Love Boat</i> (Aaron Spelling Production), <i>Vega\$</i> .		CBS's <i>Alice</i> , <i>Wonder Woman</i> (with Lansbury/Cramer).	
Four D Productions 1/2				Witt, Thomas, Harris 1/2	
ABC's <i>Barney Miller</i> .				ABC's <i>Soap</i> .	
Komack/Wolper 1/2					
ABC's <i>Welcome Back, Kotter</i> .					
Lorimar Productions 4 1/2					
ABC's <i>Eight Is Enough</i> ; CBS's <i>Waltons</i> , <i>Dallas</i> , <i>Kaz</i> *; NBC's <i>Waverly Wonders</i> *.					
Mark VII 1					
NBC's <i>Project UFO</i> .					
Quinn Martin Productions 1					
CBS's <i>Barnaby Jones</i> .					

**Indicates new show*

*Indicates new show

Myth:

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Katleman:

“When the networks call up Columbia to do a project, they don’t want Columbia; they want whoever Columbia has under contract.”

much of the TV production industry today. Financially, the economic climate provided by the networks has fractionalized the industry as never before, with the success of the independent producer acting as the wedge.

“Studio operations insured program delivery during a period when most of the network executives were afraid to take a chance on the limited financial resources of the independent,” Mr. Mitchell said in a recent speech to accountants in California. “The majors were the only ones that could tolerate the intolerable condition of the deficit financing because most of them had their own distribution arms that could later, hopefully, liquidate the deficits via worldwide syndication sales efforts.”

But the kind of money the networks have been shelling out in recent years, he said, has “opened up the creative marketplace—because there was little financial risk, if any, for the independent professional. He, at long last, with an efficient operation or a hot show, could look to profits right off the bat.”

The result has been a massive prolifera-



Goldberg:

“We enjoyed the excitement of starting a company from nothing and seeing it grow . . . Then suddenly we’ve found ourselves back in an office, talking to a bunch of accountants.”

tion of what might be called third-generation independents—the first generation being the star-based Desilu and Danny Thomas as the second the latter-day large-scale independents such as MTM and TAT.

Many of the newest generation of independents have been started up by writers, directors and executive producers who broke off from studios or other independent companies, and many are supported by partnerships with studios or, in some cases, by production guarantees from the networks.

“They’re starting up every day,” Mr. Mitchell said, listing as examples such already established companies with shows on the networks’ current schedules as James Komack (*Welcome Back Kotter*), Danny Arnold (*Barney Miller*), Nicholl, Ross & West (*Three’s Company*), the Osmonds (*Donny & Marie*), Dick Clark (*Dick Clark’s Live Wednesday*), Lin



Salkowitz:

“The creative person, or semicreative person, is king in Hollywood today, in a way that he never was before.”

Bolen (*W.E.B.*), Mark Carliner (*Flying High*), the John Charles Walters Group (*Taxi*), Terry Keegan and Arthur Fellows (*Grandpa Goes to Washington*) and Harve Bennett/Harris Katleman (*American Girls*). Other examples of the trend include Bill Blinn and Jerry Thorpe, Joanna Lee, David Gerber, Stan Kallis and Bill O’Brien and Bud Austin. “I think the outlook” for the independent producer, Mr. Mitchell said “is terrific—better than ever. And it should remain that way.”

But beyond the favorable financial conditions, at the root of the fractionalization trend are certain creative considerations that, again, may have started with the TAT-type major independent. The networks just didn’t start handing money to anyone who’d written a script, after all.

Ask any of the second-generation independents to what they attribute their early success and invariably the answer will be the lavishing of day-to-day attention on one or two projects and the cultivation of a “family” atmosphere in which new creative talent could prosper and innovate. Many believe that attitude, and the product it helped produce, prompted the networks to focus on individual creative talents as much as on companies they worked for, as the proliferation of independents attests.

“I think the networks are encouraging it,” said Harris Katleman, who has seen the process from both sides as a former president of MGM Television, now as an independent producer in association with Harve Bennett and Columbia Pictures Television. “They want to know who they’re doing business with. When the networks call up Columbia to do a project, they don’t want Columbia, they want whoever Columbia has under contract.”

It’s also possible that, with the networks’ need for sheer volume of product, the writer/creator would have come into his own anyway. Sy Salkowitz, president of 20th Century-Fox Television, figures the

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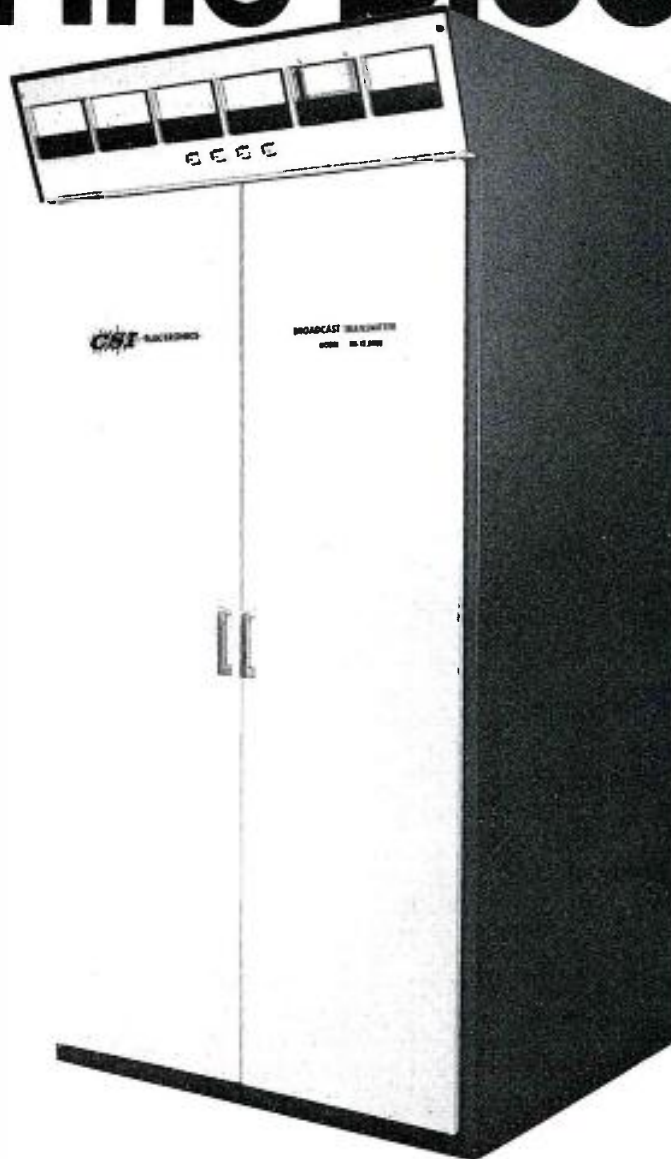
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"numbers game" for series this way: Each year the networks order about 110 pilots. Those are chosen from a batch of as many as 300 scripts, which in turn are culled from perhaps 1,000 ideas. Add to that the need for a dozen or so miniseries a year, each several hours in length, and, as Mike Dann put it, "The creative person, or semi-creative person, is king in Hollywood today, in a way that he never was before."

Being king, or queen, has always had its pressures of course, however enviable. And if it is now the good fortune of Hollywood's creative royalty to be in a position to contemplate those pressures, then many feel they are also in a position to try to avoid them.

The pervasiveness of the mood should not be overestimated; certainly ambition remains at least as strong a motivator to many as art, and a look at the production count on the accompanying chart shows more than a few modern-day moguls with shows all over the schedule. But a number media buying functions performed by in-creative talent to work less now and still live comfortably, the increasingly uncomfortable intensity of TV competition and the current social emphasis on personal as well as professional success—may be dovetailing with the economic fractionalization to encourage a "less is more" approach to TV production.

A majority of the independents turned majors have already made that decision. Norman Lear has already withdrawn from the day-to-day management of TAT/

Tandem to find a project he wants to pursue, and in the last few months, BROADCASTING has heard Garry Marshall, Aaron Spelling and Bud Yorkin say—some with less conviction than others, to be sure—that they would soon be getting out of TV because it wasn't "fun" any more.

Leonard Goldberg, who just formed a new partnership with talent agent Jerry Weintraub to concentrate on one or two "quality" projects, describes the dissatisfaction of himself and his contemporaries in terms of a "mid-life" crisis, harkening back to the days when they were just plain independents.

"A number of the guys I've spoken to feel the same way," Mr. Goldberg said. "We enjoyed the excitement of starting a company from nothing and seeing it grow, the excitement of that first sale and the first renewal and the second pilot and the second sale ... Then suddenly we've found ourselves back in an office listening to a bunch of accountants talking about distribution deals."

These producers see the problems of bigness going beyond the emotional well-being of the producer to affect his product. TOY's Bud Yorkin believes that many independents failed to follow up on initial successes for that reason. "It's not that the people are any less talented than they were before," he said, "it's just that they spread themselves too thin. That's a big danger."

Thus it is that many of the newer independents, who are now having those same offers thrown at them, are already thinking about ending up in those offices with the accountants or, worse, spoiling their magic touch before they get the opportunity. Some worry about it; some don't.

Jim Brooks of the John Charles Walters Group worries. Three of the four partners in the company started out in the business as writers. All four came together at MTM, where they were principally responsible for work on *Mary Tyler Moore*, *Rhoda* and *Bob Newhart*. A lucrative on-air commitment from ABC for two series—*Taxi* being the first—and three specials—last year's *Cindy* being the first in that area—inspired the formation of the company, Mr. Brooks said. Then Paramount called with an offer of movie deals in return for the group doing their TV work on the studio's lot. As Mr. Goldberg said, the pressures can be very seductive.

"I've always been scared of it," Mr. Brooks said. "The track record of small companies formed by creative people is not great. What happens to a writer when he becomes an entrepreneur is not necessarily a good thing. It's so easy to forget why you're invited to the party: It isn't as a businessman. You're there to be funny."

Don Nicholl of Nicholl, Ross & West shares those concerns. Starting as a story editor of TAT, he and his partners developed their reputations on such shows as *Maude* and *The Jeffersons* before striking it rich for ABC with *Three's Company*. Now they have an on-air commitment from ABC for five or six episodes of a *Three's Company* spinoff called *The Ropers*, and have two pilot deals with CBS.

But all three partners still do the final drafts of each *Three's Company* episode, and are unsure of extending themselves beyond the ability to keep that kind of creative control. "It really is a dilemma," Mr. Nicholl said, "and it's something we're actively talking about right now." He adds: "But it's a lovely dilemma."

On the other side is Alan Horn, the new president of TAT/Tandem who does not believe that bigness necessarily equals badness, if he's careful. As "your basic Harvard business school graduate," Mr. Horn came up through the management ranks at TAT already at ease with accountants, and he now pictures his role as one of basically keeping his creative people from worrying about them.

"My objective—which is essentially different from Norman's [Lear's], we're different people—is to build a very strong company," he said, "where each television series is headed by a very strong executive producer and a strong staff who would rely on me for a minimum of creative input."

Besides the company's fledgling syndication and theatrical movie arms, Mr. Horn is working on the development of a dramatic TV series arm and would be "disappointed" if it didn't have at least six series on the air next year.

But along with those ambitious plans, Mr. Horn is pointedly aware of the "less is more" ethic. "From a growth standpoint," he said, "our objective is to simply be a large independent, in which there is an environment where our people think of themselves as working for a small, independent company, where we still have our picnics and everybody still knows everybody else by their first name. If we get so large that we lose that sense of togetherness, we'd probably cut back. It's too important."

To bring the process full circle, Mr. Horn's vision doesn't sound all that different from the conditions being cultivated these days by some of the studios, which are as concerned as the independents with the care of creative talent.

Except for Universal, the studios have long since given up their vast in-house stables of writers, directors and producers. One executive went so far as to say, "A studio is nothing more than a central place where a lot of independents come to work."

To attract those independents, many studios are actively trying to dispel the "factory" image with which they were long associated, and in several cases are just as actively pursuing the "family" atmosphere that worked so well for the independents.

"The studios have a terrible problem," said Mike Dann, "not with renting their facilities but with finding creative people who will work with them, because more and more people want to work on their own. So no longer are the studios quite as strong in saying, 'Kid, we got the contacts with the network; deal with us.' They're busy, but they don't have the strength they had before."

Actually, the studio chiefs seem to view

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any changes in their roles with more pragmatism than panic. Gary Nardino, president of Paramount TV, was asked, for example, if it would still be preferable to have more of the company's production strictly in-house. "It would be more profitable if it were realistic," he said. "They [the talent] will be partners with you next year anyway if they're successful."

Probably a majority of the new independents are opting for the security of a corporate umbrella, and though individual deals vary in terms of obligations and benefits to either party, the joint partnership is obviously still worth pursuing. In any case the studios are by no means out of the series competition, and they are still mopping up with miniseries and TV movie orders. Moreover, some studios such as Universal and 20th Century-Fox, are optimistically and aggressively expanding their operations in areas other than prime-time series production.

As Universal TV President Don Sipes put it, "I don't see the business as going away from us at all. I think it's taking a lot of different directions, and we'll be there to fill those needs. The largest is what we are, and as far as I'm concerned, I'd like to open it up to more and more people. I'd like to trim up [not down]."

Klein clowns, but NBC is serious about show development

Closed circuit to affiliates notes network is building depth with 45 projects in the works

NBC-TV may be facing an uphill battle in the ratings, but its sense of humor, like its program development, seems to be thriving.

On the eve of the fall season, the network sent its affiliates a closed-circuit presentation, verging on burlesque, on the more than 40 prime-time programs being readied for midseason replacements.

Starring Paul Klein, NBC's executive senior vice president of programs, and featuring a cameo appearance by NBC President Fred Silverman, the 38-minute pep talk left the distinct impression—not denied by executives at the network—that if things don't go so well this fall, hold on, here are better days ahead.

Labeled "NBC Presents Winter in Burbank," the presentation opened with Mr. Klein trudging through artificial snow on an alpine-looking sound stage, dressed in fur parka, wrap-around sunglasses and now shoes.

"I hope you're all enjoying the summer," he deadpanned. "I got toes with rosbite, but what's a little frostbite when you're having fun?" Glancing up at a gradually thickening snowfall, he added, "Where in my contract does it say any-



Klein

thing about pneumonia?" What looks like a truckload of snow falls on him.

Cut to the inside of a TV studio, from which Mr. Klein, dressed in suit and tie, proceeded to explain the results of 10 days of program meetings (attended by Mr. Silverman) just completed in Burbank. Mr. Klein later said that of the 45 projects in the works, about half had been initiated since Mr. Silverman joined the company last June.

The only mention of miniseries during the presentation was in relation to those that might be turned into series, and Mr. Klein later agreed there would be a gradual "diminution" of the network's reliance on the long form.

Development is heaviest in half-hour comedy. The network has one on-air commitment for midseason to a TAT comedy called *Different Strokes*, starring Gary Coleman of *The Jeffersons* and Conrad Bain of *Maude* (the former plays a poor youth who comes to live with a well-to-do Manhattanite played by the latter).

Pilots on order for other half-hour comedies include:

Hello Larry, a TAT production about a controversial talk show host; *Ducky and Me*, a Lorimar project about a poor girl/middle-class girl friendship; *Faculty Lounge*, another James (Kotter) Komack production set in school, but focusing exclusively on the teachers; *Wrong for Each Other*, a Columbia project about a man and wife who are; *Gossip*, an EMI/Mike Shamberg (formerly of TVTV) production about life at a *National Enquirer*-type magazine; *Turnabout*, a Universal show about a couple that exchanges bodies; *Fraternity/Sorority*, dealing with college hijinks in a contemporary setting, from Paramount; *Car Wash*, a Universal project based on the film; *God Squad*, also from Universal, about three angels who must perform on-earth duty in order to get to heaven; *Frankie and Annette*, a comedy/variety show from Dick Clark, starring, as Mr. Klein put it, "the two former beach children," an untitled Don Knotts project in which he would play a veterinarian who's afraid of animals, and *Hoover and Washington*, a First Artists spin-off of the film, "Uptown Saturday Night."

Also being worked on in the comedy area are two projects from Burt Sugarman, each featuring his wife, Carol Wayne. In one concept, she'd play a minister's wife, in the other a college professor's wife. Similarly, two possibilities are being considered for a Korean comic named Johnny

Yune. In one he'd play a detective, in the other he'd play himself in a variety show. Another variety show under way is *Li'l Abner*, from George Schlatter.

One-hour drama projects on Mr. Klein's list include:

Supertrain, one of Mr. Klein's favorite possibilities ("my idea," he said) about what goes on aboard a supermodern cross-country train that is so large it spans two sets of rails, from Dan Curtis; *Mrs. Columbo*, a Universal project about the wife of the popular TV detective; *The Duke*, another Universal project about an ex-fighter turned investigator, starring Robert Conrad; *Father Brown*, a Marble Arch production based on G.K. Chesterton's series of books about a minister who dabbles in mystery; *Charleston*, a post-Civil War period piece from RSO Productions; *Shiny Western*, a "high-styled" Western from Bennett/Katleman Productions that Mr. Klein said "you'll have to see to believe"; *Rivals*, a family-type series from Lyman Dayton about a young man who takes responsibility for a family; *B.J. and the Bear*, a Glen Larson/Universal show about a free-wheeling truck driver and his pet chimp; *Sweepstakes*, a Miller-Milkus (*Happy Days*, *Laverne and Shirley*, "Silver Streak") production about the fortunes of people who buy tickets for a sweepstakes; *Every Stray Dog and Child*, a project Mr. Klein declines to describe; a Ken Johnson (*The Incredible Hulk*) series of several "cliffhangers," such as *Mandrake the Magician*, rotating from character to character each week; and an Otto Saloman/Columbia show about something called *The Institute for Retaliation*, a place where legitimately vengeful victims can find socially controlled satisfaction.

Miniseries that may go to series include *From Here to Eternity* from Columbia, *Stories From the Bible* from Sunn Classic and *Backstairs at the White House* from Ed Friendly Productions. There are also at least three "backdoor pilots" currently in two-hour TV movie form: "Cotton Candy," the Ron Howard rock band show; "Murder in Music City," starring Sonny Bono as a Nashville musician turned detective, from Frankel Films, and "Clone Master," from Paramount.

