

Oct. 9, 1978

Historic merger: GE and Cox Broadcasting Anne Jones gets the nod for FCC

Broadcasting Oct 9

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

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SIOUX CITY, IOWA 51106

NEWSPAPER

Nationally recognized news.

“

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

—The Wall Street Journal

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

—Broadcasting

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

—Advertising Age

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

—Daily Variety

”

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

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

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

#1 EYEWITNESS NEWS

KSTP-TV

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

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

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SIOUX CITY IA 51106

**“See how much
bigger our crowd is,
Edith?”**



SHARE OF TOTAL VIEWERS

“All in the Family”		48%
Net X	24%	
Net Y	28%	

**"In fact, over 7½ years
we've had more of your kind..."**

SHARE OF TOTAL WOMEN



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SIOUX CITY, IOWA 51106

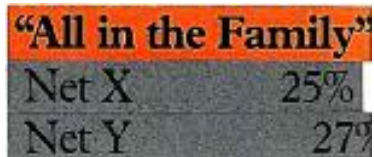
"We've had more of my kind..."

SHARE OF TOTAL MEN

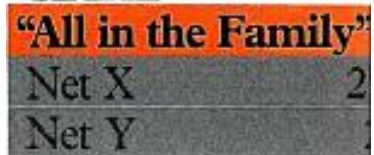


**"More of Gloria
SHARE OF 18-49 M**

Broadcasting
Oct. 9, 1978



**"More of Meatl
SHARE OF 18-49 M**



**rchie, I'm
d we've had
f everybody.
s we ain't
lar."**

**levision's
nily...
s strength.**

**"Even more of
them still growing kind..."**

SHARE OF TEENS



SHARE OF CHILDREN



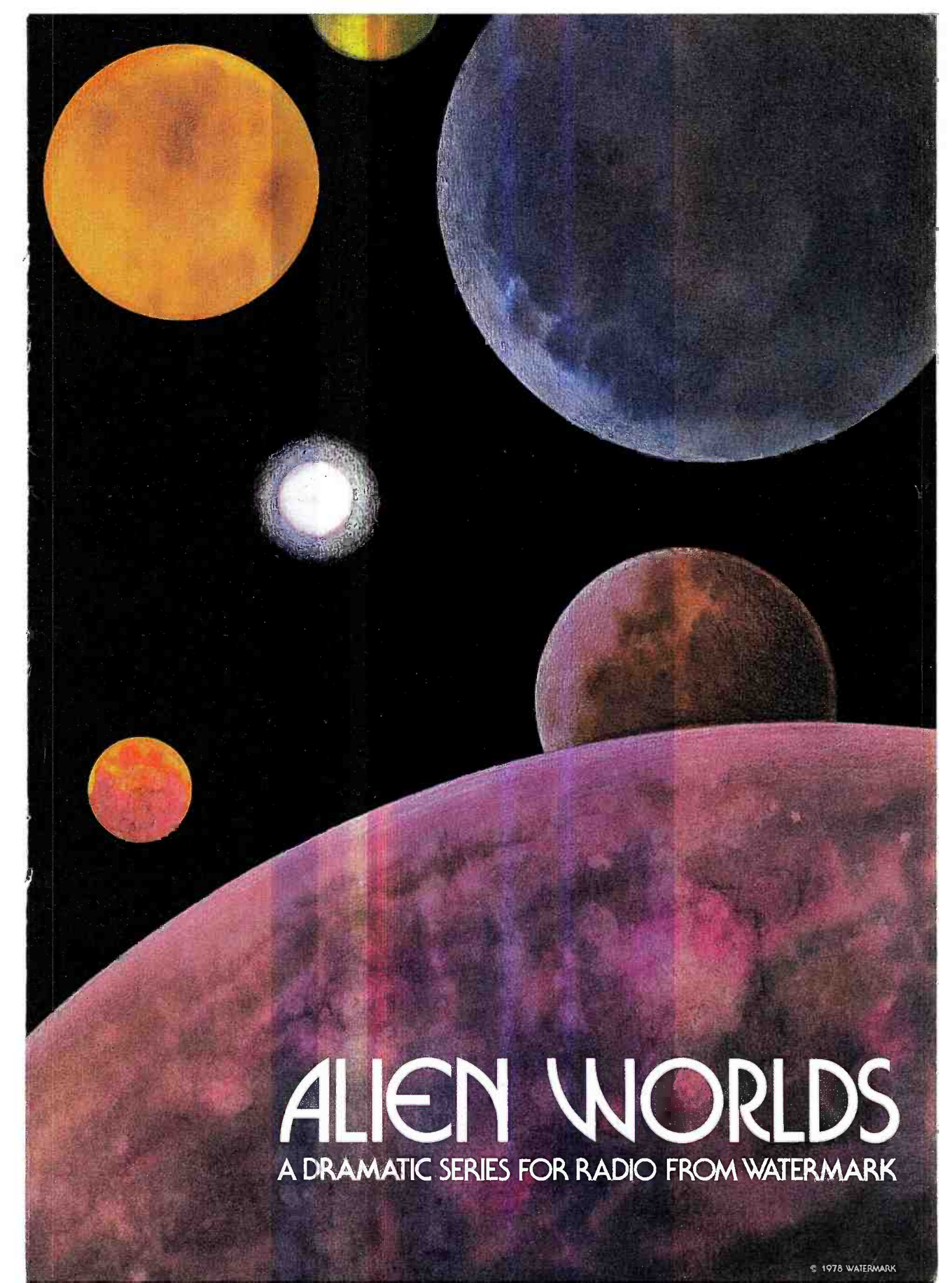
Tandem Productions'

**"All in the
Family"**





BROWN



ALIEN WORLDS

A DRAMATIC SERIES FOR RADIO FROM WATERMARK

WE'RE USING AIR WAVES TO CLEAN UP SOME OF THE DIRTIEST AIR IN AMERICA.

Almost everybody knows that Denver has thinner air than any other major city in America. But almost nobody knows that only Los Angeles has dirtier air.

Most of the people who breathe it everyday didn't know how dirty Denver's air was either. Until KIMN radio told them.

An awareness campaign was the first step of our Operation

Blue Sky. We stepped up our campaign by initiating action that led to a Federal Grant to fund hourly pollution readings.

We also started giving on-air recognition to businesses that take steps to reduce air pollution. And we've instituted a program designed to help alleviate traffic congestion during rush hour.

The world has grown too small

for any of us to live in a vacuum. (As one sniff of Denver's air will testify.)

We must all be considerate of one another and pull together to solve the problems facing our cities.

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

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

KIMN 8
STEREO FM



Denver

Jefferson Pilot Broadcasting

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

The Week in Brief

GE WANTS COX □ In what would be the biggest deal in broadcast history, the giant electronics conglomerate would acquire the old-line broadcaster and newer-line cable operator for a price between \$440 million and \$488 million in stock, and operate it as a wholly owned subsidiary. **PAGE 21.**

UNLIVABLE □ If broadcasters were upset by the implications of the court remand of the WESH-TV decision, so is the FCC, which is likely to seek a rehearing by the full appeals bench. **PAGE 25.**

FAMILY GROWTH □ Living up to its promise of expansion when it entered broadcasting last year, American Family Corp. agrees to buy KFVS-TV Cape Girardeau, Mo., and WTOG-AM-FM-TV Savannah, Ga., for a total of more than \$32 million. **PAGE 26.**

CPB WINS POINTS □ Conference committee works out conflicts in House and Senate version of the funding legislation for the Corporation for Public Broadcasting. New version eases some CPB concerns. **PAGE 26.**

REACHING OUT □ Independents WGN-TV Chicago and KTVU(TV) Oakland would be the next super stations to be relayed nationally to cable systems under an application to the FCC by Southern Satellite Systems and its subsidiary. **PAGE 30.**

BOUNCED BACK □ An appeals court remands an FCC decision involving channel 9 in New York, telling the FCC to reconsider its rejection of a challenger. **PAGE 30.**

OK IN OAKLAND □ The FCC renews KTVU(TV) there and rejects petition by a local group. There is a condition attached to the grant. **PAGE 30.**

GETTING CLOSE □ The long and complicated battle for the facilities of KRLA(AM) may be over as competitors near merger agreement. **PAGE 32.**

PESSIMISTS □ Aspen Institute task force concludes that future shock may be upon telecommunications regulation. **PAGE 38.**

DAYTIME DEFECTORS? □ HUT levels are holding steady, but network audience shares are declining. What's to blame? **PAGE 43.**



Next in line. Anne Jones, 43-year-old general counsel of the Federal Home Loan Bank Board, was nominated by President Carter last week to succeed Margita White on the FCC. Miss Jones, said by some to be a fourth vote for Chairman Ferris, fiercely insists, however, on her independence. It may be a while—the Senate might not act on her appointment before January—until she gets a chance to prove it. **PAGE 22.**

SAME OLD STORY □ The Sept. 25-Oct. 1 prime-time week was perhaps the first "normal" one of the season, with little or no stunting, and some conclusions can be drawn: new series are in trouble, except for several at ABC, which is riding high over-all. **PAGE 44.**

CAPITAL IDEA □ ABC News breaks ground for a new \$20-million studio/office building in Washington, the "primary news center" of the world. **PAGE 48.**

SO THERE □ Taylor Wine does a comparative TV spot, a no-no, according to the Bureau of Tobacco, Alcohol and Firearms. **PAGE 50.**

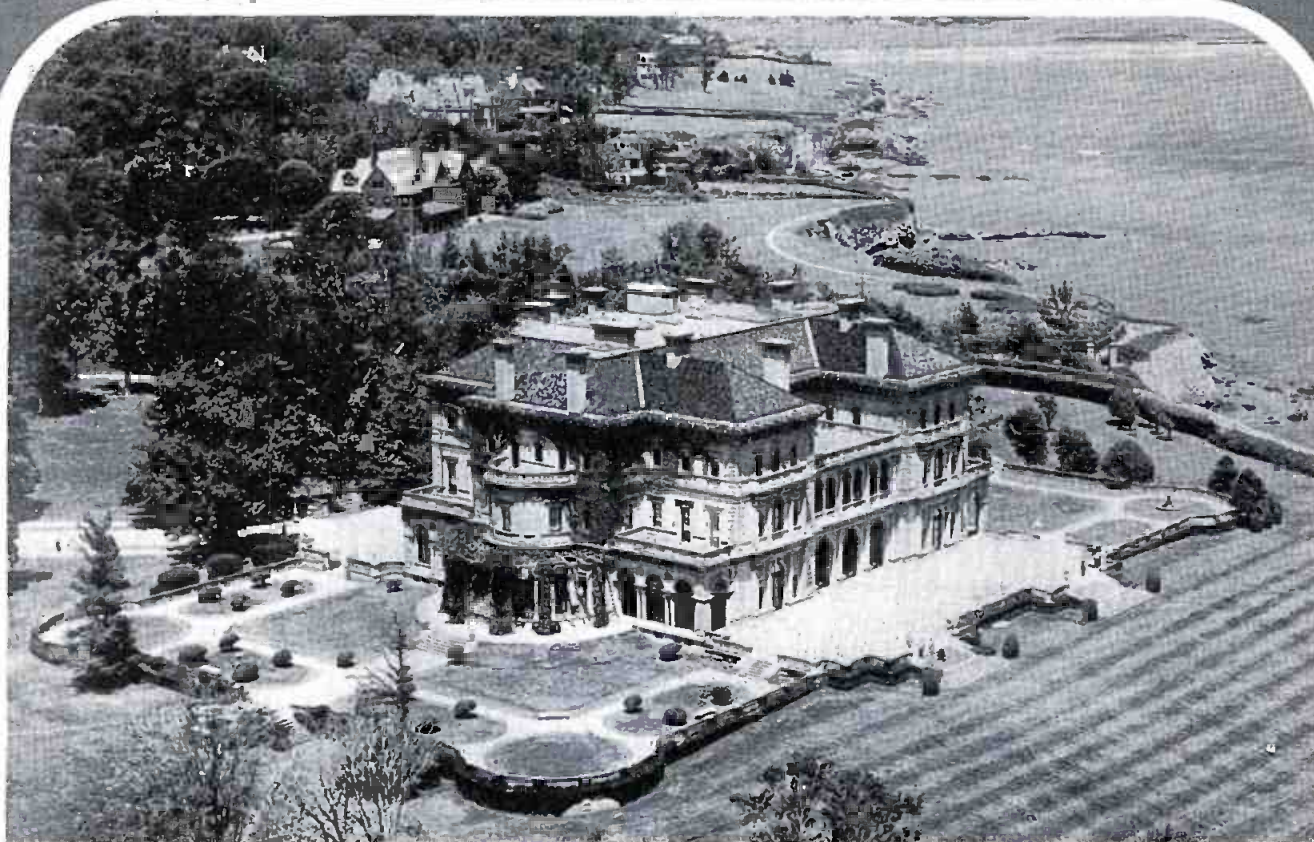
WINDOW SHOPPING □ At the International Broadcasting Convention in London, they came to look—and there was plenty to see—but not much buying. **PAGE 52.**

GIANT SIZE □ Large-screen TV looks as if it's here to stay, if in limited market at current prices. **PAGE 55.**

MIDWEST VIDEO AT HIGH COURT □ On the docket is the case in which the FCC's access channel and other construction requirements for cable systems were overturned. **PAGE 57.**

DOUBLE TIME FOR DOUBLEDAY □ That's the only work pace that Gary Stevens knows. Since becoming president of Doubleday Broadcasting Co. last December, he has combined that industrious nature with an aggressiveness that fulfills a "burning inner need." **PAGE 81.**

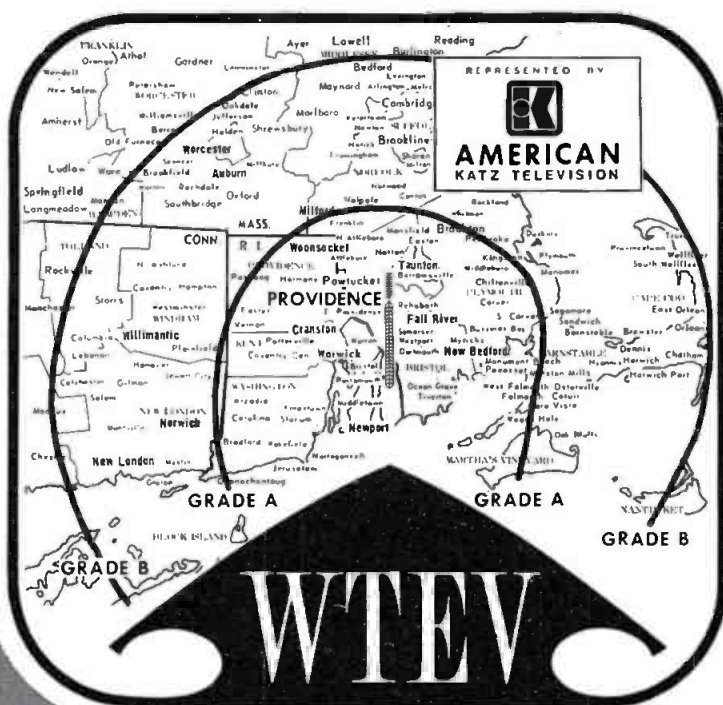
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Famous Landmarks

Reminiscent of turn-of-the-century architectural style and opulence, this magnificent 70-room mansion, "The Breakers," still stands in proud splendor overlooking Newport's world-famous Cliff Walk. Built by Cornelius Vanderbilt in the 1890's, the villa resembles some of the palaces built during the 15th century Renaissance in northern Italy.

To cover the Providence DMA - use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Effective buying income is \$10,162,219,000; retail sales total \$5,392,988,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure to include this station on your media list.

WTEV 6

STEINMAN TV STATION



A CBS AFFILIATE

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

Another Steinman TV Station **WGAL-TV** Lancaster - Harrisburg - York - Lebanon, Pa.

Closed Circuit[®]

Insider report: behind the scene. before the fact

Game of giants

As surprise at news of General Electric-Cox Broadcasting negotiations (page 21) began to settle, name of GE competitor, Westinghouse Electric Corp., began to crop up in speculation—not only because two powerhouses in manufacturing would become closer rivals in broadcasting but also because it's known that Westinghouse Broadcasting has long been interested in upgrading some of its radio properties.

Conjecture was that Westinghouse might be interested in acquiring some stations—especially FM's—that would have to be spun off from GE-Cox combination. Westinghouse Broadcasting officials said they hadn't had chance to analyze possibilities sufficiently to comment.

Nothing certain

Latest snarl in White House plans to replace FCC Commissioner Margita White with Anne Jones (see page 22) raises number of new questions regarding that seat. One is how long Mrs. White will serve. In absence of successor who is confirmed, she can serve as long as she likes. And although Commissioner White likes her job—and wanted reappointment—she could move on if right opportunity presented itself.

Jones nomination means decision process has been completed. But nomination will have to be resubmitted in January. Will new problems come up in meantime?

Where to turn?

Initial reactions of association leaders indicate WESH-TV decision by appellate court hasn't shifted attitudes toward Communications Act rewrite. Shared opinion that decision is potentially more damaging than WHDH decision years ago leads National Radio Broadcasters Association to conclude that rewrite, with indefinite licenses for radio, is more urgent than ever, but National Association of Broadcasters is still cool to it. Bill does away with comparative renewal situations, provision that NAB favors, of course, but association officials interpret other provisions as leaving commission discretion (in TV renewals to consider media ownership questions that led in part to court's action in WESH-TV).

And if rewrite author, Lionel Van Deerlin, were to take care of that problem for broadcasters in second rewrite draft, indications are NAB's distaste for proposed license fee would still leave it cool to rewrite. Nevertheless broadcast

representatives in Washington still look to Congress as place to go for cure to WESH-TV. They haven't forgotten that Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) was one who tried to amend license renewal legislation in 1974 to insulate broadcasters from ownership questions at renewal. Whether to try to revive renewal bill, fight to change rewrite, or take some other course are questions that doubtless will be raised at high-level meeting NAB plans to discuss aftermath of WESH-TV. Invitees to summit in Washington will be chief executives of all networks and major broadcast groups.

First heat

New competition for Distinguished Service Award of National Association of Broadcasters developed last week. Solid backing for selection of Jack W. Harris, president of KPRC Inc., Houston, surfaced at meeting of Association of Maximum Service Telecasters in Washington, preparatory to testimonial banquet honoring retired AMST president, Lester W. Lindow (see page 59). Mr. Harris has been prominent in AMST affairs since founding in 1956.

While there's carryover list of nominees for U.S. broadcasting's most prestigious award, front runner has been Stanley E. Hubbard, 81, first-generation owner of KSTP-AM-FM-TV St. Paul-Minneapolis and others in Hubbard station group. ("Closed Circuit," Sept. 18). NAB convention committee will screen nominees, and make its recommendation to joint board meeting in Maui, Hawaii, Jan. 14-19.

Geneva gyrations

"Two days a week aren't enough" (to prepare wide-ranging U.S. proposal for World Administrative Radio Conference in Geneva next year). That was thrust of comment last week by Senator Harrison H. Schmitt (R-N.M.), scientist-astronaut, in rejecting position of Glen O. Robinson, chairman of U.S. delegation to WARC '79, who says he can't give full time to preparations until next April because of teaching commitments at University of Virginia Law School. With U.S. proposals due in Geneva by January, as prelude to consideration of allocations and regulations that will govern international communications (including satellites) for next two decades, Senator Schmitt's observations coincide with those expressed (though not formally) by both Chairman Ernest F. Hollings (D-S.C.) of Senate Subcommittee on Communications and Senator Barry

Goldwater (R-Ariz.), himself schooled in communications.

Meanwhile support grows for designation of FCC Commissioner Robert E. Lee, who has served as delegate to five international conferences, as co-chairman of delegation, to effect liaison with other delegations while Professor Robinson concentrates on treaty functions. Combination would strengthen U.S. position vis-a-vis Soviet bloc and third world nations. White House could name Mr. Lee as special emissary, for which there is ample precedent.

Numbered days

NBC-TV's new midday experiment, *America Alive*, is languishing at second-to-last in recent daytime ratings, just above now-canceled NBC soap opera, *For Richer, For Poorer*. *America's* co-producer, Woody Fraser, said shortly after show's July 24 premiere that network, realizing difficulty of establishing new form in daytime, had given it year to get off ground (BROADCASTING, July 31).

Not so, says Michael Brockman, NBC's vice president of daytime programs. Weakness of 12-1 p.m. NYT program hasn't helped NBC's afternoon schedule fend off ABC-TV's audience growth there, and Mr. Brockman says it would be "difficult to sustain" *America's* expensive format if ratings don't improve by next January.

They won't play

Networks' Washington news bureau chiefs listened politely as Representative Charles Rose (D-N.C.) explained vision of network-quality TV coverage of House proceedings last week ("Closed Circuit," Oct. 2), but they have no intention of answering Mr. Rose's request for their advice. It's matter of principle: With or without their advice, House leadership is going to decide what to cover and how to do it. "That simply isn't journalism," said one news executive. On learning that noncommercial WETA-TV Washington has volunteered assistance for project, Ed Fouhy, head of CBS Washington bureau, said he was "astounded at people who would be so insensitive to the principle." With public broadcasting dependent on Congress for funds, "I guess that would be an easy compromise for them to make," he said.

What networks will do with feed of House when it is offered—expected in late February or March—hasn't been decided. All bureau heads guessed they would use excerpts but clearly labeled as to source.

Business Briefly

TV only

BRK □ Electronics group starts two-month TV promotion for its First Alert smoke detector late this month. Grey-North, Chicago, will arrange spots in about 20 markets during fringe, news and sports time. Target: total men.

Schmid Labs □ Company features its Super CD room deodorizer in seven-week TV buy beginning this month. Howard Marks, New York, will select spots in about 25 markets during day and fringe time. Target: women, 18-49.

Bonanza □ Steakhouse chain schedules seven-week TV push starting this week. Saunder, Labinski & Powell, Dallas, is handling spots in six markets during prime and fringe time. Target: adults, 18-49.

Canon □ Camera manufacturer places seven-week TV push starting late this month. Grey Advertising, New York, will seek spots in four markets during fringe time. Target: adults, 18-49.

Life □ Division of Time-Life features its new *Life* magazine in seven-week TV promotion starting late this month. Geer, DuBois, New York, will arrange spots in 16 markets during prime, news and sports time. Target: adults, 25-54.

HBO □ Home Box Office schedules two three-week TV flights starting this week

and late November. SFM Media, New York, will handle spots during fringe, day and prime time. Target: total adults.

Ocean Spray □ Food products group slates five-week TV campaign beginning in early November for its grapefruit juice. Kenyon & Eckhardt, Boston, will place spots in about eight markets during day and prime time. Target: women, 25-54.

First Texas Pharmaceuticals □ Pharmaceutical manufacturer plans five-week TV campaign beginning in early November. Ad Mark, Dallas, will schedule spots in about 18 markets during day and early fringe time. Target: total men and women.

Minolta □ Camera manufacturer features its pocket Auto-pak 450E camera in five-week TV flight beginning in late November. Bozell & Jacobs, New York, will handle spots in 18 markets during prime and late news time. Target: adults, 25-49.

Mattel □ Toy manufacturer focuses on its electric and talking football products in five-week TV push starting late this month. Ogilvy & Mather, Los Angeles, will buy spots in 35 markets during fringe time. Target: total teen-agers.

Vlasic □ Food products group schedules four-week TV buy for its pickles beginning late this month. W.B. Doner, Southfield, Mich., will place spots in 11 markets during fringe and prime time. Target: women, 25-54.

Rep Appointments

- WNEU(AM) Wheeling, W.Va.;
- KWNT(AM) Davenport, Iowa, and
- WABF(AM) Fairhope, Ala.: The Robert's Associates, Chicago.

Boar's Head □ Cold cuts get four-week TV campaign starting late this month. Western International Media, New York, will handle spots in six markets during fringe and prime access time. Target: women, 25-49.

Norlin Music □ Musical instruments manufacturer highlights its Lowery organ in one-month TV drive beginning late this month. Grey-North, Chicago, will seek spots in approximately 20 markets during fringe, prime and prime-access time. Target: total adults.

Proctor-Silex □ Appliance manufacturer places one-month TV rebate campaign beginning in mid-



October. Richard K. Manoff, New York, will prepare spots in 15 markets during prime time. Target: total men and women.

Mazda □ Car manufacturer focuses on its GLC model in one-month TV flight beginning in early November. Foote, Cone & Belding/Honig, Los Angeles, will place spots in 58 markets during fringe time. Target: men, 18-49.

John Deere □ Equipment manufacturer kicks off four-week TV push for its snowmobiles in late October. N.W. Ayer, Chicago, will place spots in about 50 markets during fringe time. Target: total men.

Beechnut □ Baby food group schedules four-week TV drive starting this month. Weightman Advertising, Philadelphia, is buying spots in 22 markets during daytime. Target: women, 18-34.

Seneca □ Food products group highlights its frozen apple juice in three-week TV flight starting late this month. Mathieu, Gerfen & Bresner, New York, will

BAR reports television-network sales as of Sept. 17

ABC \$968,941,400 (36.4%) □ CBS \$875,417,400 (32.9%) □ NBC \$814,962,500 (30.7%)

Day parts	Total minutes week ended Sept. 17	Total dollars week ended Sept. 17	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	160	\$ 1,182,000	5,360	\$ 38,234,500	\$ 33,384,800	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,040	15,745,400	37,741	593,223,600	533,189,200	+11.3
Saturday-Sunday Sign-on-6 p.m.	307	11,167,200	11,383	283,601,400	253,921,100	+11.7
Monday-Saturday 6 p.m.-7:30 p.m.	101	3,410,500	3,790	148,486,100	130,126,500	+14.1
Sunday 6 p.m.-7:30 p.m.	20	1,232,200	783	44,138,000	36,381,400	+21.3
Monday-Sunday 7:30 p.m.-11 p.m.	410	38,438,600	15,404	1,366,779,700	1,200,877,300	+13.8
Monday-Sunday 11 p.m.-Sign-off	251	9,120,900	8,284	184,858,000	166,402,300	+11.1
Total	2,289	\$80,296,800	82,745	\$2,659,321,300	\$2,354,282,600	+13.0

Source: Broadcast Advertisers Reports

pick spots in about 12 markets during day and early fringe time. Target: women, 25-49.

Classic Labs □ Company plans three-week TV push for its Classic nail products beginning this month. A. Eicoff & Co., Chicago, will arrange spots in eight markets during all dayparts. Target: total women.

Team Electronics □ Retail electronics stores prepare three-week TV campaign beginning in late November. Grey Advertising, Minneapolis, is scheduling spots in 32 markets during prime, fringe, sports, special, early and late news time. Target: men, 18-34.

Mitsubishi □ Company launches three-week TV flight for its TV sets in late November. Chiat/Day, Los Angeles, will handle spots in six markets during day, fringe and prime time. Target: adults, 25-49.

White Cap □ Manufacturer of disinfectant and cleaners highlights its White Cap pine oil in four-week TV promotion beginning late this month. Weightman Advertising, Philadelphia, is scheduling spots in four markets during day and early fringe time. Target: total women.

Church's Fried Chicken □ Restaurant chain arranges two-week TV flight starting this month. Burton-Campbell, Atlanta, will place spots in 30 markets during prime, prime access, early and late fringe time. Target: adults, 18-34.

Tarrson □ Toy manufacturer places two-week TV buy beginning this week. Chase/Ehrenberg, Chicago, is handling spots in five test markets during day and early fringe time. Target: children, 2-11.

Firestone □ Tire and rubber company plans two-week TV drive for its winter tires beginning this month. Sweeney & James, Cleveland, will seek spots in 50 markets during fringe and prime time. Target: total men.

Little Giant Pump □ Submersible recirculating pump manufacturer arranges one-week TV push beginning in early November. Beal Advertising, Oklahoma City, will seek spots in Las Vegas and Atlanta during late news and prime time. Target: men, 25-49.

Mink International □ Trade association arranges one-week TV flight starting in early November. J. Walter Thompson, New York, will place spots in five markets during prime time. Target: women, 25 and over.

ITT □ Company sponsors *The Winds of Kitty Hawk*, NBC-TV special, Sunday, Dec. 17 (8-10 p.m. NYT) through Needham, Harper & Steers. Special will celebrate 75th anniversary of flight of Wright Brothers on Dec. 17, 1903, at Kitty Hawk, N.C.

Radio only

N.Y. State Savings Bonds □ Bonds get six-week radio buy starting this week. Kenyon & Eckhardt, New York, is handling spots in 46 markets including Syracuse and Albany, both N.Y. Target: men, 18 and over.

Lloyd Harris □ Pie company prepares six-week radio drive beginning late this month. Nader-Lief, Chicago, will select spots in 29 markets including Cleveland, Miami and Salt Lake City. Target: women, 25-54.

Chiquita □ Division of United Brands

places five-week radio promotion for its Chiquita bananas starting this month. W.B. Doner, Southfield, Mich., will schedule spots in 54 markets Target: women, 35-49.

Radio-TV

K-Tel □ Company plans seven-week radio and TV promotion, starting in early November, for its record division. Commonwealth Advertising, Minnetonka, Minn., will select spots in 120 markets including Cleveland, Denver, Milwaukee, Pittsburgh and San Francisco. Target: teen-agers and adults, 18-49.

What have we got against their news?



Six Million Dollar Man,
Sanford & Son, Sha Na Na,
Next Step Beyond —



While the other Sioux City stations program local news KMEG-TV supplies the entertainment alternative. KMEG-TV programs a top-notch entertainment line-up that's attracting more of the market's viewers than ever before plus News and Weather Updates 44 times weekly. If you thought your choice was limited to news or more news, think again! KMEG-TV provides a choice, a real alternative to the other station's news.

**Solid
Entertainment
8 days a week**



The Folger Stations
RADIO
WKZO KALAMAZOO BATTLE CREEK
WJFM GRAND RAPIDS KALAMAZOO
WWJZ/WRZT/FM1 CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS KALAMAZOO
WWTV CADILLAC TRAVELER CITY
WWJZ-TV SAULT STE MARIE
KOLN-TV LINCOLN NEBRASKA
KGIN-TV GRAND ISLAND, NEB
KMEG-TV SIOUX CITY, IOWA

KMEG-TV
A CBS Affiliate

A MEGAWATT OF SALES POWER FOR SIOUX CITY
Avery-Knodel Television National Representatives

Monday Memo[®]

A broadcast advertising commentary from Robert V. Coppinger, president, Buckley Radio Sales, New York

Radio: undersold on its own selling power

During a period of double-digit inflation and when national spot television showed increases of \$203,400,000 or 21.2% (January through July 1978), we must ask why radio, in the same time, has shown an increase of only 4.7% in the top-10 markets or a 5% increase in the composite of 20 markets participating the market-billing pool through the Radio Advertising Bureau.

Regardless of the figures we look at, it's obvious that the enormous dollar increases in television advertising would indicate that we in the radio business are doing something wrong.

I say "we" because we all have the responsibility of selling our medium to those advertisers interested in finding more efficient and more effective ways of moving their goods and services.

I don't mean to say, either, that there isn't anybody within the radio industry who isn't doing or trying to do a good job of getting radio's message across to prospective new customers. But the fact remains that, collectively, we just have not made it happen. It would seem, from reading through our various trade publications, that radio is considered today by too many important national advertisers to be a secondary medium. This, of course, is not the case.

Those of us in the radio business understand the power and effectiveness of our medium. It is our collective responsibility to sell it. The very fact that many successful radio advertisers have chosen for one reason or another to move their broadcast dollars into television after successful radio efforts does not speak well for our capabilities to translate initial radio success into continuing radio success.

The advertiser attrition rate for radio has been estimated at 40% a year. In some markets, the figure is as high as 60%.

During the past few years I have listened with amusement on many occasions when people within our business tell me that Procter & Gamble is getting ready to "test" radio. It makes me wonder whether or not there is anybody left in Cincinnati that remembers *Road of Life* and *Right to Happiness*. At one time, P&G sponsored as many as 80 radio programs. It would be my guess that radio, as much as or more than any other advertising medium, helped make Procter & Gamble the giant it is today.

People seem to forget, too, that terms like Jello and Kleenex became parts of our language through the use of radio advertising.

However, we don't have to go back to the 1920's, 30's and 40's to find outstand-



Robert V. Coppinger assumed the presidency of Buckley Radio Sales in 1970 when the radio division of the Edward Petry Co., New York, became an independent radio representative organization. Prior to joining Petry in 1965, Mr. Coppinger was vice president and Eastern manager for Metro Radio Sales, having been with that company since its formation in 1960. Earlier, Mr. Coppinger spent four years with the Radio Advertising Bureau as manager of its automotive sales division and, prior to that, 11 years with the General Outdoor Advertising Co. as a sales executive.

ing radio success stories. Today we have such national advertisers as Blue Nun, Kraft, American Express, Metropolitan Life Insurance Co., Life Savers—the list goes on and on—that are successfully using our medium. The fact that radio is capable of creating generic names attests to its ability to create within a listener's mind an image that is limited only by that individual's imagination.

Like any advertising medium, successful radio campaigns are well planned and well executed. Creative, meaningful copy is an absolute must. Jerry Della Femina, chairman of Della Femina, Travisano & Partners, recently said, "With radio I can transport a listener into the cockpit of a plane for Emery Air Freight," and, "With radio, the agency can conduct an interview with Boom-Boom LaTour, the stripper who owes everything to Kretschmer wheat germ."

Let's look for a moment at radio and what it offers the advertiser as an advertising medium: Certainly, radio offers greater flexibility than any of the other mass-appeal media, and I am considering newspa-

pers, magazines and television in this comparison. Larry Light, executive vice president at BBDO, has characterized radio as being personal, convenient, instant, fun, varied, selective and portable.

Depending on an advertiser's target audience, just a few radio stations can be used effectively, even in the largest markets, to reach the demographic profile that the advertiser must reach. For example, have we ever heard of a TV station that reaches, or is programed to, a specific audience demographic such as teen-agers, young adults, upper-income adults, blue collar workers, etc., throughout the broadcast day?

Please don't interpret my comments to mean that radio is the end-all medium or that it will do all things for all people. But certainly, radio—with its tremendous reach and frequency capabilities, its ability to pin-point specific target groups and its excellent cost efficiencies—should be a part of almost every serious advertising campaign.

Used properly, TV and radio are perfect companions. The imagery-transfer concept is as valid, or more so, today as it was 20 years ago.

There is a creative enchantment with television at most major advertising agencies and probably a disproportionate amount of attention paid to creative excellence than to advertising effectiveness.

As a young man in this business several years ago, I was privileged to work for the Radio Advertising Bureau and had, as my area of responsibility, the automobile manufacturers in Detroit. The presentations that we prepared for top-level automotive marketing people were predicated in large part on the success that auto dealers had had using radio, on a local basis, in virtually every city and town in the United States.

To think that a sophisticated, multimillion-dollar national advertiser cannot learn from the success of a local retailer would be ridiculous. Local radio advertisers apparently know better the effectiveness and sales power of radio than do some of the marketing professionals found within the top-100 national advertisers.

All one really has to do to understand the intimacy of radio is to relate to his or her own personal experience. I learned at 6:45 a.m. of the death of Pope John Paul I, and I don't watch TV at that hour. When I reached the train station, there was not a single newspaper that carried that headline—it was radio that was there first, and that's where most of us learn of major happenings.

Radio's story in turn must also be told to the corporate executives who are able to relate advertising expenditures to bottom-line efficiencies.

ELVIS: MEMORIES...

3-hour music special August 13, 1978 on the ABC Radio Network.

**"Sensational! We liked it.
'Elvis: Memories...' created lots of
telephone inquiries."**

CARL BRAZELL, JR.—KRLD—DALLAS, TEXAS

**"'Elvis: Memories...' is dynamite! KIIIS had
fantastic audience reaction. It's super.
Well done."**

ED BOYD—KIIIS—LOS ANGELES, CALIFORNIA

**"Very well produced and very well
researched. The show was great."**

JOHN GEHRON—WLS—CHICAGO, ILLINOIS

**"'Elvis: Memories...' is a great show.
Exceptionally fine audience reaction."**

RON RILEY—WCAO—BALTIMORE, MARYLAND

**"Fantastic. Great audience response—
both calls and letters. Very favorable."**

JIM CLEMENS—WPLO—ATLANTA, GEORGIA

**"Excellent show. Could have sold
'Elvis: Memories...' two or three times!"**

LARRY KNIGHT—WZZD—PHILADELPHIA, PENNSYLVANIA

**"Very well done. Great emotional
appeal. Listener letters are still coming in."**

AL BRADY—WHDH—BOSTON, MASSACHUSETTS

**"Super program. It has excellent quality.
Good, good reaction from audience."**

CHICK WATKINS—WGAR—CLEVELAND, OHIO

**"WABC's audience response to
'Elvis: Memories...' was phenomenal."**

GLENN MORGAN—WABC—NEW YORK, NEW YORK

"Excellent response!"

TED ATKINS—WTAE—PITTSBURGH, PENNSYLVANIA

**"Excellent! Very good comments in
letters from listeners."**

KEN CURTIS—WLEE—RICHMOND, VIRGINIA

**"Memorable and moving. Michael has
put together a three-hour program that is
technically and musically well produced.
Through extensive interviews that wrap
around the music, Michael has probably
assembled as much information as an
Elvis fan would ever want to know."**

BILLBOARD—AUGUST 12, 1978

**"Thank you, George Michael!
(Producer/Host of 'Elvis: Memories...')
I couldn't agree with Billboard more! You
deserve every accolade on this page,
and it's only a partial listing. Space
doesn't permit us to include all the rave
reviews and notices we've received since
the airing of 'Elvis: Memories...'. And to our
affiliates who so successfully promoted
the show, and to the great radio network
team that helped make it the outstanding
show it is, my heartfelt praise and thanks."**

EDWARD F. McLAUGHLIN ABC RADIO NETWORK



**RADIO abc
NETWORK**

Datebook

■ indicates new or revised listing

This week

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

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

Oct. 12—*New England Cable Television Association* fall meeting. Sheraton-Regal Inn, Hyannis, Mass.

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 Mulholland, 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. 12-14—National convention of *National Association of State Boards of Education*. Part of agenda will be focus on "Broadcasters Are Educators, Too." Speakers will include FCC Commissioner Abbott Washburn, NAB Board Chairman Donald Thurston, Television Information Office Director Roy Danish, U.S. Commissioner of Education Ernest L. Boyer and CBS's Bob Keeshan. Hershey Motor Lodge and Convention Center, Hershey, 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 area regional meeting, *American Women in Radio and Television*. Marriott Eastman Conference Center, Rochester, N.Y.

Oct. 13-15—Fall convention of *Illinois News Broadcasters Association*. Holiday Inn, Decatur, Ill.

Oct. 14—*Radio Television News Directors Association* region 13 meeting. Sheraton hotel, Fredericksburg, Va. Contact: Ted Landphair, WMAL(AM) Washington.

Oct. 14-15—Conference on the Human and Legal Rights of People with Disabilities, focusing on television, sponsored by *American Civil Liberties Union and other organizations*. Hyatt House, International Airport, Los Angeles.

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

Also in October

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 are due Nov. 15 (Docket 78-237).

■ **Oct. 16**—Deadline for comments on FCC inquiry to consider reimbursement of expenses for persons, groups that could bring additional perspectives and data to proceedings and who would not otherwise be able to participate (Docket 78-205). Replies are due Nov. 16.

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 *National 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*. Civic Center, Charlotte, N.C.

■ **Oct. 18**—*International Radio and Television Society* newsmaker luncheon on "Sports on Television." Panelists will include Mike Burke, Madison Square Garden Center; James Spence, ABC Sports; Carl Lindemann Jr., CBS Sports; Stephen M. Leff, McCann-Erickson, and Robert Wussler, Pyramid Enterprises. Avram Butensky, Viacom International, will be moderator. Waldorf-Astoria hotel, New York.

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. 18-20—Home video tape/disk programming seminar of *International Tape Association*. St. Regis-Sheraton hotel, New York.

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 Tower Hyatt House, Chicago.

Oct. 22-24—Fall meeting of *New York State Cable Television Association*. Kulsher'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. 23-24—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. 23-26—Annual fall conference of *Electronics Industries Association*. Hugh Downs, TV personality, will speak at Oct. 25 luncheon. Chicago.

Oct. 24-26—Second annual "State of the Art" convention of the Kentucky chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Center, Louisville, Ky.

Oct. 24-26—Symposium on "The Future of Govern-

Major Meetings

Oct. 26-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.

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

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

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

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

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

May 16-19, 1979—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, 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 9-13, 1979—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

Sept. 6-8, 1979—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be on date to be announced, at Diplomat hotel, Hollywood-by-the-Sea, Fla.

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

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

Oct. 7-10, 1979—*National Radio Broadcasters Association* annual convention. Washington Hilton hotel, Washington. Future conventions: Oct. 5-8, 1980, Bonaventure hotel, Los Angeles; Sept. 20-23, 1981, Marriott hotel, Chicago.

MIKE'S MOVE TO HOLLYWOOD IS...



Anthony Newley*	Anne Murray	England Dan
Charlton Heston	Lawrence Welk	and John Ford Coley
Bob Mackie	Joel Grey	Lynda Carter*
Lindsay Wagner	Shirley Hemphill	Peter Ustinov
Jeff Bridges	Lucille Ball	Robert Mandan
Danielle Spencer	A Taste of Honey	Billy Dee Williams
Rita Moreno	Billy Crystal	Patrick O'Neal
Zsa Zsa Gabor	Joyce DeWitt	Jim Backus
The Trampmps	Robert Goulet	Bob Denver
Ernest Borgnine	Fred MacMurray	Ron Howard
Donny Most	The Sylvers	Lillian Gish
Joan Fontaine	Frank Capra	Janis Ian
Bill Macy	Bob Hope	Robert Guillaume
Jimmy Stewart*	Linda Lavin	Tab Hunter
Burt Reynolds	Kristy McNichol	Larry Flynt
Carol Burnett	Jimmy McNichol	Trini Lopez
Chad Everett	Deidre Hall	Jamie Farr
Mayor Tom Bradley	Robert Conrad	Seals and Crofts
		Alan King

*(Co-host for week)

ASTRONOMICAL.

Mike Douglas has settled down among the stars. Television's favorite host is now at home in Hollywood. Taping daily at CBS Television City. With a sparkling new look. And the biggest name guests ever. Like the stars above. They're some of Mike's guests during his first three weeks in Hollywood.

But that's only half the change. Mike's audience is growing younger and bigger. Just take a look at the first half of '78 compared with the first half of '77.



18-34 women up 14%
 18-49 women up 12%
 18-34 men up 36%
 18-49 men up 44%
 Teens up 34%
 Kids up 25%
 Total persons up 17%
 Homes up 8%

PSB Rating
 Average station
 increase up 16%

(Source — NTL averages,
 January-June, 1977, 1978)*

THE
**MIKE
 DOUGLAS**
 SHOW

GROUP W
PRODUCTIONS 7800 Beverly Blvd., Los Angeles, CA 90036

*Audience figures are estimates subject to limitations of the service noted.

ment Electronics," conducted by *Electronic Industries Association's Government Requirements Committee*. Hyatt House hotel, Los Angeles International Airport.

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, information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

Oct. 26—Meeting of *Connecticut Broadcasters Association*. Sonesta hotel, Hartford, Conn.

Oct. 26—*Association of National Advertisers* workshop on trends, uses and proposed regulation of corporate "issue" advertising. Plaza hotel, New York.

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

■ **Oct. 27**—Deadline for entries for Martin R. Gainsburgh Awards for broadcast coverage of economic significance between Sept. 1, 1977, and Aug. 31, 1978. Four categories: individual station production for radio, network or group 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. 27-29—Mideast 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 Aquinide, (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. St. Louis County Heritage and Art Center, Duluth, Minn.

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.

Nov. 3-4—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension*. Wisconsin Center, Madison.

Nov. 3-5—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

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

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

Nov. 8—*Ohio Association of Broadcasters-Ohio Retail Merchants* annual meeting. Neal Van Ellis, NBC, will speak. Columbus Sheraton, Columbus, Ohio.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Nov. 26-30—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex.

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

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

December

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

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

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

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

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

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

■ **Dec. 29**—Deadline for comments on *FCC* proposal for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signal on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21313). Replies are due Jan. 31.

January 1979

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FACT!

Nobody Can Match The
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The Spotmaster 3000 is the only cartridge tape machine series on the market with all of these performance proven features:

Nortronics® Durapore® heads; auto/manual fast forward option; low-voltage current regulated solenoid; independent azimuth adjustment; solid-state switching logic; headphone jack for maintenance; and wide record input range. Models available for 1/4 and 1/2 rack widths.

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Announcing the newest in video freedom: all you want in a 1" VTR backed by total support from RCA.

Now you can have complete freedom from worry about helical-scan VTR support. That's because your investment in the new RCA TH-100 1" VTR is protected by RCA. That protection means 24-hour parts replacement. Emergency service. TechAlert, for help as close as your phone at any time—day or night. Training support. Service manuals. You can be sure that RCA support is there, wherever your RCA equipment operates.

Quality to start with.

The new TH-100 is yours in the new SMPTE Type C non-segmented helical format. It's available in three studio configurations—rack, console or T-cart. A small, lightweight, rugged portable—the TH-50—is available for field production. All models deliver the picture and audio quality you need for professional results.

Among the many TH-100 features are two high quality program audio channels for stereo/bilingual use; complete recording/playback of video and vertical blanking interval; one cue/SMPTE time code



RCA

TH-100. Part of the new video freedom.

channel; automatic color framing; five servos for optimum tape handling; two flexible tape timers; plus much, much more.

The TH-100 offers economical first cost, economical head cost, and tape economy, too.

Simplified edit control.

One bi-directional search knob gives you forward and reverse editing control, with selectable shuttle speeds up to 60 times normal. You get a color picture to 7 times normal, a recognizable picture at full speed when used with the TBC-100 time base corrector. For more video freedom, you can manually jog frame-by-frame—again, with a color picture.

Video freedom is everything you need for quality television.

RCA offers a brilliant array of VTRs, cameras, mobile units, antennas and transmitters. For more facts about any RCA equipment, including the TH-100, just contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

Handy dandy looker upper



Across the Dial®, a pocket-sized (4 by 8 3/4 inches) guide to U.S. and Canadian AM and FM radio stations, designed as a fast reference to call letters, frequencies and formats. With the companion feature, **Around the Channels®**, listing all U.S. and Canadian TV stations with channel numbers and showing network or independent status.

Single copies ☐ \$2.25 plus 75 cents for postage and handling
 2-9 copies ☐ \$2.25 each plus \$1 for postage and handling
 10-25 copies ☐ \$2.00 each plus 6% for postage and handling
 26-50 copies ☐ \$1.85 each plus 6% for postage and handling
 51-99 copies ☐ \$1.75 each plus 6% for postage and handling
 100 or more ☐ \$1.60 each plus 6% for postage and handling

Broadcasting Publications Inc.

1735 DeSales Street NW Washington DC 20036

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



Founded in 1931 as *Broadcasting*—The News Magazine of the Fifth Estate. ☐ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Teletest* in 1953 and *Television* in 1961. *Broadcasting-Teletesting* 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.

FAMILIES
MAKE THE
FONDEST MEMORIES
AND THE
FINEST TELEVISION SHOWS



GOOD TIMES

- A SOLID HIT A
SOLID FAMILY SHOW -
A SOLID PROGRAMMING CHOICE!

GOOD TIMES... #1
IN RATING & SHARE
OVER ITS ENTIRE NETWORK RUN!

SOURCE: NIELSEN TELEVISION RDTX - SEPT. AUG. '81 ALL YEARS

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

1991 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213-553-3600

"Our FM doubled its audience share with The Evolution of Rock"

—Rick McKee, KRKE, Albuquerque

New from TM! Updated version of *The Evolution of Rock* is expanded to 67 hours and now includes the rock milestones of 1977.

The Evolution of Rock is a ratings blockbuster. And it's just in time for the October/November ARB survey. It can be sold to only one station in a market, so call TM Productions and order it for your station.

The Evolution of Rock maintains listenership because it's chronological. After the introductory (pre-1955) chapter, each three-hour chapter covers an entire year. Listeners know what to expect, and they have something to look forward to.

The Evolution of Rock maintains listenership because it's interesting. It includes rare interviews with artists, even recording session out-takes. Program Directors have nothing but the highest praise for the production values of this special: The writing, pacing and announcing are all first-rate.

Here's what broadcasters have said about *The Evolution of Rock*:

"I've heard them all, and *The Evolution of Rock* is the biggest, the best, the most complete documentary of Rock."

—Chris Curtis, WZUU, Milwaukee

"*The Evolution of Rock* is an incredible audience grabber."

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"In the dayparts where we ran *The Evolution of Rock*, we had up numbers, especially with Men 25-34."

—Peter Booker, WHND, Detroit

"We ran *The Evolution of Rock* on a weekend, and it out-performed all other weekends in our book."

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"*The Evolution of Rock* was sold out completely."

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—Bob Reich, WBYQ, Nashville

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Top of the Week

GE+Cox= biggest ever broadcast buy in the works

If it goes all the way, merger would be worth from \$440 million to \$488 million; two companies together now own 28 stations, of which at least nine must be spun off; Kirtland would head new unit

A tentative agreement for General Electric Co. to acquire Cox Broadcasting Co. for \$440 million to \$488 million in GE stock, the biggest transaction in broadcasting history if it comes off, was announced last Thursday.

The companies said their respective boards of directors had authorized their officers to begin negotiating a definitive agreement under which Cox stockholders would receive no less than \$65 nor more than \$72 worth of GE stock for each Cox share—a price range 31% to 45% above the level at which Cox was trading just before the agreement was announced.

GE, ranked number one in BROADCASTING's compilation of the top 100 companies in electronic communications (June 26 issue), owns three TV, five FM and three AM stations and operates 12 cable systems with 170,000 subscribers. Cox, 52d in BROADCASTING's top 100 and one of the oldest and biggest broadcasting and cable groups, owns five TV, seven FM and five AM stations and operates 44 cable systems with 550,000 subscribers. All the TV stations are VHF.

Under FCC's multiple-ownership rules GE would have to dispose of three TV stations and at least one AM and five FM stations. The announcement noted that the exact number of radio stations that would have to be sold depends on "several factors, including which television stations are retained," and that no decisions have been made as to which stations would be affected.

Some broadcasting specialists on Wall Street speculated, however, that GE would dispose of its own three TV stations—WRGB(TV) Schenectady, N.Y., KOA-TV Denver and WNGE(TV) Nashville—and probably could get \$50 million to \$60 mil-



Jones



Anthony



Kirtland

lion for the three. They estimated the probable market value of GE's current radio stations at \$15 million to \$20 million.

Whichever stations were sold, the new alignment would stand as one of the largest station group owners, after the networks, and would rank as the number-two cable operator in the country, behind Teleprompter. GE and Cox together could claim 720,000 subscribers. Teleprompter has over a million customers.

Authorities said the group would be based in Atlanta, Cox's headquarters, with Clifford M. Kirtland Jr., Cox's president and chief executive officer, as chief operating officer. It is expected to be operated as a wholly owned subsidiary of GE, probably retaining the Cox name for the immediate future but not for the long haul.

Reid L. Shaw is president of General Electric Broadcasting Co. and General Electric Cablevision. What his role would be in the combined group was not made

clear, but sources close to negotiations said, as one put it, "we feel that everybody in the two organizations will find a home in the new one."

Cox shares are publicly held, traded on the New York Stock Exchange, but slightly over 40% is owned by Mrs. Anne Cox Chambers, U.S. ambassador to Belgium, and Mrs. Barbara Cox Anthony, daughters of the late James M. Cox, and their families. Mrs. Anthony and Mrs. Chambers were said to favor the move to seek a combination with GE.

The sisters would own more than 3.5 million GE shares, presumably making them two of the biggest single stockholders. With 3.5 million shares they would hold approximately 1.6% of GE's outstanding stock.

Negotiations were authorized looking to a tax-free exchange of 1.3 shares of GE common stock for each share of Cox stock, within the \$65 to \$72 limits for each

The combined GE-Cox station lists: At least nine will have to go

Rank	Market	TV	AM	FM
2.	Los Angeles		KFI(AM)	KOST(FM)
4.	Philadelphia			WWSH(FM)
5.	San Francisco	KTVU(TV)		KFOG(FM)
6.	Boston			WJIB(FM)
11.	Pittsburgh	WIICTV		
15.	Miami		WIOD(AM)	WAIA(FM)
16.	Atlanta	WSB-TV	WSB(AM)	WSB-FM
19.	Baltimore			WLIF(FM)
21.	Denver	KOA-TV	KOA(AM)	KOAO(FM)
30.	Nashville	WNGE(TV)	WSIX(AM)	WSIX-FM
34.	Charlotte	WSOC-TV	WSOC(AM)	WSOC-FM
45.	Albany-Schenectady-Troy	WRGB(TV)	WGY(AM)	WGFM(FM)
46.	Dayton	WHIO-TV	WHIO(AM)	WHIO-FM

Cox share. At those limits, the total could range from a low of \$440 million to a high of \$488 million. At market values just before the agreement was announced, the formula would result in issuance of about 8.8 million GE shares worth about \$467 million. The final price would be 10 to 15 times Cox earnings.

The actual number of shares to be issued would be determined by the average of the closing prices of GE stock during a 20-trading-day valuation period immediately preceding the date of closing on the transaction.

Last Wednesday, the day before the announcement, GE stock closed at 53 on the NYSE, down a quarter-point for the day, while Cox closed at 49 1/2, up 1 1/2 on speculation that some major transaction was being planned. Trading of Cox shares did not open Thursday morning while the market awaited the announcement. After trading resumed, the price rose 9 1/2 points, closing at 59. On Friday, Cox shares closed at 57 1/4, GE at 52 5/8.

Garner Anthony, chairman of Cox's executive committee and husband of Barbara Cox Anthony, said a major factor in Cox's considering such a deal was "the increasing regulatory pressure on common ownership of different media in the same market area."

The Cox family has extensive newspaper holdings, including overlapping interests with their radio-TV stations in Atlanta and Dayton, Ohio. The newspaper holdings—which include the *Atlanta Journal*, *Atlanta Constitution*, *Dayton (Ohio) News* and *Dayton Journal-Herald*, *Miami News* and some dozen other papers in Arizona and Texas—are not part of Cox Broadcasting and not involved in the proposed sale.

Although existing combinations are not barred under the FCC's crossownership rule, Cox officials were said to be concerned lest theirs be increasingly challenged by the Justice Department or others at license-renewal times. In terms of GE's total stockholdings, it was felt, the Cox family's interests in the stations would be so small that no crossownership problem would be presented.

In addition to its broadcasting and cable interests, Cox operates wholesale used-car auctions in 13 cities through its Mannheim Services Corp.; publishes *Electronic Products*, *Electronics Retailing*, *Office Products News* and more than a dozen other publications, chiefly in the electronics and photographic fields, through its United Technical Publications; and produces motion pictures through its Bing Crosby Productions. Among the movies have been "Walking Tall," "Walking Tall—Part II," "Final Chapter Walking Tall," "Willard" and, released early this year, "Mean Dog Blues."

Reginald H. Jones, chairman of GE, said that "General Electric has been a pioneer in radio and television broadcasting. We welcome this opportunity for General Electric to extend its broadcast services by building upon Cox Broadcasting's

fine record of entertainment and public service through the electronic media."

First discussions between GE and Cox officials were said to have been held about a month ago. Among the top-level executives involved were Executive Committee Chairman Anthony and President Kirtland on behalf of Cox, and Chairman Jones and Senior Vice President Jack Welch on behalf of General Electric.

Although GE's portfolio of television and radio stations is sizable by conventional broadcasting standards, its contributions to GE's revenues and profits, although not precisely known, are probably small. GE, which in the *Fortune* 500 ranks ninth in sales and assets and fifth in net income, is primarily a supplier of consumer products and services, industrial products and components, power systems, technical systems and materials and natural resources. In 1977 it reported \$1.1 billion in net profits, or \$4.79 a share, on operating revenues of \$17.5 billion.

Cox Broadcasting's net profit in 1977 came to \$25.5 million, or \$4.11 a share, on \$186.4 million in operating revenues.

Completion of the GE-Cox transaction is subject to the negotiation of a mutually satisfactory agreement, approval by the boards of both companies and by the shareholders of Cox, and approvals by various regulatory agencies including the FCC.

A Justice Department official said that, as a matter of routine in a case of such magnitude, the Antitrust Division and the Federal Trade Commission will look into the transaction to see if either feels an investigation of potential antitrust problems is warranted.

GE stations are WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y.; KOA(AM)-KOAQ(FM)-KOA-TV Denver; WSIX-AM-FM and WNGE(TV) Nashville; WJIB(FM) Boston and KFOG(FM) San Francisco.

Cox stations: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton; WSOC-AM-FM-TV Charlotte, N.C.; WJIC-TV Pittsburgh; KTVU(TV) Oakland, Calif. (San Francisco); WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia. Cox also owns the Telerep (TV) and the Christal Co. (radio), station-representation firms.

If consummated, the GE-Cox merger will become the largest property exchange in broadcasting history. However, it's not the largest ever proposed. On Dec. 1, 1965, a merger agreement was announced between ABC and ITT with ITT to pay in stock the equivalent of \$379,750,000. But objections by the Justice Department and various court actions delayed the closing until, on Jan. 1, 1968, with changing stock values having increased the price to \$661,200,000, ITT pulled out.