ABC gets good number of line-up to take its new Sunday morning show

Nearly 60% will clear it; network's not sure what most will do with 'windows' allowed for local inserts

ABC-TV planned to kick off its new Sunday morning experiment, *Kids Are People Too*, yesterday (Sept. 10), and the network said 126 affiliates—59%—had agreed to clear all or part of the 90-minute program.

As for how many affiliates were taking advantage of the three 7-13 minute "win-

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dows" left open in the shows for the insertion of locally produced children's programming, an ABC spokesman said last week that "we aren't tracking that at this point." But Marilyn Olin, director of children's programming for ABC Entertainment, said few, if any, requests had been received from affiliates other than ABC O&O's for advice or assistance on how to join in (BROADCASTING, May 29).

Squire Rushnell, ABC's vice president of children's and early morning programming, said his guess was that stations are taking a "wait and see" attitude before going ahead with the inserts, but that he expects some "impetus" to do so may be provided when affiliates "start to get some heat in their own markets" from local reform groups concerned with children's programming. *Kids Are People Too* strongly emphasizes what Mr. Rushnell calls "prosocial" values, aiming to be an entertaining yet informative cross between *The Mike Douglas Show* and *Good Morning, America*.

The Bellamys are back in barter

**'Upstairs, Downstairs,' popular
British import that had long run
on PBS now syndicated by Group IV**

Upstairs, Downstairs, the British TV import that ran on public television from 1974-77, is scheduled for a January 1979 return to the U.S. airwaves through barter syndication.

Behind the venture is the New York-based Group IV Distributors, which already is claiming commitments from independents WPIX(TV) New York; KTTV(TV) Los Angeles, and KTVU(TV) Oakland, Calif. (San Francisco), as well as CBS affiliates WNAC-TV Boston; KDFW-TV Dallas; WDAU-TV Scranton, Pa., and KOTV(TV) Tulsa, Okla.

Included in the package are 39 hour-long episodes, with eight having their first U.S. run. Group IV is holding back four minutes each hour for national advertising, offering local stations six commercial minutes. Mort Zimmerman, Group IV president, was reticent about naming advertisers, saying claiming that contracts haven't been firmed up yet.

Group IV expects the independents to schedule prime-time play and the affiliates late fringe on Sundays. Group IV is licensing two runs over two years.

Beyond the 39 hours, Mr. Zimmerman added that there are an additional 16 that can be offered down the road. That brings the total to 55, an inventory that could be stretched further, to 68, he said, if black-and-white episodes are acceptable.

Group IV acquired the rights to *Upstairs, Downstairs* from London Weekend Television, which was represented by Visualscope in New York.

Alistair Cooke, the program's host when it appeared over the Public Broadcasting System, will not appear in the syndicated version.

Equipment & Engineering

Should the satellite pie be cut into more slices?

**Comments are in at the FCC on
whether Comsat should be allowed
to service more than the four
users now classified as 'authorized'**

The lines are predictably drawn in an FCC proposal to allow Communications Satellite Corp. to provide direct television service to other than the four authorized users. Comments filed with the commission show that the authorized users are definitely against it, and those who would become authorized users definitely for it.

The proposal stemmed from a request by Spanish International Network for authorized user status, and comments filed in earlier proceedings have been incorporated in these later ones.

Spanish International not surprisingly "wholeheartedly endorses" the commission proposal. It pointed out the Communications Satellite Act of 1962 "does not require that consumers, the industry and the commission should be tied to an inflexible standard," and said that current arrangements are unlikely to assure that high quality service is provided at the lowest possible price. Comsat service should not be withheld from the public without a showing that direct service would otherwise adversely affect the public interest, SIN argued.

Comsat, in its comments, said it too "fully supports" the commission's proposal, that it will provide for significant and long-range public advantages, that the current arrangement is not in the public interest and that it "does not now contemplate a different charge for the international carriers than for Comsat's television customers."

Four authorized users, Western Union International Inc., AT&T, ITT World Communications and RCA Global Communications filed comments against the proposal, saying, among other things, that there is no evidence in the filings that direct access would lower rates or result in better service. RCA Globecom said direct access was not only unwise, but illegal. WUI said the proposal departs from the authorized user policy and that by law Comsat cannot be authorized by the commission to be a competitor.

"There is no probative evidence before the commission showing that our satellite television rates are excessive or that our service is inadequate," WUI said. "Nevertheless, we intend to withdraw from the present rotational carrier arrangement and to enter into full and fair price and service competition with other eligible carriers."

In what WUI called a "rush to judg-

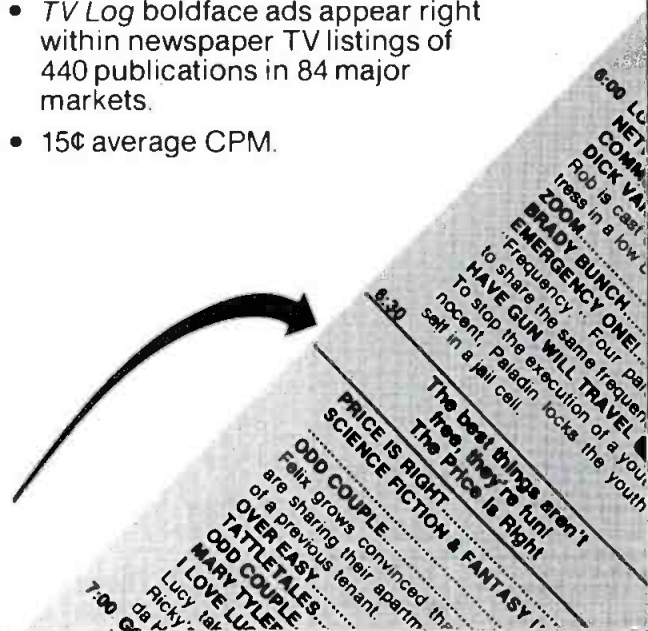
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ment," it said the commission had apparently prejudged the issues, "totally accepted some advocates' unsupported and misleading allegations about television rates and services, totally rejected the expert television carriers' showing that they furnish the public with the best possible service at the lowest reasonable charge, and elected to disregard mandatory congressional law and firm commission policy concerning Comsat's status as a carrier's carrier."

Besides that, WUI said there was no "unique or exceptional circumstance" to warrant such a move, no service-related benefits; and if Comsat is permitted to compete without limitation it will monopolize the market. "... And given the penchant of monopolies to grow less responsive to their customers' demands, WUI suggests that the record in this proceeding should include an analysis of the specific manner in which Comsat proposes to provide television service to users."

Filing jointly, ABC, CBS and NBC said more competition among suppliers of international television transmission services resulting from user access to Comsat would mean greater flexibility in tailoring facilities and services to specific needs, potential cost savings to customers, incentives for carriers to improve efficiencies and the employment of cost-based pricing and greater opportunity for customers to influence the quality and type of service they take and from whom they take service.

In the proposal, the FCC said, "We

believe that this evidence points to the desirability of changing our authorized user policy to permit television users to have direct access to Comsat." WUI, replying to that, said, "It is unwise and invites judicial review and reversal, for the commission to base an entire proceeding directed at changing, and perhaps effectively rescinding long-established policy upon a mere, unsupported presumption."

That presumption, however, found support from the Department of Defense and the National Telecommunications and Information Administration of the Department of Commerce, and the Public Broadcasting Service, all of which said that the evidence supported the commission's proposed changes. Most of them mentioned it would mean more flexibility, and in that Home Box Office concurred. HBO further said that the users' predictions that competition would cease are "irrelevant to this proceeding." Most of the fears were evidently directed to the Department of Justice's suggestion that authorized user restrictions be re-examined in all areas of satellite communications. The commission has carefully limited this rulemaking to apply only to users of television service, a very small portion of the international traffic, and a service in which several of the carriers are losing money."

Robert Wold Communications Inc. said the "carrier-of-the-week" arrangement of the four users is confusing, as it is often difficult to determine which to contact when a service or change in service is needed. It said the "mishandling of service orders which is commonplace today—where responsibility is so illusive—would be significantly reduced."

Meanwhile, two of the other filing carriers, AT&T and ITT World Communications Inc., went generally along the lines of WUI. ITT said there is no finding that any public benefit will come of a change, "only speculation of what 'may' happen." It is premised, it said, not only on the false necessity to include Comsat in any competitive service, "but with woefully incomplete cost information from Comsat ..."

To compete, both WUI and ITT said the users would have to deal with Intelsat, just as Comsat does. "A retailer cannot effectively engage in price competition with its own supplier, especially where that supplier is a monopolist," ITT said.

impact on most broadcast transmitters most of the time, NAB said in a comment to the New York Department of Health. But the association hypothesized a situation where the proposed tightened restrictions on power density might deem unsafe a signal that has been approved by the FCC. The proposal would hit UHF hardest, possibly creating a "hazardous" zone of more than 1,000 acres around a UHF transmitter that might be located in densely populated Manhattan.

NAB argued "there is absolutely no valid evidence that any harm whatsoever results from exposure to the low levels of radiation under discussion in this proceeding." The concerns that prompted the proposal, it said, are largely due to sensationalized articles in the press by people who do not understand "a highly complicated technical phenomenon."

FCC up in the air over satellite case

A major question that confronts the FCC on its return from its August hiatus is whether to seek Supreme Court review of an appeals court decision reversing the commission's grant of applications of Satellite Business Systems to build a communications domestic satellite system.

A three-judge panel of the U.S. Court of Appeals in Washington, in a unanimous decision, held that the commission erred in failing to hold a hearing on the antitrust implications of the grant to SBS, which is owned jointly by International Business Machine Corp., Communications Satellite Corp. and Aetna Casualty and Surety Co. The commission had held that a prompt grant served the public interest regardless of possible antitrust violations because SBS would provide the superior system. The court said antitrust issues can be ignored only if the commission determines, in hearing, that no alternative proposal would "adequately ... serve the public interest." The grant was appealed by the Department of Justice, American Satellite Corp., Fairchild Industries Inc., The Western Union Telegraph Co., and AT&T.

Technical Briefs

To cost more. Fuji Photo Film U.S.A., New York, has announced general price increase, effective Jan. 1, 1979, amounting to 3% to 7% on all video-tape products. Firm said price rise was mandated by increased costs and decreased value of dollar relative to yen.

Award winner. Ray M. Dolby, founder of Dolby Laboratories, has been selected to receive Society of Motion Picture and Television Engineers Samuel L. Warner Memorial Award "in recognition of his development of a noise-reduction system for use in motion picture sound recording."

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NAB calls New York radiation proposal 'highly premature'

A New York City proposal that would lower acceptable radio-frequency power density to a level below what some broadcast transmitters emit is based on scant evidence of public harm and would be "highly premature," the National Association of Broadcasters argued last week.

The proposed rule, which stems from concern about public exposure to radiation from radio transmitters, would have no

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The Broadcasting Playlist™ Sep 11

Contemporary

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

Playback

Summer's hot. Still riding high on the chart with *Last Dance* (Casablanca), Dorina Summer leads the adds this week with *MacArthur Park*, drawn from the *Live and More* LP. Just missing "Playlist's" top 50, the single was added at WZGC(FM) Atlanta, WLAC(AM) Nashville, KILT(AM) Houston, WRKO(AM) Boston and WHY(FM) Fort Lauderdale, Fla. It's the same song made popular by Richard Harris nearly a decade ago, although unlike that downbeat version, Ms. Summer performs it with her characteristic disco flair. "It's fantastic; it's going to be a giant hit for her," says Jerry Reed of WINR(AM) Binghamton, N.Y. "There's more brightness than in the original." **Vannelli's voice.** The name Gino Vannelli may not be familiar around top 40 stations, but the artist has been around for quite some time. And his new single, *I Just Wanna Stop* (A&M), may just put his name on the tip of everyone's tongue. At least that's the case on the West Coast where Lee Martin of KFIV(AM) Modesto, Calif., says "just about everyone here is jumping on it." What may have kept Mr. Vannelli off the charts in the past is that "he gets into heavy production ... he's almost overproduced," according to Chris Mitchell of KROY(AM) Sacramento, Calif. But the new single, he continues, "is a little more down to earth—nice, mellow [and has] easy-to-relate-to lyrics." Doug Rice of WSTP(AM) Salisbury, N.C., says the song "is super-strong with females because of his voice quality. He has a soothing, masculine voice. He almost sounds like Tom Jones or Engelbert Humperdinck, but in a popular vein." **The big apple.** *New York City* (EMI America) is the new single by Zwol, and Pat Martin of WSPF-FM Stevens Point, Wis., says "it sounds like a smash ... it's what radio needs right now."

Country

Last This week week	Title □ Artist	Label
12 1	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
1 2	<i>Hello Mexico</i> □ Johnny Duncan	Columbia
9 3	<i>Blue Skies</i> □ Willie Nelson	Columbia
5 4	<i>Womanhood</i> □ Tammy Wynette	Epic
10 5	<i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
25 6	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
— 7	<i>Heartbreaker</i> □ Dolly Parton	RCA
19 8	<i>If the World Ran Out of Love</i> □ Brown & Cornelius	RCA
8 9	<i>Boogie Grass Band</i> □ Conway Twitty	MCA
4 10	<i>Beautiful Woman</i> □ Charlie Rich	Epic
3 11	<i>Rose Colored Glasses</i> □ John Conlee	ABC
18 12	<i>I'll Just Take It Out in Love</i> □ George Jones	Epic
17 13	<i>If You've Got Ten Minutes</i> □ Joe Stampley	Epic
13 14	<i>Let's Shake Hands</i> □ Kenny O'Dell	Capricorn
7 15	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
2 16	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
— 17	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
11 18	<i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
— 19	<i>With Love</i> □ Rex Allen Jr.	Warner Bros.
7 20	<i>When I Stop Leaving</i> □ Charley Pride	RCA
21 21	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
14 22	<i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
23 23	<i>We Belong Together</i> □ Susie Allanson	Warner Bros.
— 24	<i>Tear Time</i> □ Dave & Sugar	RCA
— 25	<i>Penny Arcade</i> □ Dotts	LS

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.

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Addenda to the 1978 'Yearbook'

Following are additions and corrections to the BROADCASTING YEARBOOK 1978.

Page A-38. Under Group Ownership insert: **The Liggett Broadcast Group**—Sins: 2 AM, 4 FM, WABJ(AM) and WQTE(FM) Adrian, WRDD(AM) and WHNN(FM) Bay City, and WFMK(FM) East Lansing, all Michigan; and WBUF(FM) Buffalo, N.Y. Executives: Robert G. Liggett Jr., pres; Judi Lehman, compitroller; Da Marie Boyer, pub affrs dir; Daniel F. Covell, admin VP; Steve Church, tech dir. Hqs: Pine Knoll, 185 E. Grand River Ave., Williamston, Mich. 48895. (517) 349-2040.

Page B-101. Under Chicago change the power and antenna height of **WLS-TV** to 81.3 kw max & 39.8 kw horiz vis, 7.94 kw horiz aur, ant 1,500/1,519g.

Page B-101. Under Chicago change the power of **WTTW** to 89.1 kw vis, 17.8 kw aur.

Page B-109. Under Boston change the date **WCVB-TV** first went on the air to March 19, 1972.

Page B-111. Under Onondaga, Mich. change the address, phone number, Teletype Writer Exchange number and licensee of **WILX-TV** as follows: Box 30380, Lansing 48909. (517) 783-2621. TWX 810-253-1941. Licensee: TV Corp. of Mich. Inc.

Page B-123. Under Kettering, Ohio change ***WPTD-TV** to ***WPTD(TV)**.

Page B-123. Under Oxford, Ohio change ***WPTD-TV** to ***WPTD(TV)**.

Page C-4. Under Fayette, Ala. change **WHKW-FM** to **WHKW(FM)**.

Page C-6. Under Montgomery, Ala. change **WRMA(AM)** to **WLSQ(AM)**. Change **WMGZ(FM)** to **WREZ(FM)**—Co-owned with **WLSQ(AM)**.

Page C-20. Under Indio, Calif. change **KCMS-FM** to **KCMS(FM)**.

Page C-20. Under Inglewood, Calif. change **KACE-FM** to **KACE(FM)**.

Page C-25. Under Ridgecrest, Calif. change **New FM** to **KZIQ-FM**.

Page C-26. Under Salinas, Calif. change **KDON(FM)** to **KDON-FM**.

Page C-27. Under San Francisco change **KFRC-FM** to **KMEL(FM)**.

Page C-32. Under Boulder, Colo. change **KGNU(FM)** to ***KGNU(FM)**.

Page C-33. Under **KHOW(AM)** Denver add Joseph E. Parish, gen mgr.

Page C-35. Under Pueblo, Colo. change **KKAM(AM)** to **KIDN(AM)**.

Page C-36. Under Hartford, Conn. add two cross references: **WRCH-FM**—See New Britain. **WRCQ(AM)**—See New Britain.

Page C-37. Under New Britain, Conn. change the listing for **WRCQ(AM)** as follows: Change rep to Eastman and personnel to Dick Robinson, pres & sis mgr; Enzo DeDominicis, gen mgr; Lee Manson, prog & opns mgr; Win Saitor, chief engr.

Page C-37. Under New Britain, Conn. change the rates of **WRCH-FM** to \$40; 40; 40; 32.

Page C-39. Under Washington change **WRQX-FM** to **WRQX(FM)**.

Page C-40. Under Boynton Beach, Fla. change the frequency, power and antenna height of ***WHRS(FM)** to 90.7 mhz; 33.5 kw, Ant 230 ft.

Page C-43. Under Jacksonville, Fla. insert a new listing for **WEXI(AM)**:

WEXI(AM)—August 1948. 1280 khz; 5 kw-D. 5621 Commerce St. (32211). (904) 744-1280. Hayes Bcstg Corp. (acq 9-9-76). Net: MBS. Audio news: APR. Format: All news and information. ■ Patrick F. Hayes, pres; Richard J. Hayes Sr., VP & gen sis mgr; Richard J. Hayes Jr., VP & opns mgr; Paul Hafer, news dir; David Gold, prod dir; Don Flemming, chief engr.

Page C-43. Under Jacksonville, Fla. change **WQIK-FM** to **WQIK(FM)**.

Page C-47. Under Pensacola, Fla. change **WVIX(AM)** to **WHYM(AM)**.