The GE-Cox merger is the second "super deal" of the year. Last spring the Gannett Co. and Combined Communications Corp. agreed to a \$370-million merger that is still awaiting FCC approval (BROADCASTING, May 15).

President settles on Anne Jones for FCC post

Five months after her name first surfaced as a candidate, White House selects successor to Margita White; she's now general counsel of Federal Home Loan Bank Board, had been officer of SEC; Goldwater objections obstruct confirmation in this Congress; ties to Chairman Ferris questioned

The White House has finally settled on its choice to succeed FCC Commissioner Margita White, whose term expired more than three months ago. President Jimmy Carter is said to have "signed off" last Monday on a document naming the general counsel of The Federal Home Loan Bank Board, Anne Jones, who had long been considered the leading candidate, to a term ending in 1985.

But the nomination came too late to permit Miss Jones to join the FCC before the next Congress convenes in January. With Congress scheduled to adjourn by Oct. 14, Senator Barry Goldwater, a member of the Senate Commerce Committee, which would consider the nomination, said on Friday he would refuse to provide the unanimous consent that is needed to hold hearings without seven days advance notice. Later in the same day, however, the White House announced the appointment. Even so, Commissioner White seems likely to remain in office for at least three more months.

What effect Miss Jones will have on commission policy is hard to predict. Communications attorneys and others, citing her link to FCC Chairman Charles D. Ferris—they were classmates at Boston College Law School, and he recommended her for the FCC spot—are uneasy over the prospect that she will provide him with the fourth vote he sometimes needs for a majority on key, and controversial, issues. "I'm not wild about the idea of her being a friend of Ferris," one communications lawyer said.

Actually, Miss Jones says she has not seen Mr. Ferris more than a half dozen times in the 17 years since she graduated from law school. The relationship, she said, has not been close. Moreover, she and others who know her say there is no basis for speculation that she would provide an automatic vote for Chairman Ferris, or anyone else.

Roderick Hills, who had been chairman of the Securities and Exchange Commission when she was a high-ranking staff member there, and Robert McKinney, who heads the FHLBB, describe her as independent and strong-minded. "She speaks her mind, clearly and openly," Mr. McKinney said.

And Miss Jones demonstrated the kind of frankness with which her present and former bosses credit her, in responding to

BROADCASTING concerning the predictions about the kind of role she would play at the commission. "What burns me up is the thought that I'm going to be a 'fourth vote'—that whatever Charlie wants, I'm going to do," she said last week, after word of the President's decision began circulating in Washington. I find that insulting. I didn't get to be general counsel [of the FHLBB] or a director [of the Division of Investment Management, at the SEC] by saying yes to everything people said. The interesting point is, I hope he [Mr. Ferris] doesn't think so."

Then she added: "I'm 43, single and have managed to live a very happy life without depending on anyone else for anything. I am independent."

Not only that, but whatever label may be pinned on Chairman Ferris, Miss Jones, by her own description, is a "fiscal conservative who believes in small government." And Mr. McKinney, for one, would not disagree. "Politically," he told a BROADCASTING reporter, "She's between the

middle of the road and the right."

The likelihood that Miss Jones would not be able to demonstrate her asserted independence or political conservatism at the commission until January became apparent on Friday, only a few hours before the nomination was expected to be announced by the White House. Senator Goldwater who was polled along with other Republican members, said he would not agree to waive the seven-day rule. A spokesman said the senator indicated only that he resented the White House attempting to "push through" the nomination at the end of the session, when many other items of business demand attention. Beyond that, Senator Goldwater is known to have strongly backed Commissioner White for renomination.

Although Miss Jones is not considered controversial, there may be matters that could cause some senators to prefer that her nomination be subjected to more than perfunctory scrutiny. One is the matter of her alleged ties to Chairman Ferris.

Another issue, given currency in recent weeks by critics of the nomination, involves Miss Jones's role, while at the SEC, in backing legislation the *Wall Street Journal* denounced editorially as a threat to the First Amendment. The measure was a proposed amendment to the Investment Advisers Act, and one of its provisions called on the SEC to clarify the distinction between "bona fide" newspapers, which are exempt from the act's registration requirement, and publications that are not.

The *Journal* saw such an effort at "clarification" as violating the First Amendment, while the SEC saw it as attempting to provide guidance to persons asking whether particular publications were covered by the 1940 law. And although the proposed bill originated in the division Miss Jones headed, it had worked its way through the shop before she was named director. She says she never thought the measure a good idea—although not because of the First Amendment; that was not seen as a problem—

Woman on the move

Hanging on the wall of Anne Jones's office at the Federal Home Loan Bank Board is a caricature of her, in jogging togs against the background of the Washington Monument, and with the legend: "On my way to greener pastures." The drawing was a gift from associates at the Securities and Exchange Commission, who had presented it in December, on the occasion of her departure for the FHLBB, where she was to become general counsel. But the donors were more prophetic than they knew, for Miss Jones kept right on running, and is now President Carter's choice to fill a seven-year term on the FCC.

Her success is a function of a reputation as a federal civil servant who has performed well in demanding jobs, and of the small-world syndrome for which Washington is known. An old Boston College law school classmate, Charles Ferris, happens to be the chairman of the FCC and thought of her when the White House was looking for a replacement for Commissioner Margita White.

The fact that Miss Jones is a Republican and a woman was helpful, too—indeed essential—in view of the statutory limit on members of any one party serving on the commission and the evident concession to women of at least one FCC seat.

But Miss Jones, in whom a number of conflicting characteristics—like being Boston Irish and a Republican—reside comfortably, had been making her own way in the world long before Chairman Ferris mentioned her name to the White House.

Miss Jones, who in 1961 graduated cum laude and second in her law school class ("my mother was mad at me for dropping to number two after being number one the first two years"), moved through the ranks of the bureaucracy about as fast as anyone can.

After seven years in general corporate practice with Ropes & Gray in Boston, she joined the Securities and Exchange Commission staff in April 1968 as an attorney-adviser. Four years later, she was named associate director of the Division of Investment Management, which regulates mutual funds, and two years after that, in January 1976, director.

Then, last year, a friend suggested her for the job of general counsel of the FHLBB. Since she was a Republican—and the FHLBB people who contacted her asked her politics—she didn't expect to get the job. But the new chairman, Robert McKinney, not only offered it to her; "he sold me on it."

Thus, at 43, Miss Jones would appear to be the kind of role model the women's movement delights in holding up to the



young women of the country. She is, she says with some vigor, single and happy and independent.

(The directness with which she talks is another indication of the contradictory elements embodied in Anne Jones. Where lawyers generally seem to prefer circumlocutions, she goes in for the short, declarative sentence. "I am not a liberal," she says. Or, "I am independent.") And if that weren't enough, she is something of an athlete; she jogs three miles every morning. (Hence the jogging clothes in the caricature.)

But, and here the conservative part of her nature may be showing, she is not a part of the women's movement. "I am a little concerned about women's lib groups," she said, "the organization, that is. I haven't been active."

Furthermore, she says that, even as she recognizes she has been helped by the consciousness-raising work of women's groups over the years. On her first job after law school, her annual salary was \$1,000 less than that of young men being hired.

Now, the climate has changed; being a woman has helped. Indeed, she believes one reason Mr. McKinney hired her was that he was looking for a woman with managerial experience.

In the end, Miss Jones's attachment to the women's movement is pragmatic, rather than ideological. "If I do a good job in the posts I hold, it helps," she said. "If I botch it, it hurts."

Then she offered this observation: "I'm sure that people think I'll be the woman commissioner. Those who do, don't know who I am."

and that, after it died in Congress, she advised the commission against supporting a subsequent version.

The process of selecting a successor to Commissioner White has been arduous. White House aides say the effort had been to find the best possible person for the job. It may be that it did not find its ideal; its talent scouts were known to be looking for someone with expertise in common carrier matters, and Miss Jones has no communications background.

Furthermore, her name first surfaced in May (BROADCASTING, May 29). And although it appeared at the time that her selection was likely, the White House continued the search, generating a flock of new candidates who were checked out. Thus, some observers say the White House may have finally decided to settle on Miss Jones as the best available, if not the best possible, candidate.

If the nomination is not confirmed before Congress adjourns, Commissioner White could continue to serve until the next Congress convenes in January, and the Senate acts. Commissioners serve until their successors are nominated and confirmed.

The White House was operating under some constraints in its hunt. Not only was the search limited to Republicans—Democrats already hold the maximum of four that the law allows any one party—but to women. The seat, first held by former Commissioner Charlotte Reid from 1971 to 1976, then by Mrs. White, is now

regarded as reserved for women.

Commissioner White, a Republican, was ready and willing to serve another term. But although White House aides had maintained that she was always in contention, that the final decision on whether she would be renominated would be made by the President, her chances always seemed slim.

As long ago as last fall, sources close to the administration indicated that the White House would probably not renominate her (BROADCASTING, Dec. 5, 1977). Several reasons were given. One was that Mrs. White's background—an aide in the Nixon White House (she had been an assistant to Herbert Klein when he was director of the old office of communications) and the appointee of former President Ford—was against her. Another was that Chairman Ferris needed "a fourth vote." The reasoning was that while the chairman could count on the votes of two of the three Democrats on the commission—Joseph Fogarty and Tyrone Brown—on important issues, he could not depend on the vote of the fourth, James H. Quello, to provide a majority. (That reasoning provokes almost as much resentment in Commissioners Fogarty and Brown as it does in Miss Jones. They do not consider themselves automatic votes, either.)

Regardless of how often and in what cases Miss Jones votes with the chairman, they appear to share a common interest in easing the regulatory burden government

imposes on people. At least, Chairman Ferris has spoken out in favor of—and has taken some steps in the direction of—deregulation. And Miss Jones says less government regulation is better than more. "If Congress or an agency perceives a potential problem or danger, it responds to the will of the people by building a wall of protection. But it is not necessary to build those walls to the ceiling; perhaps one-brick high will do." If she translates that philosophy into her actions at the FCC, she should ease the minds of some in the communications community who fear a bureaucrat's main passion is for regulation.

Miss Jones's former boss, Mr. Hills, testifies to her view that the marketplace is generally preferable to the government as a regulator. He said that he had given Miss Jones the "single hardest job at the SEC" when he appointed her director of the Division of Investment Management, which deals with investment funds, and asked her to effect reforms.

The results, he said, were disappointing to both of them. (Miss Jones agrees. "We didn't get as much accomplished as we'd hoped," she said. Part of the difficulty, she added, was changing the attitude of some of the staff.) But he said Miss Jones subscribes to the general notion of a free market. "I can't say she's a free-market advocate. But I would think she's more in that mold than a typical regulator is... I would expect she'd try to let the market do more and the FCC less."

InBrief

New TV commercial time standards that eliminate many "non-program material" exemptions were voted by National Association of Broadcasters TV code board last week. New rules, which need full NAB board approval, permit nine minutes 30 seconds nonprogram material in each prime-time hour on network affiliates, allow another 30 seconds in some situations. Affiliates are allowed to average commercial time on 90-minute programs, but not allowed to run more than five consecutive announcements within program (no more than four of which can be commercials, no more than three during station breaks). Some types of promotions not now counted, such as for special movies, series being terminated and during lulls in sports shows, will be counted against standard now. Another new rule: Standards may be exceeded when, say, two-hour movie runs short, but only 12 times per year, and then added promos may not exceed two minutes per hour.

□

Senator Barry Goldwater (R-Ariz.), member of Senate Communications Subcommittee, says after WESH-TV decision there is "pressing need" for legislation to clarify ground rules for renewals. Decision creates "practically insurmountable obstacles" for majority of broadcasters who have more than one station or other media interest, Mr. Goldwater says, leaves them vulnerable to "expropriation without compensation."

□

Ziff Corp. sweetened its bid for **Rust Craft Greeting Cards Inc.**, again, to **\$33.50 per share** from previous \$30.50, and extended Nov. 9 deadline for completion of transaction to Feb. 28. Rust Craft, group station owner with diversified interests, announced Friday that it agreed to both changes. New offer would make \$88.8-million deal. Stockholder-directors Jack and Myles Berkman, who have opposed Ziff offers as too low ever since first one at \$25 per share, voted against amendment incorporating latest one.

NBC-TV's W.E.B. early last week became first series of new prime-time season to be canceled, followed late in week by ABC-TV's **Apple Pie**. **W.E.B.**, Lin Bolen/20th Century Fox production, is to be replaced by Columbia Pictures Television's **David Cassidy—Undercover**, beginning Nov. 2, with variety of shows, including **Weekend**, **Sword of Justice** and **Quincy**, to fill in Thursday 10-11 p.m. time period until then. Replacement for TAT's **Apple Pie** (Saturday, 8:30-9 p.m.) was not announced; cancellation is effective immediately, although only two episodes have aired and seven are completed. TAT spokesman said NBC plans to put TAT's new sitcom, **Different Strokes**, on air in early November, which will cause further maneuvers in network's schedule.

□

FCC last Thursday adopted **litigation strategy in two cases** in which U.S. Court of Appeals had overturned its decisions. It decided to ask court for rehearing in case in which court remanded commission action denying **American Security Council Education Fund complaint** that CBS had been unfair in coverage of national security issues (BROADCASTING, Sept. 18), and agreed to accept remand of case in which court told commission to review **equal employment opportunity complaints** Los Angeles women's group had filed against three stations there. And in **third court matter**, commission decided to ask for remand of case in which its **cable television-television crossownership rule** is being challenged, sign that commission does not think its report and order in case will withstand judicial review. Owners of crossownerships ordered broken up contend that divestiture order goes too far; National Citizens Committee for Broadcasting, that it does not go far enough.

□

Communications Act rewrite proposal to **funnel money from license fees to public broadcasting** will probably be "sacrificed" in next draft, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) says. It seemed good way to insulate public broadcasting from government intrusion through annual appropriations process, he says, but no one likes it—including officials in public broadcasting. Fee itself will remain, however. Mr. Van Deerlin also feels sympathy with

Younger complaint gets thrown out

FCC backs decision of California stations in dealing with equal time problem; among other meeting actions, networks allowed to deal directly with Comsat for international service

The FCC has upheld the judgment of 26 radio and television stations in California that rejected the demand of Republican gubernatorial candidate Evelle Younger for equal time after they covered a speech by Governor Jerry Brown on Proposition 13. But the issue sparked another debate within the commission over the propriety of the informal advisories the staff gives stations on fairness and equal time.

At issue was the Younger Campaign Committee's complaint that the Brown speech carried by 21 television and five radio stations was political and that, therefore, Mr. Younger was entitled to equal time. But the commission found reasonable the stations' judgment that the speech—a reaction to plans of the state legislature for dealing with the aftermath of Proposition 13—was a bona fide news event.

However, the commission divided 4-to-3—with Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown in the minority—on whether KGO-TV San Francisco should be

asked the reason it changed its original decision to give Mr. Younger time.

The concern was whether KGO-TV had changed its mind in light of informal advice the staff had given a number of stations that the speech appeared to be a bona fide news event—and KGO-TV had referred to the staff's position in denying Mr. Younger time. The minority felt that, in the event of a court appeal, the commission should have on the record the reason for the station's change of mind.

Chairman Ferris has frequently expressed concern over the issuance of such staff advice; he feels that, in view of the broad discretion licensees have in political broadcasting matters, they should exercise it; that staff advisories inhibit the exercise of such discretion. On the other hand, members of the majority, including former broadcaster James Quello, argue that such advice is helpful in dealing with the commission's rules. The issue was not resolved, and is to be discussed further.

In other matters, the commission:

- Changed long-standing policy to authorize the broadcast networks and others transmitting TV signals to deal directly with the Communications Satellite Corp. when seeking its international service.

- Adopted a notice of inquiry into whether the commission should amend its rules to include a new program category—"Community Service"—to the program service on which broadcast applicants are asked to report.

- Issued a public notice declaring that

the policy permitting "distress" sales to minorities of stations designated for renewal or revocation hearing applies to those in hearings at the time the policy was announced (May 25), provided an initial decision has not been issued.

WESH-TV remand lights a fire under the FCC

Commission likely to go back to court for rehearing; there's also possibility of new statement of policy on comparative renewals

If the court decision in the WESH-TV Daytona Beach, Fla., case (BROADCASTING, Oct. 2) sounded like a death knell to broadcast licensees, particularly multiple owners, it was a wake-up alarm to the FCC. Officials—both commissioners, including Chairman Charles D. Ferris, and staff members—have been aroused to what they feel is the need for dealing with the new danger renewal applicants face from challengers. As one staff member put it, "We can't live with it."

The commissioners this week will consider litigation strategy, and there is a good chance they will instruct the staff to petition the U.S. Court of Appeals in Washington for rehearing by the full nine-member bench. Commission lawyers, at least,

broadcasters who have argued that tighter ownership restrictions in bill will nip their acquisition plans while grandfathering existing group ownerships, perhaps forever. "It isn't entirely fair," he told CBS affiliates last month. "We'll try to find our way out of this one, but it ain't easy."

Another member of House subcommittee, **Thomas Luken** (D-Ohio) called rewrite "a revolution no one's joining." He told convention of Ohio Association of Broadcasters last week that he doesn't think radical changes are needed, says question facing rewrite forecasters is not only when bill will pass, but if it will pass Congress.

Several of George Carlin's **seven dirty words** showed up on television—or were about to—last week. CBS-TV's broadcast of movie "Network" on Wednesday (Oct. 4) used one of them three times. New documentary shown to select Washington audience, including FCC commissioners, by Golden West Broadcasters same evening—hour titled **Scared Straight**, detailing New Jersey program to deter juvenile delinquents from life of crime by sentencing them to several hours in prison; it airs on KTLA(TV) Los Angeles next month—used obscenities in profusion. Golden West's hour carries frequent advisories warning of crude language; CBS-TV's movie did not.

Conant Broadcasting has sold, subject to FCC approval, WWEL-AM-FM Medford (Boston), Mass., to **Heftel Broadcasting** for \$2.75 million plus \$750,000 for consulting agreements. Seller is principally owned by Sherwood Tarlow, president, who has no other broadcast interests. Buyer, owned by Representative Cecil Heftel (D-Hawaii) and his wife, Joyce, owns KGMB(AM) Honolulu and has purchased, subject to FCC approval, WLUP(FM) Chicago and WSMJ(FM) Greenfield, Ind. WWEL is 5 kw daytimer on 1430 khz. WWEL-FM is on 107.9 mhz with 21 kw. Broker: Cecil L. Richards Inc.

FCC last week rejected petition by **New Jersey Coalition for Fair Broadcasting** against sale of **WGAL-TV** Lancaster, Pa., to Pulitzer Publishing Co. Group had urged commission to relocate channel to

VHF-less state. Commission also set **renewal of KJAZ(FM)** Alameda, Calif., **for hearing**. Action was in accord with commission's request for remand of case from U.S. Court of Appeals.

WTVR-AM-FM-TV Richmond, Va. granted **one-year renewals** based on equal employment opportunity record of stations during 1969-1972 license period. Black Broadcasting Coalition of Richmond appealed to U.S. Court of Appeals for the D.C. Circuit an FCC decision granting 1972 renewals subject to EEO conditions; court remanded to commission. In granting short-term license, FCC administrative law judge Reuben Lozner said stations' EEO efforts had improved and on basis of whole record short-term renewals were called for.

Total 1977 income for public broadcasting was **\$482.1 million**, up 15% from previous fiscal year. Nonfederal income was \$346.8 million (up 14.4%) of which \$191.3 million came from state and local tax sources and \$63.7 million from subscribers and auctions. Federal income was \$135.3 million, 28.1% more than last year. Since 1972, largest source of income has come from state and local tax sources, though its proportional share has dropped from 50% in 1973 to 39.7% last year, according to Corporation for Public Broadcasting.

Carter administration has announced as part of national space policy it will create program to **increase satellite use by public service agencies**. It was **good news** to members of **Public Service Satellite Consortium meeting** in Washington last week. Also, National Aeronautics and Space Administration official told conference NASA would perform research and development to help public service community get inexpensive satellite access. Satellite communications would be opened up more with FCC ruling for Western Union on expected filing to allow non-broadcast services on public broadcasting satellite facilities.

AP has appointed **Henry Heilbrunn** executive in charge of cable television services. He had been New Jersey bureau chief with headquarters in Newark, now moves to New York.

are expected to recommend that course. Cowles Broadcasting Inc., the licensee, has already said it will seek rehearing.

Some commission officials are talking, too, about the possibility of drafting a policy statement that would set out the commission's policy governing comparative renewal proceedings. They say the FCC's failure to adopt such a policy—at least one that could withstand court review—caused the current dilemma.

The three-judge panel of the appeals court, in reversing the commission decision renewing the license of WESH-TV and denying the competing application of Central Florida Enterprises Inc., said the FCC erred in giving Cowles an advantage simply because of its incumbency. The court said a renewal applicant is entitled to "a plus of major significance" only if its past record is "superior" and that even then, a new applicant might prevail on the basis of other criteria the commission uses, including diversification of ownership of media, integration of ownership and management and minority participation.

"If that opinion stands," one commission lawyer said last week, "we'll have an enormous number of license challenges."

Officials say Chairman Ferris, the General Counsel's Office and the Broadcast Bureau are engaged in the effort to deal with what they appear to regard as a threat to the underpinning of commission regulatory policy in the renewal field. "There's a widespread recognition that any kind of broadcast regulatory policy depends on assuming a substantial degree of stability on the part of the licensee doing a good job," one source said. The effort, he added, "is to restore a greater degree of renewal expectancy."

For a time it appeared that Henry Geller, the assistant secretary of commerce for communication and information, might participate in the case. He evidently saw it as an opportunity to advance his proposal that the commission adopt percentage guidelines for program categories as an objective basis for determining when a renewal applicant warrants an advantage when faced with a challenge. He suggested to the FCC's litigation chief, Daniel Armstrong, that the commission would be on solid ground in opposing the Cowles decision if it could say it was considering percentage guidelines. That strategy would require the commission to ask for a remand of a case Mr. Geller had filed as a private citizen in behalf of a citizen group after the commission rejected his proposal for adopting percentage guidelines.

However, Mr. Geller last week said he had decided against personal participation in the Cowles case. After a reporter called to ask about his interest, he telephoned Mr. Armstrong to say he had forgotten earlier that he had filed an amicus brief in the Cowles case advancing the percentages-guidelines argument. He said he was not sure of his status, but that, for "the sake of appearances," he would stay out of it.

American Family makes major move into broadcasting

First buy was made last year, now it announces deals for stations in Cape Girardeau and Savannah worth \$32 million

In two separate deals totaling more than \$32 million, American Family Corp. last week reached agreements in principal to purchase KFVS-TV Cape Girardeau, Mo., and WTOG-AM-FM-TV Savannah, Ga. It will dispose of the Savannah radio properties.

Last year, AFC, a publicly traded, Columbus, Ga.-based holding company of American Life Assurance Co., acquired its first broadcast property, WYEA-TV Columbus, for \$1.5 million. At the time, it announced it intended to "establish a substantial position in the communications field." It was also reported to be a serious bidder for Mutual Broadcasting System before the radio network was picked up by Amway Corp. (BROADCASTING, Aug. 15,

1977), and this year AFC bought WYUR(TV), (now WAFF(TV)) Huntsville, Ala., for \$3.35 million.

The Missouri station, KFVS-TV, plus a 13-story office buildings in Cape Girardeau and as yet undetermined quick assets are being purchased from Hirsh Broadcasting Co. for \$24.5 million. The seller is owned by Oscar C. Hirsh and family, who own KFVS(AM) Cape Girardeau, KFMO(AM) Flat River, Mo., and WHCO(AM) Sparta, Ill.

KFVS-TV is a CBS affiliate on channel 12. Howard Stark was the broker.

WTOG-AM-FM-TV Savannah are being purchased from Savannah Broadcasting Co. for approximately \$6.22 million plus \$1.5 million in other cash considerations. The seller is owned by William T. Knight Jr. and family members. AFC will have to spin off the AM and FM to comply with the FCC's one-to-a-market rule. WTOG is on 1290 kHz with 5 kw full time. WTOG-FM is on 94.1 mhz with 80 kw and antenna 370 feet above average terrain. WTOG-TV is a CBS affiliate on channel 11 with 316 kw visual, 31.6 kw aural and antenna 1,531 feet above average terrain. Blackburn & Co. acted as broker.

CPB bill ready for the floor

Conference committee works out conflicts in House-Senate versions, cuts matching ratio to \$2/\$1, drops some items that bothered PBS

Legislation extending federal funding for the Corporation for Public Broadcasting through 1983 made its way through a House-Senate conference committee last Wednesday and is ready for final passage in Congress this week.

The bill that emerged would grant CPB the more liberal funding levels of the House version. The chief gain for CPB was the lowering from the present \$2.50 to \$2 of the amount CPB must raise for a matching federal dollar in 1981-83.

The authors of the House bill had argued for the lower match (the Senate proposed \$2.25/\$1). The bill authorizes \$180 million for CPB in 1981, \$200 million in 1982 and \$220 million in 1983.

The new compromise bill modified a House provision to say that a "substantial amount" of the funds for building and expanding public broadcasting facilities—\$40 million annually from 1981 through 1983—is to go to radio stations. The report accompanying the bill will indicate that something in the neighborhood of 25% would be acceptable.

It also requires a "significant" portion of CPB's funds to be spent on program production, and a "substantial" amount of that to go specifically for independent producers. The report will make it clear that by "independent," the bill does not mean established Hollywood producers, but rather "small" operators not nationally known.

The bill does not contain the House's provision eliminating the current ban on

editorializing by public stations. At the Senate's insistence, the ban will remain.

In its development, the bill had generated considerable opposition, particularly from the Public Broadcasting Service, which, after the House's version gelled, complained bitterly that Congress was trying to interfere too much in public broadcasting. But PBS was all smiles last week. "We're very pleased with the outcome," said PBS President Lawrence Grossman.

Among other concerns of PBS that were eased was a House provision establishing new criteria for CPB to use in deciding how to dole out the "incentive" portion of community service grants, the funds that go directly to stations. PBS complained they were "subjective"; the conference committee took them out of the bill and inserted them as guidelines in the accompanying report.

PBS had also complained about provisions requiring stations to establish "representative" community advisory boards. What is "representative?" PBS asked. The conference committee directed the staff to say in the report that stations need only make a "good faith effort" to reflect community needs and interests in their boards.

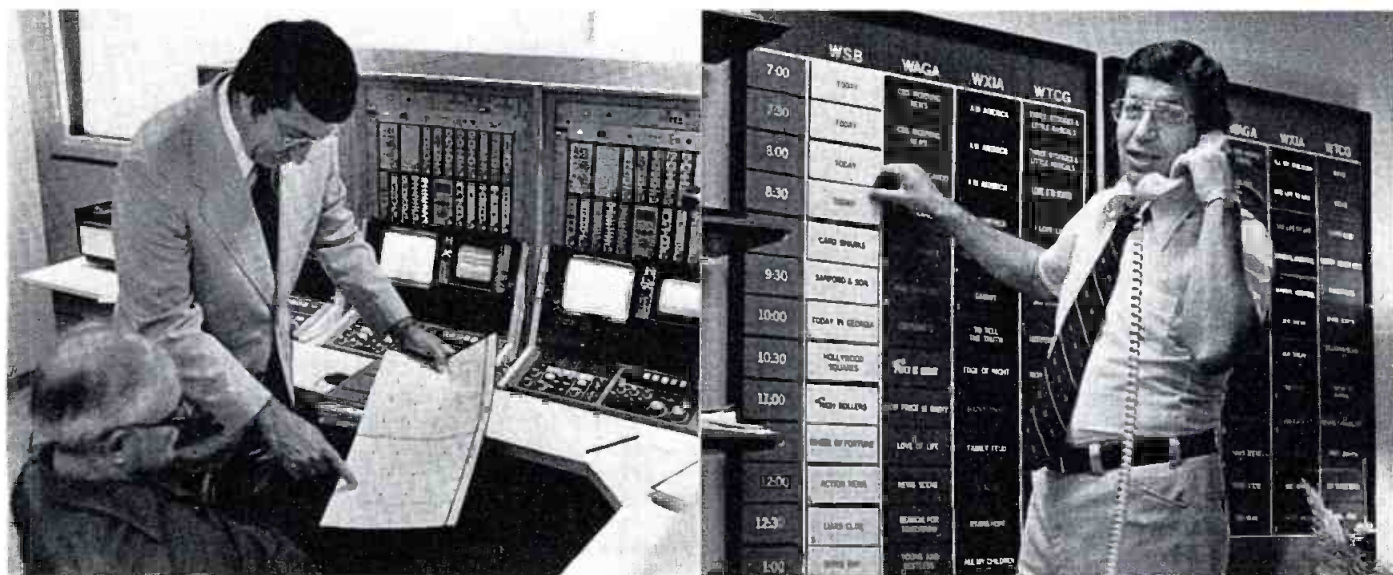
The committee altered another controversial provision by grandfathering salaries of the highest paid CPB and PBS officials. All public broadcasting officials would be limited to cabinet-level salaries (\$66,000) under the bill, but PBS President Grossman and Vice Chairman Hartford Gunn may continue to draw their present salaries, reported at \$69,350. And incoming CPB President Robben Fleming will be permitted to draw an annual \$70,000, reportedly the same amount paid past President Henry Loomis.