Page C-48. Under St. Petersburg, Fla. change **WLCY-FM** to **WYNF(FM)**.

Page C-51. Under Atlanta change the date **WPCH(FM)** first went on the air to 1962.

Page C-51. Under Atlanta change the date **WPLD(AM)** first went on the air to 1938 and change the date **WVEE(FM)** first went on the air to 1948.

Page C-54. Under Ellijay, Ga. change **WGB(AM)** to **WLEJ(AM)**.

Page C-194. Under Charleston, S.C. change the listing of **Woke(AM)** as follows:

Woke(AM)—1946: 1340 khz; 1 kw-D, 250 w-N. Box 3547 (29407). (803) 766-1643. Weaver Bcstg Corp. (acq 7-20-55). Net: CBS. Format: MOR, pop, variety. Spec progs: Black 6 hrs wkly. ■ Harry C. Weaver, pres & gen mgr; Alyce Clayton, women's dir; Connie King, mus dir; Dave Bannon, news dir; Gordon Knight, contract engr.

Page C-196. Under Orangeburg, S.C. change **WPJS-FM** to **WPJS(FM)**.

Page C-197. Under Pageland, S.C. change **WCPL(FM)** to **WCPL-FM**.

Page C-197. Under Sumter, S.C. change **WDOM-FM** to **WDOM(FM)**.

Page C-206. Under Tullahoma, Tenn. change **WJIG(AM)** to **WBGY(AM)**, and change **WJIG-FM** to **WBGY-FM**.

Page C-207. Under Amarillo, Tex. change **KDJW-FM** to **KBUY-FM**—Co-owned with **KDJW(AM)**.

Page C-209. Under Canyon, Tex. change **KCAN(AM)** to **KHBJ(AM)**. Change format of **KHBJ(AM)** to Adult contemporary and personnel to Jack Auldridge, pres-gen mgr; Tony Malhis, prog dir. Change rates to \$6; 6; 6; 6.

Page C-210. Under Corsicana, Tex. change **KCCL(FM)** to **KXCL(FM)**.

Page C-211. Under Denison-Sherman, Tex. change **KOSQ-FM** to **KOSQ(FM)**.

Page C-212. Under Fort Worth change **KESS-FM** to **KESS(FM)** and **KFJZ(FM)** to **KFJZ-FM**.

Page C-217. Under Paris, Tex. change **KACW-FM** to **KACW(FM)**.

Page C-217. Under Pasadena, Tex. change **KYND-FM** to **KYND(FM)**.

Page C-219. Under San Antonio, Tex. change **KITE(FM)** to **KITE-FM** and **WOAI(FM)** to **WOAI-FM**.

Page C-235. Under Spokane, Wash. delete the following cross reference: **KUPY(AM)**—See Puyallup.

Page C-247. Under Hormigueros, P.R. change **WGIT-FM** to **WGIT(FM)**.

Page C-247. Under Mayaguez, P.R. change **WIOA-FM** to **WIOA(FM)**—Co-owned with **WORA(AM)**.

Page C-248. Under Ponce, P.R. change **WIOC-FM** to **WIOC(FM)**.

Page C-248. Under San Juan, P.R. change **WIOB-FM** to **WIOB(FM)**.

Page C-252. Under Trail, B.C. insert: **CJAT-FM**—1968: 106.7 mhz; 12.6 kw. Ant 1,485 ft. Stereo. Format: Easy Listening.

Page C-252. Under Brandon, Man. change **CKX-FM** to **CJCM-FM**.

Page C-255. Under Cornwall, Ont. change **CFML(AM)** to **CFIX(AM)**.

Page C-255. Under Cornwall, Ont. change **CJSS-FM** to **CFLG-FM**—Co-owned with **CJSS(AM)**.

Page C-255. Under Kingston, Ont. change **CKLC-FM** to **CFLY-FM**.

Page C-258. Under Windsor, Ont. add: **CKLW-FM**—1949: 93.9 mhz; 50 kw. Ant 567 ft. Prog sep from AM. Stereo. Format: C&W.

Page C-259. Under Hull, Que. change **CKCH-FM** to **CIMF-FM**.

Page C-259. Under Quebec Radio add the heading "LG4" and the following station licensed to LG4: **New FM**—Not on air, target date unknown: 100.1 mhz; 583 w. Club Social La Grande.

Page D-37. Under NBC-TV network affiliates add: **KYW-TV**—Philadelphia

Page E-42. Under Consulting Engineers delete listing for **Gautney & Jones**.

Page E-43. Under Consulting Engineers insert: **Carl T. Jones Associates**—2990 Telestar Ct., Suite 405, Falls Church, Va. 22042. (703) 560-6800. *Carl T. Jones, Staff; William G. Ball.

Page F-4. Under Station and CATV Brokers add: **Richter-Kalil & Co.**—3438 N. Country Club, Tucson, Ariz. 85716. (602) 795-1050. Edwin G. Richter Jr., Frank Kalil.

Page C-60. Under Pocatello, Idaho change the listing of **KWIK(AM)** as follows:

KWIK(AM)—September 1946: 1240 khz; 1 kw-D, 250 w-N. Box 998 (83201). (208) 233-1133. KWIK Bcstg Co. (acq 10-1-77). ■ James W. Fox, pres & gen mgr; Wendy Robinson, office mgr; Bruce Hopkins, sis mgr; Will Hansen, opns dir; Monte Bowen, news dir; Dan Magnolia, sports dir; David Turnire, chief engr.

Page C-63. Under Chicago change the date **WGCI(FM)** first went on the air to Dec 11, 1958.

Page C-63. Under Chicago change the date **WLUP(FM)** first went on the air to 1942.

Page C-68. Under Peoria, Ill. change the power and antenna

height of **WSWT(FM)** to 50 kw. Ant 480 ft. Delete the following information for the station's auxiliary transmitter: (CP: 13.5 kw. Ant 480 ft.)

Page C-70. Under Zion, Ill. change **WKZN(FM)** to **WKZN-FM**.

Page C-73. Under Indianapolis change the frequency and power of **WXTZ(FM)** to 103.3 mhz; 13 kw.

Page C-76. Under Terre Haute, Ind. make the following changes in the listing of **WVTS(FM)**. Change the address to Box 260, West Terre Haute (47885). Change personnel to Robert Rouse, VP & gen mgr; Keith Gaddis, sis mgr; Tom Lisella, prog dir; R.J. Cortrecht, mus dir; Jim Wright, news dir; Harold Wesley, chief engr. Change rates to \$12; 11; 10;—.

Page C-76. Under Wabash, Ind. insert a new listing: **WAYT(AM)**—November 1971: 1510 khz; 250 w-D. 1360 S. Wabash St. (46992). (219) 563-1161. Conaway Communications Corp. (acq 9-17-76). Rep: Regional Reps. Format: Contemporary adult. ■ Daniel C. Schram, pres; Sandra M. Schram, gen mgr, prog & mus dir; Tom Marx, news dir; Robert Barnore Jr., chief engr. ■ Rates: \$7; 6.75; 6.50;—.

Page C-78. Under Decorah, Iowa change ***KCLO(FM)** to ***KLCDFM**.

Page C-82. Under Leavenworth, Kan. change **KTRD-FM** to **KTRO(FM)**.

Page C-85. Under Covington, Ky. change the address and phone number of **WCLU(AM)** to Box 1320, Cincinnati, Ohio 45202. (606) 581-4950.

Page C-97. Under Presque Isle, Me. change ***WMEM-FM** to ***WMEM(FM)**.

Page C-97. Under South Paris, Me. change **WOXD(FM)** to **WOXO(FM)**.

Page C-99. Under Hagerstown, Md. change **WJEJ-FM** to **WWMD(FM)**.

Page C-99. Under **WSMD(AM)** La Plata, Md. change format to Music-information-news, news dir to Dave Slatter and rates to \$23; 17; 23; 11.

Page C-99. Under **WXTF-FM** La Plata, Md. change power and antenna height to 50 kw. Ant 500 ft. Dups AM 50%.

Page C-101. Under Brockton, Mass. change **WCAV-FM** to **WCAV(FM)**.

Page C-116. Under Minneapolis-St. Paul change phone number of **KOAN(AM)** to 459-1370.

Page C-119. Under Centerville, Miss. change **WZZB-FM** to **WZZB(FM)**.

Page C-122. Under Moss Point, Miss. change the cross reference to: **WCIS(AM)**, **WKKY(FM)**—See Pascagoula.

Page C-122. Under Pascagoula-Moss Point, Miss. change **WKKY-FM** to **WKKY(FM)**.

Page C-137. Under Salem, N.H. change the listing of **WVNH(AM)** as follows: **WVNH(AM)**—October 1976: 1110 khz; 5 kw-D. Box 1110 (03079). (603) 893-5768. Salem Bcstg Co. ■ Pete Rinaldi, gen mgr.

Page C-137. Under Asbury Park, N.J. change the format of **WJLK-AM-FM** to Contemporary.

Page C-141. Under Las Cruces, N.M. change **KGRD-FM** to **KGRD(FM)**.

Page C-146. Under Geneva, N.Y. change the listing of **WECO(FM)** as follows:

WECO(FM)—1974: 101.7 mhz; 3 kw. Ant 125 ft. Stereo. Box 213, 609 West Washington St. (14456). (315) 789-1101. Astro Radio Communications Ltd. (acq 1-25-78). Rep: Market 4, Dome, Regional Reps. Format: MOR. Spec progs: Black 1 hr, farm 1 hr, 1 hr, Sp 1 hr wkly. ■ Joseph L. Weinfeld, pres; David C. Weinfeld, VP & gen mgr; Daniel B. Weinfeld, VP, opns & tech dir; J.W. Nittler, news dir.

Page C-150. Under Patchogue, N.Y. change **WSUF(AM)** to **WYFA(AM)** and change the listing of **WYFA(AM)** as follows: **WYFA(AM)**—Dec 1, 1951: 1580 khz; 10 kw-D, 5 kw-CH. DA. 45 Pennsylvania Ave., Medford, N.Y. (11763). (516) 475-1580. Brookhaven Bcstg Corp. (acq 9-1-77). Rep: Market 4. Format: Mellow contemporary. ■ Perry Silver, pres & gen mgr; Gene Pfeiffer, chief engr.

Page C-160. Under Raleigh, N.C. change **WRNC(AM)** to **WPJL(AM)** and change personnel to Dave Hoke, mgr; Jim Bell, prog dir.

Page C-161. Under Statesville, N.C. change **WOOD(FM)** to **WOOD(FM)**.

Page C-163. Under Winston-Salem, N.C. change **WURL(AM)** to **WSMX(AM)**.

Page C-167. Under Columbus, Ohio change **WMNI-FM** to **WRMZ(FM)**.

Page C-173. Under Youngstown, Ohio change **WHDT-FM** to **WSRD(FM)**.

Page C-175. Under Holdenville, Okla. change **WVYL(AM)** to **KVYL(AM)**.

Page C-177. Under Ashland, Ore. change **KCMX(FM)** to **KCMX-FM**.

Page C-187. Under Philadelphia change **WIBG(AM)** to **WZZD(AM)**.

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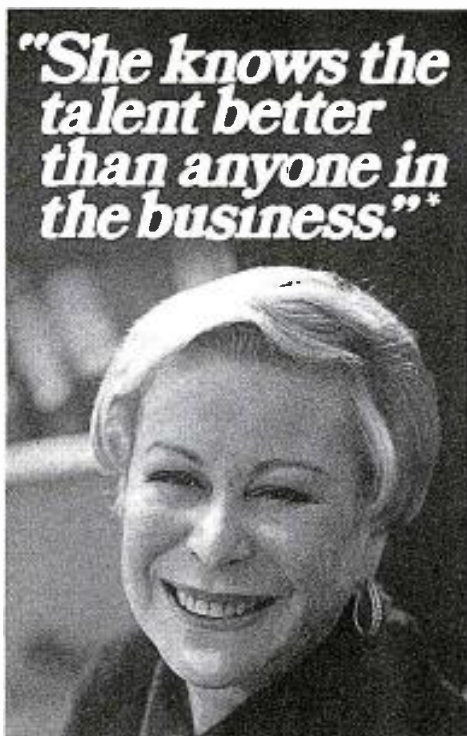
Scott Park, VP and general manager, KSFY-TV Sioux Falls, S.D., named television general manager for parent WDAY Inc., Fargo, N.D., replacing late **Leroy Rudrud Stewart**, who died July 17. Succeeding Mr. Park as general manager of KSFY-TV is **James J. Dunham**, who has been general sales manager.

Gordon S. Anderson, administrative VP, Fetzer Broadcasting Co. and Fetzer Television Corp., Kalamazoo, Mich., given additional duties as manager of company's WKZO-TV here.



McKinney

Thom McKinney, general manager of Mutual Black Network, Arlington, Va., appointed president of Sheridan Broadcasting Corp., Pittsburgh. Company owns three AM's and one FM station and 49% of Mutual Black Network. He succeeds **Paul Yates**, president and chief operating officer of Sheridan, who resigns.



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* The Wall Street Journal, 1977

John McLeod McRae, VP-general sales manager of KRAK(AM)-KEWT(FM) Sacramento, Calif., and co-owned KMPS(AM)-KEUT(FM) Seattle until 1977, joins KERE(AM) Denver as general manager.

James M. Ward, general manager, WLAC(AM)-WKQB(FM) Nashville, named president and chairman of management planning committee for stations. **Mort L. Nasatir**, senior VP of Billboard Publications Inc. and chief executive officer of Billboard Broadcasting Corp., New York, licensee of WLAC and WKQB, given additional duties as acting general manager of stations.

Kurt M. Gebauer, sales and operations manager, WCRV(AM) Washington, N.J. and co-owned WFMV-FM Blairstown, N.J., named general manager of WFMV-FM and elected VP of licensee of stations, Warren Broadcasting Corp.

Herman Rowe, in sales department of WXRT(FM) Chicago, appointed general manager of co-owned KXRT(FM) Taos, N.M.

David L. Smith, administrator, organization development, NBC, New York, appointed manager of organization development.

Lyle Gleason, business manager of Post Corp.'s Sun newspaper group, Cleveland, named assistant controller of Post Corp., Appleton, Wis., also station group owner.

Willard D. Rowland, Jr., assistant professor at Institute of Communications Research at University of Illinois, Urbana, joins Public Broadcasting Service, Washington, as director of long-range planning.

John Pauza, general manager, WANX-TV Atlanta, appointed VP-general manager of WHMB-TV Indianapolis.

Wendy Warren, graduate, Northern Michigan University, Marquette, named development director for noncommercial WNIU-FM De Kalb, Ill.

Officers, West Virginia Broadcasters Association: **George R. Andrick**, WSAZ-TV Huntington, president; **Ross Felton**, WWVA(AM) Wheeling, VP, and **Curtis Butler**, WCHS-TV Charleston, secretary-treasurer.

Broadcast Advertising

Al Bothwell and **Bill Wohlfel**, account supervisors, and **Tom Perlitz**, associate promotion director, Leo Burnett, Chicago, named VP's.

Matthew F. Walsh, management supervisor, BBDO, Detroit, elected VP.

David A. Boyd, senior VP and management supervisor, Dancer-Fitzgerald-Sample, transfers from New York office to San Francisco office and as head of management committee. Also in San Francisco office: **A. Gig Gonella**, **David S. Hill** and **Lawrence R. Smith**, VP's, named senior VP's; **Francis D. Fraser**, creative supervisor, named VP; **Brian O. Burns**, VP, named chairman of strategy review board, and **John K. Tripp**, VP, named chairman of

procedures review committee.

John W. Miller, director of marketing for toiletries at Revlon Inc., New York, named senior VP and director of marketing, Norman, Craig & Kummel, New York.

Judith A. Greenberg, **Bruce McAulay** and **Ruth A. Salevouris**, account supervisors and **Benjamin J. Hurowitz** and **David C. Lehmkuhl**, associate media directors, N W Ayer ABH International, New York, elected VP's.

David P. Ferriss, chairman of board, Fahlgren & Ferriss Advertising, Cincinnati, retires, effective Dec. 31.

Joe Ries, field account representative, J. Walter Thompson Co., San Francisco, named senior account representative.

Steve Eisner, from Doyle Dane Bernbach, New York, joins Eisner & Associates, Baltimore, as account supervisor.

Tom Parris, photographer, WAVE-TV Louisville, Ky., joins North American Creative, Dallas, as account executive.

Barbara Forrest, account executive, Torbet-Lasker, Los Angeles, joins Walton Radio/TV Representatives as director of its new Los Angeles office.

Tom Ryan, general sales manager, WCBSTV New York, joins WNBC-TV there as sales manager. He succeeds **Carl (Bud) Carey** who moves to co-owned KNBC(TV) Los Angeles as sales director.

Melvin Abramovitz, general manager, WIGO(AM) Atlanta, named national sales manager, WSB-AM-FM there.

Pete Nadel, from WAME(AM) Charlotte, N.C., named sales manager of WKBX(AM)-WSGF(FM) Savannah, Ga.

Vance Harrison Jr., account executive, WBBM-FM Chicago, joins WXRT(FM) there in same capacity.

Michelle C. Gazes, administrative assistant, WMAL(AM) Washington, named account executive and retail co-op specialist.

Mark Gardner, account executive, KRDO-TV Colorado Springs, moves to Denver sales office of licensee, Pikes Peak Broadcasting, in same capacity. **Pam Owens**, from advertising agency in Denver, named sales associate for Pikes Peak there.

Maynard Hacker, general sales manager, WSEE-TV Erie, Pa., named account executive with WUAB(TV) Cleveland (Lorain, Ohio).

Programing

Leslie H. Friends, director of television for MGM Television, Los Angeles, appointed to new post of executive assistant to president of company, Edward Al Montanus. **John G. Wilson**, series producer, appointed VP-executive production manager for MGM Television.

Bolton Broadcasting Ltd. now represents WCCB-TV, Charlotte's independent powerhouse.

The July Arbitron report confirms WCCB-TV out-rates one of Charlotte's network stations sign-on to sign-off, Monday through Sunday.

And it out-rates two of Charlotte's network stations 2 PM to 8 PM, Monday through Friday.

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Southfield, Mich.
(313) 353-8050

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Brett A. White, manager, programs in development, and editor of series *Soap* for ABC, named director, programs in development, comedy and variety programming, broadcast standards and practices, ABC.

Adolfo F. Luca, senior counsel, NBC's legal department, New York, appointed director of program and talent contracts, NBC-TV New York. **Michael I. Cohen**, director of promotions, publicity and public relations, Yonkers (N.Y.) Raceway, joins NBC in New York as director of sports information.

David Fein, from TAT Communications, Los Angeles, joins Columbia Pictures Television, Burbank, Calif., as independent producer to develop first run syndicated programming.

Gary K. Sales, freelance producer, named production manager, West Glen Communications Inc., New York.

Nancy Magnus, freelance writer, Denver, joins Peters Productions, San Diego, as creative writer.

Larry Small, from WAVE-TV Louisville, Ky., named producer-director for WVUE(TV) New Orleans. **Veronica Gerber**, graphic designer, University of Michigan's School of Library Science, Ann Arbor, joins WVUE as artist.

Davey Marlin Jones, movie and drama critic, WBYM-TV Washington, joins WDIV(TV) Detroit as media critic.

Ray Lane, sports director, WJBK-TV Detroit, assumes additional duties as play-by-play announcer for WCAR(AM) Detroit.

Bill Parris, operations manager, WSID(AM)-WLPL(FM) Baltimore, and programing consultant

for co-owned WOOK(FM) Washington and WJMO(AM) Cleveland Heights, Ohio, appointed national program director for licensee, United Broadcasting Co., Bethesda, Md., group owner.

Bobby Christian, program director, WXXK(FM) Pittsburgh, joins WMET(FM) Chicago in same capacity.

Deborah Verlench, continuity director, WNOE-AM-FM New Orleans, joins WXRT(FM) Chicago in same capacity.

Bruce Alan, air personality, WINX(AM) Washington, named production director.

Cabell Smith, production manager and air personality, WDBS(FM) Durham, N.C., joins WQDR(FM) Raleigh, N.C., as copywriter, production assistant and air personality.

Jimmy Dean, program director, WTOB(AM) Winston Salem, N.C., joins WPTF(AM) Raleigh, N.C., as assistant music director and air personality.

Jerry Passer, farm editor, WMT-AM-FM-TV Cedar Rapids, Iowa, named farm service director. **Rich Balvanz**, farm director, KMMJ(AM) Grand Island, Neb., succeeds Mr. Passer.

Harold E. Martin, retired publisher, editor and president of *Montgomery* (Ala.) *Advertiser* and *Alabama Journal*, appointed executive VP of Southern Baptist Radio and Television Commission, Fort Worth. He succeeds **Dr. Alvin (Bo) Huffman Jr.**, who resigns. **Robert Burns Taylor Jr.**, station manager, WHAS-TV Louisville, Ky., joins commission as senior VP.

Ron Lake, air personality, WLAC(AM) Nashville, joins WKQB(AM) there as program director.

News and Public Affairs



Weidman

Larry Weidman, associate news director, KPRC-TV Houston, named news director. He will report to Ray Miller, VP-news and public affairs who has also held title of news director since 1960.

Dick Nelson, managing editor, KOMU-TV Columbia, Mo., appointed news director. **Mackie Morris**, news editor,

succeeds Mr. Nelson. **Terry Frieden**, producer there, named news production coordinator.

Frederick A. Mays, director of public affairs and special projects, WBRE-TV Wilkes-Barre, Pa., appointed news director of WESH-TV Daytona Beach, Fla.

Cindy Martin, anchor and consumer reporter, KAKE-TV Wichita, Kan., joins KPRC-TV Houston as anchor.

Mary Richardson, anchor, KCRA-TV Sacramento, Calif., named co-anchor, WNAC-TV Boston.

Francesca Vanegas, Spanish news anchor and reporter, WNAC-TV Boston, named general assignment reporter, WBZ-TV Boston. **Thea Chalow**, associate producer and talent coordinator, *Good Day*, WCVB-TV Boston, named producer of WBZ-TV's *Woman '78*.

Terry J. Smith, graduate, Middle Tennessee University, Murfreesboro, joins WTVJ(TV) Chattanooga as anchor-reporter.

Joan Edmundson, anchor, KNTV(TV) San Jose, Calif., joins KQVR(TV) Stockton, Calif., in same capacity.

Jack Robertson, weekend anchor-reporter, WPEC(TV) West Palm Beach, Fla., joins WUYR(TV) Huntsville, Ala., as weeknight anchor.

Steve Jacobs, executive news producer, WFSB-TV Hartford, Conn., named senior news producer for WDIV(TV) Detroit.

Gene Hebert, news director at Radio-Television Center, Naples, Fla., joins WXII(TV) Winston-Salem, N.C., as executive news producer. **Mary Fitzgibbon**, anchor, KTHV(TV) Little Rock, Ark., joins WXII as reporter.

Joe Collum, reporter, *Tampa* (Fla.) *Times*, joins co-owned WFLA-TV Tampa, as investigative reporter. **Don Carson**, weekend weather reporter WTVJ(TV) Miami, joins WFLA-TV weather staff.

Laurie W. Paine, writer, producer and director of weekly radio program for Florida's Institute of Food and Agricultural Sciences, joins WRET-TV Charlotte, N.C., as reporter. **Janet McGill**, weather reporter, WBIR-TV Knoxville, Tenn., joins WRET-TV as weekday weather reporter.

David Garlock, news photographer, KCRG-TV Cedar Rapids, Iowa, joins KMSP-TV Minneapolis-St. Paul in same capacity.

Jim Asendio, reporter and editor, KDKA(AM) Pittsburgh, joins co-owned WIND(AM) Chicago as assistant news director.

Mary (Marty) West, air personality, KTKN(AM) Ketchikan, Alaska, appointed news director.

Phil Jennrich, anchor, KNTV(TV) San Jose,



Potomac principals. Election of new officers and announcement of a plan for increased activity by the Washington chapter of the Broadcast Pioneers took place last Tuesday at the Broadcasters Club in Washington. New chapter officers are Earl R. Stanley, Dow, Lohnes & Albertson, chairman; James A. McKenna Jr., McKenna, Wilkinson & Kittner, senior vice chairman; Harry Ockershausen, Dempsey & Koplovitz, secretary; Catharine Heinz, Broadcast Pioneers Library, treasurer; Dawson Nail, *Television Digest*, vice chairman (two years); John B. Jacob, Cordon & Jacob, vice chairman (two years); Thomas Winkler, formerly with National Association of Broadcasters and now with FCC, vice chairman (one year), and Gertrude Broderick, retired radio-TV specialist with the U.S. Office of Education, vice chairman (one year).

Seated (l-r): New officers Heinz, Ockershausen, Stanley and Jacob.

Standing (l-r): Pioneers members (l-r) Ed Shurick, retired president of HR Representative; Joseph Baudino, retired from Westinghouse Broadcasting Co.; Frank U. Fletcher, Fletcher, Heald, Kenahan & Hildreth, immediate past chairman of the chapter; Wallace Dunlap, Westinghouse Broadcasting Co.; Burton Bridgens, formerly with NBC Washington and now in real estate; Bob Foster, Washington bureau of WGN Inc., and Edward Codel, retired Katz Agency executive.

Calif., joins KNEW(AM) Oakland, Calif., as newscaster.

Angela Estelle, reporter-anchor, KRDO-TV Colorado Springs, joins WPLG(TV) Miami as general assignment reporter.

Appointments in news department of KTXL(TV) Sacramento, Calif.: **Brad Thomas**, public information officer for Mather (Calif.) Air Force Base, named assignment editor; **Yolanda Nava**, from KTTV(TV) Los Angeles, named capitol correspondent; **Ben Morriston** and **John Van Ouwerek**, both anchor-reporters for KMST(TV) Monterey, Calif., join KTXL as reporters, and **Julie Brown**, anchor-reporter from KVAL-TV Eugene, Ore., and **Deborah Wetzel**, intern at KTXL, named reporters.

Miranda Dunne, reporter-anchor, KEZI-TV Eugene, Ore., joins WKBW-TV Buffalo, N.Y., as reporter.

Joining WRET-TV Charlotte, N.C., as reporters: **John Alexander**, freelance television producer from Brookville, Md.; **Art Norman**, reporter-weekend anchor, WSOC-TV Charlotte; **Rick Willis**, from WAYS(AM) Charlotte; **Amanda Davis**, graduate of Clark College, Atlanta, and **Sandra Dunaway**, former campaign director for South Carolina congressional candidate, Colleen Yates.

Appointments, UPI: **Alan Shearer**, West Virginia news editor in Charleston, transfers to Richmond as Virginia editor. **Bruce Cook**, news editor for UPI in Utah, West Virginia and Indiana, succeeds Mr. Shearer. **Charles W. Morris**, from UPI in Dallas, named regional executive for Kansas and Missouri, based in Kansas City.

Cable

M. Christopher Derick, VP-East Coast operations, named president of Viacom Communications, CATV division of Viacom International, New York. He succeeds **Douglas H. Dittick**, who moves into cable ownership. **John Goddard**, president of West Coast operations for Viacom Communications, Los Angeles, named to newly created position of executive VP, Viacom Communications.



Derick



Moger

Scott Moger, director of creative services, Columbia Pictures Pay Television, New York, named VP and general manager there, replacing **Angela P. Schapiro**, now president of Home Box Office's Telemation Program Services subsidiary (BROADCASTING, Aug. 7).

Joseph J. Kelly, VP-corporate development, Manhattan Cable TV, New York, named director of market research and analysis for Home Box Office there. Both companies are owned by Time Inc.

J. L. Poff, general manager of CPI of Arkan-

sas, Little Rock, joins Showtime (Viacom's pay TV subsidiary) as South Central regional marketing manager, based in Little Rock. **Curtis D. Bennett**, VP-sales, Optical Systems Corp., San Francisco, named Western regional marketing manager for Showtime, based in San Francisco.

Allied Fields

Fritz Attaway, attorney with Motion Picture Association of America, Washington, named VP with responsibility for MPAA matters relating to FCC.

Appointments in radio division of Frank N. Magid Associates, Marion, Iowa: **James M. Lynch**, instructor of radio and marketing research, University of Texas, Austin, and

William L. Willoughby, survey research consultant, Detroit, named research analysts, and **William D. Coy**, radio correspondent for Associated Press in Amsterdam, Netherlands, named research and administrative assistant.

Harry C. Martin, from Fletcher, Heald, & Hildreth, Washington communications law firm, joins Midlen & Reddy there, also communications law firm, as associate.

Mary Elle Hunter, national committee chairman, American Women in Radio and Television, directing organization's support of Equal Rights Amendment, and director of sales and public relations for Far Horizons Beach Resort, Longboat Key, Fla., appointed executive director of AWRT, based in Washington. She succeeds **Francine P. Proulx** who resigned.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Aug. 28 through Sept. 1.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ **Homerville, Ga.**—Southern Broadcasting and Investment seeks 105.5 mhz, 3 kw, HAAT 300 ft. Address: 303 Court St., Homerville 31634. Estimated construction cost \$42,431; first-year operating cost \$60,130; revenue \$121,680. Format: MOR. Principals: Equally owned by Berrien L. Sutton, his brother, Frank, Corbett Mizell and J.N. Strickland. None has other broadcast interests. Ann. Aug. 30.

■ ***Peoria, Ill.**—Illinois Bible Institute Inc. seeks 91.5 mhz, 50 kw, HAAT 295 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction cost \$108,897; first-year operating cost \$60,000. Format: Applicant is nonstock nonprofit corporation for religious education. Richard W. Dortch is president. Institute also owns WIBI(AM) Carlinville. Ann. Aug. 23.

■ **Belen, N.M.**—Wuenschel Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT ft. Address: 3601 Chapel Valley Rd., Rapid City, S.D. 57701. Estimated construction cost \$84,000; first-year operating cost \$33,460; revenue \$25,000. Format: C&W. Principals: Patricia Wuenschel, her husband, Fred and her mother Mary E. Collins. Mrs. Wuenschel is housewife. Mr. Wuenschel is broadcast engineer. Mrs. Collins is teacher. None has other broadcast interests. Ann. Aug. 30.

■ **Buena Vista, Va.**—Rockbridge Communications Inc. seeks 96.7 mhz, 3 kw, -296 ft. Address: 711 Plunkett St., Lexington, Va. 24450. Estimated construction cost \$45,473; first-year operating cost \$13,850; revenue \$100,000. Principals: Melvin H. Sorrells and his wife, Dorothy and James A. Geason and his wife, Jean. Mr. Geason is retail food store produce manager. His wife is secretary. Mr. Sorrells owns auto service and his wife is bank manager. None has other broadcast interests. Ann. Aug. 10.

AM grants

■ **La Fayette, Ala.**—Broadcast Bureau granted East Alabama Broadcasting Co. 910 khz, 1 kw-D. P.O. address: La Fayette 36862. Estimated construction cost \$11,158; first-year operating cost \$24,552; revenue \$53,000. Format: C&W. Principal: James M. Davis owns WEIS(AM) Centre, Ala. Action Aug. 24.

■ **Huntingdon, Pa.**—Broadcast Bureau granted Raystown Radio 1080 khz, 1 kw-D. P.O. address: 306 W. Main St., Everett, Pa. 15537. Estimated construction cost \$56,195; first-year operating cost \$19,337; revenue \$59,000. Format: Top 40. Principals: Thomas L. Hanks (76%) and Larry S. McCahan (24%). Mr. Hanks is sales manager of WSKE(AM) Everett, Pa.; Mr. McCahan is part owner of pharmacy. Action Aug. 15.

FM grant

■ **Blountstown, Fla.**—Broadcast Bureau granted Calhoun Broadcasting Corp. 102.3 mhz, 3 kw, HAAT 146 ft. P.O. address: 269 Kelly Ave., Blountstown 32425. Estimated construction cost \$23,375; first-year operating cost \$31,540; revenue \$41,600. Format: variety. Principals: Robert R. Pindar (30%) and Richard H. Tate (70%). Mr. Pindar has manufacturing interests. Mr. Tate is general manager of WKMK(AM) Blountstown. Action Aug. 21.

Ownership Changes

Applications

■ **KRAK(AM)-KEWT(FM) Sacramento, Calif.** (AM; 1140 khz, 50 kw-U; FM; 105.1 mhz, 50 kw) and **KMPS-AM-FM Seattle (AM)** 1300 khz, 5 kw-U; FM: 94.1 mhz, 98 kw)—Seeks assignment of license from Hercules Broadcasting Co. to Affiliated Broadcasting Inc. for \$11,637,500. Seller: owned by Manning Slater, president and chairman, his former wife Bernice and others, none have other major broadcast interests. Buyer: subsidiary of publicly traded affiliated Publications Inc., which owns WFAS(AM)-WWYD(FM) White Plains, N.Y.; WSAI-AM-FM Cincinnati publishes *The Boston Globe* and *The North Adams (Mass.) Transcript* and has newspaper distribution interests. John I. Taylor is president. Ann. Aug. 21.

■ **WOKZ-FM Alton, Ill.** (FM: 100.3 mhz, 28 kw)—Seeks assignment of license from Morell Broadcasting Co. to LaCade Radio Inc. for \$877,500. Seller: owned by Helen Hamer Waters, Walter C. Brink, Nicholas B. Bono, his wife, Grace and seven others, who own WOKZ(AM) there. Buyer: owned by Key Communications Inc.; which owns KATZ(AM) St. Louis. Key is owned by Arnold B. Hartley, president, and 15 others. Ann. Aug. 21.

■ **KGAA(AM) Kirkland, Wash.** (AM: 1460 khz, 5 kw-D)—Seeks assignment of license from Kirkland Broadcasters Inc. to Community Kirkland Broadcasting Corp. for \$280,250. Seller: principally owned by Wesley L. Monroe. It also owns KGA(AM) Spokane, Wash. and 88.3% of KEED(AM) Eugene, Ore. Buyer: principally owned by Charles W. Banta and David J. Benjamin, who own KRDR(AM) Gresham, Ore. Ann. Aug. 18.

Grants

■ **WAPR(AM) Avon Park, Fla.** (AM: 1390 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Avon Electronics Services to Florida Broadcasting Corp. for \$121,000. Seller: Principally owned by Charles A. Esposito, who holds CP for new FM in Clewiston, Fla. Buyer: principally owned by Robert D. Stoehr (Duke Roberts), former major market radio announcer.

Dismissed

■ **WMFJ(AM)-WQXQ(FM) Daytona Beach, WNTN(AM)-WOMA(GM) Tallahassee, Fla.**—Broadcast Bureau dismissed application for assignment of licenses from Walter-Weeks Broadcasting Inc. to Gilmore Broadcasting Corp. Action Aug. 29.

■ **WPR(AM) Mayaguez, P.R.**—Broadcast Bureau dismissed application for assignment of license from WPR Inc. to Forward Communications Corp. Action Aug. 29.

Facilities Changes

AM applications

■ **WMOB Mobile, Ala.**—Seeks CP to change city of license from Mobile to Chickasaw; change frequency

from 840 khz to 960 khz; change TL; increase daytime power to 2.5 kw; add nighttime service with 500 w DA-N; change hours of operation to U. Ann. Aug. 30.

■ **KWSO Wasco, Calif.**—Seeks CP to increase power to 5 kw; install DA and change type trans. Ann. Aug. 30.

■ **WADK Newport, R.I.**—Seeks CP to add night-time service with 2.5kw DA-N; increase daytime power to 2.5kw; change hours of operation to U.; change type trans. Ann. Aug. 30.

■ **KEDA San Antonio, Tex.**—Seeks CP to change TL; increase daytime power to 5kw; install DA-2 by adding night-time service with 1kw; change hours of operation to U. Ann. Aug. 30.

FM applications

■ **WORJ-FM Mount Dora, Fla.**—Seeks CP to change HAAT: 770.5 ft. (H&V); change type trans.; type ant.; make changes in ant. system (increase height). Ann. Aug. 30.

■ **WEFA Waukegan, Ill.**—Seeks CP to change HAAT: 300 ft. (H&V); change TL; change type trans.; type ant.; make changes in ant. system (increase height). Ann. Aug. 30.

■ **WGCS Goshen, Ind.**—Seeks CP to change trans. ERP: 7.65kw & HAAT: 56.5 ft. Ann. Aug. 30.