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Happy birthday to you.





VAN CANTFORT



"Programming is a reflection of the society we live in."

A. R. Van Cantfort, program manager of WSB-TV, Atlanta, Ga., President, National Association of Television Program Executives, looks at programming from the point of view of a man who speaks both to and for the local audience.

"The program director has got to know his community. If he is a responsible broadcaster, he will. We have a tremendously loyal following, and we earned it. We have a community ascertainment program. Department heads go out and interview community leaders for an hour, one-on-one. They talk about the problems of the community. Every two weeks we have a community affairs luncheon with a group representing a particular problem area. We discuss their problems and how we can help. I make a speech or talk with some community leader about twice a week. There is always feedback. I always wind up with a question-and-answer period. I read every piece of mail that comes to me. The first thing every morning I read the call sheet—it lists every call that comes in complaining about a program. These are some of the ways I stay in touch with the community.

"I look at programming as pretty much a reflection of the society we are in. What we are depicting is what is happening. If you are upset by the amount of violence on television, you really ought to be upset about what is happening in society, and not necessarily blame the messenger. Parents have their responsibility not to just automatically say, 'Go watch TV.' Of course, the broadcasters have responsibility, too. And they have to accept that responsibility. Ours is the only industry in the world that has such a strict voluntary code.

"As long as I am program director, we will have a live local show. The people in Atlanta know they can get on our station. We are here to serve the community.

"I won't buy the premise there is nothing good on television. Nowadays the snob thing to say is, 'My kids don't even know TV exists.' I have to say you are wrong, because your kids are missing a lot of good things.

"Film will never go out of our business. It is the staple. We use both film and tape. Much of the choice has to do with which equipment is available. We might wind up on a given day with everything on film, or everything on tape. If we are going to go into the mountains, I am going to take film because it is more reliable. I don't have to worry about power or electricity or the batteries running down.

"If I were just starting out, I would look into the feature area. I would think of becoming a consumer reporter, an ecology reporter or a specialty reporter.

You can't just say, 'I want to work in TV.' Too many people want the same thing. You have to develop a skill or a specialty.

"If the local broadcaster doesn't make his service important to the community, and himself an asset to the community, somewhere along the line someone is apt to ask, 'What do we need him for?' The local broadcaster has got to stay involved with local programming. We need more choices, and we need to encourage the people willing to take chances."

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WGN-TV, KTVU may be the next super stations

Satellite firms apply to FCC for permission to send out signals of two independents

Two more major independent television stations will be available to cable systems via satellite beginning Nov. 1. Southern Satellite Systems Inc., Tulsa, and its partially owned subsidiary, Satellite Communications Systems Inc., announced they would commence relaying, respectively, the signals of WGN-TV Chicago and KTVU(TV) Oakland, Calif., next month.

Edward L. Taylor, president of the two companies, said the signals of the two stations will be relayed via the RCA Satcom I satellite to cable systems around the country. Southern Satellite currently distributes WTCG(TV) Atlanta, one of the pioneers in satellite programming.

Both applications for permission to distribute the stations' signals are awaiting FCC approval but are expected to be cleared by the commission by late this month. According to Mr. Taylor, within 24 hours of FCC approval the carriers will file proposed tariffs, which will become effective 15 days later. Mr. Taylor said that during the period between Nov. 1 and the effective dates of the tariffs, the signals will be offered free to "any system prepared to receive the service."

"All a system must do in order to use this test period is to execute a service order and return it to our office prior to the commencement of service," he explained.

Southern Satellite has also filed an application with the FCC for permission to provide similar service for WPIX(TV) New York, and Satellite Communications, a joint venture with Holiday Inns Inc., has filed to carry KTTV(TV) Los Angeles.

WGN-TV, according to FCC figures, is already received via traditional distribution systems by 574 systems and 8.6 million subscribers. And, according to data supplied by the stations for the 1979 BROADCASTING YEARBOOK, KTVU is received by 215 systems with one million subscribers while WTCG is delivered to 438 systems with 2.1 million subscribers. Approximately 70% of WTCG's cable viewers receive their signals via satellite.

FCC show and tell

The FCC last week announced that its Consumer Assistance Office will hold a series of "public participation workshops" in cities across the country, beginning in Chicago on Oct. 18 ("Closed Circuit," Oct. 2).

The workshops, part of what the com-

mission describes as an effort to foster "thoughtful, informed and effective participation by the public in all FCC proceedings," will concentrate on the skills and mechanics required to participate in rulemaking proceedings. The inquiry into children's television programming and advertising practices will serve as a case study.

Thus far, plans are set for five one-day workshops. After Chicago, they will be held in Los Angeles Oct. 21 and 23, San Francisco Oct. 25 and Atlanta Nov. 6. Another workshop is planned for an East Coast city, but the location and time have not yet been set.

The workshops will be open to the public on a first-come, first-served basis, with a maximum of 100 participants.

The schedule is being worked out in a manner to permit Susan Greene, head of the commission's Children's Television Task Force, to participate in some National Association of Broadcasters regional fall conferences, as well as the workshops. Among the NAB conferences she is expected to attend are those in Chicago Oct. 19-20 and San Francisco Oct. 26-27.

And another comparative case goes back to FCC

Court remands WOR-TV decision, tells commission to reconsider challenger's financial qualifications

Multi-State Communications Inc., which the FCC had knocked out of a contest with RKO General Inc. for the channel 9 frequency on which RKO's WOR-TV New York operates, is back in.

The U.S. Court of Appeals in Washington last week reversed the commission's decision and remanded the case to the agency.

At issue was the question of whether Multi-State had presented reasonable assurance that a \$4 million loan from the Chase Manhattan Bank would be available for construction and operation of a new station.

The administrative law judge in the case, Chester Naumowicz, had held that the testimony of a bank officer who had written a letter indicating the loan would be available had weakened that assurance. The commission adopted the ALJ's findings and conclusions.

But the court read the testimony of Kaye H. Jones, a vice president of the bank, differently. Judge Elbert P. Tuttle, senior judge of the U.S. Court of Appeals for the Fifth Circuit, who was sitting by designation and who wrote the opinion in which Judge Carl McGowan joined, said: "We construe Jones's testimony as establishing that the bank had gone as far as it could under the circumstances in providing reasonable assurance that the loan would be made, short of making a legally binding loan commitment"—which the

commission has held is not required.

Judge Tuttle noted that Mr. Jones had "expressed the bank's continuing willingness to lend up to \$4 million, as stated" in the letter. When asked if the letter was "a viable, subsisting letter" which the bank regarded as "outstanding to Multi-State Communications," Mr. Jones had replied, "Yes, sir."

The commission "erred in construing the import of Mr. Jones's testimony," Judge Tuttle said, adding, "that letter should have been accepted by the commission as satisfying its requirement of reasonable assurance that the loan would be available."

Accordingly, he said the case was being sent back to the commission for "further proceedings in which the petitioner is not regarded as disqualified for financial reasons on the basis of the unavailability of the loan."

The third member of the panel, Judge David Bazelon, dissented. But his separate statement did not indicate disagreement with the conclusion reached by the majority. He said he would remand the case for consideration of a second financial commitment which Multi-State presented but which the commission did not accept. It had been filed late in the proceedings but, Judge Bazelon noted, before the commission's order was final.

Judge Bazelon also said in a footnote that there are other factors in the case which, while they may not require a remand, touch on the question of "fairness" to Multi-State. He noted that RKO "was a major customer of Chase Manhattan." That "potential conflict of interest," he added, "shadows" Mr. Jones's performance in connection with the loan request.

Conditional OK to KTVU

FCC renews license of Cox's Oakland TV and rejects petition by local group; it's hinged on outcome of court suit charging discrimination

The FCC last week conditionally renewed the license of Cox Broadcasting Co.'s KTVU(TV) Oakland, Calif., and, in the process, rejected a petition to deny filed by a local citizen group. Marcus Garvey Wilcher, on behalf of the Community Coalition for Media Change, had charged that the station discriminated against blacks in its employment and promotion practices, and that it "avoided black programming."

The commission said it found no basis for the charge of discrimination. However, an employment discrimination complaint by a station employee is pending in court, and the commission said it would condition KTVU's renewal on any action deemed appropriate on the outcome of the suit.

As for the programming issue, the commission said the coalition had failed to maintain its burden of showing that the station's over-all programming could not

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have met the needs and interests of the people, including blacks, within the service area. What's more, the commission said it has consistently refused to require licensees to segregate their programming according to the racial make-up of the service area.

The dust is finally settling at KRLA

Agreement among seven competing applicants for Pasadena facility would give 40% to Western now, rest in three years for up to \$9 million

The 14-year-old fight over the facilities of KRLA(AM) Pasadena, Calif., next door to Los Angeles, may be about over. The remaining seven parties—out of the 19 who had originally filed for the grant—have reached a merger agreement (BROADCASTING, Oct. 2). The agreement is expected to be filed with the FCC this week, but it will be another six weeks before necessary back-up documents and a request for commission approval will be submitted. Approval of several of the applicants' boards also is required.

But Western Broadcasting, which is headed by Bob Hope and Art Linkletter, would be the ultimate winner. It would become the 40%—and dominant—owner of the merged company initially, and in three years it would purchase the remaining 60% for a maximum of \$9 million.

The merger agreement was reached in response to a suggestion from the administrative law judge that the parties in the case attempt to resolve the issue among themselves. That suggestion came after the commission in May, acting on an order of the U.S. Court of Appeals in Washington, vacated a grant it had made to Western, and sent the case back to the administrative law judge for a new round of hearings (BROADCASTING, May 15).

The parties to the agreement say they feel it is "in the best public interest, as well as their own private interest, to bring this proceeding to a close, so that a licensee" can be chosen to operate on the KRLA frequency.

KRLA, which operates on 1110 khz, with 50 kw day and 10 kw night, had originally been licensed to Eleven Ten Broadcasting Corp., owned by Donald R. Cooke. It lost its license after it was found to have broadcast fraudulent contests and engaged in log-tampering.

During the long comparative hearing, the station has been operated by a non-profit group, Oak Knoll Broadcasting Corp., which had pledged to use its profits for educational and other charitable causes. However, Oak Knoll faces the loss of its right to operate the station, as a result of charges it has failed to keep that promise (BROADCASTING, Sept. 19, 1977, et seq.).

Of the six applicants remaining besides Western, two would not become part of the merged corporation. Pacific Fine

Music would dismiss its application and, with commission approval, be paid up to \$100,000 for its expenses in prosecuting its application (One of Pacific's principals, A. Arthur Crawford, has died.)

The other applicant that would drop out is Orange Radio Inc., which is owned by some 15 residents of the area. It faces a character qualification issue, and if it is resolved in Orange's favor, the merged corporation would reimburse it for up to \$1 million of its expenses, subject to commission approval. Besides legal fees, Orange had expenses in connection with the purchase of land for a transmitter site.

The parties who would become part owners with Western of the station and the percentage of their interest are Voice in Pasadena (owned by some 50 Californians including Cal Smith, former principal in KLAC(AM) Los Angeles, and Carl Haverlin, retired president of Broadcast Music Inc.), 25%; Goodson-Todman Broadcasting Inc. (whose principals are the producers, Mark Goodson and Bill Todman), 15%; Pasadena Broadcasting Corp. (principally owned by the Tribune Publishing Co., licensee of KTNT(AM)-KNBQ(FM) Tacoma, Wash., and publisher of the *Tacoma News-Tribune*), 15%; and Charles W. Jobbins, an individual, 5%.

Under the agreement Western, at the end of the first three years of operation, would purchase the 60% of stock held by the four other applicants at a price based on what appraisers determine to be the fair market value. But Western's maximum obligation would be \$9 million.

Mr. Jobbins, who had proposed to operate KRLA as a daytime-only station, with 1 kw power, at Newport, Calif., about 50 miles south of Pasadena, won more than the right to 5% of the stock in the merged corporation. He would also be reimbursed up to \$150,000 of allowable expenses, and would be retained by the station for three years as manager, at a salary "commensurate with the position and services rendered"—\$30,000 annually is the figure "under good faith consideration."

Mr. Jobbins, as well as Orange, would not be required to provide any of the initial investment money—for capital, engineering and reimbursement and operational expenses. The total is estimated at almost 42.1%; Voice, 26.3%; Goodson-Todman, 15.8%, and Pasadena, 15.8%. Other matters, including acquisition of the KRLA transmitter site, now owned by Teleprompter Corp. (whose chairman is Jack Kent Cooke, brother of Donald R. Cooke), and the leasing of studio facilities are to be dealt with separately.

New, old owners feud over Fort Wayne outlets

Fort Wayne Radio, licensee of WFWR(AM)-WCMX(FM) Fort Wayne, Ind., is seeking \$500,000 in actual and punitive damages from the former owner of the stations for what the licensee contends was the illegal repossession of station equipment which

resulted in the stations going silent.

Fort Wayne Radio contends that the previous licensee, Fort Wayne Broadcasting Co. (WCMR(AM)-WXAX(FM) Elkhart, Ind.), owned by Clarence C. Moore, had no right to enter the stations and disrupt service. Fort Wayne Radio, which purchased the stations for \$630,000, owes approximately \$500,000 to the former owner and said it intends to sell the properties to repay the debt.

Fort Wayne Broadcasting asserts that the power to repossess is included in the sales contract and that when five persons entered the studios on Sept. 29 and partially dismantled transmitter equipment they were within their legal rights. The former owner has petitioned to place the stations in receivership.

Fort Wayne Radio has filed a counter-petition which, in addition to damage claims, asks for a temporary injunction to keep the former owner from "harassing" or "interfering" with operations and which characterizes the former owner's actions in the incident as "malicious, wanton and reckless."

According to Terry Bobzien, general manager of the stations, replacement parts for the transmitters were found and the AM returned to the air last Monday morning, the FM Tuesday afternoon.

The case is being heard in Allen county circuit court.

FCC's books to get a going-over

Hollings asks for, and will get, GAO review of commission's operations; senator says Ferris 'strongly endorsed' his request

The General Accounting Office, at the request of Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), will undertake a "full scale review" of the FCC.

In a letter to Comptroller General Elmer Staats, Senator Hollings referred to "recurring and important questions relating to the activities" of the FCC that prompted him to call for a review, and also pointed out its timeliness in light of the House Communications Subcommittee's proposals to restructure the commission in the Communications Act rewrite. The senator asked that the examination include the commission's organization; development of policy; long-term planning efforts, "and day-to-day operations, direction, procedures, control and internal coordination."

A spokesman for the senator said last week that Mr. Hollings has no specific "ax to grind," but has found in his dealings with the FCC that "all is not peaches and cream." The spokesman referred to a deficiency in the commission's spectrum monitoring as one cause for Mr. Hollings's concern. In his letter, Mr. Hollings said the request for GAO review is "strongly endorsed" by FCC Chairman Charles Ferris.

Mr. Hollings asked the GAO to finish

We want you to know the new WIND Radio. News and talk covering Chicago and the world. All news mornings and late afternoons. Daytime and evening telephone-talk with Chicago's favorite talk personalities. We want you to know Chicago's news and talk station, WIND.

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We want you to know Chicago

the review by early spring 1979 so the Senate will be able to use them in considering the commission's fiscal 1980 appropriation. Aside from being chairman of the Communications Subcommittee, Mr. Hollings is chairman of the Appropriations Subcommittee on State, Justice, Commerce and the Judiciary, which has jurisdiction over the FCC's budget.

The GAO, meantime, is winding up another study it initiated of the FCC's broadcasting regulation. Begun in August of last year, that report is due to be completed in December, a GAO staff member said last week.

Springfield UHF granted despite crossownership

FCC waives rule to allow FM's owners to participate in new television grant

The FCC has granted an application for a UHF station in Springfield, Ill., even though there will be some crossownership between the station licensee and the owners of an FM in Springfield. The commission said the public-interest benefits resulting from the grant warrant the departure from the one-to-a-market policy.

The grant, for a station on channel 55, went to Windmill Broadcasting Co. Four individuals, who own 13.34% of Windmill, own 100% of WFMB(FM) Springfield.

The commission, noting that the one-to-a-market restrictions are applied to UHF applications on a case-by-case basis, said the grant would serve the public interest.

It said the participation of the four individuals—Harold J. Hoskins, R.W. Deffenbaugh, W.F. Wingerter and J.W. Johnson—was essential to the success of the UHF proposal; they are guaranteeing two bank loans and investing cash in the proposed UHF, and the bank is lending money in part because of the broadcast experience of two of the individuals who will manage the proposed station.

The commission also noted that the grant would provide Springfield with its first independent television station, a second local television station, and would advance the commission's policy of fostering UHF development. The channel has lain fallow since 1965.

FCC tables decision on new pay station

It wants to study over-all record of service to state before acting on application of Spanish-formatted WNJU-TV

The FCC has postponed action on a proposal by Columbia Pictures Industries' WNJU-TV (ch. 47) Linden, N.J., for per-

mission to broadcast pay television programming. The commissioners want to consider the matter in connection with the over-all review of the service that stations in New York City and Philadelphia, as well as New Jersey, are providing the residents of that state. That review is expected this month.

The subscription television franchisee under the proposal is National Subscription Television-New York Inc., a California partnership of Oak Television Inc. and Chartwell Communications Group. The same two parties own KBSC-TV Corona-Los Angeles, a pay-television station.

The proposal could raise a format issue. WNJU-TV now broadcasts a Spanish-language format, and the proposal pending before the commission would substitute pay television programming for much of the Spanish-language material now being aired in prime time.

FCC Chairman Charles D. Ferris, in a discussion of the matter, at the commission meeting on Sept. 22, expressed concern about the effect of the proposal on some two million Spanish-speaking persons in the New York area. "We're making a judgment here to let a Spanish-speaking station go to pay television," he said.

Deputy Broadcast Bureau Chief Martin Levy noted that WNJU-TV is not the only Spanish-language station in the area. WXTV(TV) Paterson, N.J., which is owned by Spanish International Communications Corp., is a full-time Spanish-language station. He also said WNJU-TV would be required to carry some Spanish-language programming in prime time.

Chairman Ferris, however, suggested that considering the matter at the present time is premature. He said the commission should defer action until it reviews the question of television service to New Jersey generally.

TV and handicapped on L.A. conference agenda

Four organizations will sponsor an Oct. 14-15 Los Angeles conference on the human and legal rights of people with disabilities, focusing on television.

The initiating groups, the American Civil Liberties Union, Barristers of the Beverly Hills Bar Association, Beverly Hills Bar Association and Western Law Center for the Handicapped, plan two workshops dealing with legal, business and programming obligations of television licensees.

The legal panel will be led by the conference co-chairman, Stanley Fleishman, who recently filed a petition with the FCC charging failure to implement the "Civil Rights Act for the Handicapped," and Charles Firestone, head of a UCLA law school program on communications law and policy. Another panelist is Abe Gotfried, an attorney known for his efforts for television access for the deaf.

Other workshops involve legal obligations of equal employment for the dis-

abled and the veteran; business responsibility under federal and state statutes, labor unions and people with disabilities and legal issues involving sexuality and the disabled.

Keynote speaker will be Max Cleland, administrator of the Veterans Administration, who is disabled.

FM growth continues, but slows down in the bigger markets

In the top 10, rate is up about 5% since 1975; but in some areas surveyed, gain is as much as 21%

FM radio is still gaining listenership ground on AM, but the trend may be slowing in the nation's larger markets, according to the results of a study released by Arbitron Radio.

The study compared FM listening in the top 10 markets to that in 10 markets Arbitron has previously used to represent a cross-section of the U.S. audience—Detroit; Minneapolis-St. Paul; Kansas City, Mo.; Orlando, Fla.; Oklahoma City; Raleigh-Durham, N.C.; Davenport, Iowa-Rock Island-Moline, Ill.; San Francisco; San Antonio, Tex., and Norfolk-Portsmouth-Newport News-Hampton, Va.

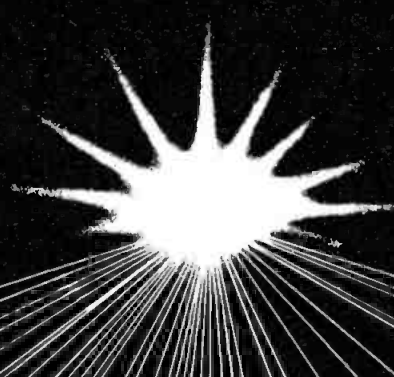
According to Arbitron, the average FM market share in those markets increased 11% in the last year—from 33.9% in 1975 to 39.8% in 1977 to 44% in 1978. But in the top 10 markets, FM has picked up only 5%—from 36.4% in 1975 to 39.8% in 1977 to 44.0% in 1978, Arbitron said.

Among the 10 markets chosen for their representative geographic and population distribution, four had more FM than AM listeners: Detroit, Oklahoma City, Orlando and Norfolk-Portsmouth-Newport News-Hampton. Markets in which FM listening increased by 10% or more were Orlando, which increased its FM audience by 21%, Minneapolis-St. Paul, up 16%, Raleigh-Durham, N.C., and Norfolk-Portsmouth-Newport News-Hampton, Va., both up 15%, and Kansas City, Mo., up 10%.

Arbitron said that of the 10 markets analyzed, Oklahoma City had the highest FM market share, 55%, while Davenport-Rock Island-Moline had the lowest with a 31.8%.

NAB mashes to rescue

The National Association of Broadcasters has gone to the aid of three licensees in Alaska whose 13 applications are under attack by a local citizen group (BROADCASTING, Aug. 7). The NAB, in a friend-of-the-court brief, has urged the FCC to give "special weight" to a brief filed in support of the stations by Friends of Alaska's Broadcasters, which says it expresses support of 4,000 Alaskan citizens for the three licensees—Midnight Sun Broad-



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casters Inc., Northern Television Inc. and Central Alaska Broadcasting Inc.

The NAB said it shares Friends' concern that the petitioner—Alaskans for Better Media—is abusing commission processes. The NAB noted Friends' finding that ABM represents a "very tiny group" and is not representative of the stations' audience, and said that it filed petitions only after the licensees rejected its demands, which included payment of money and "abdication of a substantial degree of control over station programming policies."

Keep up the good work

Broadcast Rating Council goes on record praising Arbitron for its tough stand against diary distortion promotions

The Broadcast Rating Council announced last week that it had adopted a policy resolution commending Arbitron for its stand against diary-distortion promotions and urging it to enforce its rules with "rigid and consistent application."

In this and other actions the council was following recommendations submitted by the BRC radio committee (BROADCASTING, Sept. 4).

The council held—as the committee had recommended—that "such factors as ignorance of Arbitron's rating distortion policy, voluntary after-the-fact discontinuance of distortion activity or cooperation in disclosure should not be considered as mitigating circumstances in the application of rating distortion policies."

The council also asked Arbitron to provide as much guidance as possible to stations seeking advice on proposed activities that might conflict with Arbitron rules.

In another area the council followed the radio committee's lead and went on record opposing "any attempt by stations to exhort the public to cooperate with station audience measurement services whether over the air or by other means," and recommended that syndicated rating services discourage such activities because of their "possible biasing effects."

Hugh M. Beville Jr., executive director of the council, reported that four new radio services had applied for council accreditation: Arbitron's Intermediate Market Service, Burke Broadcast Research, RAM Research and Audits & Surveys' A&S/TRAC-7 (BROADCASTING, Sept. 4). Mr. Beville estimated that accreditation procedures would take at least six months.

Simmons to use TRAC-7

The Simmons Market Research Bureau has agreed to use the radio-sponsored TRAC-7 research questionnaire in conducting its 1978-79 Simmons Media Study, the Radio Advertising Bureau has announced.

The decision, which followed conferences between Simmons and RAB officials, is regarded as specially significant

since Simmons is now the only multimedia service of its kind and, in the past, has tended to show radio audiences at much lower levels than other services ("Closed Circuit," Aug. 28).

"Adaptation of the TRAC-7 interview by Simmons means that a new radio questionnaire has been implemented in the spring 1978 radio field work for the '78-'79 study," RAB President Miles David said. "About one-third of the sample has been tabulated, and initial data is reflecting listening levels in line with established industry norms."

Richard Montesano, RAB senior vice president for marketing and research, described Simmons's decision as "important to all segments of the radio industry, since Simmons radio reports include information for the over-all medium, network audiences and station formats."

"It is also likely that Simmons will be measuring individual station audiences approximately once a year within a number of major markets in the near future. We've also suggested to Simmons that an industry advisory group be instituted to insure further improvements in their radio audience measurement. The present Simmons radio methodology involves use of the TRAC-7 questionnaire for two week-day measurement days with the same respondents and employs a mathematical formula to extend the data to Monday-Friday cumes."

Simmons Market Research Bureau was formed several weeks ago by the merger of W.R. Simmons Associates and Axiom Market Research. It is now the only national syndicated study providing media-mix and product-usage data to agencies, advertisers and media. TRAC-7 was developed in a \$100,000 feasibility study sponsored by RAB and the National Association of Broadcasters and is available for use by all researchers.

FTC launches 'how-to' course to increase public involvement in rulemakings

The first of what the Federal Trade Commission hopes to be a series of seminars on how to take part in its rulemaking proceedings was held in Chicago last week.

Isaiah T. Creswell, head of the FTC's Federal-State Consumer Relations office, said the first seminar, designed by the Center for Public Representation of Madison, Wis., cost about \$10,000. He said he has asked for funds—at about \$5,000 each—for six more seminars during the coming fiscal year beginning this week.

Through these programs, the agency hopes to increase the number and effectiveness and broaden the geographical distribution of public participants in rulemakings. The FTC emphasized its reimbursement program, which provides up to \$500,000 a year to groups and individuals who could otherwise not afford to participate in rulemakings.

Don't do it

Arbitron asks Richmond stations not to go ahead with plan to air spots asking diary holders to be diligent and prompt

Arbitron Radio has moved to defer if not block a plan by Richmond, Va., broadcasters to carry announcements urging Arbitron Radio diary keepers in that market to fill out their diaries completely and accurately and return them promptly.

Arbitron officials said they feared such a venture would lessen the Richmond rating report's credibility and asked the stations to hold off at least until Arbitron can evaluate results of a similar test already conducted in San Diego (BROADCASTING, July 17).

They acted in response to a letter from G. D. Pearson, station manager of WRNL(AM) Richmond, reporting that the Greater Richmond Broadcasters Association had adopted a resolution endorsing participation in such a project during the October-November rating period by "those stations who wish to participate."

"It is our feeling," Mr. Pearson wrote, "that many people being surveyed in Richmond are not recording their listening habits completely and accurately."

"The spot would be recorded by a voice not working at a Richmond radio station and would not mention any station's call letters or Arbitron by name."

Mr. Pearson also noted that San Diego broadcasters had conducted a similar promotion "without objection by Arbitron," and asked for Arbitron's comments.

"We are recommending and requesting that the broadcasters do not engage in such on-air announcements during the October/November sweep," Michael Levine, Arbitron's mid-Atlantic manager for radio station sales, replied. He said the San Diego test was a special experiment conducted during a nonsurvey period to determine whether survey response rates and listening levels would be affected. The results, he said, have not been tabulated.

"Instead of using valuable commercial time," Mr. Levine said, "wait for the test results so that Arbitron subscribers throughout the country can see if it's worth it."

Other Arbitron officials said the results should be completed this month.

Mr. Levine also told the Richmond group that the Arbitron Radio Advisory Council had surveyed subscribers and found that 48.5% of the respondents felt that Arbitron should not permit such promotions while 46.3% favored them.

In an unrelated development, the Broadcast Rating Council has adopted a policy resolution opposing "any attempt by stations to exhort the public to cooperate with station audience measurement services whether over the air or by other means." The BRC recommended that syndicated rating services, such as Arbitron, discourage such activities because of their "possible biasing effects."

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Church and state differences to air at FCC hearing

Commission has set inquiry for renewal application of Faith Center's KHOF-TV on ground it wouldn't supply financial data; Faith says as a church it shouldn't be forced to disclose such things

Differences between the FCC and Faith Center Church Inc., a California-based religious broadcaster and programmer, will be brought out in a hearing.

The center and the commission have been at odds over FCC attempts to investigate various financial operations of the religious broadcaster. This summer, the two appeared to come to something of an understanding when Faith Center agreed to meet with FCC investigators (BROADCASTING, Aug. 14).

However, last week the commission set for hearing the application of Faith Center for renewal of its license for KHOF-TV San Bernardino, Calif., one of three television stations (in addition to a radio station) it owns. The FCC said information before it raised "serious questions as to whether Faith Center possessed the qualifications to be or remain the licensee of KHOF-TV."