AM actions

■ **KHUM Eureka, Calif.**—Granted mod. of permit to change transmitter and studio location to Marsh Road, TL and SL; change type trans. and make changes in ant. system. Action Aug. 9.

■ **KCRA Sacramento, Calif.**—Granted CP to increase night-time power to 5 kw; change TL. Action Aug. 24.

■ **WSBP Chattahoochee, Fla.**—Granted CP to increase power to 5 kw and change type trans. Action Aug. 24.

■ **WLOD Pompano Beach, Fla.**—Granted mod. of permit to make changes in nighttime ant. system. Action Aug. 11.

■ **WPLA Plant City, Fla.**—Granted CP to add night service with 1 kw, install DA-1 and change TL and SL. Action Aug. 24.

■ **WANM Tallahassee, Fla.**—Granted CP to install aux. trans. with 1 kw. Action Aug. 24.

■ **WPLK Rockmart, Ga.**—Granted CP to install new aux. trans. Action Aug. 24.

■ **WRIP Rossville, Ga.**—Granted CP to add night service with 500 kw, install DA-2. Action Aug. 24.

■ **WQCK Warner Robins, Ga.**—Granted CP to increase day power to 2.5 kw at presently licensed day site, change trans. Action Aug. 24.

■ **WCBK Martinsville, Ind.**—Granted CP to increase power to 500w decrease ant. height. Action Aug. 24.

■ **WIRV Irvine, Ky.**—Granted mod. of license covering change in SL. Action Aug. 15.

■ **KUXL Golden Valley, Minn.**—Granted CP to increase power to 2.5 kw; change type trans. Action Aug. 22.

■ **WCHN Norwich, N.Y.**—Granted CP to increase power to 1 kw. Action Aug. 24.

■ **WSCP Sandy Creek-Pulaski, N.Y.**—Granted CP to increase power to 2.5 kw, install new trans. increase ant. height. Action Aug. 24.

■ **WKIX Raleigh, N.C.**—Granted mod. of license covering change in SL. Action Aug. 15.

■ **KARI Blaine, Wash.**—Granted CP to increase nighttime power to 2.5 kw. Action Aug. 24.

FM actions

■ **WJOF Athens Ala.**—Granted mod. of permit to change TL; make changes in ant. system (increase height). Action Aug. 14.

■ **KRQQ** Tucson, Ariz.—Granted CP to install new aux. trans. at main TL on 93.7 mhz; ERP: 25.5 kw (main, H&V); 3.2 kw (aux., H&V); ant. height 150 ft. (H&V); change TL; install new ant.; remote control permitted. Action Aug. 24.

■ **KOWN-FM** Escondido, Calif.—Granted CP to change TL; install new ant.; make changes in ant. system; change TPO; ERP: 150 w (H&V); ant. height 1,080 ft. (H&V); remote control permitted. Action Aug. 23.

■ **KRTH** Los Angeles—Granted license covering permit for changes. Action Aug. 24.

■ **KKAI(FM)** Kailua, Hawaii—Granted mod. of CP to change TL and SL; change type trans. and ant.; increase ant. height; change TPO; change ERP: 50 kw (H&V); ant. height 2,140 ft. (H&V). Action Aug. 22.

■ **KFSH** Hilo, Hawaii—Granted mod. of permit to change trans. ant.; TPO; ERP: 40 kw (H); ant. height minus 235 ft. (H). Action Aug. 9.

■ **KIKI-FM** Honolulu—Granted mod. of permit to change trans., ant.; make changes in ant. system (decrease height); change TPO; ERP: 72 kw (H&V); ant. height minus 120 ft. (H&V). Action Aug. 14.

■ **WPRF** Terre Haute, Ind.—Granted CP to change SL; change TPO and ERP: 33 kw (H&V); remote control permitted. Action Aug. 14.

■ **WYGO-FM** Corbin, Ky.—Granted CP to change SL; make changes in trans. line. Action Aug. 14.

■ **KRRV** Alexandria, La.—Granted CP to change TL; install new ant. make changes in ant. system (increase height); ERP: 55 kw (H&V); ant. height 470 ft. (H&V); change TPO; remote control permitted. Action Aug. 14.

■ ***WBJC** Baltimore—Granted mod. of CP to change trans., ant. (decrease height); change TPO; ERP: 50 kw (H&V, DA max.); ant. height 500 ft. (H&V); remote control permitted. Action Aug. 23.

■ ***WHHB** Holliston, Mass.—Granted CP to replace expired permit for new station. Action June 24.

■ ***WCBN-FM** Ann Arbor, Mich.—Granted license covering change in TL. Action Aug. 24.

■ ***WAUS** Berrien Springs, Mich.—Granted license covering changes in type trans. and ant.; change in SL. Action Aug. 16.

■ **WPMO** Pascagoula, Miss.—Granted mod. of permit to change trans., ant., TPO and ant. height: 320 ft. (H&V); ERP: 96 kw (H&V). Action Aug. 9.

■ **KLIZ-FM** Brainerd, Minn.—Granted mod. of permit to change TPO; ERP: 100 kw (H&V); ant. height 350 ft. (H&V); remote control permitted. Action Aug. 14.

■ ***KCMW-FM** Warrensburg, Mo.—Granted CP to install new ant.; change TPO; remote control permitted. Action Aug. 14.

■ **WJLK-FM** Asbury Park, N.J.—Granted CP to install new ant.; ERP: 3 kw (H&V); ant. height 290 ft. (H&V). Action Aug. 23.

■ **WPAT-FM** Paterson, N.Y.—Granted mod. of permit to change trans., ant.; make changes in ant. system (decrease height); remote control permitted. Action Aug. 14.

■ **KXRT** Taos, N.M.—Granted mod. of permit to change trans.; make changes in ant. system (decrease height); change TPO and ant. ht.: minus 740 ft. (H&V); remote control permitted. Action Aug. 14.

■ **WQDR(FM)** Raleigh, N.C.—Granted CP to change TL and SL; install new ant.; increase ant. height; ERP: 99 kw (H&V); ant. height 1,120 ft. (H&V). Action Aug. 22.

■ **WKZL** Winston-Salem, N.C.—Granted license covering changes in TL; change type trans. and ant. Action Aug. 24.

■ **WBYO** Boyertown, Pa.—Granted CP to install new aux. trans. and ant. at former TL to be operated on 107.5 mhz; ERP: 5.5 kw (H&V); ant. ht. 330 ft. (H&V) for aux. purposes only. Action Aug. 14.

■ **WQVE** Mechanicsburg, Pa.—Granted mod. of CP to specify SL as 111 Strawberry Alley, Mechanicsburg, Pa; increase ant. height. Action Aug. 23.

■ **WDVR** Philadelphia—Granted mod. of permit to change type ant. Action Aug. 8.

■ **KNFM** Midland, Tex.—Granted CP to install new aux. trans. at main TL to be operated on 92.3 mhz; ant. height 390 ft. (H&V); ERP: 6 kw (H&V); remote control permitted. Action Aug. 14.

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	89	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

■ **KZZY** San Antonio, Tex.—Granted CP to change ERP: 100 kw (H&V) and ant. height 580 ft. (H&V); remote control permitted. Action Aug. 14.

■ **WAXX-FM**, Eau Claire, Wis.—Granted license covering changes for aux. ant. Action Aug. 24.

TV actions

■ **WNET** Newark, N.J.—Granted mod. of CP to change ERP: 42.7 kw, max ERP: 58.9 kw. Action Aug. 16.

■ **KFDX-TV** Wichita Falls, Tex.—Granted CP to change TPO and type trans. Action Aug. 16.

licensee of eight educational television stations in Iowa. Board requested assignment of ch. *31 at Center-ville, *14 at High Point, *41 at Lansing, *25 at Mount Ayr and *38 at Spirit Lake, and substitution of Channel 32 for 38 at Saint James, Minn., in order that Spirit Lake assignment may be implemented (BC Doc. 78-270). Comments due Oct. 17, replies Nov. 6. Action Aug. 18.

■ **Beattyville, Ky.**—FCC has proposed assigning UHF ch. 65 to Beattyville as its first TV. Proposal was in response to petition by Hour of Harvest, Inc. (BC Doc. 78-274). Comments due Oct. 24, replies Nov. 13. Action Aug. 24.

■ **Oklona, Miss.**—FCC has proposed assigning UHF

In Contest

Petitions to deny

■ **Jackson, Mich.**—TV 17 Unlimited filed petition to deny and/or other relief assignment of WWLD-TV there. Received Aug. 28.

■ **Greenville, Ohio**—Korin Broadcasting filed petition to deny facilities change for WDRK(FM) there. Received Aug. 28.

Designated for hearing

■ **Caro, Mich.** (WKYO[AM]-WIDL[FM]) and Cass River Broadcasting Co.) **AM and FM proceeding:** (BC Doc. 78-214-7)—Chief ALJ designated ALJ Thomas B. Fitzpatrick as presiding judge. Action Aug. 24.

■ **Coral Gables, Fla.**—(WYOR[FM]) **FM proceeding:** (Doc. 21494)—ALJ Reuben Lozner scheduled prehearing conference for Sept. 7. Action Aug. 24.

Allocations

Proposed

■ **Dekalb, Ill.**—FCC has proposed substituting TV ch. *33 for unoccupied and unapplied for ch. *48 in Dekalb. Proposal was in response to petition by Northern Illinois Public Telecommunications Corporation (BC Doc. 78-271). Comments due Oct. 24, replies Nov. 13. Action Aug. 24.

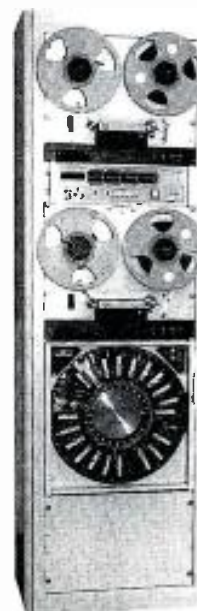
■ **Angola, Ind.**—FCC has proposed assigning television ch. 63 to Angola as its first TV. The Action is in response to petition by James A. Chase, requesting the assignment of Channel 51 to Angola (BC Doc. 78-272). Comments due Oct. 24, replies Nov. 13. Action Aug. 24.

■ **Iowa**—FCC has proposed assigning educational television channels to five Iowa communities and changing channel of existing Minnesota assignment. Proposal is in response to petition by State Educational Radio and Television Facility Board of State of Iowa,

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Call Letters

Applications

Call	Sought by
	New AM
WDNY	Dansville Broadcasting, Dansville, N.Y.
	New FM's
KLRG	Chandler Communications, Chandler, Ariz.
*KYDS	San Juan School District, Sacramento, Calif.
KAPI-FM	K.A.P.I. Inc., Pueblo, Colo.
WCAZ-FM	Pioneer Broadcasting, Carthage, Ill.
KRGS	American Radio Missions, Spencer, Iowa
KLKC-FM	Community Broadcasting, Parsons, Kan.
*WJHU	Johns Hopkins University, Baltimore, Md.
WYUT	WALY Enterprises, Herkimer, N.Y.
KQTZ	Fuchs Broadcasting, Hobart, Okla.
KICR	Intercontinental Ministries, Coos Bay, Ore.
*WUTC	University of Tenn. Chattanooga, Tenn.
KZAN	Ben Lomond Broadcasting, Ogden, Utah
*WWLC	Lynchburg College, Lynchburg, Va.
	Existing AM's
WKEA	WROS Scottsboro, Ala.
KNYO	KINC Independence, Calif.
KVON	KVOG Ogden, Utah
WRTR	WQTC Two Rivers, Wis.
	Existing FM's
KYNR	KPUB-FM Pueblo, Colo.
WWSD	WCNH-FM Quincy, Fla.
WSBH	WWRJ Southampton, N.Y.
WDSY	WEPP-FM Pittsburgh, Pa.
KVDA	KITE-FM San Antonio, Tex.
WMEQ	WMFM Menomonee, Wis.
WLUM-FM	WAWA-FM Milwaukee
	Existing TV's
WMGC-TV	WBJA-TV Binghamton, N.Y.
WPTF-TV	WRDU-TV Durham, N.C.

Grants

Call	Assigned to
	New FM's
KCKS	General Broadcasting, Concordia, Kan.
KHOK	Heart of Kansas Radio, Holsington, Kan.
KBLL-FM	Hoiter Broadcasting, Helena, Mont.
KOGA-FM	Ogallala Broadcasting, Ogallala, Neb.
KGOK	Gavin County Broadcasting, Pauls Valley, Okla.
KSLE	KXOJ Inc., Seminole, Okla.
WUTZ	RadioFreeBroadcasting, Summertown, Tenn.
	New TV
WTVZ	Television Corp. of Va., Norfolk, Va.
	Existing AM's
KGNR	KCRA Sacramento, Calif.
KBLS	KTYD Santa Barbara, Calif.
WOMN	WDOO New Haven, Conn.
WBML	WDDO Macon, Ga.
WDDO	WBML Macon, Ga.
WOXO	WGON Munising, Mich.
WRML	WWML Portage, Pa.
	Existing FM's
KHTZ	KGBS Los Angeles
*KXPR	KERS Sacramento, Calif.
KBZT	KLRO San Diego, Calif.
KPLV	KVMN Pueblo, Colo.
WKQS	WWOG Boca Raton, Fla.
WNFO	WTLD-FM Lake City, Fla.
WXLN	WHTT Moline, Ill.
WNUU	WSTM St. Matthews, Ky.
WOXO-FM	WOXO Munising, Mich.
WBCY	WBT-FM Charlotte, N.C.
WWKX	WHIN-FM Gallatin, Tenn.
KTZO	KPWD Fort Worth, Tex.

ch. 49 to Okolona as its first TV. Proposal was in response to petition by Southern Television Corp. (BC Doc. 78-273). Comments due Oct. 24, replies Nov. 13. Action Aug. 24.

■ Brookville, Pa.—FCC has proposed assigning 95.9 mhz to Brookeville as its first FM. Proposal was in response to petition by Eric J. Shindler, who said he would apply for channel if assigned (BC Doc. 78-267). Comments due Oct. 7, replies Nov. 6. Action Aug. 18.

Actions

■ Ottumwa, Iowa—FCC has substituted 92.7 mhz for 92.5 mhz at Ottumwa. Action resulted from petition by KBIZ Inc. (KBIZ[AM] there). Action Aug. 24.

■ Beaverton, Mich.—FCC has assigned 97.7 mhz to Beaverton, as its first FM. Action resulted from petition by Mld West Communications, which said it would apply for the channel, if assigned. Action Aug. 23.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Cable Vue TV, for Baxley, Ga. (CAC-12641); existing operation.

■ Teleprompter, for Mount Vernon, N.Y. (CAC-12647); changes.

■ Grove Video, for Grove, Okla. (CAC-12648); changes.

■ Warner Cable, for North Westminster, Vt. (CAC-13514); changes.

■ Dade Cable Television, for Dade, Fla. (CAC-13521); commence operation.

■ Cablevision Systems Long Island, for Stewart Manor, Freeport, N.Y. (CAC-13522,3); commence operation.

■ Blue Ridge CATV, for Clay and South Heidelberg, Pa. (CAC-13524,5); commence operation.

■ North Platte Multi-Vue-TV, for North Platte, Neb. (CAC-13526); changes.

■ Goldendale Cablevision, for Goldendale, Wash. (CAC-13527); existing operation.

■ Laurens Cablevision, for Laurens, S.C. (CAC-13528,9); changes.

■ National Cable, for East Lansing, Mich. (CAC-13530); changes.

■ Opp Cablevision, for Opp, Ala. (CAC-13531); changes.

■ Gainesville CableV, for Gainesville and Hall, Ga. (CAC-13532,3); changes.

■ Ames Cablevision, for Ames, Iowa (CAC-13534); commence operation.

■ Tex-La Cable TV, for Fort Polk, La. (CAC-13535); commence operation.

■ Warner Cable, for Chelsea and Melrose, Mass. (CAC-13536,7); changes.

■ American Video, for Broward, Deerfield City, Lauderdale, Lighthouse Point, Pampano Beach, Sunrise, Tamarac and Wilton Manors, all Fla. (CAC-13538-45); changes.

■ St. Augustine CATV, for St. Augustine, St. Augustine Beach and St. Johns, Fla. (CAC-13546-8); changes.

■ Susquehanna Valley TV, for Flemington, Lock Haven, Dunstable, Castanea, Bald Eagle, Woodward, Colebrook and Allison, all Pa. (CAC-13549-56); changes.

■ Sammons Communications, for Turlock, Stanislaus and Ceres, Calif. (CAC-13557-60); changes.

■ UA-Columbia Cablevision, for Bronxville, N.Y. (CAC-13561); commence operation.

■ Peoples Cable, for Irondequoit, N.Y. (CAC-13562); commence operation.

Certification actions

■ The following operators of CATV systems have been granted certificates of compliance:

■ M Two PDC, for Eielson Air Force base, Alaska (CAC-12854); Monticello Video, for Bethel and Thompson, N.Y. (CAC-08301,2); Sammons Communications, for Adams, Miss. (CAC-08958); Pittsburgh Cable TV, for Pittsburgh, Crawford, Kan. (CAC-10685,6); Century Cable of Southern Calif., for Los Angeles county, Orange county and Ventura county, Calif. (CAC-11356-7,61-2); Pala Mesa Cablevision, for Fallbrook, Calif. (CAC-11432); Greenville Cablevision, for Greenville, Tex. (CAC-11453); Ogdensburg Video, for Ogdensburg, Heuvelton and Oswegatchie, N.Y. (CAC-11527-9); Indiana Cable TV, for Indiana, Pa. (CAC-11533); CATV TV of Smithville, for Smithville, Tex. (CAC-11549); Southern Cable TV, for Hebronville, Tex. (CAC-11550); Bettervision Systems, for Shinnston, W.Va. (CAC-11574); Coaxial Associates of Fla., for Alachua, Cross City, High Springs, Jasper, Madison and Quitman, Fla. (CAC-11608-14); Bettervision Systems, for Buckhannon, W.Va. (CAC-11921); Sammons Cable TV, for Boonton, N.J. (CAC-12156); Carthage Cablevision, for Carthage, Mo. (CAC-12212); Tower Cable, for Newark, Ohio (CAC-12218); National Cable Television, for Connellsville, Pa. (CAC-12236); Cable Communications Operations, for Shawnee and Perry, Ohio (CAC-12795-6); Tiffin Valley Cable TV, for Archbold, Stryker, Jefferson, Montpelier, Pulaski and Springfield, Ohio (CAC-12802-7); Suburban Cablevision, for Montclair and Springfield, N.J. (CAC-12846,7); Dalhart TV Cable System, for Dalhart, Tex. (CAC-12656); Cablevision of Knox County, for Rockport, Me. (CAC-12726); Cable Communications, for Lima, Bath and American, Ohio (CAC-12792-4); Foley Associates, for Norton Air Force base, Calif. (CAC-12895); Santa Fe Cablevision, for Santa Fe, N.M. (CAC-12900); Livingston Cable TV, for Livingston, Mont. (CAC-12904,5); Yadkin Valley Cablevision, for Elkin, Jonesville, Arlington, N.C. (CAC-12908-10); Fredericksburg Cable, for Fredericksburg, Tex. (CAC-12926); Sammons Communications, for McComb, Magnolia and Summit, Miss. (CAC-12958-61); Lewistown Cable TV, for Lewistown, Mont. (CAC-12966,7).