Among issues to be addressed at the hearing are facts and circumstances surrounding Faith Center's failure to permit commission access to certain licensee books, records and employees; whether Faith Center failed to submit information requested by a commission letter in June (which narrowed initial requests for information), and whether over-the-air fundraising broadcasts violated federal wire-fraud statutes.

If denial of the license is not warranted, the FCC must determine whether a forfeiture in the amount of no more than \$20,000 is warranted.

In the June 15 letter, the FCC again asked for—with some exceptions—financial and other materials it has requested from Faith Center since October of last year. Faith Center has steadfastly maintained that it would cooperate with the FCC where broadcast and church activities are separate, but that the FCC had no business involving itself with the church's receipt and disbursement of religious offerings.

Media Briefs

Penalized. FCC has notified WHNE(AM) Portsmouth, Va., of apparent liability for forfeiture of \$5,000 for misleading public as to location of "buried treasure" during station contest. KIFW-AM-TV Sitka, Alaska, was fined \$4,000 for "repeated or willful falsification" of operating logs of KIFW-TV and logging and technical violations at both stations.

Primer reminder. FCC's director of con-

sumer assistance, Belle B. O'Brien, has received word number of broadcasters have not received copies of political broadcasting primer—"The Law of Political Broadcasting and Cablecasting"—that was to have been distributed to all broadcast licensees in August. Those wanting copies should contact Consumer Assistance Office or FCC's Fairness/Political Broadcasting Branch. Address: 1919 M Street N.W., Washington 20554.

Won't give up. WADECO Inc., turned down by FCC in bid to supplant Belo Broadcasting Corp. as licensee of channel 8 (WFAA-TV) Dallas (BROADCASTING, Aug. 28), has appealed that decision to U.S. Court of Appeals in Washington.

Fancy food. Metromedia Inc., New York, and Chemed Corp., Cincinnati, have reached agreement in principle in which Metromedia will acquire Figi's, subsidiary active in sale of food delicacies, for about \$30 million. Figi's had net income of \$1.8 million on sales of \$23.5 million in 1977.

Snag. Sonderling Broadcasting Corp., Miami, says that investment banking firm it had retained to advise on proposed merger with Viacom International Inc., New York, has concluded that financial terms should be revised in favor of Sonderling. Last June, parties signed definitive agreement for transaction estimated at \$28 million (BROADCASTING, June 19). Sonderling spokesman said agreement signed was not final and pends approval of stockholders and FCC.

Ohio station owner in battle for control

A 66-year-old Westerville, Ohio, broadcaster, engaged in a dispute over his access to a radio station he owns (BROADCASTING, Jan. 23), has physically taken the station off the air twice in the last year.

The first time, Dec. 14 of last year, William (Wild Bill) Bates, reacting to a preliminary court order restraining him from having anything to do with operation of WBBY-FM Westerville, seized control of the station and held Delaware county sheriff's deputies at bay with a baseball bat. Somehow, in the process, he knocked the station off the air for 20 minutes.

Then, on Aug. 14, beginning at 1:05 a.m., Mr. Bates climbed 360 feet up the station's broadcast tower and removed a two-inch coupling device, taking the station off the air from about 2 a.m. to 10 a.m.

Mr. Bates built the station about 10 years ago and claims "outside interests" are trying to take it over. One of his sons is now running the station. Mid-Ohio Communications Inc., licensee of the station, went to court last week to permanently enjoin Mr. Bates from an association with the station.

Among other findings, the judge issuing the temporary restraining order held that Mr. Bates was in need of medical attention for problems that interfered with the station operation.

Gloomy forecast by Aspen people for ability of government to deal with changes in communications

Chapters of book conclude federal structure is inadequate to contend with new technologies

A task force of specialists assembled by the Aspen Institute Project on Communications Policy to explore the major communications issues that are expected to emerge over the next two decades and the institutional capacities for dealing with them has produced a 526-page book that raises questions about the ability, let alone will, of policymakers to keep up with technologists.

"Communications for Tomorrow: Policy Perspectives for the 1980's," contains, for instance, a chapter by Marc U. Porat, executive director of the institute's Program on Communications and Society, which maintains that information activities—broadly defined—account for almost half of the gross national product and involve almost half of the labor force. The U.S., he says, is "an information society."

Another, by Walter Baer, of the Rand Corp., describes the emerging environment of abundance in communications and information services—of printing terminals for the home, two-way communications for pay television and other "interactive" services, video recorders and players, greater use of domestic satellites possibly including direct broadcast satellites (which are technologically but not necessarily politically feasible), and optical fiber transmission, among them.

But what of the ability of policymaking institutions to deal with the issues of the "information society"?

Glen O. Robinson, the former FCC commissioner who edited the book and wrote three of its 15 chapters, is not particularly sanguine about the ability of the FCC.

Mr. Robinson, who now teaches law at the University of Virginia and has been named to head the U.S. delegation to the World Administrative Radio Conference next year, feels the commission staff is overloaded with lawyers and engineers and is lacking in economists. But he also feels the commission is making poor use of its resources—some regulatory chores (studying broadcast license renewal or issuing cable certificates of compliance, for instance) might better be left undone in favor of more vigorous efforts in other areas, such as studying AT&T's interstate rate structure.

One fundamental problem, according to

Mr. Robinson, is the method used to select members of the commission, a method in which political criteria rather than ability and experience, he said, often predominate. However, while he feels it unlikely there will be any "radical transformation in public or political attitudes toward regulatory agencies in general or the FCC in particular" in the near future, he offers a suggestion for improving the appointments process: Establish a public selection and screening process for agency appointments. He said the review of candidates for federal judicial appointments by the American Bar Association's Committee on the Judiciary provides a precedent for such a mechanism.

Whatever the commission's problems in doing its job, the courts apparently do not constitute a major one, in Mr. Robinson's view. In a chapter on the judiciary, Mr. Robinson says it is difficult to find reliable evidence to justify uneasiness about the courts' role in communications law—uneasiness generated by the belief the courts are either too active, or not active enough. Mr. Robinson studied the rates at which appeals courts and the U.S. Supreme Court affirmed or reversed the commission during two seven-year periods—1950-1956 and 1970-1976—and found that the "vast majority of cases fall quite close to the center of what one would predict for the judicial pendulum."

Beyond the FCC, the book's authors found fault with the manner in which the Congress and the executive function in the area of communications policy.

Ernest Gelhorn, dean of the University of Washington School of Law, notes that Congress is attempting to rewrite basic communications law—the Communications Act of 1934. But he says that "until now, Congress has operated at only a secondary level in communications policy... [It] has failed to write basic communications policy or to demand more qualified FCC appointments."

And Forrest Chisman, director of plans and policy coordination of the National Telecommunications and Information Administration, suggests that the creation of that agency as a replacement for the old White House Office of Telecommunications Policy does not satisfy what he sees as the nation's need for strong executive leadership. There is little integration among executive agencies on such matters as the Communications Act rewrite, various "hot" FCC proceedings, national security and emergency preparedness and international policy development. What is needed, he says, is a mechanism to coordinate communications research and development.

But the danger of carrying the existing regulatory mindset over to the day when, as seems possible, electronic technology will gradually replace the mechanical technology that produces printed pages is pointed out by several of the authors.

Bruce Owen, professor of economics at Stanford University, says "the fundamental question" is whether "the electronification of print will result in greater or lesser freedom of expression."

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Changing Hands

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

Proposed

■ **KVOR(AM)-KSPZ(FM)** Colorado Springs: Sold by Wolverine Broadcasting Corp. to Sunbelt Communications Inc. for \$1.79 million. Seller is owned by James W. Vinall, president and general manager, and Mr. and Mrs. Eugene Powers. None has other broadcast interests. Buyer is owned by C.T. Robinson, William C. Moyes, Michael B. Hesser and Robert O. Magruder who own KSLY(AM)-KUNA(FM) San Luis Obispo, Calif., KZZX(FM) Albuquerque, N.M., and have bought, subject to FCC approval, KQEO(FM) Albuquerque (BROADCASTING, July 24). They also own The Research Group, perceptual audience research firm. KVOR is on 1300 khz with 5 kw daytime and 1 kw night. KSPZ is on 92.9 mhz with 25 kw and antenna 2,130 feet above average terrain. Brokers: George Moore & Associates for seller and Chapman & Associates for buyer.

■ **WRNB(AM)-WRBK(FM)** New Bern, N.C.: Sold by First Capital Radio Inc. to Conway M. Smith for \$950,000 plus \$50,000 for agreement not to compete. Seller is sub-

siary of Gray Broadcast Enterprises, owned by Theodore J. Gray Jr., which also owns WKDE-AM-FM Altavista and WTTX-AM-FM Appomattox, both Virginia, and WCRE(AM) Cheraw and WRHI(AM) Rock Hill, both South Carolina. Mr. Smith owns WDEC(AM)-WIPE(AM) Americus, Ga., and WTTL(AM) Madisonville, Ky. WRNB is on 1490 khz with 1 kw daytime and 250 w night. WRBK is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ **WRYZ-AM-FM** Jupiter, Fla.: Sold by Lighthouse Broadcasting Co. to U.S. One Broadcasting Corp. for \$750,000. Seller is principally owned by Phyllis B. Ramshell, president, who has no other broadcast interests. Buyer is equally owned by Ronald Winblad and Palm-Martin Development Corp. Mr. Winblad is general manager of WRYZ-AM-FM. Palm-Martin is owned by members of Thomas M. Rubenstein family of North Palm Beach, Fla. Neither has other broadcast interests. WRYZ is 1 kw daytimer on 1000 khz. WRYZ-FM is on 96.7

mhz with 3 kw and antenna 300 feet above average terrain.

■ **WRBT(TV)** Baton Rouge: Sold by trustees in bankruptcy for Jules B. LeBlanc III to Cyril E. Vetter for \$742,000. Seller is involuntarily transferring 70% of stock to Mr. Vetter who owned 30% before transaction. Neither buyer nor seller has other broadcast interests. WRBT is NBC affiliate on channel 33 with 871 kw visual, 174 kw aural and antenna 1,000 feet above average terrain.

■ **WMMB(AM)-WYRL(FM)** Melbourne, Fla.: Sold by Broadcast Enterprises Inc. to Miller Broadcasting Inc. for \$695,000. Seller is equally owned by Gordon Sherman and Lee Ruwitch. Mr. Sherman is principal owner of *Wall Street Review*, weekly financial newspaper. Mr. Ruwitch publishes *Miami (Fla.) Review & Daily Record* and *Broward (Fla.) Review & Business Record* and formerly was executive with Wometco station group. Buyer is owned by Howard A. Miller, Chicago radio and TV personality. Mr. Miller owns WRRR(AM) Rockford, Ill., and WGGG(AM) Gainesville, Fla. WMMB is on 1240 khz with 1 kw daytime and 250 w night. WYRL is on 102.3 mhz with 3 kw and antenna 210 feet above average terrain.

■ **KTER(AM)** Terrell, Tex.: Sold by Billy D. Pirtle to Gale Broadcasting Co. for \$300,000. Mr. Pirtle, president and general manager, has no other broadcast interests. Buyer is owned by Richard E. Zimmer and Andrew L. Pearce. Mr. Zimmer owns audio visual production firm. Mr. Pearce is broadcast engineer. Neither has other broadcast interests. KTER is 250 w daytimer on 1570 khz. Broker: William Kepper & Associates.

■ **WLBA(AM)** Gainesville, Ga.: Sold by WLBA Inc. to Linda K. Dotson, Sandra B. Fowler, Brenda H. Martin and Edith Smith Chambers for \$260,000. Seller is owned by Ernest H. Reynolds Jr., president, and family, none of whom has other broadcast interests. Ms. Dotson is sales manager at WLBA and Ms. Fowler is sales executive there. Ms. Martin is legal assistant. Ms. Chambers is part owner of retail clothing store. None has other broadcast interests. WLBA is 10 kw daytimer on 1130 khz.

■ **WELX(AM)** Xenia, Ohio: Sold by H&H Broadcasters Inc. to L&D Broadcasters for \$220,000. Seller is owned by Harold J. Wright (90%) and his wife, Eleanore (10%), who formerly owned WHBM(FM) Xenia. Buyer is owned by LaRue Turner (40%), Francis Thomas (33%), Darnell Turner (20%), Andrew Love (6%) and Tod Pidgeon (1%). LaRue Turner is director, telecommunications department, Central State University, Wilberforce, Ohio. Darnell Turner, his brother, is insurance salesman. Mr. Thomas is college professor. Mr. Love is school teacher. Mr. Pidgeon is mechanic. None has other broadcast interests. WELX is 250 w daytimer on 1110 khz.

■ **WDSK(AM)-WDLT(FM)** Cleveland, Miss.: Sold by Segars Broadcasting Inc. to Delta Radio Inc. for \$188,000. Seller is owned by



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10/9/78

Kelly Segars who owns WVOM(AM)-WTIB(FM) Iuka, Miss. Buyer is principally owned by Robert M. Williamson, president, who is general manager of WNLA-AM-FM Indianola, Miss. He has no other broadcast interests. WDSK is 1 kw daytimer on 1410 khz. WDLT in on 92.7 mhz with 3 kw and antenna 225 feet above average terrain. Broker: Chapman Associates.

■ Other station sales proposed last week include: KHEN-AM-FM Henryetta, Ohio, and WMIM(AM) Mount Carmel, Pa. (see page 62).

Approved

■ WKOW-TV Madison, WYOW-TV La Crosse and WAOW-TV Wausau, all Wisconsin: Sold by Horizons Communications Corp. to Liberty Communications Inc. for \$8 million. Seller is principally owned by Jerome R. Feniger, president; Edward W. Wood; William W. Mulvey and Tipton (Tippy Stringer) Huntley, widow of Chet Huntley, who was NBC News correspondent. Horizon retains KRE-AM-FM Berkeley, Calif., and WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Buyer is owned by Durwood L. Boyles and Donald E. Tykeson, who own KEZI-TV Eugene, Ore. WKOW-TV is on channel 27 with 871 kw visual, 174 kw aural and antenna 1,250 feet above average terrain. WYOW-TV is on channel 19 with 132.1 kw visual, 26.4 kw aural and antenna 930 feet above average terrain. WAOW-TV is on channel 9 with 204 kw visual, 20.4 kw aural and antenna 990 feet above average terrain. All are ABC affiliates.

■ KDKB-AM-FM Mesa-Phoenix, Ariz.: Sold by Dwight-Karma Broadcasting Co. to Sandusky (Ohio) Newspapers Inc. for \$4 million. Seller is subsidiary of Natural Broadcasting System Ltd. which is partnership of C. Dwight Tindle and Eric Hauenstein. Natural owns KNOT-AM-FM Prescott and KBWA(AM) Williams, both Arizona. Buyer is owned by Dudley A. White, his mother, Alice S. White, his brother-in-law, Norman Rau, and other members of the immediate family. They publish *Sandusky (Ohio) Register*, *Norwalk (Ohio) Reflector*, *Kingsport (Tenn.) Times and News* and *Grand Haven (Mich.) Tribune*, daily newspapers, and owns KZAM(AM) Bellevue, Wash. KDKB is 10 kw daytimer on 1510 khz. KDKB-FM is on 93.3 mhz with 100 kw and antenna 1,540 feet above average terrain.

■ WLOB-AM-FM Portland, Me.: Sold by Donald L. Wilks and Michael E. Schwartz to Newport Communications Inc. for \$800,000. Sellers own WIXY(AM) East Longmeadow-WAQY(FM) Springfield, Mass., and WPET(AM)-WRQK(FM) Greensboro, N.C. Buyer is principally owned by Peter W. Kuyper, former vice president of Paramount Pictures Corp.; Peter G. Mangone Jr., vice president of Paine Webber Jackson & Curtis, stock brokerage, and four others. Newport owns WADK(AM) Newport, R.I. WLOB is on 1310 khz with 5 kw full time. WLOB-FM is on 100.9 mhz with 30 kw and antenna 300



'Godfather' Lee. WPTY-TV Memphis, channel 24, which started telecasting on Sept. 12 (BROADCASTING, Sept. 25), honored FCC Commissioner Robert E. Lee as "the godfather of UHF" at a series of parties and other events shortly after the station went on the air. Commissioner Lee (left, wearing glasses) participated in WPTY-TV's one-hour *Conversations* program, along with general managers of five Memphis TV stations (l to r): M.E. Greiner, WMC-TV; D. A. Noel, WHBQ-TV; Charles Brakefield, WREG-TV; Howard Holst, WKNO-TV, and John A. Serrao, WPTY-TV (nearest camera). The one hour taped program dealt with television in the 1980's and will be telecast later this month.

feet above average terrain.

■ KITE-AM-FM Terrell Hills, Tex.: Doubleday Broadcasting Co.'s AM sold to Lone Star Radio Inc. for \$750,000 and FM to Lotus Texas Corp. for \$750,000, respectively. Seller, wholly owned subsidiary of Doubleday & Co. publisher, is licensee of, KHOW(AM)-KXXK(FM) Denver; KDWB(AM) St. Paul-KDWB-FM Richfield, Minn., and KWK(AM) St. Louis and recently sold KRIZ(AM) Phoenix, Ariz. (BROADCASTING,

June 15). Lone Star is owned by Arthur and Ed Shadek (brothers) and Mrs. Arthur Shadek who also own Southwestern Broadcasters Inc., licensee of KRDS(AM) Tolleson, Ariz.; KBPI(FM) San Diego; KYMS(FM) Santa Ana, Calif.; KBRN(AM) Brighton, Colo., and KZZY(FM) San Antonio, Tex. Lotus Texas Corp. is principally owned by Howard Kalmenson who is also principal owner of Lotus Communications Corp., licensee of

Sept. 12, 1978

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Orlando, Florida Mt. Dora, Florida

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■ WFSO(AM) Pinellas Park (St. Petersburg), Fla.: Sold by Pinellas Radio Corp. to International Broadcasters Inc. for \$675,000. Seller is owned by Dan L. Johnson and his son, Elwyn. Dan Johnson is applicant for FM at Safety Harbor, Fla. Buyer is owned (33.3% each) by Michael Spears, program director of KFRC(AM) San Francisco; William H. Bungeroth Jr., sales manager for KFRC, and Paul A. Bilzerian, former assistant treasurer of Crown-Zellerbach Corp. WFSO is on 570 khz with 500 w full time.

■ WAYK-AM-FM Lehigh Acres, Fla.: Sold by Broadcast Management Inc. to Robert A. Dwyer for \$656,000. Seller is principally owned by Roger W. Clipp, former manager of now dismantled Triangle station group that was based in Philadelphia. Buyer is former employe of McGavren-Guild, station representative, and has no other broadcast interests. WAYK is on 1440 khz with 5 kw daytime and 1 kw night. WAYK-FM is on 107.1 mhz with 2.35 kw and antenna 330 feet above average terrain.

■ WAPL-AM-FM Appleton, Wis.: Sold by Badger Cities Broadcasting to Telegraph-

Herald Corp. for \$610,000. Seller is owned by Mr. and Mrs. Thomas P. Moore and Mr. and Mrs. Orville Sather who also own WBCO-AM-FM Bucyrus, Ohio, and WWOM(FM) Albany, N.Y. Buyer is owned by Woodward family and publishes Dubuque, Iowa, *Telegraph Herald* and also own KDTH(AM)-KFMD(FM) there, KLMS(AM) Lincoln, Neb., and WHBY(AM) Appleton, Wis. WAPL(AM) was simultaneously spun-off by Telegraph Herald to Fox Valley Communications Inc. for \$137,500. Fox Valley is owned by William Hansen and Harry Jacobs Jr. (45% each) and James Bethke (10%). Mr. Hansen, general manager at WJLO(AM)-WLLI(FM) Joliet, Ill., is principal of WROE(FM) Neenah-Menasha, Wis., and is part owner of KBUR(AM)-KGRS(FM) Burlington, Iowa, and KFKA(AM)-KFKZ(FM) Greeley, Colo. Mr. Jacob is Chicago stockbroker. Mr. Bethke is general manager at WROE. WAPL is 1 kw daytimer on 1570 khz. WAPL-FM is on 105.7 mhz with 50 kw and antenna 310 feet above average terrain.

■ WKXI(FM) Jackson, Miss.: Sold by Tab Broadcasting Co. to WLOX Broadcasting for \$334,702. Seller, which has bought, subject to FCC approval, WTBC(AM) Jackson for \$581,000 (BROADCASTING, July 17), is owned by J. Alex Bowab, Clifton A. Thomas and Edward S. Thomas Jr. (26.6% each) and Robert O'Brian Jr. (20%), who will together retain 47% of stock. WLOX Broadcasting, which owns WLOX-AM-TV Biloxi, Miss., is principally owned by James S. Love III and his sisters,

Mary Eliza Love McMillan and Jo Love Little. WKXI is on 94.7 mhz with 68 kw and antenna 430 feet above average terrain.

■ WAKA(AM) Gainesville, Fla.: Sold by Oliva Broadcasting Co. to NABCO Inc. for \$285,000. Seller is owned by George Oliva who owns WPAX(AM) Thomasville and WSIZ(AM) Ocilla, both Georgia, and is principal in WERE(AM)-WGCL(FM) Cleveland. Buyer is owned by Joseph Schwartzel, management consultant for Jefferson Data Systems, Charlotte, N.C. (50%), his father, James W. Schwartzel, and Floyd A. Peede, Michael Jones and Katherine Holt (12.5% each), none of whom has other broadcast interests. WAKA is 5 kw daytimer on 1390 khz.

■ WRLD(AM) Lanett, Ala.: Sold by Valley Broadcasting Co. to WRLD Inc. for \$256,429. Seller is owned by estate of Miles J. Ferguson, administered by Helen Ferguson Zachry, who owns 55% of WDBM(AM)-WOOD(FM) Statesville, N.C., and 20% of WJHO(AM) Opelika, Ala. Buyer is principally owned by E.L. Pearce, president, who owns 17% of WDBM(AM)-WOOD(FM) and 20% of WJHO. WRLD is on 1490 khz with 1 kw day, 250 w night.

■ WMAM(AM) Marinette, Wis.: Sold by Marinette Central Broadcasting to Near North Broadcasting Inc. for \$255,000. Seller is partnership of Frank Russell and Howard Emich who have no other broadcast interests. Buyer is principally owned by Frank Lauerma III who owns

WEZN-FM, WAAF-FM, WFTQ-AM

\$2,000,000

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\$750,000

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WKIX-AM, WYYD-FM, WGLD-FM, WOKX-AM

\$2,600,000

**Senior Secured fixed rate notes
due 1984**

\$900,000

**Senior Secured fixed rate notes
due 1988**

\$300,000

**Subordinated Notes
due 1988**

*We acted as financial advisor to Bernard Mann in the purchase
of WKIX-AM and WYYD-FM and as financial advisor
and lender in the placement of this financing.*

T. A. Associates
111 Devonshire Street, Boston

WLST(FM) Marinette and is concurrently selling WLOT(AM) Marinette to CJL Broadcasting Inc. for \$122,500, also approved last week (see page 62). WMAM is on 570 khz with 250 watts day and 100 watts night. WLOT is 1 kw day on 1300 khz.

■ KVOG(AM) Ogden, Utah: Sold by United Broadcasting Co. to Sherman Greenleigh Sanchez Broadcasting of Utah Inc. for \$200,000. Seller is owned by Arch G. Webb, his wife, Lucille, and sons, John and Richard. United is 80% stockholder in applicant for new FM in Ogden. Buyer is owned by Robert Sherman (32%), Thomas Greenleigh (32%), Dr. Lawrence Greenleigh and his wife, Gloria, parents of Thomas (30% jointly), and Juan Sanchez (6%). Mr. Sherman is producer for Mark Goodson-Bill Todman Productions. Thomas Greenleigh is independent program consultant and former program director of KIQQ(FM) Los Angeles. Dr. and Mrs. Greenleigh are physician and real estate broker, respectively. Mr. Sanchez is former assistant to dean of Harvard University School of Education. All principals are also applicants for new AM in Indio, Calif. KVOG is on 1490 khz with 1 kw daytime and 250 w. night.

■ Other station sales approved last week include: WTHJ(FM) Lobeville, Tenn. and KURA(AM) Moab, Utah (see page 64).

FTC seeks balance for media symposium

Persons tentatively scheduled to appear at the Dec. 14-15 Federal Trade Commission symposium on media concentration and competition include many who have been critical of the media, but the FTC is looking for more industry participation.

Heather Kirkwood, attorney in the FTC Bureau of Competition, said she issued "an open invitation to the industry to participate in any way they see fit" in the symposium that includes a two-hour session on television and a one-hour session on crossownership.

Response from the media, including broadcasting, for comments and suggestions has been varied, with nonbroadcast segments of the media being more responsive, Mrs. Kirkwood said. Also, she said none of the topics or panels are set so that they can't be arranged to accommodate industry proposals and participation.

Among scheduled participants are media critic Ben Bagdikian; UCLA law professor Monroe Price, co-author of "Cable Television: A Guide to Citizen Action"; Stanford University economist Jim Rosse, former FTC consultant; university professors and economists Bruce Owen and Roger Noll, who will participate in a section on television economics, and Charles Firestone, former FCC attorney who represented the National Citizens Committee for Broadcasting in the crossownership case before the Supreme Court. Also tentatively scheduled is former FCC Commissioner Nicholas Johnson, now head of the NCCB.

Programming

Network grip slipping on daytime TV?

HUT levels are holding constant but audience shares are declining

Is trouble brewing again for the networks in daytime TV?

Last year the problem was homes using television (HUT) levels, which showed an initially alarming but finally temporary erosion in daytime viewing from March through October (BROADCASTING, Nov. 7, 1977, et seq.). Since then HUTs have remained within normal levels relative to previous years. But talk persists of shrinking daytime audiences, and now a different explanation for the problem is surfacing: The networks may be losing audience shares.

Through the 1973-74 and 1974-75 daytime seasons (October-September), the three networks had a combined share of audience of 83%. During the 1975-76 season, their share dropped to 81%, then to 80% in 1976-77 and now to 78% in 1977-78. And since TV viewing over-all—HUT levels—have remained constant except for the eight-month mystery drop last year, viewers apparently are watching more of something other than network programming.

Michael Brockman, vice president of daytime programs for NBC Entertainment, says that of the 35 halfhours programmed in daytime by the three networks, only eight are pulling 30 shares or better. That's an improvement over a month ago, he said, when only five halfhours broke the 30 mark. Another figure hinting at the same conclusion is the number of top 10 daytime programs pulling 30-plus shares from January through August of 1977, eight of the top 10 shows were pulling a 30 share or more; during the same period this year, only five reached that level.

Various sources say there are other possible explanations for declining network shares that do not involve overt viewer tune-out, such as the decision by NBC-TV no longer to program the 4-4:30 p.m. time period or decreases in network clearances by affiliates.

For the week ending Sept. 17, ABC's daytime shows were being cleared by an average of 91% of its affiliates, while CBS had 89% affiliate clearance average and NBC 86%.

Not everyone agrees there is a problem. Susan Auerbach, vice president and director of daytime negotiations for BBDO, one of the more active agencies in daytime, says shares over-all have not declined significantly, although there are always fluctuations within specific time periods, depending on the strength of shows that fill them.

But while the networks and others

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search for a definitive answer, a number of conditions that might help lure viewers away from the networks have been cited. The most obvious is the growing success of some nonnetwork programs, of which Multimedia Program Productions' *Donahue* would probably be the best example.

When *Donahue* moved to Chicago from Cincinnati four and a half years ago, it was carried in just 37 markets. By May 1977 it was up to 92 markets a year later it was up to 134 and now is reaching 155. (Of those stations, 37 are CBS affiliates, 66 NBC and 44 ABC.) Audience growth has been as dramatic: In A.C. Nielsen's May 1977 syndicated programs report, *Donahue* was pulling an average of 2,457,000 households per quarter hour; in May of 1978 it reached an average of 4,556,000.

And increasingly, stations are pre-empting network programming with *Donahue*, and winning, according to a spokeswoman for Multimedia. She said that in 91 markets last May, *Donahue* was scheduled against some network competition, and was the number one rated show in its time period in 68 of those markets.

Donahue's is not the typical syndication success story, of course, but the amount as well as the diversity of syndicated programming available to stations has certainly increased the possible sources of competition to the networks, as last spring's National Association of Television Program Executives convention illustrated (BROADCASTING, March 13).

NBC's Mr. Brockman has another theory. He believes that the networks' growing emphasis on one-hour afternoon soap operas may be driving more and more viewers who don't like soap operas to the local competition, whether it be old movies or off-network reruns. Contributing to that tendency, he said, is the fact that longer programs by definition require a greater investment of viewing time in an era when women are thought to be spending less time at home.