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Books for Broadcasters

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T404. THE ANATOMY OF LOCAL RADIO-TV COPY by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**

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T411. COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. **\$10.95**

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T420. HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials, to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

T421. HOW TO SELL RADIO ADVERTISING by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers,

how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." 320 pages. **\$12.95**

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T453. TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and acquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

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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.

Station/Sales Manager Salary, override and bonus. Hospital and Life Insurance. Send detailed resume including your sales record. WCSS, Box 69, Amsterdam, NY 12010.

HELP WANTED SALES

Sell at a professional Iowa station. Arbitron No. One. Box J-40.

Hard-hitting, professional salesperson for leading Florida non-metro contemporary. Immediate potential \$15,000. Call Rick Cosner 904-732-8000. Affirmative action EOE.

Experienced Radio Sales Pro—regional concept, exceptionally high commission rate. Wisconsin Independent Network, P.O. Box 2391, Appleton, WI 54913.

Learn to sell at a professional Midwest radio station. Continuous sales training. Box M-68.

Need Two Experienced stable salespeople to sell Spanish Radio in Calif. Knowledge of Spanish helpful, not required. Contact 805-792-2128.

Charlotte radio stations seeking advertising salesperson. Must have prior experience in broadcasting sales and have good references. Send resume to Jack Collins, WAYS/WROQ, 400 Radio Road, Charlotte, NC 28216. We are an equal opportunity employer.

Aggressive salesperson who wants to earn well and to live well in a vacationland. Prefer 1 to 3 years sales experience. If you have what it takes to be successful in a hard hitting organization contact Charles B. Persons, Station KVBR, Brainerd, MN 56401.

We need one more gogetter sales person to round out sales force. Plenty of business here. Prefer at least a years sales experience. Good opportunity to join areas top billing station and develop career with a winner. Good benefits. Send resume to Jim Lord, WOVV, Box 3192, Ft. Pierce, FL 33450. Equal Opportunity Employer.

Aggressive Salesperson needed immediately for leading FM-AM combination in Northern New Jersey. We've grown tremendously this year and must expand our sales team, salary commensurate with ability. Emphasis on selling AOR FM. Phone immediately: Al Wunder, WDHA-FM, WMTR, Morristown, NJ 201-538-1250.

HELP WANTED ANNOUNCERS

Minimum Two Years experience in Rock. Upper Midwest. Box K-125.

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.

Experienced Announcers needed immediately, new AM, FM contemporaries. Tape, resume, Program Director, KIDO, Box 8087, Boise, ID 83707.

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.

Announcer for "Tender Lovin' Country". PBP helpful. Call Dick Ryall, 208-733-3381, or send tape and resume at once. KTLK, 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.

No. 1 Stereo 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.

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.

5000 Watt Modern Country. Beautiful Southern resort city. Looking for personality oriented, bright, tight jock. Capable and interested in advancement. Send tape to KXOW P.O. Box 1739, Hot Springs AR 71901. EOE.

Announcer for medium size Pennsylvania market. Requires heavy commercial experience for 5,000 watt fulltime adult station. WCOJ, 215-384-2100. An Affirmative Action/EOE.

Personality needed, good money for an experienced adult entertainer. MOR AM/FM operation needs one immediately. Rush tape and resume to RD., Box 610, Pittsburg, KS 66762.

HELP WANTED TECHNICAL

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 desirable. 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.

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.

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, MI 59404.

Chief Engineer—Class IV-AM, C-FM, Systems-90 Automation—SCA—self starter capable working without supervision. All benefits. Good compensation. EOE/M/F Larry Weller, 314-581-2340.

Radio Chief Engineer, good audio and transmitter worker. Excellent conditions, salary, and fringes, at West Coasts oldest station. Send resume' to KMED, P.O. Box 1440, Medford, OR 97501, or call 503-773-1440.

Beat the Winter snow. Gulf Coast Daytimer needs 1st engineer—announcer. Above average salary, hospital life insurance available. Equal opportunity employer. WABF Fairhope, AL 36532-205-928-2384.

Chief Engineer. Contemp/Top 40 in beautiful Wenatchee, Washington. New tower erected this month, new studios within two months. Operator/ Assist sequential Automation. Opportunity to enter other phases of operation. Resumes to J. Corcoran, GM, KWWW, PO Box 638, Wenatchee, WA 98801. E.O.E.

HELP WANTED NEWS

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.

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 Programming 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.

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.

Newsperson—Must have first class license. Resume and tape to Kent Braverman, KCJJ, Box 2118, Iowa City, IA 52240.

Ready for TV news? Only pros considered. NBC affiliate in the Southeast. EOE. Box M-74.

HELP WANTED NEWS CONTINUED

Aggressive news department in delightful upstate New York College community looking for newperson to fill a full-time position in expanded news department. Good opportunity for a beginner who knows the rudiments of news and is a totally committed professional journalist. Send tape, resume to Ron Shapley, WDSO/WSRK-FM, Oneonta, NY 13820. No calls.

News Director; Immediate opening at aggressive News station. Must have journalism background and news gathering experience plus an authoritative delivery. Tape, resume and personal interview required. Dual AM and 50,000 watt FM. Contact G.M., WGOM/WMRI, Marion, IN 46952, 317-664-7396.

The Intermountain Farm/Ranch Network has immediate opening for Farm/Ranch Director. Spends 100 per cent of time working in Ag Field. Primarily broadcasting, with some sales. Spend one week each month in the field attending Farm/Ranch meetings, live-stock commission companies, calling on advertiser field men. Headquarters in Denver ... but broadcast through stations all over Colorado, Wyoming, Montana, Utah, Idaho, Nebraska, South Dakota. We are interested only in those who are Now in Agricultural Broadcasting or who have been in Farm Radio ... who are now recognized NAFFB, or could be. If you are now the second or third person in your department, feel you deserve to be first, this is the job for you. If interested send resume, 5 minute audition tape, to Charlie Vais, Intermountain Farm Network, 2701 Alcott No. 464 in Denver 80211; or call collect 303-455-4111.

Immediate opening for experienced News Director for small market AM/FM operation. Some announcing but emphasis on local news reporting. Prefer family individual to settle down in beautiful Virginia location close to mountains, ocean, etc. Excellent salary and fringe benefits to right person. Send tape-resume to WCVA, P.O. Box 672, Culpeper, VA 22701. 703-825-3900. EOE.

Wanted: News Director to take charge of news department in beautiful Southern Indiana town. Must be hardworker and capable of gathering, writing and delivering local news. Prefer at least two years experience. Call Ed Roehling 812-932-3983. EOE. Immediate opening.

Two Experienced Newspeople needed immediately. Fill vacancies in 7 member news dept. AM, heavy local news. 50kw, FM N.Y.C. metro area. Tape and resume to Scott Witt, WHUD/WLNA, Box 188, Peekskill, NY 10566 E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Sharp Program Manager for adult contemporary AM, fully automated FM. Capable of daily phone talk show, complete staff control. Knowledgeable 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.

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.

WCHS-AM Charleston West Virginia is looking for an experienced MOR Program Director. Must have good track record and managerial capabilities. Send resume to TK Martin, WCHS Radio, 1111 Virginia Street East Charleston, WV 25301. Area 304-342-8131.

SITUATIONS WANTED MANAGEMENT

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.

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 preferable Midwest or South. Box M-26.

Inside wizard. Great with clients. Super spots, promotions. Good ear for talent. Well-organized. Possible equity desired. Box M-73.

GM with 20 years successful experience in Country, Contemporary and Adult Contemporary Available September 25 proximo. Medium or Major Market. Good Salesman and Administrator. Harold Vester, 701 Saint Matthews Square, Virginia Beach, VA 23454. Telephone 804-428-1559.

Competitive Program Director—No. 1 from 4th place in Million Market - No. 1 from 8th place in Medium Market and 6 point increase in last book. 1-205-284-2562.

SITUATIONS WANTED SALES

Experienced Professional Christian couple seeks Sales positions in right TV or Radio market. 713-693-3153.

Will sell like dickens, sales & sports PBP experience. Open for all markets. Tom Dunlap 816-885-3651.

SITUATIONS WANTED ANNOUNCERS

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.

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.

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.

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.

Nostalgia Specialist 20's 40's looking for right station, right offer. 3rd, four years experience. Box M-63.

Country music and MOR deejay. Excellent on production and newscasts. Prefer West, particularly Nevada. Box M-69.

Radio Character in search of The Station. 3rd, three years experience. As you like it. Box M-75.

Outrageous Comic I'm presently teaching midgits to think small. Maniac attracts audience with Off the Wall Humor that breaks traditional formats. Call Uncle Alvin 315-393-2278.

Recent College Graduate—Endorsed. MOR/AOR/ Easy Listening. Good production. Immediate relocation. Former Assignment Editor, Charles Conner 59-15 Woodbine Street, Brooklyn, NY 11227.

DJ ... promotions, public relations, 5 months experience. Tom Sisti 201-943-5816 days.

Disc Jockey, 3rd endorsed, expertly trained. Seeking first job in radio. Will relocate anywhere. Call 212-347-2649, or write: Karl Kuegerl, 84-05 260th Street, Floral Park, NY 11001.

First phone jock with good pipes looking for secondary market contemporary gig in Iowa or surrounding states. For tape and resume call Mike Raab at 319-242-5237.

Stability, Good Pay, Good People ... two out of three ain't bad, but I need all three. Four years on-air with contemporary/adult formats. First phone, dedicated, good voice, production; some sales experience. Family man. Will relocate. Mark 516-924-5439.

Looking for Someone creative, hard working and reliable. Third Endorsed and will relocate anywhere immediately. Tape and resume available upon request. Call 312-388-3040 or write Jim Mulvaney, 12832 May, Chicago, IL 60643.

Experienced Sports PBP: Currently in small market looking for advancement, sports, talk show host, news, board, sales, college grad. Bright, energetic, and willing to work. 816-885-3651: 522 E. Jefferson, Clinton, MO 64735.

SITUATIONS WANTED TECHNICAL

Chief Engr. 30 yrs. AM FM DA installations a specialty. Western states. Box M-6.

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.

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.

Experienced Reporter, BA, 3rd endorsed, 28 and ready to move. Box M-64.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Program-Production Director. Experienced all phases/Production/Copywriting/Announcing/News. Relocatable. \$850 minimum. Medium markets only. Bruce 312-246-1121.

TELEVISION

HELP WANTED MANAGEMENT

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 SALES

Local Sales Manager: Must be able to sell on the street and build a top flight sales department. Salary plus commission. Our station has an excellent profit sharing and medical plan. Our equipment is top notch and our staff enthusiastic. Send resume to: General Manager, KNOP-TV, Box 749, North Platte, NE 69101.

HELP WANTED ANNOUNCERS

Experienced television personality to moderate instructional children's TV program with quiz format. Previous work with children helpful. Equal Opportunity Employer, M/F Box M-65.

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 resume 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.

Chief Engineer—Are you an aggressive, goal oriented person 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.

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.

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.

Technician needed for installation, operation, and maintenance 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.

Microwave Engineer. Immediate opening for Microwave Engineer to be responsible for all phases of CARS band microwave including construction, maintenance and operations. Engineering degree desirable, but not required. Must have working knowledge of receive-only satellite earth station. First class FCC license required. Liberal salary and fringe benefits available to qualified individual. Send complete resume, including salary requirements, to: Martin F. Malarkey, President, Telesis Corporation, P.O. Box 3867, Evansville, IN 47714. (E.O.E. Employer).

New First Phone! You've got your license, now get paid while you learn the business. Opening for control room operator. Harold Wright, WVIR-TV, Charlottesville, VA. 804-977-7082.

Chief Engineer—Responsible for coordinating and administering all the technical operations and engineering functions, including all engineering personnel. Plan new services and electronic equipment systems. Maintain complete files of FCC Rules and Regulations and supervise license renewals and all other FCC filings. Requirements: Extensive background in electronic engineering plus knowledge of business administration. Supervisory experience in radio and television broadcasting is necessary. Must possess a valid first class FCC license with extensive knowledge of FCC regulations. Experience in public broadcasting is preferred. Salary: \$17,160 minimum plus benefits. Send resume to: Elizabeth L. Young, Director Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. An Equal Opportunity Employer.

TV Engineer II. KLVX, Channel 10. Two years of recent, full-time, paid experience operating and maintaining television transmission systems. First Class Radio/Telephone License required. Salary range \$6.49 to \$7.88 per hour. Submit resume by September 18, 1978, to Classified Personnel Dept., Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

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.

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.

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.

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.

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.

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.

News/Sports/Weather Anchors. Number one Southeast VHF. Our employees know of this ad. EOE. Box M-66.

Entry level TV News opening in 12-member department. All replies confidential. EOE. Box M-72.

Immediate opening for news-anchor, must have producers knowledge, reporting & writing skills, familiar with Film & ENG desirable. Will consider television reporter or experienced radio news person. Send resume to GM, WSEE-TV, 1220 Peach St., Erie, PA 16501. An Equal Opportunity Employer.

News Position for an experienced Weathercaster/Reporter. Send resume and tape to Eric Rabe or Myer Davis, WTAJ-TV, 5000 6 Ave, Altoona, PA 16602, 814-944-2031. An Equal Opportunity Employer.

TV News Reporter—North Central, medium size market needs combination reporter, writer, film editor, ENG photographer and editor. Will do some on-air work. Must have B.A. in Journalism or strong minor, 1-2 years current reporting, filming experience in commercial TV news. Salary dependent upon experience and training. E.O.E. Send complete resume to Box M-76.

We need a self-starter reporter/photographer with ability to anchor weekend evening news; one to two years experience preferable. Resume, tape and salary requirements to Steve O'Brien, News Dir., WMBB-TV, P.O. Box 1340, Panama City, FL 32401; E.O.E.

Investigative Producer. We're a major market station looking for an investigative reporter to produce hard-hitting stories for our special unit which investigates government. Working closely with our on-air correspondent the producer will develop story ideas, then conduct most of the interviews and supervise other filming and editing of the final product to be broadcast on our evening news. Send resume: Box M-86.

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.

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.

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 Hershberger, WNEO/WEO, 1640 Franklin Avenue, Kent, OH 44240. An Equal Opportunity Employer.

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.

TV Commercial Production Manager. Top 5 market VHF needs strong creative producer/director/writer for station's TV commercial unit. Previous agency work and/or commercial production experience with department stores and retailers a must. Hands-on editing, use of 3/4" tape equipment and other production/technical experience preferred. Must be a good organizer and work well with staff. Submit resume to: Box M-61. An equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top News Station in Top Fifty Market looking for bright, aggressive Sports Director. Must have TV experience in on-air and field reporting. Send Complete resume to the Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

News Producer for early and late evening newscasts. Reporting and production experience a must. Smaller market but a professional operation with fantastic ratings. Looking for a creative producer with solid news judgement. Contact: Cal Wasson, KAIT-TV, Jonesboro, AR 72401, 501-932-4288.

Wanted ... a seasoned professional Executive Producer/Director for daily one hour live variety program. Must have ability to do own switching and handle other entertainment and News Directing chores. Resume's with salary requirements and video tapes only to: Charles R. Bradley, 4100 City Line Ave., Philadelphia, PA 19131, An Equal Opportunity Employer.

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.

Creative Director, Promotion Manager, and/or Operations. 14 years with top stations. Excellent references. Box M-62.

SITUATIONS WANTED NEWS

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.

Experienced Radio Sports Announcer with college TV experience looking for move to TV. Box M-58.

Have lightmeter, will travel. ENG/film photographer looking for good money and maintained equipment. Box M-59.

Black Female Reporter. Ready to move to a Medium or Large market. ENG/16mm film editing experience. Strong point: creating news stories. Looking for an aggressive news team. I don't mind long hours. Box M-67.

Award-Winning, Experienced newsman wants new challenge. Looking for reporting position with station seriously committed to news. Box M-70.

I'm Bored. Ambitious female reporter seeks new reporting challenges. Currently Reporter/Assignment Editor at small TV station. Box M-71.

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

Production Assistant—seeking employment any size market. Solid educational/TV news production background. Extensive use of Hitachi, Sony, Panasonic equipment. Aggressive, skillful, creative, willing to relocate. Mark Jessup, 9206 Winding Way, Ellicott City, MD 21043.

ALLIED FIELDS

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 PROGRAMING, PRODUCTION, OTHERS

Top ten independent video tape production house recruiting a creative, talented director and AD. Film background helpful. Must prove you are worth good money. Stability and cooperation a must. Equal Opportunity Employer. Box K-6.

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—used color ENG camera and recorder ... Sony ... or equivalent 3/4 inch. Contact Chuck Martin, KVOR, Plainview, TX.

TK-27 Film Chain and TR-60 Videorecorder. 901-458-2521 C.E.

Radio Stations Note. Buying used Consoles. Tape Cart Machines, Mikes, Tables and other studio related equipment. State honest description, age and firm price. E. Kovach, 1409 Oak St., Wyandotte, MI 48192.

FOR SALE EQUIPMENT

5" Air Hellax Andrews HJQ-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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.

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 locators 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.

AM Transmitters (used) 50 kw, 5 kw, 1 kw, 250 w. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Towers-TV, AM, FM, Microwave, CATV, new and used 4,000 feet in stock at present. Complete erection services. Tower Construction and Service, Inc. 904-877-9418.

FM Transmitters (used) 20 kw, 15 kw, 10 kw, 7.5 kw, 5 kw, 1 kw. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

Auricon Camera, Super-Pro-1200. Sound on Film, variable density, with accessories. New cost \$6458; sacrifice \$2583.20. Also Auricon Camera "Cine Voice" 3-turret head. New Cost \$1810; sacrifice \$724. Call 213-541-7379.

HP Spectrum Analyzer 851/8551B. Excellent condition. Currently calibrated. \$4000. Call 213-541-7379.

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.

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.

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 FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

"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 Technical

Broadcast Products Sales Manager

We are a well-known manufacturer of broadcast equipment, seeking a marketing professional to fill the position of Sales Manager. The successful candidate will direct the efforts of both representatives and company sales people in this country and abroad, with complete responsibility for the sales and marketing of a growth-oriented division.

The ideal candidate will be degreed with five or more years of directly related experience, a willingness to travel, and a need to excel. In return, we offer an excellent salary/bonus and fringe benefit package and the opportunity to develop new and existing product lines to their maximum potential. If you feel qualified, please call or write with resume and salary history, in confidence, to Allan J. Schafel, President. We'll be exhibiting at the NRBA Show and interviews may be held in San Francisco.



UMC ELECTRONICS CO.
460 Sackett Point Rd. North Haven CT 06473 (203) 288-7731

Help Wanted Announcers

OUTRAGEOUS COMIC

Air personality to attract young adult audience. Must have proven track record in contemporary radio. Off-the-wall humor that breaks traditional formats. Unusual Opportunity in Top 5 market. Send resume, ratings and cover letter to Box J-84, E.O.E.

50,000 WATT ADULT CONTEMPORARY

searching for talent to turn a giant into a monster. Experienced only. Prefer California-oriented personalities. Send tape/resume/requirements to: MIKE WEBB, KFRE RADIO, 999 N. Van Ness, Fresno, California 93728. No calls please. An equal opportunity employer.

Help Wanted Programing, Production, Others

SUNBELT GROUP BROADCASTER needs the following personnel PROGRAM DIRECTOR

for a highly competitive Top 40 Station. You must have PD. 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.

Help Wanted Management

Radio Promotion and Advertising Manager

Top market major communications company has jobs handling important responsibilities for multiple radio stations' promotion and advertising. Excellent company comprehensive benefit package, and salary based on experience and skills. Send detailed description of background, salary history and requirements to:

Box K-3.

We are an equal opportunity employer, m/f.

Help Wanted News

ANCHOR PERSON

Nationwide radio news network with specialized audience seeks anchor person. Writing and reporting experience essential. Must have mature, bright voice, sense of style, taste and dedication to accuracy. New York City base with attractive pay, benefits, hours. Reply with resume to Box M-85.

Help Wanted News Continued

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.

SPORTS DIRECTOR

The Sabres and Kings liked our two previous Sports Directors so much they're now employed as color announcers. If you're a sports pro looking for high visibility, have solid experience in hockey and football, can write solid commentary, and want to host a weekly sports talk show and direct a two plus person department, send your tape and resume today. Reply to Bill Devine, Manager, Drawer A, WEBR Newsradio 970, 23 North Street, Buffalo, New York 14202. WEBR is an equal opportunity employer.

Situations Wanted Sales

A Responsible Management Position in Broadcast Equipment Sales Marketing or Engineering.

I offer 20 years experience in sales and engineering ... construction supervision of more than 200 complex radio stations ... an annual \$1-million-plus personal sales volume. If you want a highly versatile, self-motivated person with numerous respected industry contacts and many successful accomplishments, please write. An interview will promptly demonstrate my managerial qualifications. Reply Box K-158.

TELEVISION Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Programing, Production, Others

BROADCASTING

Promotion and Public Relations manager in Christian broadcasting. One year radio and TV experience. Willing to work hard. Some public affairs and news experience helpful. WANX-TV Channel 46. P.O. Box 98097, Atlanta, Georgia 30359. (404) 325-3103.

NETWORK PROMOTION DIRECTOR

Evangelical Christian ministry seeks qualified person who will assume responsibility to create and coordinate on-air promotions for network programs. This position requires promotion experience in creating and producing spots at station, network, and agency levels. If you feel led to serve the Lord, please send your resume, in confidence, to CBN Personnel Department, Pembroke 4, Virginia Beach, VA 23463. CBN is an equal opportunity 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.

Situations Wanted Management

GENERAL MANAGER PROGRAM MANAGER

Multi-talented, creative broadcasting executive seeks a new opportunity. In prior position 16 years—starting as on-camera TV personality up through many administrative responsibilities to Vice President Programming. Ready now. Box M-60.

Audience Research

Professional Research Services

SURVEYS from \$339.00 · Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employers

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Radio Programing



LUM and ABNER 5 - 15 MINUTE PROGRAMS WEEKLY Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Captain Stubby and Charles Homer Bill "Anybody Home?"

5 minute country humor
Family Broadcasting Company
5540 Harvey Avenue
LaGrange, Illinois 60525
312-246-3253

For Sale Stations

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/873-4474

East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

For Sale Stations Continued

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation
Box 111
Bethlehem, PA 18016
215-865-3775

Holt Corporation West
Box 8205
Dallas, TX 75205
214-526-8081

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN · CHICAGO 60611

312-467-0040



LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/628-0365
Suite 214
11681 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

Small Market South
Georgia AM Station
\$225,000.00 Terms Available.
Includes Real Estate.
Box K-142. For Details.

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.

- 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.
- 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

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

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.



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

W	Small	AM	\$100K	29%
W	Small	AM	\$110K	\$31K
S	Small	Fulltime	\$395K	Cash
S	Medium	FM	\$500K	\$100K
MW	Major	AM/FM	\$2.7MM	\$521K

CONTACT

Bill Martin	(303) 597-6168
Bill Whitley	(214) 387-2303
Bill Chapman	(404) 458-9226
Bill Whitley	(214) 387-2303
David Kelly	(414) 499-4933

NRBA-Hyatt Regency Embarcadero

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341.

Stock Index

	Stock symbol	Exch.	Closing Wed. Sept. 6	Closing Wed. Aug. 30		Net change in week	% change in week		1978		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)
								High	Low				
Broadcasting													
ABC	ABC	N	60 1/8	59 1/2	+	5/8	+	1.05	62	35 3/8	10	18,315	1,101,189
CAPITAL CITIES	CCB	N	45 1/4	46 1/4	-	1	-	2.16	75	42 1/2	7	14,230	643,907
CBS	CBS	N	60 1/4	59 3/8	+	7/8	+	1.47	64	43 7/8	9	28,100	1,693,025
COX	COX	N	47 3/4	48	-	1/4	-	.52	48	25 1/2	12	6,637	316,916
GROSS TELECASTING	GGG	A	20 7/8	21 1/4	-	3/8	-	1.76	23 7/8	13 5/8	9	800	16,700
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2				11 3/4	3 7/8	21		462	5,313
LIN	LINB	O	40	40 3/4	-	3/4	-	1.84	42 3/4	16 1/2	12	2,801	112,040
METROMEDIA	MET	N	63	62 5/8	+	3/8	+	.59	64 1/2	25 1/4	13	4,815	303,345
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	SCRIP	O	50	51	-	1	-	1.96	52	30 1/2	11	2,589	129,450
STARR	SBG	M	13 1/2	13 3/8	+	1/8	+	.93	13 1/2		13	1,512	20,412
STORER	SBK	N	34 3/4	34 1/4	+	1/2	+	1.45	34 7/8	19 3/8	12	4,884	169,719
TAFT	TFB	N	23 7/8	23	+	7/8	+	3.80	24 1/2	12 1/4	5	8,498	202,889
TOTAL												95,332	4,741,778

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	14 7/8	12 3/4	+ 2 1/8	+	16.66	14 7/8	3 3/4	15	1,233	18,340
AMERICAN FAMILY	AFL	N	14 1/2	13 7/8	+ 5/8	+	4.50	17 1/8	11 3/8	6	10,536	152,772
JOHN BLAIR	BJ	N	30 1/2	29 3/4	+ 3/4	+	2.52	31 1/4	11 1/8	8	2,427	74,023
CHARTER CO.	CHR	N	6	6 1/8	- 1/8	-	2.04	8	3 7/8	6	17,573	105,438
CHRIS-CRAFT	CCN	N	10 5/8	10 3/4	- 1/8	-	1.16	11 3/8	4 1/2	25	4,413	46,888
COCA-COLA NEW YORK	KNY	N	8 3/8	8 1/4	+ 1/4	+	3.07	9 1/4	7 3/4	12	17,641	147,743
COMBINED COMM.	CCA	N	33 3/4	33 1/2	+ 1/4	+	.74	45 1/8	19	15	10,551	356,096
COWLES	CWL	N	24 3/4	24 1/4	+ 1/2	+	2.06	25 1/4	12 1/2	24	3,969	98,232
DUN & BRADSTREET	DNB	N	37	37 1/8	- 1/8	-	.33	38	26 1/4	17	27,869	1,031,153
FAIRCHILD IND.	FEN	N	35 1/4	34 1/4	+ 1	+	2.91	35 1/4	9 1/2	13	5,708	201,207
FUQUA	FQA	N	13 5/8	12 7/8	+ 3/4	+	5.82	13 5/8	8	8	9,396	128,020
GANNETT CO.	GCI	N	48 5/8	47 1/2	+ 1 1/8	+	2.36	49	32 3/4	18	22,430	1,090,658
GENERAL TIRE	GY	N	30 5/8	29 1/2	+ 1 1/8	+	3.81	30 5/8	22 3/8	6	22,707	695,401
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4				4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	G	O	22	23 1/2	- 1 1/2	-	6.38	24	8	8	475	10,450
HARTE-HANKS***	HHN	N	26	46 1/2	- 20 1/2	-	44.08	48 3/4	26	9	9,080	236,080
JEFFERSON-PILOT	JP	N	34 1/8	32 3/4	+ 1 3/8	+	4.19	34 1/8	26 5/8	10	23,224	792,519
MARVIN JOSEPHSON	MRVN	O	14 1/2	13 1/2	+ 1	+	7.40	17 1/4	10 1/4	8	2,013	29,188
KANSAS STATE NET.	KSN	O	13 1/4	12 7/8	+ 3/8	+	2.91	13 3/8	4 3/4	12	1,727	22,882
KNIGHT-RIDDER	KRN	N	54	54				54	37 3/4	14	16,399	885,546
LEE ENTERPRISES	LNT	N	28 3/8	38 1/2	- 10 1/8	-	26.29	38 1/2	22 1/4	11	4,895	138,895
LIBERTY	LC	N	32 1/4	31 7/8	+ 3/8	+	1.17	32 1/4	18	9	6,762	218,074
MCGRAW-HILL	MHP	N	25 1/2	25 1/8	+ 3/8	+	1.49	25 1/2	15 5/8	11	24,682	629,391
MEDIA-GENERAL	MEG	A	22 7/8	23 1/8	- 1/4	-	1.08	23 1/8	13 5/8	13	7,451	170,441
MEREOTH	MOP	N	38	37 3/4	+ 1/4	+	.66	40 1/4	17 3/8	9	3,074	116,812
MULTIMEDIA	MMED	O	27 1/2	26 1/2	+ 1	+	3.77	28 1/4	16 1/4	14	6,624	182,160
NEW YORK TIMES CO.	NYKA	A	30	30				31 5/8	15 3/4	12	11,599	347,970
OUTLET CO.	OTU	N	30	29 5/8	+ 3/8	+	1.26	30	16 5/8	8	2,415	72,450
POST CORP.	POST	O	38	38				38 3/4	16 1/4	11	867	32,946
REEVES TELECOM	RBT	A	3	2 7/8	+ 1/8	+	4.34	3 3/8	1 3/4	43	2,388	7,164
ROLLINS	ROL	N	20 1/4	21 1/8	- 7/8	-	4.14	24 1/4	14 7/8	11	33,000	668,250
RUST CRAFT	RUS	A	27 5/8	27 3/4	- 1/8	-	.45	28 1/2	8 1/2	17	2,297	63,454
SAN JUAN RACING	SJR	N	12 1/8	12	+ 1/8	+	1.04	14 1/8	7 5/8	17	2,509	30,421
SCHERING-PLOUGH	SGP	N	35 1/2	35 1/4	+ 1/4	+	.70	44 3/4	26 3/8	11	53,703	1,906,456
SONDERLING	SDB	A	21 1/2	21 3/8	+ 1/8	+	.58	21 5/8	8 3/8	9	1,105	23,757
TECH OPERATIONS	TO	A	7	6 1/2	+ 1/2	+	7.69	7 3/8	2 3/8	175	1,344	9,408
TIMES MIRROR CO.	TMC	N	34 1/2	33 5/8	+ 7/8	+	2.60	34 1/2	20 3/4	11	34,811	1,200,979
TURNER COMM.*	T	O	12 1/2	12 1/2				12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPO	A	43 1/2	43 3/4	- 1/4	-	.57	47 5/8	21 3/4	10	8,200	356,700
WUMETCO	WOM	N	17 3/4	17 3/4				18	10 7/8	11	9,554	169,583
TOTAL											433,223	12,528,614

Cablecasting

ACTON CORP.	ATN	A	13 5/8	12 7/8	+	3/4	+	5.82	13 5/8	3 1/8	11	2,710	36,923
AMECO*	ACD	O							1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	51	51 7/8	-	7/8	-	1.68	52	19 3/4	22	4,316	204,316
ATHENA COMM.	J	O	3 3/8	4 1/4	-	7/8	-	20.58	4 3/4	1/8		2,125	7,171
BURNUP & SIMS	BSIM	O	5 3/8	5 1/2	-	1/8	-	2.27	6 1/8	3 1/8	24	8,381	45,047
CABLE INFO.*		O	1/4	1/4					1 1/2	1/4	1	663	165
COMCAST		O	13 3/4	12 1/4	+	1 1/2	+	12.24	13 3/4	3 3/4	19	1,583	21,766
COMMUN. PROPERTIES	COMU	O	15 1/4	15 1/4					15 1/4	3 5/8	19	5,018	76,524
ENTRON*	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	39 3/8	37 3/4	+	1 5/8	+	4.30	39 3/8	17 5/8	13	7,581	298,501
GENEVE CORP.	GENV	O	14 1/2	14	+	1/2	+	3.57	15 3/4	7 1/2	8	1,121	16,254
TELE-COMMUNICATIONS	TCOM	O	18 1/8	18 1/4	-	1/8	-	.68	19	2 7/8	259	5,281	95,718
TELEPROMPTER	TP	N	13 3/4	14 1/4	-	1/2	-	3.50	14 1/4	6 3/4	25	16,926	232,732
TEXSCAN	TEXS	O	2 7/8	2 7/8					2 7/8	1 1/4	17	786	2,259
TIME INC.	TL	N	48	49 3/8	-	1 3/8	-	2.78	50	31 3/4	10	20,450	981,600
TOCOM	TOCM	O	10 3/4	10 1/4	+	1/2	+	4.87	10 3/4	2 1/4	23	894	9,610
UA-COLUMBIA CABLE	UACC	O	39 3/4	39 1/4	+	1/2	+	1.27	39 3/4	15 1/2	23	1,679	66,740
UNITED CABLE TV	UCTV	O	22 1/2	23 3/4	-	1 1/4	-	5.26	23 3/4	3 7/8	28	1,915	43,087
VIACOM	VIA	N	25 3/4	23 5/8	+	2 1/8	+	8.99	25 3/4	9 1/2	16	3,795	97,721
TOTAL												87,103	2,240,060

	Stock symbol	Exch.	Closing Wed. Sept. 6	Closing Wed. Aug. 30		Net change in week	% change in week		High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programming													
COLUMBIA PICTURES	CPS	N	23 7/8	24	-	1/8	-	.52	24	7 3/8	5	9,254	220,939
DISNEY	DIS	N	44 1/2	44 1/8	+	3/8	+	.84	47 5/8	32 1/2	16	32,380	1,440,910
FILMWAYS	FWY	N	16 7/8	17	-	1/8	-	.73	17	6 7/8	12	4,258	71,853
FOUR STAR			1 1/4	1 1/4					1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	15 3/8	15 7/8	-	1/2	-	3.14	18 3/8	10 1/4	6	48,215	741,305
MCA	MCA	N	58 1/8	59	-	7/8	-	1.48	59	32	11	18,619	1,082,229
MGM	MGM	N	49 1/8	54	-	4 7/8	-	9.02	54	16	19	14,551	714,817
TRANSAMERICA	TA	N	18 1/2	18 1/8	+	3/8	+	2.06	19	13 1/4	7	66,781	1,235,448
20TH CENTURY-FOX	TF	N	37 7/8	38 3/4	-	7/8	-	2.25	39 3/8	10	5	7,907	299,477
VIDEO CORP. OF AMER	O		5 1/4	5 1/2	-	1/4	-	4.54	9 3/4	3 1/2	10	988	5,187
WARNER	WCI	N	56 7/8	54 3/8	+	2 1/2	+	4.59	56 7/8	25 3/4	10	14,458	822,298
WRATHER	WCO	A	12 3/4	13 1/2	-	3/4	-	5.55	13 1/2	4 1/2	32	2,303	29,363
TOTAL												220,380	6,664,658