A week without stunting, almost

ABC-TV maintains front spot as regular series dominate the schedules; exception is NBC-TV miniseries, 'Centennial', which takes Sunday night honors

The new prime time season rolled through its second week of full three-network competition (Sept. 25-Oct. 1) with the closest thing yet to a regular, stuntless schedule. ABC-TV, which wasn't slowed much by the unloading of CBS-TV's and NBC-TV's premieres the previous week, had little trouble maintaining its stride. Rating averages gave ABC 21.2, NBC 17.7 and CBS 16.3. ABC won five nights of the week, had eight of the top 10 shows and 13 of the top 20, all series.

As it did during its premiere week, NBC stayed ahead of CBS with movies and

New series ranking	Rating	Share
5. <i>Galactica</i> (ABC)	26.9	43
8. <i>Mork and Mindy</i> (ABC)	25.4	43
10. <i>Taxi</i> (ABC)	24.7	38
14. <i>Vega\$</i> (ABC)	23.9	40
38. <i>People</i> (CBS)	17.2	26
39. <i>Live Wednesday</i> (NBC)	16.9	28
43. <i>WKRP in Cincinnati</i> (CBS)	15.6	25
43. <i>Flying High</i> (CBS)	15.6	28
46. <i>In the Beginning</i> (CBS)	15.4	25
50. <i>Grandpa Goes</i> (NBC)	14.2	24
52. <i>Kaz</i> (CBS)	14.1	23
55. <i>Eddie Capra</i> (NBC)	13.3	24
57. <i>Mary</i> (CBS)	12.9	21
62. <i>Waverly Wonders</i> (NBC)	11.8	23
62. <i>American Girls</i> (CBS)	11.8	23
64. <i>Who's Watching the Kids?</i> (NBC)	11.1	20
65. <i>Paper Chase</i> (CBS)	11.0	18
66. <i>W.E.B.</i> (NBC)	10.8	19
67. <i>Apple Pie</i> (ABC)	10.3	20

events. (BROADCASTING, Oct. 2): NBC aired series after 9 p.m. NYT on only two nights of the week—Thursday and Friday—and came in a distant third on both.

Most important of the NBC long forms was the premiere of *Centennial*, since the network still has 22 hours of the miniseries scheduled to run on the most competitive night of the week, Sunday (8-10 p.m.). It got off to a fine start Oct. 1 with a three-hour special that pulled a 38 share at 8-11 p.m.

That was good enough to edge out ABC for the nightly win, although *Battlestar Galactica* rebounded from a 36 share the previous week to a 43 at 8-9 p.m. In the same time period, CBS's *Mary* nosedived from a 31-share premiere to a 21 share. *All in the Family* bounced back to a 30 share at 9-9:30 p.m. and *Alice* held up behind it with another 30 at 9:30-10 p.m., but *Kaz* dropped to a 23 share at 10-11 p.m., eight points off its previous outing.

Most new series continued to fare poorly during the week, except on ABC. Besides *Galactica*, ABC's *Mork and Mindy* and *Taxi* both made the top 10, while *Vega\$* was close at 12th place. ABC's other new show, *Apple Pie*, came in 67th, dead last (see box for rankings in week of all new series). NBC—which had only four series, new or old, in the top 40—scored its highest new-program rating with *Dick Clark's Live Wednesday*. CBS had its best luck with *People*, despite the fact that the show dropped six share points from its premiere. *Flying High* did reasonably well with its premiere outing, pulling a 28 share on Friday behind *The Incredible Hulk's* 32.

Sticking with the city

Learning Corp. of America has spun off a new firm, Highgate Pictures, which will be one of the few network TV production companies based in New York. The operation is headed by Linda Gottlieb, former vice president of production for LCA, now executive producer for the Highgate division. Formed last month, Highgate is to have its first prime-time exposure on Oct. 30, when NBC-TV's *NBC Theater* pre-

mieres with Highgate's "Summer of My German Soldier" ("The Triangle Factory Fire," originally scheduled as *NBC Theater's* first presentation, is to be rescheduled.)

Ms. Gottlieb has hired Dorothy Gilbert, formerly of Tomorrow Entertainment in New York, as director of development.

Program Briefs

Two-time loser. Judge William Hoever of U.S. District Court in Miami has dismissed, primarily on First Amendment grounds, \$25-million Zamora suit against ABC, CBS and NBC. Suit, on behalf of Ronny Zamora, teen-ager convicted of murder last year, and his parents, claimed networks' programming had in effect turned him into killer. Judge gave Zamora's attorney, Ellis Rubin, 20 days to narrow and amend complaint. Case also could be appealed to higher court.

ASCAP extension. All-Industry TV Station Music License Committee announced that American Society of Composers, Authors and Publishers had agreed to extend TV stations' ASCAP licenses from Oct. 1 through Nov. 30. This gives committee "additional time to explore possibilities for reducing license fees" without its member stations risking infringement suits for playing ASCAP music. Committee had already obtained extension of Broadcast Music Inc. licenses through end of this year.

Police pick-up. NBC-TV has extended short order for David Gerber/Columbia Pictures TV series, tentatively titled *Undercover Cop*, to full 13 episodes. Program, starring David Cassidy, is scheduled to start four-part special run Nov. 4. (Saturday, 9-10 p.m. NYT). Gerber/Columbia also received short order from ABC-TV for four one-hour episodes of *Doctor's Private Lives*.

Syndicated disco. Studio West, Newport, Calif., offers new *Disco Fever* music library plus weekly and monthly updates for radio stations. Also available are customized station image packages. For information contact Jim Meeker at (714) 752-1918.

Merv on the move. Metromedia Producers Corp.'s *Merv Griffin Show*, already spending 10 weeks per year away from Los Angeles base for Las Vegas shows, also will be moving to New York for about six weeks each year. New Griffin contract through 1982 calls for 24 New York weeks in all; first taping from Ed Sullivan theater there runs Oct. 22-Nov. 2.

Further football. Newly established Moon Radio Network is offering to provide U.S. stations and advertisers with coverage of Nov. 26 Grey Cup championship game of Canadian Football League. Harold Johnson, sports director of WBT(AM) Charlotte, N.C., has been signed to do play-by-play of game from Toronto (1:45 p.m. to conclusion). Russell F. Moon Jr. said that this will be first time Grey Cup

has been broadcast by U.S. radio network. *Moon Radio Network, 2842 Shady Avenue, Suite 3, Pittsburgh 15217; (412) 421-5155.*

Oscars with Carson. Johnny Carson has been signed by Academy of Motion Picture Arts and Sciences as host of 51st Oscar awards ceremonies, to be telecast by ABC-TV next April.

Latest for New Hampshire. WNNE-TV Hanover, N.H., new station, joined NBC-TV as full-time affiliate on Sept. 20. Station operates on channel 31 and is owned by Northern New England Television (formerly named Taft Broadcasting Corp. of Houston). William Loftus is general manager.

Seaver to NBC. Tom Seaver, Cincinnati Reds pitching star, has signed multi-year contract as commentator for NBC Sports. His initial assignment will be to provide commentary during NBC-TV's exclusive coverage of 1978 World Series. He has had experience as weekend sportscaster for WCBS-TV New York and has served as commentator for ABC and CBS on coverage of baseball games and other sports events.

Addition. WJEI(AM) Hagerstown, Md., has joined CBS Radio Network.

Dialogue with educators. Key government officials, educators and broadcasters will participate in "Broadcasters Are Educators, Too," part of 16th national convention of National Association of State Boards of Education, Oct. 12-14 in Hershey, Pa. Among those on agenda: FCC Commissioner Abbott Washburn; Donald Thurston, board chairman, National Association of Broadcasters; Roy Danish, director, Television Information Office, U.S. Commissioner of Education Ernest L. Boyer and Bob Keeshan of CBS's *Captain Kangaroo*. Entire convention will hear presentation on Capital Cities' reading program, experiment to determine whether teaching about popular TV shows can produce gains in reading skills.

Peripatetic. Don Criqui, television and radio sportscaster, started daily sports commentary show on ABC's American Information Radio Network on Oct. 2. Mr. Criqui is continuing his other assignments as director of sports for WOR(AM) New York; play-by-play announcer of NFL telecasts on CBS-TV; announcer of National Basketball Association and special events telecasts, and national radio and television spokesman for Trans World Airlines.

Another turn-off tryout

The National Federation for Decency, a Tupelo, Miss.-based citizen group that asked its members to turn off their television sets in March 1977, is planning another boycott next month—this time, however, against ABC-TV only.

The Rev. Donald E. Wildmon, execu-

tive director of the federation, said the action has been prompted by the "over-all low quality of programming on ABC" in terms of "excessive, gratuitous" sex and violence as well as the use of profanity. He predicted the boycott would cut ABC audiences by at least one rating point, the equivalent, he said, of \$30 million a year.

During the November Nielsen sweeps, the federation is asking supporters (about 10,000 members are claimed) to refuse to watch ABC-TV and when possible, to record that fact on Nielsen diaries.

Although the networks have disagreed, Mr. Wildmon said he believes his organization was "to a great deal responsible" for a decline in household viewing coinciding with the March 1977 boycott.

The federation also is continuing its boycott of Ford Motor Co. in disagreement with its program sponsorship. However, Mr. Wildmon said, "early monitoring of fall shows" leads him to believe that "Ford quietly is in the process of cleaning up its act."

Earlier, Mr. Wildmon had led his organization in protest against Sears, Roebuck & Co. On grounds that Sears sponsorship had changed, that protest ended and the federation moved on to Ford.

Just noodling

Pressed for specifics about Silverman suggestion that advertisers and agencies get back into production, NBC won't go beyond saying it's only idea

NBC President Fred Silverman's invitation to the advertising community to get back into prime-time series development has left many agency executives unsure about what kind of party they're being asked to attend. NBC says the invitation was meant that way.

In a speech at a Young & Rubicam dinner, Mr. Silverman suggested that the agencies "get closer to the programming heart of a medium you helped build" by bringing series ideas to the network (BROADCASTING, Sept. 18). But agency executives canvassed after the speech—besides being skeptical that any but the largest advertisers could support the costs and take the risks of production—wanted to know more specifics, such as who would pay for development of a project, who would control it, how much the advertiser would pay to get the program and its commercials on the air, and how much consideration of the advertiser's needs the network would give in scheduling and supporting a program.

When these questions were relayed to NBC, a spokesman for the company said that details of that type were "not going to be hammered out by NBC," and the speech was meant as a declaration of NBC's "receptive ear" to whatever proposals the agencies might want to offer. "There won't be specifically an NBC plan as to how it will work," the spokesman said. "He [Mr. Silverman] specifically

didn't want to set up a rigid framework for how it would work."

Told that many agency executives had expressed some suspicion about Mr. Silverman's proposal, the spokesman said, "That's what Edison found trying to market the light bulb," adding, however, that some advertisers are anxious to try out ideas.

Viewers worry less about more sex on TV

Researchers find concern dropping, despite apparent increase in sexual content of programs

Interviews with 187 persons during the 1975-76 season and 216 during the last season have led two University of Connecticut at Storrs researchers to conclude that viewer concern over television violence and sex is declining.

Telephone interviews based on a random sampling of Connecticut viewers over 18 reached during evening hours, were conducted by Sjef van den Berg and James H. Watt Jr., assistant professors in the university's speech department.

More than 60% of persons interviewed in the 1977-78 season said there was "too much violence" on television—that's about 20% less than in the earlier sample. Almost 40% were "very concerned" about the violent content of television programming in the 1977-78 season—down 15% from the other study. When asked how concerned viewers should be with television violence, 46% in the second study said "very" while 79% gave that answer in the first.

When asked the same questions about sexual content of television, percentages varied from 6% to 12% with respondents in the earlier study showing the most concern.

"Sexual content on television did not change over time, with only about one-third or less of respondents perceiving too much sex on television and showing concern about it," the authors said. "Although sexually oriented programming is apparently increasing," they said, "audience acceptance of sexual material is also apparently increasing."

Mr. van den Berg and Mr. Watt said that although the majority of respondents in both samples thought there was too much violence on television, they also made clear in answers to other questions that regulation of program content should be accomplished either by the industry itself or by the audience. Respondents rejected government regulation of content—even those most concerned about the presentation of violence and sexually oriented materials.

In an analysis of their findings, the authors said: "Advocates of television programming reform must look on these results as presenting a fairly bleak picture. The au-

dience as a whole might be expected to support reform in only a lukewarm fashion, as program content is apparently perceived as only a peripheral problem, and then only violent programming.

"Attempts to institute governmental control of content are bound to be met with resistance if the strength of sentiment against governmental control in this survey is any indicator. Attempts by networks to changing programming practices would probably be met favorably by the audience, but the pressure to make these changes via boycott of specific programs or control of children's viewing is not likely."

Baseball wants to spice it up for television

League proposes football-type playoffs in anticipation of expiration of network contracts after 1979

Major league baseball is considering a switch to a National Football League-type set-up that would include interleague play, more playoffs prior to the World Series and the NFL's "wild card" feature for the playoffs, all in the hopes of increasing interest in the sport and, obviously, greater TV audiences.

Baseball's four-year, \$92.8-million con-

tract shared by ABC and NBC expires at the end of the 1979 season. The office of the commissioner of baseball has offered a so-far-quiet ABC, CBS and NBC a plan for additional playoffs leading to the World Series; wild card teams that would allow more clubs to be in playoff contention, and even interleague competition that, for example could pit the American League's New York Yankees against the National League's New York Mets.

Central to the plan is the concept of three geographic divisions within each league, with the addition of a Midwest division. Playoffs would be held among division winners and the wild card teams.

As opposed to the one playoff competition in each league currently leading to a place in the World Series, the new plan would have two concurrent playoffs by four teams, and then another between the top two in each league.

The commissioner's plan also assumes that viewers will be anxious to tune their sets to additional games between certain teams of different leagues.

According to Tom Villante, the television adviser to Bowie Kuhn, commissioner of baseball, a major thrust behind the proposal is to increase the ratings of baseball in September. He said that "baseball has its greatest growth potential" that month and the teams that do draw viewers then are those that look like they have a chance to make it to the World Series.

The idea, he explained, is to put "more clubs in pennant contention" and "heighten pennant race fever."

At present, NBC has Saturday afternoon games on a nonexclusive basis (a local station within a franchise area can get priority) and ABC has Monday night games exclusively. While it has been said that bringing CBS into the baseball fold is crucial, Mr. Villante said it is "important" but not absolutely necessary that CBS share the increased schedule.

One stumbling block, he admitted, may come from teams that generally do well at the box office and would reject a proposal that necessarily would shorten the regular season to accommodate additional playoffs in September. Local TV broadcast rights also must be considered, he added.

Thou shalt not steal another's satellite feed, says commission

Public notice is issued after ABC and RCA complain to FCC about cable system they say stole an ABC Sports transmission

With new communications technology comes new opportunities—for breaking the law as well as for providing service. Or so a public notice issued by the FCC last week makes it seem.

The subject was "unauthorized interception and use of satellite transmissions." And the purpose of the notice, the commission said, was to remind broadcast

stations and cable television systems that they will violate the law if they intercept transmissions from satellites and make unauthorized use of them.

The notice followed commission receipt of complaints from ABC and RCA about a cable system they say "pirated" an ABC Sports production being transmitted by RCA Americom domestic satellite, and sent it to the system's subscribers even before ABC had telecast the program ("Closed Circuit," Sept. 4).

The complaint did not name the offending cable system.

Tennis syndication set for 37 weeks

January through September schedule to be bartered

World Championship Tennis returns for its eighth TV season—the third in syndication—Jan. 6 with tournament action from Jamaica launching 37 weekend telecasts through Sept. 15.

Already said to be on board are some 100 stations, representing clearance more than 75% of the U.S.

Being featured are three series of competition: "The \$320,000 Challenge Cup," 15 telecasts from Jan. 6 to April 14; "The \$200,000 Tournament of Champions," another 15 from April 21 to July 28, and "The \$200,000 WCT Dallas Finals," seven from Aug. 4 to Sept. 15. All telecasts are one hour except for two-hour finals concluding each series.

WCT, primarily NBC-TV fare in previous years, broke into syndication with its 1977 season. Distribution, co-production and advertising sales responsibilities went to the Mizlou Television Network.

For the upcoming season characterized as \$2-million undertaking, WCT is doing its own production and advertising sales. Under a barter arrangement, seven minutes each hour being held back for national advertising, with five minutes left for stations to sell locally. Lined up as national advertisers are Volkswagen, Pepsico, Rolex, Polaroid, Spalding and Canon.

Of the 23 markets within the top 25 agreed upon by last week, four NBC owned-and-operated stations could be counted on for WCT coverage. While WRC-TV Washington will take all three series, WNBC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago will have only the second and third series. Basketball commitments were given as the reason for the partial buys by those three stations. In those markets, the first series will go to WOR-TV New York, KHJ-TV Los Angeles and WFLD-TV Chicago.

Unlike the 1978 season, no 1979 events will be offered live. According to Jon Doyle, WCT director of television, live tennis action proved impractical for syndication since there is no way to accurately predict the length of a match.

Directors of the WCT are Lamar Hunt and Al G. Hill Jr.

QUALITY TALKS FOR KTSA

San Antonio, Texas



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



Here's Freddie. The president of NBC, Fred Silverman, was on hand for the Friday, Sept. 29 edition of the *Tonight Show Starring Johnny Carson* to help Mr. Carson celebrate his 16th anniversary as host of the show.

From the beginning

The Television Information Office is offering to TV stations a half-hour program tracing the development of children's programs from TV's early days up to the present.

The program, titled *Children, Television and Change*, will be sent by the TV networks via closed-circuit for station taping. TIO member stations will have first option on carrying the program, but nonmembers may carry it in the event of a refusal by a member outlet in the same market or at a subsequent date.

The narration is by Hugh Downs. The program examines some of the early-day TV programs, such as *Kukla, Fran and Ollie*, *Captain Kangaroo* and *The Mickey Mouse Club*, and covers how television has changed and is still changing to meet viewer needs.

Listeners are a faithful lot

Radio audiences have a few favorite stations, generally stick with them, says CBS study

Radio listeners tend to have favorite stations and stay with them rather than switch the dial often, according to a CBS Radio analysis of the April/May 1978 Arbitron reports.

In the top 10 markets, for example, the average number of radio stations used per person per week was 2.6. In markets 75 to 84 the comparable figure was 2.3 and in markets 159 to 168, 2.0.

According to Sylvia Hughes, director of CBS Radio research, the number of different listening choices found on a crowded AM-FM radio dial "apparently exerts only a minor influence toward raising the number of different radio stations the average person listens to in a week."

The following table shows the markets

studied, the average number of radio stations used per person per week and the total number of stations reported for the market.

Top 10

	Stations per person*	Stations reported
New York	2.7	41
Los Angeles	2.8	44
Chicago	2.6	29
San Francisco	2.7	45
Philadelphia	2.5	27
Detroit	2.9	29
Boston	2.5	30
Washington	2.6	34
Dallas-Fort Worth	2.4	29
Houston	2.3	27
Unweighted average	2.6	34

Markets 75-84

Lansing-East Lansing, Mich.	2.4	21
New Haven-West Haven, Conn.	2.6	26
Harrisburg, Pa.	2.3	22
Bridgeport, Conn.	2.6	24
Baton Rouge	2.2	17
Johnson City-Kingsport-Bristol, Tenn.-Va.	2.3	28
Austin, Tex.	1.8	12
Canton, Ohio	2.4	25
El Paso, Tex.	2.3	19
Albuquerque, N.M.	2.3	17
Unweighted average	2.3	21

Markets 159-168

Fargo, N.D.-Moorhead, Minn.	2.1	8
Wichita Falls, Tex.	2.0	7
Altoona, Pa.	2.1	12
Pueblo, Colo.	2.0	17
Bloomington, Ill.	2.2	13
Lafayette, La.	1.8	8
Medford, Ore.	2.1	11
Billings, Mont.	2.0	8
Sioux Falls, S.D.	2.1	9
Great Falls, Mont.	1.8	7
Unweighted Average	2.0	10

'Sesame Street' says it's still a winner with the younger set

Nielsen, Yankelovich data cited to show audience rise

The Children's Television Workshop's *Sesame Street* on PBS continues to gain in audience, both among the general population and among the "disadvantaged neighborhoods" that are its prime targets, according to two studies released last week by CTW.

An A.C. Nielsen Co. survey found that in the areas where *Sesame Street* is broadcast, 79.1% of the households with children 2 to 5 years old tuned in the show once or more during the six January-March 1978 weeks in which the study was conducted. CTW said this was the highest level, representing 9.39 million homes, in the eight years in which *Sesame Street* audience surveys have been conducted for the workshop. The highest previous total was 8.76 million in 1975.

A trend report on penetration in ghetto communities, conducted by the research firm of Yankelovich, Skelly & White, found that in New York's Bedford-Stuyvesant and East Harlem neighborhoods, 96% of the preschoolers watch the show, in Chicago 91% and in Washington 97%.

Compared with inner-city penetration levels in 1970, the new Yankelovich figures represent gains of six percentage points in Bedford-Stuyvesant, 17 points in East Harlem, three in Chicago and 64 in Washington.

The growth in Washington, according to CTW President Joan Ganz Cooney, "is probably due in part to the substantially increased transmitter power of WETA-TV over the past year, and to the increased efforts of CTW's Community Education Services division and WETA-TV to reach poverty-level families in the area and help them to recognize *Sesame Street* as a powerful learning tool for their children."

Although WETA-TV is a UHF station, CTW noted, penetration among Washington pre-schoolers increased from 67% in 1973 to 97% in 1978.

Of the ghetto children in Washington who had watched the show, two out of three had seen it within two days of the survey and 70% watched four or five times or more each week. In East Harlem, 85% of those who watched it regularly within the previous two weeks had watched four or more times per week.

CTW said the Nielsen statistics showed that 25% of the homes with children aged 2-5 were watching *Sesame Street* during the average minute, "making the series first among kid's shows." By comparison, CTW said, *Scooby's Laff-Alympics* on ABC-TV was ranked number one on Saturday mornings during the survey period with a 21.3 rating among such homes, and CBS-TV's weekday *Captain Kangaroo* had a 15.6.

Sesame Street starts its 10th broadcast year in November.

Ten stories for covering the big stories

ABC executives symbolically begin construction of \$20-million news office in Washington, termed "primary news center" of the world

Outside the blue-and-white tent and off the Astroturf, the wet air and soggy ground contrasted well with the bright spirits and brighter promises of ABC's top brass as they gathered in Washington last Wednesday (Oct. 4) to break ground for the network's new 10-story news bureau there. It was a rare sight outside of New York—the chairman of the board, the presidents of the corporation, of the television division, of broadcast operations and engineering, of the news and sports division and numerous vice presidents.

The new building, which is scheduled for completion in early 1980, is to house the Washington news operations of ABC television and radio and, according to Chairman Leonard H. Goldenson, will be "the largest of its kind in the nation."

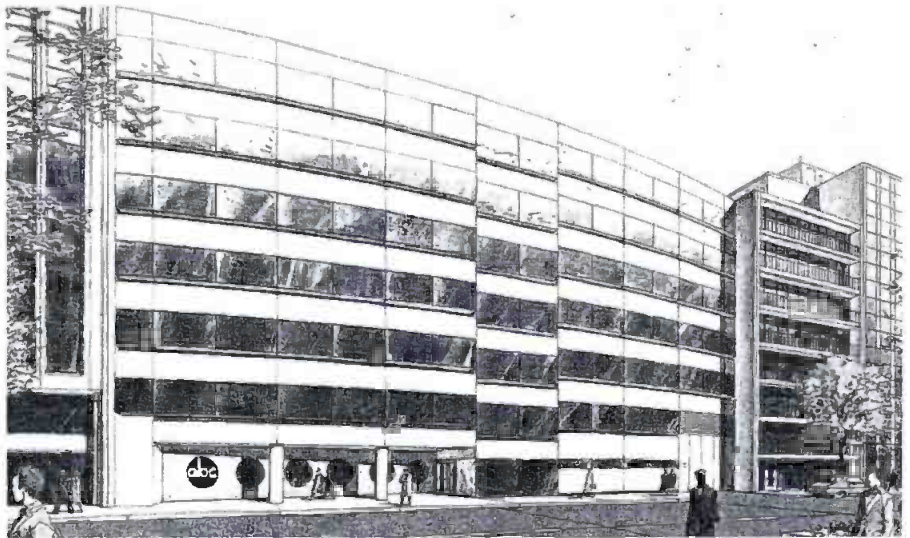
The \$20-million headquarters (including furnishings and equipment) at 1717 DeSales Street N.W. will bring together the diverse operations of the network's news departments, which are now spread around a number of older structures in the downtown area. The new building will accommodate all the operations of the ABC bureau in the capital, including the Washington desk of the network's evening news program, *Issues and Answers*, *Good Morning America* and special events.

The 145,000-square-foot 10-floor facility could also house much of the New York news operations as well. While ruling out the possibility of such a move in the "foreseeable future," News and Sports President Rooney Arledge said a transfer was "not a total impossibility." (Since the adoption of the network's new evening news format last July, there has been no regular anchor in New York—although production and editing are still handled there.) Mr. Arledge will maintain an office in the new building.

George Watson, vice president and Washington bureau chief, said the new building was being constructed in recognition of the dominance of the capital as the "primary news center" of the world—a position he said that was acknowledged by the other major networks as well. He called the occasion "freighted with meaning" for the future of ABC News.

The new building will include two television and three radio studios, 20 videotape editing rooms, six audio editing and production control rooms and two television control rooms. It also will have garage facilities for ENG vans and trucks.

The land on which the bureau will be



Broadcasting row. (Top) The new Washington bureau of ABC News as it is expected to appear on downtown Washington's DeSales Street in 1980. Among the network's neighbors on the block-long street will be news bureaus of Cox Broadcasting, WGN Continental and Bonneville International; the Association of Maximum Service Telecasters; the National Radio Broadcasters Association; the National Broadcasters Club, and BROADCASTING magazine.



Breaking ground. Participating in last week's ceremonies were (l to r): Frederick Pierce, president of ABC Television; Walter E. Washington, mayor of the District of Columbia; Elton Rule, president of ABC Inc.; Leonard Goldenson, chairman; Rooney Arledge, president of the news and sports division, and George Watson, Washington bureau chief. The shovel was painted silver; this is ABC's 25th anniversary year.

built is principally owned by Sol Taishoff, editor, and Lawrence Taishoff, publisher, of BROADCASTING magazine, which maintains its offices on the same block-long street, opposite the city's Mayflower hotel. The Lenkin Co. of Washington is the contractor.

The building was designed by the New York architectural firm of Kohn Pederson Fox Associates.

Among other notables at last week's

ceremony were District of Columbia Mayor Walter E. Washington; Joseph L. Albritton, chairman of ABC-TV-affiliated WJLA Inc. (Washington); Andy Ockershausen, executive vice president of ABC-owned WMAL Inc. (Washington), and Robert Bennett, executive vice president of WCVB-TV Boston and chairman of the ABC Television Network Affiliates Association.

ABC officials present included Elton H.

Rule, president of ABC Inc.; Frederick Pierce, president of ABC Television; Mark Cohen, senior vice president of ABC Television, and Julius Barnathan, president of ABC Broadcast Operations and Engineering.

Hearing-room studio in new Hart building getting caught up in penny-pinching move

Senators may delete it from plans; It would have built-in facilities for radio and television coverage

A proposed new Senate hearing room equipped with extensive facilities for radio and television may never make it off the drawing boards, the victim of a movement to cut back on the more luxurious features of new Senate offices now under construction.

The whole project, a \$121-million office extension named after the late Senator Philip Hart of Michigan, come under attack in August by a group of senators who saw it as a waste of taxpayer money. Their bill to stop the project was voted down, but some of the senators who opposed that measure have come back with their own to cut \$9 million worth of what Senator Robert Griffin (R-Mich.) calls "frills and furbelows" from the building.

Among the targets of the cutback—a gymnasium, restaurant, wood paneling, marble—is the "multimedia" hearing room, a facility to be distinguished from all the other hearing rooms on Capitol Hill by its built-in equipment for radio and television. First proposed in the wake of the Senate Watergate hearings when Congress's exposure on television was at an all-time peak, the architect's plan envisioned rows of elevated glass booths to house radio and TV anchor men and hidden pathways to obscure the TV cables that clutter hearings now (BROADCASTING, Nov. 10, 1975).

The bill, sponsored by Senators Charles Percy (R-Ill.), Jake Garn (R-Utah), Daniel Moynihan (D-N.Y.), Strom Thurmond (R-S.C.) and Mr. Griffin, would eliminate the special facilities and keep the room as a bare hearing room. It may not be dealt with before the Senate adjourns this month, but Senate aides say it will be at some point. Only part of the funds for the office structure has been approved to date, and among sections that still need approval is the controversial hearing room.

The twain do meet

Former President Gerald Ford, a panelist at a "Media 78" conference co-sponsored by the Foundation for American Communications and the New York University Graduate School of Business Administration, encouraged business executives to

be "aggressive, factual, candid, straightforward" if they want to improve their relations with the press.