Service

88DO INC.	88DO	O	38	37 3/4	+	1/4	+	.66	38 3/4	22 1/2	10	2,513	95,494
COMSAT	CO	N	42 3/4	44 3/8	-	1 5/8	-	3.66	48 3/4	28 3/4	13	10,000	427,500
DOYLE DANE BERNBACH	DOYL	O	31	29	+	2	+	6.89	31	16 3/4	9	1,776	55,056
FOOTE CONE & BELDING	FCB	N	22 1/8	23	-	7/8	-	3.80	23 1/8	14 3/4	8	2,538	56,153
GREY ADVERTISING	GREY	O	31	31					34	16 1/2	4	624	19,344
INTERPUBLIC GROUP	IPG	N	37 5/8	36 7/8	+	3/4	+	2.03	39 1/4	22 1/2	9	2,387	89,810
MCI COMMUNICATIONS	MCIC	O	5	4 7/8	+	1/8	+	2.56	5	7/8	50	20,159	100,795
MOVIELAB	MOV	A	2 3/8	2 5/8	-	1/4	-	9.52	3	1	14	1,414	3,358
MPO VIDEOTRONICS	MPO	A	5 7/8	6 1/8	-	1/4	-	4.08	65 3/8	4	7	520	3,055
A. C. NIELSEN	NIEL8	O	28	28 1/8	-	1/8	-	.44	28 1/2	18 7/8	13	10,832	303,296
OGILVY & MATHER	OGIL	O	26 1/4	26 3/4	-	1/2	-	1.86	56 1/2	26 1/4	5	3,610	94,762
TPC COMMUNICATIONS	TPCC	O	7 1/4	7 1/8	+	1/8	+	1.75	7 3/8	2 1/4		925	6,706
J. WALTER THOMPSON	JWT	N	31 3/4	31 5/8	+	1/8	+	.39	32 7/8	15 1/8	9	2,649	84,105
WESTERN UNION	WU	N	21 1/8	21 1/4	-	1/8	-	.58	21 1/4	15 3/4	9	15,177	320,614
TOTAL											75,124	1,660,044	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	9 3/8	9 1/2	-	1/8	-	1.31	9 1/2	2 3/8	9	1,672	15,675
AMPEX	APX	N	19 1/4	18 1/8	+	1 1/8	+	6.20	19 1/4	7 3/8	17	10,928	210,364
ARVIN INDUSTRIES	ARV	N	17 3/4	17 1/2	+	1/4	+	1.42	22 1/2	14 1/2	4	5,959	105,772
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	997	560
CETEC	CEC	A	5 1/2	5 5/8	-	1/8	-	2.22	5 5/8	1 3/4	14	2,127	11,698
COHU	COH	A	5 1/2	4 1/2	+	1	+	22.22	5 1/2	2 1/8	16	1,733	9,531
CONRAC	CAX	N	23 1/4	22 5/8	+	5/8	+	2.76	27 1/4	19 1/4	8	2,030	47,197
EASTMAN KODAK	EASKD	N	64 1/8	64 1/4	-	1/8	-	.19	86 3/4	42	15	161,376	10,348,236
FARINON	FAKN	O	15	15					16 1/2	8	15	4,754	71,310
GENERAL ELECTRIC	GE	N	54 3/8	54 1/4	+	1/8	+	.23	56 5/8	44 1/2	11	184,581	10,036,591
HARRIS CORP.	HRS	N	68 5/8	67 3/4	+	7/8	+	1.29	68 3/4	28	17	12,455	854,724
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 1/4	37 3/4	-	1/2	-	1.32	41 7/8	20 1/4	19	1,320	49,170
3M	MMM	N	64 3/8	62 3/8	+	2	+	3.20	64 3/4	43 1/2	17	115,265	7,420,184
MOTOROLA	MOT	N	50 1/4	48 3/4	+	1 1/2	+	3.07	56 7/8	34 1/4	14	29,544	1,434,336
N. AMERICAN PHILIPS	NPH	N	33 3/4	31 3/4	+	2	+	6.29	36	24 3/4	7	12,033	406,113
OAK INDUSTRIES	OAK	N	30 1/4	30 1/8	+	1/8	+	.41	34 1/8	9 5/8	46	1,801	54,480
RCA	RCA	N	33 5/8	32 1/2	+	1 1/8	+	3.46	33 5/8	22 3/4	10	74,817	2,515,721
ROCKWELL INTL.	ROK	N	34 7/8	34 3/4	+	1/8	+	.35	36 3/4	28 1/4	7	33,900	1,182,262
RSC INDUSTRIES	RSC	A	3 7/8	3 1/4	+	5/8	+	19.23	3 7/8	1 5/8	55	2,412	9,346
SCIENTIFIC-ATLANTA	SFA	A	31 1/8	30 1/2	+	5/8	+	2.04	34 1/4	16 3/4	16	2,429	75,602
SONY CORP.	SNE	N	7 7/8	7 7/8					10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	43 3/4	43 3/8	+	3/8	+	.86	68 1/2	28 1/4	14	17,912	783,650
TELEMATION	TLMT	O	1 1/2	1 1/4	+	1/4	+	20.00	2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	11 3/8	9	+	2 3/8	+	26.38	12 3/4	6 1/2	31	4,200	47,775
VARIAN ASSOCIATES	VAR	N	19 1/8	18 1/2	+	5/8	+	3.37	21	14 3/4	13	6,838	130,776
WESTINGHOUSE	WX	N	23	23 1/4	-	1/4	-	1.07	24 1/2	16 1/4	7	86,582	1,991,386
ZENITH	ZE	N	18 1/4	17 7/8	+	3/8	+	2.09	28	11 3/8	24	18,818	343,428
TOTAL											972,114	39,523,003	

GRAND TOTAL 1,883,276 67,358,161

Standard & Poor's 400 Industrials Average 118.94 114.83 +1.31

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.

FCBA's Eagan: a conservative with room for change

Although it's been more than 30 years since he left Chicago, there remains about R. Russell Eagan, the new president of the Federal Communications Bar Association, more than a faint aura of Chicagoland, that area the *Chicago Tribune* has defined as covering most of the Midwest. It's in his voice, in which the accents of State Street ("that great Street") can be heard. And, more, it's in a generally conservative approach to matters.

He does not, as some lawyers still do, oppose lawyer advertising. And he supports the concept of cameras and microphones in the courtroom, subject only to the judge's authority to assure decorum. But he has a high regard for existing systems and institutions.

He does not, for instance, believe the adjudicatory system administered by the FCC and the courts is to blame for proceedings running for years and even decades and needs major change. It's the way the system is administered by the commission and the courts, he says. Besides, he adds, "Due process has a price, and it's worth paying."

He is concerned about proposals for blocking the revolving door through which lawyers move between private practice and the government. "You can be too extreme and do a disservice to the public," he says. A ban on such movement, he adds, would "decrease the universe from which the government can find qualified attorneys."

And he is restrained in crediting citizen groups for the changes that have occurred in the broadcasting industry. The increase in minorities and women working in broadcasting, he says, is due to a general change in attitude on the part of society as a whole over the past 10 years. As for changes in programing aimed at serving needs of particular groups, he says, again, the increase in the number of stations providing such programing reflects a growing consciousness on the part of stations of the need to seek out and serve community needs.

Such views could well be the normal product of experience gained in 31 years of communications law practice. And they are probably shared by a large number of his FCBA fellow-members. But one of them, who is one of Mr. Eagan's closest friends, said of him the other day, "He's conservative to a fault."

But conservative or not, he has the saving grace of humor, including self-deprecating humor. A story he likes to tell about himself involves his first appearance in an oral argument before the commission, in 1947. Attempting to lay the basis for an argument in which he would con-



Roderick Russell Eagan—president, Federal Communications Bar Association, and partner, Kirkland & Ellis, Washington; b. June 3, 1919, Chicago; AB, University of Michigan, 1941; U.S. Army, 1942-46; JD, Northwestern University, 1947; Kirkland & Ellis, 1947, and partner, 1954; FCBA secretary, 1950-51, and executive committee member, 1968-71; chairman, Communications Committee of American Bar Association's Administrative Law Section, 1961-62; m. Shirley Jean Nelson, April 20, 1944; children—Wendy Jean, 33; Russell Nelson, 29; J. Roger, 27, and Elizabeth Ann, 24.

tend that a proposed AM station would cause interference to his client's station, he managed to say that the Federal Radio Commission and, therefore, its successor, the FCC, had been created to bring "chaos out of order." With that unhappy statement hanging in the air, beyond recall, the young lawyer sought to recover. He added, in what he now says was a jocular manner, "Come to think of it, you've done a pretty good job."

Such gaffes, however, were few. And over the years, he has built a solid reputation among his FCBA colleagues. One—the same one who pinned the label "conservative" on him—calls him one of the "old pros of the business." A partner of his at Kirkland & Ellis credits him with the ability to cut through a maze of facts to the key issues in cases. A former associate offers another dimension, describing him as "a hell of a client lawyer ... clients swear by him." (And why not? Clients find him easy to deal with, yet know he is tough on the other guy's lawyer.) And his election last year to the Kirkland & Ellis firm committee was seen as a reflection of the respect in which he is held in the firm.

At 59, then, Mr. Eagan seems to be the kind of establishment pillar his background would suggest: In the 30's, he attended and graduated from Morgan Park Military Academy, later got his A.B. from the University of Michigan, served as an infantry officer in World War II (he went ashore with the 3d Division at Casablanca at the start of the North African invasion, in November 1942), then returned to law school and graduated from Northwestern.

And there is nothing in his career to suggest he was ever uncertain about what he wanted to do, or where.

Unlike many communications attorneys, Mr. Eagan never worked for the FCC. Indeed, he never worked for any firm but Kirkland & Ellis. Fresh out of Northwestern University law school in 1947, he met Louis G. Caldwell, who in 1930 had established the Washington office of the Chicago-based firm and was practicing communications law. He had been the first general counsel of the old FRC, and in 1936 he was elected the first president of the FCBA. Mr. Eagan recalls: "Louie was impressive, a scholar. He worked hard and relaxed hard. It was primarily because of him I came here. I'd never heard of the FCC, to speak of."

Depending on which of Mr. Eagan's friends one talks to these days, Mr. Eagan is "calmer," less prone to lose his temper than he once was, or a man who "still blows up" and is "stubborn, even tenacious when he thinks he's right."

Those conflicting views are of the post-heart-attack Russ Eagan. Six years ago, at the age of 53, he suffered a coronary infarction, the result, he says, of "too many hearings at once. I guess I ran out of gas." He recalls that he didn't realize the nausea and cold sweat he experienced on stepping out of the shower after a long day at the office was a heart attack. (As a lawyer, his ability to diagnose coronaries is not acute.) But his doctor, whom he saw the next day, had no trouble diagnosing the problem, and promptly shipped him off to the hospital.

Mr. Eagan indicates the illness did cause some changes. The first was that he quit smoking; he had been a heavy smoker. On recovering, he became more physically active than he had been; he took up tennis (he considers himself a C player), continued his golf (11 handicap) and made it a point to take walks every day. (He wanted to get rid of "sludge in the arteries.")

At work, there were changes, too. He continues to put in long, hard days at the office. But, he says, "I've tried to change my outlook; I try to relax. When I go home, I've developed the ability to turn it off. That's the biggest thing. I couldn't before: it was a 24-hour day."

So, while Russ Eagan may not be quick to embrace change for the sake of change, he can when it's importance is clear.

Balances of power

ABC-TV has achieved a coup in station relations with the affiliation of KSTP-TV Minneapolis-St. Paul (BROADCASTING, Sept. 4). It is a fact, which ABC-TV has made no effort to suppress, that KSTP-TV was one of NBC-TV's original affiliates, as its co-owned KSTP(AM) was a pioneer with NBC Radio in the dawn of national broadcast service. With the KSTP founder, Stanley E. Hubbard, still in command at the age of 81, an affiliation shift to a broadcasting company less than half the age of his own is a startling relocation of a monument.

There are, however, larger meanings. The change in Minneapolis-St. Paul conflicts with the prevailing view that network affiliates are helplessly in thrall, mere pawns to be played against one another from three skyscrapers in New York. Unless the senior Hubbard has undergone a radical transformation of character and his son, Stanley S., has forgotten all he was taught, KSTP-TV has come off with a deal no broadcaster would refuse. If KSTP-TV were publicly traded, this would be a good time to buy.

The truth is, of course, that KSTP-TV put itself in a desirable negotiating position by heads-up management that has produced an ultra-modern broadcast facility and programming to take advantage of it. It promises to deliver to ABC-TV ingredients the network needs to improve its own audience delivery in that market. ABC-TV, in turn, promises growth that the Hubbards find appealing.

This is what station relations are all about. KSTP-TV and ABC-TV have thrown in their lots in the belief both will come out ahead. NBC-TV will be looking for the replacement that it thinks will provide its best competitive shot at Minneapolis-St. Paul. In the process, stations will benefit.

It is a real-world situation that ought not to be ignored by such students of network affairs as the FCC.

Holding action

The comments submitted by broadcasters last week in the FCC's inquiry into possible revisions of its fairness doctrine were thoughtful and meticulously researched. They were obviously prepared in the expectation that this proceeding would some day wind up in the court that was the cause of it.

That assumption is probably sound. Whichever way the FCC goes, its decision is more than likely to be put to review in the Court of Appeals for the District of Columbia, the big daddy that is forever second guessing the FCC. Broadcasters will need the best cases their lawyers can prepare.

Considering the perplexities of this proceeding, the broadcast lawyers have made a good start. The principal filings asserted fundamental opposition to the fairness doctrine in any form. As the National Association of Broadcasters characterized it, the doctrine is "not only unconstitutional, but also unnecessary and superfluous." The choice here, however, is not whether the existing doctrine will be scrapped but whether it will be modified by two proposals that the appellate court ordered back for reconsideration after the FCC had rejected both.

One, submitted by the Committee for Open Media, would assertedly relieve broadcasters of some fairness obligations if they opened blocks of time for unrestricted public access to camera and microphone. The other, submitted by Henry Geller, now director of the National Telecommunications and Information Administration, would assertedly replace case-by-case review of fairness complaints by the FCC with a general review of fairness

at license renewal time and an annual report by each licensee on "the 10 controversial issues of public importance, local and national, which it chose for coverage during the prior year."

Both proposals were demolished by the comments of last week. If either is adopted by the FCC, it will be in the face of overwhelming evidence proving both to be nothing more than new ways to inject the government into program judgments and, in the case of the access proposal, to convert radio and television from journalism media to common carriers.

A third proposal introduced last week is worthy of consideration. Submitted in a joint filing by the Radio Television News Directors Association and several broadcast groups, the proposal was for a two-year moratorium on the FCC's case-by-case adjudication of fairness disputes. Additionally, the RTNDA group proposed the termination by rulemaking of rules requiring rights of reply to personal attacks and political editorializing.

This would leave broadcasters with only the affirmative obligation of the fairness doctrine, as stated in Section 315 of the Communications Act, to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance." By the RTNDA reasoning, the law would be satisfied "if the licensee presented adequate programming on public issues and directed its news and public affairs departments to adhere to generally accepted ethical standards of journalism."

Upon closer study, the RTNDA proposal may itself provide merely another way for the FCC to exert program control through appraisals of the adequacy of public-issue programming. It may also be unrealistic to suppose that any FCC would voluntarily repeal the right-of-reply rules that were all but forced upon it by political pressures. But the RTNDA and associated licensees deserve the serious comments of their colleagues.

In the end, a way must be found to rid broadcasters of the second-class citizenship that governmental fairness rules in any form confer. Meanwhile, the cause is served by resisting rules that would be worse than those now in existence.

But on the other hand. The comments filed in the FCC's fairness inquiry were considerably more in the broadcasters' interest than the conclusions reached by a committee of the American Bar Association (BROADCASTING, Sept. 4). The bar committee said it was too late to save broadcasting from the fairness doctrine but opposed the application of the doctrine to cable systems, provided cables become common carriers.

This report may be headed for consideration by the ABA House of Delegates. If adopted there, it would mean that the legal establishment had arranged unconditional surrender to repressive and unconstitutional government control.



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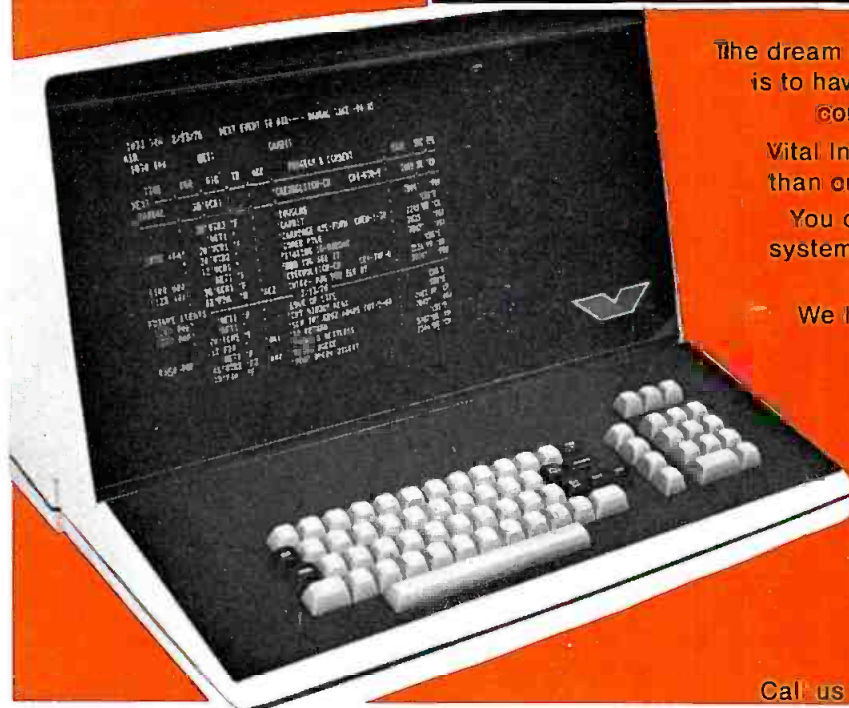
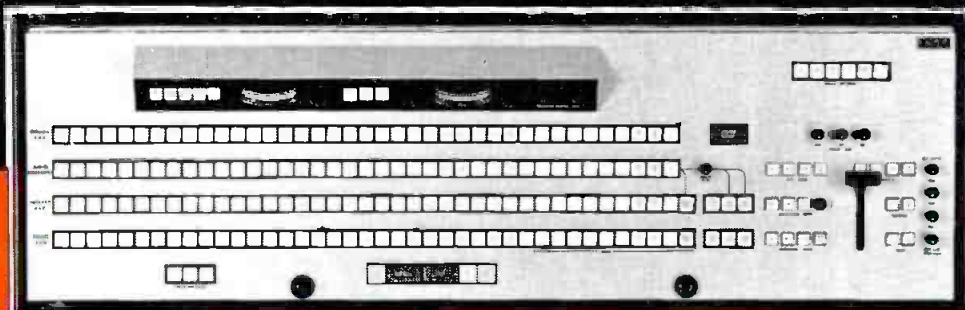
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