Mr. Ford urged high-level business people to meet more with editorial boards, to "have a little practice" before appearing on such programs as NBC's *Meet the Press* and to use "advocacy advertising."

The conference, which drew about 150 public relations chiefs and other executives for a Ford luncheon with *Washington Post* Executive Editor Ben Bradlee, saw both corporations and press admitting each side must work harder for better business reporting.

A typical exchange, however, had Tom Brokaw, NBC-TV's *Today* show host, charging too much "suspicion and paranoia" on the part of business and a member of the audience responding that "the cutting room and the editing room" justify such fear.

WIC this week

Jack Landau, executive director of the Reporters Committee for Freedom of the Press, will speak on "Is The First Amendment in Danger?" at the opening luncheon of the annual meeting of Women in Communications, Oct. 12-15, in Detroit.

Among other activities at the meeting, Clarion awards in radio will be presented to Gale Cunningham, KXL-AM-FM Portland, Ore., for a documentary on human rights and the gay movement, and Susan Stamberg, National Public Radio, for her *Interviews of Susan Stamberg* series. Clarion awards in TV will be given Stan Margulies, ABC, for *Roots*; Joan Konner, NBC News, for a documentary on radioactive waste; CBS News, for *CBS Reports: The Fire Next Door*; Beverly Williams and Cliff Abromats, KYW-TV Philadelphia, for a documentary on the issue of police brutality; Perry Miller Adato, WNET(TV) New York, for a program on the life of artist Georgia O'Keeffe, and Susan Silk and Garry Armstrong, WNAC-TV Boston, for a series on Boston's emergency medical service.

In addition, Irma Kalish, executive producer of *Carter Country* will receive one of the 1978 Headliner Awards.

Journalism Briefs

In honor of. Radio Television News Directors Association has instituted annual Michele Clark Award in memory of late CBS News correspondent killed in 1972 plane crash. Cash award of \$500 will be provided by Michele Clark Memorial Foundation, but award will be overseen by RTNDA.

News to them. Live coverage of Canadian Broadcasting Corp.'s application to Canadian Radio-Television and Telecom-

Whom they do trust. The latest Harris survey shows that public confidence in television news and the press generally has increased in the last nine months, while confidence in government has dropped. The percentage of Americans prepared to place "a great deal of confidence" in those running TV news rose to 35% in August from 30% in November 1977 while a comparable attitude toward the print media went from 19% to 23%. High confidence in the executive branch fell from 23% to 14%. Harris concluded that the latest results indicate that in the continuing encounter between government and the news media, government appears to be losing.

munications Commission for renewal of its network broadcasting licenses is being carried throughout Canada. CBC and member companies of Canadian Cable Television Association are cooperating in coverage, which will be transmitted by satellite across Canada to some 35 cable operators for distribution. Hearings are in Ottawa and will last through Oct. 13.

In-service training. National Oceanic and Atmospheric Administration has scheduled Oct. 13-14 workshop for radio and TV weathercasters. It will be held at National Meteorological Center, just outside Washington, and provide orientation on center

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



... there's a 10kW Sintronic shortwave transmitter on the African island of Fernando Po, 200 miles north of the equator. There are Sintronic AM, FM, and shortwave transmitters in 35 countries. (And now there's a brand new Sintronic solid state AM transmitter!)

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

activities and personnel. Similar workshops were conducted earlier at Hurricane Center in Miami, Severe Storms Center in Kansas City, Mo., and Severe Storms Laboratory in Norman, Okla. Further information: William J. Brennan, news chief, public affairs, NOAA, Rockville, Md. 20852; (301) 443-8243.

Going up. Reuters, currently distributing its high-speed information services by cable and microwave in and around New York City plans to go national Jan. 1 through \$9 million-plus, 10-year satellite contract with RCA. Services, said to operate at speeds approaching five million words per minute, offer news and market quotations.

More awards. National Press Club's Excellence in Consumer Journalism Competition awards were presented in Washington by Senator Wendell Ford (D-Ky.). Broadcasting winner was WBBM-TV Chicago for best over-all and best TV (BROADCASTING, Oct. 2); citations went to WMAQ-TV Chicago and WBZ-TV Boston for best coverage in TV and to WCBS-TV New York and NBC Nightly News for best TV program.

CPB's local winners

The cream of the PTV crop is announced with the top honor going to a St. Paul outlet

A program on a St. Paul public television station was named best program of the year at the annual Corporation for Public Broadcasting local television program awards ceremony.

KTCA-TV won with *A Common Man's Courage*, a historical biography of former Congressman John T. Bernard and his radical political career. WPBT(TV) Miami's *The State of Florida vs. Ronny Zamora* was named the most innovative program of the year. The KTCA-TV program also won the CPB news and public affairs magazine category award and the WPBT program also won the news and public affairs special event category award.

Other categories and winners were:

News and public affairs documentary, WNET(TV) New York for *Dateline New Jersey: Rayway Sta'way*; cultural documentary, KTEH(TV) San Jose, Calif., for *The Valley That Was*; cultural performance, WMPB(TV) Baltimore for *We Ain't What We Was* and also cultural drama for *Bartleby, the Scrivener*; target audience, WTTW(TV) Chicago for *Aunt Martha and the B.S. Love Counselor*; children's instructional, KLVX(TV) Las Vegas for *First Grade in the News* and WEDH(TV) Hartford, Conn., for *Connecticut Heritage: to Govern or Contend*; special interest, WNET for *Help Yourself: A Patient Look at Surgery*, and post-secondary formal education, KBYU-TV Provo, Utah, for *Worth of a Child* and WPSX-TV Clearfield, Pa., for *The Finite Earth: the 29th Day*.

Broadcast Advertising*

Taylor puts ball in government's, winemakers' court with comparative TV advertising

Treasury Department unit, which has banned such spots, awaits complaints from other vintners

Taylor Wine Co. proceeded on Oct. 1 with a spot TV campaign that challenges a 24-year-old government ban on comparative taste tests in liquor advertising.

Government officials, prior to the start of the spot TV splurge in southern California and East Coast markets, had warned Taylor, a unit of the Coca-Cola Co., that the TV commercials might violate standards of the Treasury Department's Bureau of Alcohol, Tobacco and Firearms, which claims such ads can be misleading.

A highlight of the TV commercials, which introduce Taylor California Cellars wine, shows a panel of wine tasters judging wines that are named in the spots and expressing preference for Taylor.

A spokesman for the Bureau of Alcohol, Tobacco and Firearms said the unit will act if it receives a complaint from one of the wineries mentioned in the commercials. He said there had been no reaction in the first few days the spots ran.

An official of Coca-Cola said the firm had not received any reaction to the commercials. But a spokesman in New York for National Distillers, parent of Almaden Vineyards, whose wine is named in the ads said it was "actively considering" a law suit against Taylor.

NAB wants in on FTC antacid ad proceeding

It tells commission in comments that proposed broadcast warnings for such products may harm both broadcasters and drug producers, wants to cross examine witnesses

Requiring health warnings in radio and TV commercials for antacid products would confuse consumers and hurt broadcasters, the National Association of Broadcasters argued in a filing with the Federal Trade Commission.

NAB notified the FTC last week of its desire to participate in the examination and cross examination of witnesses in the commission's proceeding that would require some warnings now required on antacid product labels be included in broadcast advertising. The proceeding was introduced in 1976 (BROADCASTING, April 12, 1976).

In the filing, NAB said it agrees that people should be warned about the

hazards connected with antacid products—but not in broadcast commercials. It said it is enough to put the information on product labels, and in the commercials to caution consumers to read the labels. To put specific cautions in the advertisements could cause confusion, it argued, because people wouldn't remember which warnings go with which products.

On the other hand, people do remember repeated "read-the-label" warnings, which the NAB radio and TV codes require, it argued.

NAB also argued that changing the content of commercials could have direct adverse affect on both the broadcast and over-the-counter-drug industries. Requiring lengthy descriptions would force commercials to become longer and drive up their cost, NAB said. Broadcasters could lose advertising that way, and costs might be so high for manufacturers as to prohibit entry of new firms in the drug marketplace.

Still another way to squeeze more sell into TV commercials

Push the fast-forward button, say NYU professors after tests of time compression technique; It doesn't hurt, can even help

Advertisers that want to say more in their commercials without buying additional time ought to try time compression. They might save money while maintaining the effectiveness of commercials.

That suggestion comes from two assistant professors of marketing at New York University's Graduate School of Business Administration. They offer it in an article in the current issue of the Advertising Research Foundation's *Journal of Advertising Research*, in which they report on experiments using time compression.

Time compression is a computerized electronic technique that eliminates the unnaturally high and strident tones—the "Donald Duck effect"—that tape-recorded speech takes on when the speed of the tape recorder is increased. "The effect sounds quite subtle and natural as long as the speed is not increased by more than about 40%," according to the NYU researchers, James MacLachlan and Priscilla LaBarbera.

In their experiment, Professors MacLachlan and LaBarbera used a Lexicon Varispeech II to accomplish the time compression. Undergraduate students participating in the test saw three TV commercials played at normal speed and three commercials speeded up by 25%. Each student was asked to rate each commercial on a scale ranging from "very dull" to "very interesting."

The faster commercials, which took only 24 seconds rather than the conventional 30, produced "slightly better" results than the others.

This, the authors conclude, "would

seem to suggest that an advertiser might be able to save advertising dollars through the use of time compression while maintaining the effectiveness of commercials."

They also offer some other suggestions: "In this experiment the time compression technique was used indiscriminately in that every commercial was speeded up by 25% in the treatment condition. In a field setting one would expect that judgment would be exercised and compression applied selectively in appropriate degrees."

"A commercial might contain certain segments that could be compressed considerably. Other segments might not benefit from compression. Some segments might be strengthened if the material were extended. The Lexicon device permits extension as well as compression. Thus the creative department could adjust information flow over a wide possible range."

On occasion, the authors continue, the creative department might want to increase the speed by as much as 100%. At that speed, they said, the material is still intelligible but viewers would be aware of the unnatural speed. And even with just a 25% increase, they point out, an advertiser can get 38 seconds of commercial into 30 broadcast seconds.

Advertising Briefs

Buying in. Meeker Co. Inc., New York, reports that All-Canada Radio & Television Ltd., Toronto, has made unspecified financial investment in Meeker, which represents 27 U.S. TV stations. Earlier All-Canada had made investment in another U.S. representative company, Selcom Inc., New York, which serves 75 radio-station clients.

Sony drops DDB. Sony Corp. of America, New York, is ending its 15-year relationship with Doyle Dane Bernbach, New York, because of product conflicts with General Telephone & Electronics, also handled by DDB. Termination date is Dec. 29. Sony spends about \$10 million annually, of which about 65% is in broadcast.

Three to Burke. Latest group owner clients of new Burke Broadcast Research radio rating service are WGN Continental Broadcasting, Chicago; Doubleday Broadcasting, New York, and Greater Media Inc., East Brunswick, N.J. These groups own radio stations in eight of 20 markets Burke will survey initially for rating period to close in December. First quarterly rating report will be published shortly thereafter.

For the kids. NBC has produced new series of seven 30-second children-oriented spots to be carried on TV network. New announcements explore such topics as nutrition, parental authority and the importance of being able to discern difference between TV commercial and program content.

From in-house to agency. WYNY(FM) New York, NBC-owned station, has appointed Levine, Huntley, Schmidt, Plapler & Beaver Inc., New York, as its agency. Advertising for station formerly was handled in-house.

Cigarette interests do a burn over HEW study of antismoking spots

Lobby says BAR monitoring amounted to 'surveillance' of TV

The Tobacco Institute has scooped the Department of Health, Education and Welfare on the results of a study HEW had commissioned Broadcast Advertisers Reports Inc. to do on TV antismoking commercials—and uses it as a vehicle for lambasting HEW.

The institute describes the report as having been done "secretly," accuses HEW Secretary Joseph Califano of "1984 Big Brotherism six years ahead of schedule" and chalks it all up to another "frenzied, dictatorial effort" on the part of Mr. Califano "to force individual citizens to behave as he wishes and to destroy the tobacco industry in the process."

A copy of a page of a transcript of a House Commerce Committee hearing in February that the Tobacco Institute sent to the media along with a press release seems to put a different light on the study. During a discussion of efforts being made to warn the public about the hazards of smoking, Secretary Califano was asked if he was obtaining data on the amount of antismoking spots being broadcast.

He said he would submit for the record a method by which HEW would obtain such information. The transcript contains a note that HEW's Office of Smoking and Health had contracted to have a minimum of 250 television stations in top markets monitored for antismoking commercials for four weeks. The report was to be completed by June 14, and the results submitted to the committee.

Dr. Daniel Horne, retired director of what had been the National Clearing House on Smoking and Health, says he approved the study sometime after Mr. Califano's testimony but that negotiations with BAR on the contract had begun before that date. He also said BAR approached him with the proposal for the study.

"People make all sorts of claims about antismoking spots—how many are carried and at what times," Dr. Horne said last week. "We wanted to find out. Are people watching the spots? If not, there is no point in using them, or perhaps we should have to figure out how to increase their use." He said similar, if less ambitious, studies had been done previously.

Dr. Horne expressed the view that broadcasters have a duty to carry public service announcements. "Public service is an obligation broadcasters assume in exchange for the right to broadcast over frequencies denied others," he said.

The BAR report is not public yet. But the Tobacco Institute obtained copies of BAR's material—from the Office of Smoking and Health—and made it public.

What the institute calls the "clandestine operation" involved the "surveillance" of the three commercial networks and 263 stations in 75 cities during the month of April.

The study shows that tax-exempt organizations, including the American Cancer Society, the American Lung Association and the American Heart Association receive what the Tobacco Institute projects to \$8 million annually in free time for public service announcements warning of the health hazards of smoking. The report shows CBS provided \$230,000 worth of time during April, ABC, \$131,200, and NBC, \$30,500. The total for the stations monitored was \$272,587. The spots were carried throughout the broadcast day, but mostly during daytime.

"Putting it all together," said Horace Kornegay, president of the institute, "shows that the TV-radio assault on American smokers is a major advertising campaign, inspired by Califano himself, fueled by the requirement that broadcasters must obtain their operating licenses from the federal government, and exposed ironically to the very same audiences who are forbidden by federal law to see any cigarette commercials."

Mr. Kornegay noted that the FCC has instituted an inquiry into broadcasters' policies on presenting public service announcements, and that HEW was one of the parties urging the inquiry.

The Tobacco Institute said it will ask for a congressional investigation.

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Window-shopping at London IBC

European broadcasters view latest in TV technology, show increased interest in ENG, do little buying

Digital video tape recorders, sophisticated second-generation and even third-generation switching systems, satellites and what may turn out to be the first real push toward ENG in Europe attracted most of the attention of the more than 4,000 engineers, manufacturers, journalists and other members of the international radio and television communities who attended the International Broadcasting Convention in London two weeks ago (BROADCASTING, Oct. 2). Although little in the way of new equipment was seen at the five-day conference (with the exception of Great Britain's Independent Broadcasting Authority's showing of full-screen, continuous motion digital VTR), much of the hardware displayed was being introduced for the first time to markets outside North America. The IBS and its alternating show, the International Television Symposium at Montreux, Switzerland, generally are not on-site sales shows, as is the principal U.S. convention, that of the National Association of Broadcasters, but manufacturers display their new equipment there in order to familiarize engineers with the latest available technology.

And the latest last month belonged to the IBA, the quasi-government agency that oversees Great Britain's commercial broadcasting system. In what is believed to be the first working demonstration, IBA displayed a continuous motion, digital VTR and announced that it had licensed Sony Corp. and Bosch Fernseh to manufacture the unit. IBA said that a commercial digital unit was, perhaps, two to four years away, however.

Using a modified Fernseh BCN one-inch analog recorder, John L. E. Baldwin of the IBA demonstrated a 10^7 -bits-per-square-inch, full-screen picture (without sound). It was the first time, he said, that a digital picture of that density had been created. An acceptable error rate at that density, he noted, requires a signal-to-noise ratio of approximately 20 db. (The quality of the picture, one observer noted, was significantly below that of analog standards, but an IBA spokesman said this was because the image was transferred from film.)

IBA said that it had licensed Fernseh and Sony to manufacture digital VTR units in the type B and C formats, respectively.

In a paper presented at the conference, Mr. Baldwin said that IBA had originally intended to introduce the digital VTR at last January's meeting of the Institution of Electrical Engineers (Great Britain), but "the time scale proved to be much too op-

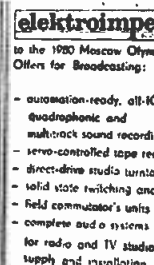
timistic." Although about 30 seconds of full pictures were shown, he said, they "had an excessive error rate."

Ken Tsunoda, president of the video products division of Sony Corp. of America, said that IBA's demonstration and announcement had surprised him as much as any one else at the convention. He agreed that IBA's estimate of a two to four year lead time before commercial distribution of the new units was a possibility but that marketing considerations could make "five years more realistic." The digital VTR, he said, is still very much in "the development stage" and that Sony in America, as well as Tokyo where the unit will be developed, must "decide how to complement analog systems" now in use. Mr. Tsunoda said that he expected the U.S. market would have "first priority" for the new units when they finally are marketed.

IBA also demonstrated a new satellite relay. The point-to-point system transmit-



The world of broadcasting. (Top) Ninety-four manufacturers and more than 4,000 delegates from 71 countries met in London two weeks ago (Sept. 25-29) for the seventh International Broadcasting Convention. Convention sponsors are moving the next show, in 1980, to the British seaside resort of Brighton (BROADCASTING, Oct. 2). **From the other Europe.** (Bottom left) Amid the big names at last month's IBC was one that few people immediately recognized—Elektroimpex, the Hungarian Foreign Trading Company for Telecommunication and Precision Goods. Among the products offered by the Eastern bloc manufacturer are complete audio systems for radio and television studios. According to a company spokesman, Elektroimpex's principal foreign customer is the Soviet Union although it has had some success in developing countries. **Digital delivery.** (Bottom right) This likeness of President Jimmy Carter was shown at the IBC as part of the Independent Broadcasting Authority's presentation of its Oracle (Optical Reception of Announcements by Coded Line Electronics) digital information service. At present the system is used to offer home viewers various forms of news, information and advertising.



ted signals from the Wembley Conference Center via a 2.5 meter portable antenna to locations in central London (about 10 miles away) and to Italy. It was one of the first European demonstrations of satellite relay of ENG signals. IBA also demonstrated its Oracle teletext system that is designed to compete with the BBC's own Ceefax system. (Both are already available to British viewers.)

The BBC also presented its proposed Carafax system for roadside radio. Designed to interrupt regular broadcasts or even cassette programs with traffic advisories, the low-power transmitter in an area emits a signal that breaks into regular programming to inform motorists of road conditions and then, after the announcement, shuts off until another is necessary.

Ampex Corp. presented for inspection its BCC-10 studio camera in its PAL version and its VPR line of helical scan video recorders. Ampex announced as well that the BBC had ordered eight of its

VPR-1 models and that ABC, the American network, had agreed to purchase 83 VPR-2 units. ABC will use the new equipment at its owned stations and at its production centers in New York and Los Angeles. The units will also be used by the network during its coverage of the 1980 winter Olympics in Lake Placid, N.Y.

Sony introduced its BVP-300P three-tube ENG camera to the European market. The camera, which weighs about 13 pounds without lens, has a power consumption of 22 watts and can be powered for up to two hours by batteries.

And Marconi Communications Systems Ltd. showed the conferees its new Mark IX camera family—which includes an extra-light ENG camera that operates “for a number of hours using two standard car batteries.” The Marconi line was first seen at last spring’s NAB in Las Vegas.

Thomson-CSF was also in the ENG picture with its eight-pound Microcam TTV 1600, which operates for up to five hours. The camera consumes 24 watts of power. Pye TVT Ltd., a division of Philips, also showed its LDK 14 ENG camera and accessories.

Digital switching systems were also much in evidence, and most of the larger manufacturers present displayed their versions. One of them was Vital Industries’ Squeezoom and its companion Production Switcher Automation System (PSAS). The Squeezoom is designed to give the director in the control room a virtually unlimited number of special effects and sequences and, when tied to the programmable PSAS system, allow him to recall them at will. The units are designed to work with Vital’s VIX-114-4A production switcher.

In spite of the overwhelming attendance at the IBC and the considerable interest in the products shown on the floor, the convention was not a major order-taking session. Richard Sirinsky, managing director of Ampex’s British operations, explained that many of the broadcasters outside of North America are government agencies or dependent on government funds, and those who attend the IBC are not likely to be empowered to make purchasing decisions. “You don’t take orders as you do at NAB,” Mr. Sirinsky said. As a consequence, the equipment booths are at the IBC primarily to introduce new products to the engineers who must make recommendations to the purchasing arms of their agencies.

If the degree of interest at IBC is any indication then, it appears likely that ENG is about to begin its long awaited drive into the European market. This is due primarily to the enhanced quality of today’s ENG equipment. Europe, Mr. Sirinsky explained, tends to “have no real sense of urgency regarding news,” and there has been little need for the time advantages offered by ENG. But with the improved performance of the newer equipment, it seems likely that the European broadcasters may start turning to ENG in the production of regular entertainment and public affairs programming.

RCA Americom is flying high at two years old

Carrier says its two birds now transmit 4,000 hours of TV a month, more than any other, announces NBC plan to feed shows from West Coast to New York and deal with cable program supplier

In marking its second anniversary last month, RCA Americom Communications Inc. announced that its two Satcom satellites now carry more hours of nationwide television programming than any other carrier’s system. It was also announced that NBC has committed itself to use the RCA system for some of its West Coast program feeds and that Modern Cable Programs, a distributor of motion picture cassettes, will break into satellite distribution next year.

Americom’s announcement said that its system now carries more than 4,000 hours of television each month—1,500 hours more than are carried by its principal competitor, Western Union. The monthly schedules of all three television networks total 1,200 hours a month, RCA Americom noted by comparison.

The two crosspolarized Satcoms have twice the capacity of Western Union’s Westar satellites and are used in large part to relay programs to cable television systems. (Some of Satcom’s users include Home Box Office, Showtime Entertainment Inc., WTCG[TV] Atlanta and the Christian Broadcasting Network.) Westar has proved more popular with broadcasters, who have been slower turning to satellites than the cable operators. Robert Wold Co., Spanish International and the Public Broadcasting Service are among Westar’s principal television users. (The new National Public Radio and Mutual Broadcasting System satellite distribution services also will use Westar.)

An Americom spokesman said that NBC is expected to join the others on its bird with five hours per day of transmissions of programs from Los Angeles production headquarters to New York where AT&T lines are used to place programs on the air. NBC has also exhibited interest in opening parts of both its radio and television networks to satellites and has solicited proposals from carriers (BROADCASTING, March 27).

Beginning Jan. 1, 1979, Satcom will add yet another customer when Modern Cable Programs, a Modern Talking Picture Service division, will forsake its cassette distribution system and begin relaying its packages of “informational motion pictures” via the satellite. Modern signed a \$182,500 contract for five hours a day of off-peak time. It also took an option for use of RCA’s videotape playback facilities at Vernon Valley, N.J., a satellite uplink site. Modern’s service is currently used by 100 cable systems.



New bird on the block. Satellite communications earth stations in the Indian Ocean area, bounded approximately by Britain and Europe in the west and Japan and Australia in the east, are switching over to a new, larger-capacity Intelsat IV-A communications satellite. The satellite, with 6,000 two-way telephone circuits, will have 25% more capacity for everyday communications and will eventually provide increased capacity for international satellite television. The complex transition, involving 47 earth stations and expected to be substantially completed by next year, will mean some shutdown of television services but will result in two Indian Ocean channels instead of one.

AT&T wants to send its little piggyback to market

FCC asked to approve system that would permit stereo sound for TV as well as allow two-language aural transmission; however, immediate drawback is need to convert present sets

If AT&T has its way, networks and others transmitting television programs will soon be able to present stereophonic sound. Not only that, but the same system could be used to transmit programs in two languages or to piggyback a signal destined for a radio audience on a television channel.

AT&T is seeking FCC authorization to construct the system, which it says could be in operation by the end of the year. However, how much of an audience there would be is another matter: Television sets would have to be converted to receive the new system.

And until television stations themselves are equipped to broadcast stereo, “simulcasting” would have to be employed—a system whereby viewers receive the stereo sound portion of the program from a local radio station. At present, such programs can be offered in a limited

number of areas; AT&T says the new system would allow virtually all television stations to offer simulcasts.

Essentially, the system is a further improvement of the diplexing technique that was developed by a joint Bell System and television industry committee and that AT&T began making available last January. That system, which opened the door to presenting programs in high fidelity sound, involves the simultaneous transmission of audio and video signal along the same path. The conventional method is to transmit them along separate transmission facilities.

Under the system AT&T wants to introduce, a second audio channel is added to the video channel.

AT&T is promoting the technique as a means of providing stereophonic sound in television sets. But AT&T officials note that the system could be used to transmit, say, coverage of a baseball game in two languages—English version being taken by one station, a French version by another. Or a radio station could be served by one of the two audio channels that accompany a video channel being used to service a television station.

Schmitt keeps up criticisms of WARC preparations

Third-world nations will inject politics into conference, he says, and U.S. is not ready for that

Despite evidence of some progress, U.S. preparations for the World Administrative Radio Conference 1979 are fast becoming a case of too little too late, Senator Harrison Schmitt (R-N.M.) said last week.

Speaking to a conference about WARC in Washington Oct. 4, the senator proposed that the President's Domestic Council intervene in WARC policy preparations. The lack of cabinet-level participation to date, he said, "is indicative of the low priority that this administration so far places on telecommunications."

Senator Schmitt said he is particularly troubled with the state of the preparations because he expects the negotiations at WARC to be politically charged. Third-world countries are beginning to focus on communications and are likely to try at WARC to reserve more radio frequencies than they need, he said. The United States should go in ready to "play political hardball."

Senator Schmitt said he is also concerned that there are disagreements on technical points among the State Department, the National Telecommunications and Information Administration and the FCC. Valuable time for gaining international support for U.S. WARC views "is slipping by without our coming to grips with our own national interests," he said. As a way of resolving the problems quickly, he suggested that a tripartite panel be formed composed of Glen Robinson,

WARC delegation chairman; Henry Geller, head of NTIA; and Charles Ferris, FCC chairman.

Hearings on WARC had been proposed before the Senate Communications Subcommittee by Chairman Ernest Hollings (D-S.C.), but they won't take place this year, Senator Schmitt said last week. It would be "useful," he said, if they were scheduled early next year.

Canadian objects to AM stereo inquiry

Toronto FM operator claims U.S. service would violate NARBA provision, would disrupt FM pattern in his country

A Canadian FM radio station has asked the dominion's minister of communications to "advise the FCC" that the introduction of AM stereo in the United States would involve a breach of the North American Regional Broadcasting Agreement that has existed, since the early days of radio, between countries of the northern portion of this hemisphere.

The FCC has begun a rulemaking proceeding, including all five proposed AM stereo systems, hoping to resolve the matter (BROADCASTING, Sept. 25).

A letter, signed by I. Switzer, vice president of engineering of Canada's CKO-FM-2 Toronto, claims AM stereo service in the

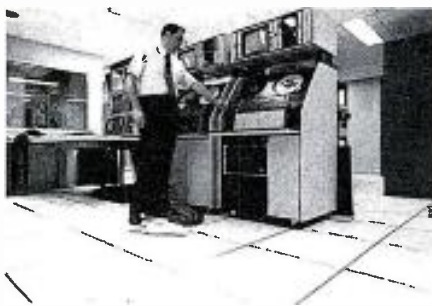
U.S. would create "an intolerable pressure on Canada" for a similar service. "It is our view," he said, "that an AM stereo service in Canada would be seriously detrimental to our interests as the operator of a national network of FM radio stations."

In a public statement, Mr. Switzer quoted NARBA as saying: "The form of modulation for broadcasting stations is amplitude modulation of an unsuppressed carrier of constant amplitude yielding two symmetrical sidebands."

He said CKO-FM-2 and Canada All-News Radio Ltd., its parent company, do not understand how the FCC could institute "a rulemaking proceeding that would probably result in a form of modulation inconsistent with NARBA broadcasting regulations without prior consultation with NARBA signatories."

The minister of communications and the Canadian Radio-Television and Telecommunications Commission are being asked to reject a change in NARBA regulations allowing AM stereo until "all the effects and ramifications in Canada have been studied and considered by affected broadcasters here and by Canadian agencies concerned with the public interest in Canada."

An FCC spokesman said four of the five competing AM stereo systems would probably require a change in the NARBA agreement. He said the FCC has held informal talks with Canada, but would not talk officially until it has chosen a system.



Energy saver. WKBW-TV Buffalo, N.Y., owned by Capital Cities Communications, is scheduled to move into its new \$3 million complex today (Oct. 9). The operation is what Capcities calls "the first energy-oriented TV facility in the country." Shown in front of the reflective stainless steel building are Phil Beuth, vice president and general manager (top, l) and Don Holland (r), chief engineer. The building has no furnace; instead, two 10,000-gallon water storage tanks (labeled "gin" and "vermouth") hold water warmed by heat from the studios, master control and production facilities. A heat pump is then used to convert the water back to hot air and distribute it to needed areas. The system also works as air conditioning by passing warm air through the tanks of cool water. The heating and cooling system is not the only thing that is state of the art. Mr. Holland (bottom, l) examines one of three Ampex one-inch video-tape recorders and (bottom, r) one of the production units incorporating a Grass Valley switcher and a custom designed McCurdy audio console.

Big deal over big screens

Less is not more when it comes to TV size, according to a growing number of set makers; while prices are still high, competition is growing quickly

Those who browse at gadgets in the windows of retail electronics stores may have noticed an increase lately in large-screen TV projection systems for sale. Those same browsers might be hard pressed to think of anyone they know who actually owns one, other than the local tavern keeper.

That's pretty much the situation in the super-sized TV market these days: Dozens of companies, including some of the largest TV manufacturers, have entered the market, but at prices in excess of \$2,000 few expect consumer demand to be overwhelming.

There are no official counts of just how many large-screen systems have been sold since Advent Corp. began marketing them five years ago. Sales in 1977 are roughly estimated to have been in the 50,000-75,000 unit range by various members of the industry, a market divided among as many as 75 different companies, not a few of which are thought to have been operating out of garages or post office box numbers.

But the recent or imminent entries in the competition of such major manufacturers as General Electric, Panasonic and Sony have spawned new optimism that, with their merchandising clout, the large-screen TV may finally be coming into its own.

General Electric's rear-projection Wide-screen 1,000 (for 1,000 square inches of picture space) has been available since June for a suggested retail price of \$2,800, and is the subject of probably the most aggressive promotional support in the field—fourth-quarter advertising is being placed in most of the major national magazines and on network TV, a spokesman for the company said.

Panasonic introduced its 60-inch-diagonal screen Cinemavision in August at \$3,800, then pushed it up to \$4,000 this month because of devaluation of the dollar in Japan (Panasonic's parent company, Matsushita Electric of Japan, makes the units). And Sony plans to be out in time for the Christmas buying season with a 50-inch-diagonal screen system and a 72-inch-diagonal system, although the company has not announced prices for either.

Besides being the most aggressive marketer so far, General Electric is also among the most bullish in terms of sales projections. The company forecasts that industrywide sales of large-screen systems will reach 125,000 in 1978, 220,000 in 1979 and 500,000 by 1983. "In terms of units, this is not a large segment of the industry," said Norman Schnell, GE's manager of marketing. "But the dollar volume is high due to the price of the sets."

Walt Henry Jr., video marketing man-



General Electric



Sony



Panasonic

ager for Advent, calls those projections "loony." He says that Advent, even with customary sales increases of 30%-40% annually, will be lucky to sell 20,000 units this year, and he claims Advent has at least half the total market. Mr. Henry thinks 50,000 units industrywide would be an optimistic figure for 1978, and that 150,000 units in three years is possible—"but it will take real work," he said.

Some might think Mr. Henry has a stake in making the market sound unappealing, but others share his conservatism. Sony expects to sell only 300-500 units per month in 1979, for example. And two of the biggest TV manufacturers, Zenith and RCA, are hanging back "observing" or "evaluating" the market's prospects.

"They're still too expensive for anyone other than the real videophile," said Robert Czepiel, electronics industry analyst for Cyrus J. Lawrence in New York. "It's a long, long way from becoming an accepted product." Advent's Mr. Henry agrees that price is the major obstacle. "The perceived value of the product is the essence of it," he said, "They've never heard of paying \$4,000 for a color TV set before."

Mr. Henry believes prices of the better-quality systems—and everybody agrees that picture quality has been vastly improved over the early systems—will not fall significantly until true mass penetration is achieved. So what's the percentage of jumping into such a tiny market now?

The conviction is that in the long run the large-screen set will become an essential part of the video entertainment center of the future—taking its place alongside the video tape recorder, the video disk, the

home computer and other program sources expected to find their way into the home.

It is also thought by proponents of the system that consumers, once they become familiar with the advantages of the large screen, will consider it as necessary to viewing as color is today. "It entrances you," said a GE spokesman. "You just don't want to go back to a 25-inch set." That's why dealers are strongly advised to display the systems in specially-constructed "video rooms," and why Advent helps set up installment financing for its customers through Finance America—to encourage impulse buying, if such a thing exists for a \$3,000 product.

By stimulating that kind of demand, the companies hope they can encourage the evolution of those home entertainment centers. Sony, in fact, plans to include its large screen system in a \$4-million fall quarter advertising campaign for its Betamax video recorders, a company spokesman said, to promote the idea of a "theater in the home."

There's one more reason many believe the major TV manufacturers are pushing the large screen systems—it gives them something new to talk about. "What's really happening is that the television people have a very mature market for TV sets," said Ralph Jones, director of communications for the Electronics Industries Association's Consumer Electronics Group. "So they've started to talk these things up, getting the dealers interested and so forth." Or, as Advent's Mr. Henry envisions it, "They'll get 'em into the store [with these systems], then they'll sell 'em a 19-inch portable."

The Broadcasting PlaylistTM Oct 9

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
6 2	<i>Reminiscing</i> □ Little River Band	Harvest
3 3	<i>Three Times a Lady</i> □ Commodores	Motown
4 4	<i>Summer Nights</i> □ J. J. Travolta/Olivia Newton-John ..	RSO
11 5	<i>You Needed Me</i> □ A. M. Murray	Capitol
8 6	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
7 7	<i>Don't Look Back</i> □ Boston	Epic
5 8	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
2 9	<i>Hot Blooded</i> □ Foreigner	Atlantic
10 10	<i>Kiss You All Over</i> □ Exile	Warner Bros.
17 11	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
12 12	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins ..	Columbia
9 13	<i>Grease</i> □ Frankie Valli	RSO
20 14	<i>Hollywood Nights</i> □ Bob Seger	Capitol
18 15	<i>Who Are You</i> □ Who	MCA
26 16	<i>MacArthur Park</i> □ Donna Summer	Casablanca
14 17	<i>Get Off</i> □ Foxy	TK
16 18	<i>You and I</i> □ Rick James	Gordy
33 19	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
21 20	<i>Got to Have Lovin'</i> □ Don Ray	Polydor
32 21	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
28 22	<i>You Never Done It Like That</i> □ Captain and Tennille ..	A&M
22 23	<i>Miss You</i> □ Rolling Stones	Rolling Stones
23 24	<i>Magnet and Steel</i> □ Walter Egan	Columbia
24 25	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
30 26	<i>Double Vision</i> □ Foreigner	Atlantic
27 27	<i>Beast of Burden</i> □ Rolling Stones	Rolling Stones
25 28	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
31 29	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista
29 30	<i>Josie</i> □ Steely Dan	ABC
13 31	<i>Shame</i> □ Evelyn "Champagne" King	RCA
15 32	<i>Fool if You Think It's Over</i> □ Chris Rea	United Artists
46 33	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
35 34	<i>It's a Laugh</i> □ Daryl Hall & John Oates	RCA
34 35	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
40 36	<i>I Live the Nightlife</i> □ Alicia Bridges	Polydor
37 37	<i>She's Always a Woman</i> □ Billy Joel	Columbia
38 38	<i>Macho Man</i> □ Village People	Casablanca
48 39	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
44 40	<i>Just What I Needed</i> □ The Cars	Elektra
36 41	<i>Come Together</i> □ Aerosmith	Columbia
50 42	<i>Alive Again</i> □ Chicago	Columbia
— 43	<i>Sweet Life</i> □ Paul Davis	Bang
— 44	<i>Change of Heart</i> □ Eric Carmen	Arista
47 45	<i>Took the Last Train</i> □ David Gates	Elektra
42 46	<i>Last Dance</i> □ Donna Summer	Casablanca
41 47	<i>Got to Get You Into My Life</i> □ Earth, Wind and Fire ..	Columbia
— 48	<i>Don't Want to Live Without It</i> □ Pablo Cruise	A&M
39 49	<i>Life's Been Good</i> □ Joe Walsh	Asylum
— 50	<i>Holding On</i> □ LTD	A&M

Playback[®]

Slow time. The fall Arbitron rating period is about to begin (Oct. 15) and traditionally it is a slow time for new music. Programmers stick with old favorites instead of breaking new records and new artists. As Jerry David Malloy of WHAS(AM) Louisville, Ky., puts it: "Everybody gets cautious ... [they're] afraid of adding the wrong song at the wrong time." But the picture is not that bleak: Columbia has released a rock album based on Jules Verne's "War of the Worlds." It's written by Jeff Wayne, narrated by Richard Burton and performed by a line-up of artists including Justin Hayward, Julie Covington, David Essex, Phil Lynott, Jo Partridge and Chris Thompson. Although it may not be creating quite the stir the Orson Welles version did on Oct. 30, 1938, it is nonetheless getting lots of attention—particularly the single, *Forever Autumn*, by Justin Hayward, lead singer for the Moody Blues. In Birmingham, Ala., "It's the hottest thing on the streets," says Steve Davis of WKXX(FM). Steven B. Oliver of WEEC(AM) Duluth, Minn., says the single "has a Moody Blues flavor ... it's a bluesy, sad, love ballad." And Gary Moore of WBG(AM) Bowling Green, Ky., calls it "incredible, the most perfectly timed record I've ever played. It's the classiest thing top 40 has had in a long time." **Looking good.** Starbuck, of *Moonlight Feels Right* fame, is out with a new single, *Searching for a Thrill* (United Artists), and WBG's Mr. Moore says "The group has matured a lot. The song is very up-tempo ... almost progressive [yet] pretty commercial." And 10cc, which had a hit with *The Things We Do for Love*, is picking up support with its new single, *Dreadlock Holiday* (Polydor). Pam Kobielus of WZUU-FM Milwaukee calls it "a reggae type of tune, a completely new direction for them."

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
— 1	<i>Anyone Who Isn't Me Tonight</i> □ Rogers & West	UA
19 2	<i>Cryin' Again</i> □ Oak Ridge Boys	ABC
1 3	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
7 4	<i>Do It Again Tonight</i> □ Larry Gatlin	Monument
5 5	<i>Ain't No California</i> □ Mel Tillis	MCA
3 6	<i>Who Am I to Say</i> □ Statler Bros.	Mercury
4 7	<i>Let's Take the Long Way Around the World</i> □ R. Millsap ..	RCA
12 8	<i>Here Comes the Hurt Again</i> □ Mickey Gilley	Epic
2 9	<i>Heartbreaker</i> □ Dolly Parton	RCA
22 10	<i>No Sleep Tonight</i> □ Randy Barlow	Republic
13 11	<i>Tear Time</i> □ Dave & Sugar	RCA
17 12	<i>If the World Ran Out of Love</i> □ Brown & Cornelius ..	RCA
14 13	<i>With Love</i> □ Rex Allen Jr.	Warner Bros.
9 14	<i>Easy From Now On</i> □ Emmylou Harris	Warner Bros.
10 15	<i>Penny Arcade</i> □ Cristy Lane	LS
11 16	<i>Womanhood</i> □ Tammy Wynette	Epic
15 17	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
18 18	<i>Little Things Mean a Lot</i> □ Margo Smith	Warner Bros.
— 19	<i>Sleeping Single in a Double Bed</i> □ Barbara Mandrell ..	ABC
16 20	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
21 21	<i>Boogie Grass Band</i> □ Conway Twitty	MCA
24 22	<i>Rake and Ramblin' Man</i> □ Don Williams	ABC
17 23	<i>If You've Got Ten Minutes</i> □ Joe Stampley	Epic
— 24	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
8 25	<i>Hello Mexico</i> □ Johnny Duncan	Columbia

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of 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.

Latest test of FCC policy

Supreme Court will review Midwest Video case in which lower court threw out commission rules on cable access channels

The U.S. Supreme Court has agreed to review a lower court's opinion overturning FCC rules imposing access-channel and other construction requirements on cable television systems—a decision that was seen as casting doubt on the legitimacy of a number of other rules.

The commission, in petitioning for review, had said the decision of the U.S. Court of Appeals for the Eighth Circuit, in St. Louis, "eliminates the commission's role in formulating uniform and reasonable access standards and opens the door for disparate local or state regulation of the vital aspect of cable television's development." Thus, it said, the case presents a question "of great importance."

Directly at issue in the case are commission rules requiring cable systems with 3,500 or more subscribers to provide at least one access channel and up to four on a showing of demand—one for the public at no charge, two for education and government and the fourth for lease—and new systems to be equipped with two-way nonvoice communication and a minimum of 20 channels.

The appeals court said the commission

lacked the authority to adopt such rules; it said they "burst through the outer limits of the commission's delegated jurisdiction" (BROADCASTING, Feb. 27, March 6). What's more, two of the three judges on the panel said the rules violated the constitutional guarantees of free speech and due process.

The appeal on which the appeals court ruled was taken by Midwest Video Corp. And it was the Supreme Court's decision in an earlier case involving the same cable system operator on which the commission relied heavily in seeking review.

The commission noted that the plurality of the high court in the earlier Midwest Video case had agreed that the commission's concern with cable systems' carriage of broadcast signals was not only a matter of avoiding adverse effects on television stations. The commission said the high court had held that, under the "reasonably ancillary" test it laid down, that concern properly applied as well to rules requiring cable systems "to promote the objectives" for which the commission has been given jurisdiction over broadcasting.

And the rules set aside by the appeals court, the commission added, were designed to increase the number of outlets for local self-expression, thus augmenting diversity of programs and the services available to the public.

The commission also said the constitutional issue is important. It noted that the high court has never had an opportunity to rule on whether the First Amendment ban on government efforts to impose access on a private medium not subject to extensive

regulation—newspapers, for instance—extends to the commission's effort to apply an access requirement to cable television, which is subject to "pervasive" regulation.

The commission's position was generally supported by the solicitor general and, in a joint brief, by the National Black Media Coalition, Citizens for Cable Awareness in Pennsylvania and Philadelphia Community Cable Coalition.

The American Civil Liberties Union, in a separate petition for review, said the case offers the high court an opportunity to rule on where cable television fits into the system of freedom of expression; it said there are important differences between newspapers and cable systems.

Commission officials have said privately that more than the rules being challenged is at stake in the case. They say that if the appeals court opinion stands, it might be read as barring the commission from adopting any cable regulations other than those dealing with the conditions under which television signals may or must be carried.

There was some question, for instance, whether the opinion would prohibit the commission from adopting equal employment opportunity rules for cable; however, the commission concluded in an order adopted two weeks ago that it does have jurisdiction to adopt such rules (BROADCASTING, Oct. 2). And there was some question, too, as to whether the decision might mean that the commission lacks the authority it has claimed to impose a limit on the amount of franchise fee that local authorities can impose on cable television systems.

Fates & Fortunes

Media

Jane Cahill Pfeiffer elected chairman of NBC, as officially proposed last month, and named to board of NBC's parent RCA, succeeding **Julian Goodman** in both posts (BROADCASTING, Sept. 18). Mr. Goodman elected chairman of executive committee of NBC.



McReynolds

Appointments, in management realignment of Meredith Corp.'s Broadcasting Group: **William C. McReynolds**, VP-general manager of KPHO-TV Phoenix, named to new position of VP-television, based in New York; **Richard DeAngelis**, VP-general manager of WNEM-TV Bay City, Mich., succeeds Mr. McReynolds at KPHO-TV; **Todd M.**

Holmes, general sales manager of WNEM-TV, succeeds Mr. DeAngelis as general manager, and **Norris Retchel**, general sales manager, KPHO-TV, will become general manager of WPGH-TV Pittsburgh, when purchase of station by Meredith is completed.

Philip Marella, VP of operations, LIN Broadcasting, New York, becomes president and principal stockholder of Pinnacle Communications, licensee of WBJA-TV Binghamton, N.Y. **William**



Marella



Eaton

R. Eaton Jr., VP in charge of television stations and cable systems for Rollins Telecasting Inc., Atlanta, succeeds Mr. Marella at LIN.

Bruce Holberg, program director of Metromedia's WIP(AM) Philadelphia, named VP and general manager of co-owned WMMR(FM) Philadelphia.

Kenneth Lee Buschman, news and sportscaster, WBFF(TV) Baltimore, joins WPTT-TV Pittsburgh, which went on air Sept. 29, as station manager.

Joseph T. Meier, assistant manager of KAAM(AM) and national sales manager, KAAM and co-owned KAFM(FM), both Dallas, named station manager of KAAM.

Margaret Emerson, director of television broadcast services, noncommercial WGTE-TV Toledo, Ohio, appointed station manager. **Thomas Paine**, director of radio broadcast services, noncommercial WGTE-FM Toledo, appointed station manager.

As part of major restructuring and expansion of

CBS-TV affiliate relations department. **Tony C. Malara** has joined unit as VP-station services, affiliate relations, and **Donald E. Clancy** has been promoted to VP-administration and legal services, affiliate relations. Both will report to **Robert L. Hosking**, VP-affiliate relations. Mr. Malara has been manager of broadcasting for



Malara



Clancy

wnny-TV Watertown, N.Y., for past seven years. Mr. Clancy has been director, administration, affiliate relations, CBS-TV, since 1975. All district managers and clearance managers will report to Mr. Malara. Mr. Clancy will head new area of department, combining administration, legal services, business affairs and promotion. **Bruce R. Bryant** continues as VP-general manager, affiliate relations, reporting to Mr. Hosking. **Ted O'Connell**, vice president, will coordinate special projects, relinquishing district manager duties. He will report to Mr. Bryant.

Series of other appointments announced by Mr. Hosking: **George Zurich**, director, station clearance, affiliate relations, named director, communications, affiliate relations; **Elizabeth Hayter**, director of programing for owned WCAU-TV Philadelphia, appointed district manager, affiliate relations; **Robert Shellard**, director, financial planning/sales, financing and planning, CBS-TV, named associate director, business affairs, affiliate relations; **Patricia West**, assistant to director, affiliate liaison, CBS News, joins affiliate relations department as clearance manager, and **Judy Ann Wormington**, promotion manager of WNEW(AM) New York, appointed manager, promotion, affiliate relations.

NBC's broadcast standards department in Burbank, Calif., is being expanded with addition of three administrators and creation of new unit. **Maurice Goodman**, program policy manager of department, named director, broadcast standards, and will head new unit responsible for pilot projects and new series. Joining department as administrators are **Leo Duron**, who has been administrator of equal employment opportunities and personnel programs in Burbank; **Paula Gordon**, associate producer in news and public affairs, noncommercial KCET(TV) Los Angeles, and **Nancy Goodman**, research and talent coordinator of Dinah Shore show.

Donna Zapata, national sales manager, WHAS-TV Louisville, Ky., named director of radio division and community relations, with responsibility for over-all direction of WHAS(AM) and community relations.

Jerry Copeland, director and production manager, KENS-TV San Antonio, Tex., named operations manager.

Lou Jones, chief operator, WEED(AM)-WRSV(FM) Rocky Mount, N.C., joins WCPQ(AM)-WMSQ(FM) Havelock, N.C., as operations manager.

Fred Morse, program director, WTHI-AM-FM

Terre Haute, Ind., joins WINN(AM) Louisville, Ky., as operations manager.

Andre Lamy, government film commissioner and chairman of National Film Board of Canada, joins Canadian Broadcasting Corp., Ottawa, as VP-audience relations.

Frank A. Terry Jr., member of board of directors, business manager and personnel director for WGHP-TV High Point, N.C., named controller for WGHP-TV Inc.

David A. Dreil, from New York law firm of Feit & Ahrens, joins Viacom International there as attorney.

Broadcast Advertising

Walter K. Flynn, Los Angeles sales manager of ABC Television Spot Sales, named VP and general manager, ABC Television Spot Sales, New York. He succeeds **David Johnson**, recently named VP, ABC-Owned Television Stations (BROADCASTING, Sept. 18).

William (Ted) Hazard, president of Carl Ally International, New York, joins Needham, Harper & Steers there as senior VP and management supervisor. **Larry Walters**, art director and group head, J. Walter Thompson, Chicago, joins NH&S there as creative supervisor.

Associate Creative Directors **Frank Decker**, **Bernard Klepper** and **Susan Spindler**, Compton Advertising, New York, elected senior VP's.

Phillip Dusenberry and **William B. Palmer**, senior VP's and associate creative directors of BBDO, New York, named creative directors of agency, reporting to Allen Rosenshine, executive VP and creative director.

Michael E. Lollis, creative director with Chicago office of J. Walter Thompson, appointed VP and creative director of JWT's Atlanta office. **Alan H. Chalet**, VP and media director, N.W. Ayer, Seattle, joins JWT in Atlanta as media director.

Patty Volk Biltzer, copy supervisor, and **Barbara Monte**, account supervisor, Doyle Dane Bernbach, New York, elected VP's.

Vic Lewis, executive VP, Sawdon & Bess Advertising, New York, leaves company to form his own agency, Vic Lewis Advertising, Los Angeles.

Mark A. Dull, field account supervisor, Eastern region, W. B. Doner, Baltimore, named account supervisor.

Judith A. Goldstein, creative supervisor at Grey Advertising, New York, named creative supervisor at Richard K. Manoff Inc., New York.

Leslie J. Yerman, resource manager at Greater Washington Business Center, joins Goldberg/Marchesano Advertising, Washington, as public relations director.

Brett Robbs, copywriter, Ward Archer & Associates, Memphis, named copy director.

Ethel Kaiden, director of public relations and publicity for group of dinner theaters in Massachusetts, Connecticut and Rhode Island, joins J.G. Associates, advertising agency in Acton, Mass., as account executive and copywriter.

Alan Zaretsky, assistant VP of promotion services, Air Time Inc., New York, named VP of

marketing services of Air Time International, New York, subsidiary of Air Time Inc.

David Jacqueman, from Metro TV Sales, Chicago, joins Katz Television as account executive in St. Louis office. **Jenny Syversen**, from D'Arcy-MacManus & Masius, Atlanta, joins Katz sales office there.

Allen Scheuer, buyer, Ogilvy & Mather, New York, joins Metro TV Sales in sales development capacity. **Joan Rutman**, account executive, Field Spot Sales, New York, joins Metro TV Sales in same capacity.

Steve Soule, account executive, Radio Advertising Representatives, New York, appointed Eastern sales manager. **Charles Newman**, account executive, WOW(AM) Fort Wayne, Ind., joins RAR in Chicago as account executive.

Rick Meril, in Petry Television sales training program, named account executive for Petry's Dallas office.



Tiedemann

John H. Tiedemann Jr., VP and director of daytime sales, ABC-TV, New York, named VP of daytime sales. **Pamela M. Rider**, manager of sales proposals and sales service for Detroit office of ABC-TV, named account executive there. **Ronald N. Fredrick**, account executive, CBS-TV, Detroit office, joins ABC-TV there in same capacity.

Chet Collins, account executive, ABC-TV Spot Sales, Chicago, joins CBS Television Stations National Sales as manager of Detroit office. **Thomas Capaldi**, from Katz Television in Detroit, joins CTS National Sales there as account executive. **Joseph Middelburg**, account executive, Telerep, Chicago, joins CTS Television National Sales there in same capacity. **Samuel Stallworth Jr.**, regional sales manager, WXIA-TV Atlanta, joins CTS National Sales there as account executive.

Joseph J. Ahern, sales manager, ABC Television Spot Sales, Detroit, named local sales manager, of ABC-owned WABC-TV New York. **Charles A. Gabelmann**, director of research and sales development of WABC-TV, named account executive. **Michael J. Hudak**, sales support coordinator, A.C. Nielsen Co., New York, joins WABC-TV succeeding Mr. Gabelmann.

Joseph Berwanger, national sales representative, Television Advertising Representatives, New York, joins co-owned KYW-TV Philadelphia as sales manager.

Diane Jennings, media supervisor, Leo Burnett, Chicago, named director of sales research, WBBM-TV Chicago.

John Campagnolo, from Peters, Griffin & Woodward, Chicago, joins WISH-TV Indianapolis as national sales manager.

Christopher Sehrling, local account executive, WTVN-TV Columbus, Ohio, appointed national sales manager.

John Marquiss, account executive, WOWT(TV) Omaha, named local sales manager.

Judi Penny, account executive, Selcom, New York, joins WBBM-FM Chicago as national sales manager.

Jeff Schwartz, account executive with WKQX(FM) Chicago, named retail sales manager.

Mark Zinda, account executive, WYAE(AM) Baltimore, joins WMAR-TV there in same capacity.

Walt Schmidt, with national sales staff of CBS/FM Sales, New York, and **Mike Valentino**, salesman with Buckley Radio Sales, New York, appointed to similar posts with WHN(AM) New York.

Christine Lichtman, from KTNQ(AM)-KCBS(FM) Los Angeles, joins KJOI(FM) there as account executive.

Gary Coleman, account executive, Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., joins KCMO(AM) there in same capacity.

Joe Brennan, merchandise manager for department stores in Havelock, N.C., joins WCPQ(AM)-WMSQ(FM) there as account executive.

David A. Wiehe, car salesman in Cedar Springs, Mich., and former sales manager for WCUZ(AM)-WMLW(FM) Grand Rapids, Mich., joins WJFM(FM) there as media sales consultant.

Programing



Lindheim

NBC Entertainment realignment of dramatic programs department: **Richard D. Lindheim**, VP of dramatic programs, West Coast, appointed VP of current drama programs; **Sara Dempsey**, director of film program operations, West Coast, named director of current drama programs; **Phyllis Tucker**, manager of film programs, West Coast, and **Bill Nuss** and **Scott Siegler**, in current drama programs department, named managers of current drama programs.

Patrick Betz, VP of current dramatic programs, NBC Entertainment, Burbank, Calif., named VP of newly created story department of NBC Entertainment. **Albert Ovadia**, studio tour manager of NBC's Burbank facilities, named administrator of creative services, NBC Entertainment.

Lisa Taylor, producer of *Sunday* show on NBC-owned KNBC(TV) Los Angeles, named coproducer, West Coast, of *America Alive!* on NBC-TV (Mon.-Fri., noon-1 p.m. NYT).



Hart

William Hart, senior VP of Columbia Pictures Television, Burbank, Calif., named to new post of senior VP-national program sales, based in New York, as part of move to strengthen CPT's sales and programing activities with networks, advertising agencies and New York-based independent producers.

Harry Chandler, co-producer of syndicated *That's Hollywood*, joins 20th Century-Fox Television, Beverly Hills, Calif., as program executive responsible for development of new programing for pay television.



Wheels and wheels. Lester W. Lindow, who retired last Aug. 1 as president of the Association of Maximum Service Telecasters, was honored last Wednesday for more than 21 years of service with the organization. Directors of AMST were hosts at a dinner at Washington's Madison hotel. Among the 140 guests were Senator Warren G. Magnuson (D-Wash.), former chairman of the Senate Commerce Committee, now chairman of the Appropriations Committee, and Chairman Lionel Van Deerlin (D-Calif.) of the House Communications Subcommittee. FCC Commissioner Robert E. Lee was master of ceremonies. Jack Harris (pictured at left) of KPRC-TV Houston, one of the founders and for 19 years the principal director of AMST, said AMST became the most effective broadcasting force in Washington under Mr. Lindow's long administration. Franklin C. Snyder of Hearst Broadcasting, now AMST chairman (I in picture at right), presented Mr. Lindow and his wife, Andre, with a symbolic key to a new car and \$8,000 raised from AMST members.

executive responsible for development of new programing for pay television. **Susan Devaney**, publicist for Hanna-Barbera Productions, named publicist for 20th Century-Fox Television.

Mark C. Canton, executive in charge of creative affairs, MGM, Culver City, Calif., named VP of motion picture development for motion picture division there.

Sandra Kabb Martin, producer, EUE/Screen Gems, division of Columbia Pictures, named VP in charge of operations on West Coast for EUE/Screen Gems.

Tom Campanella, executive director of business administration and marketing, motion picture division of Paramount Pictures Corp., New York, appointed executive director of national advertising. **Charles E. Greene**, production manager and foreign traffic manager in motion picture division, named director of advertising production. **Buffy Shutt**, magazine contact, also in motion picture division, named director of publicity.

Si Mael, VP, finance, ABC Records, Los Angeles, appointed VP, operations. **Michael Parkinson**, controller, MCA Records, Los Angeles, joins ABC Records as VP, finance and development.

Sandy Aronowitz, vice president, syndication, account management, MCA, New York, named director of station sales, television division, American International Pictures, New York.

John Dixon, local sales manager, WOWT(TV) Omaha, named program manager.

Linda (Tye) Rios, director of advertising, Entertainment Inc., San Antonio, Tex., joins KENS-TV there as program manager.

Joseph R. Weber, manager of production and executive producer of public affairs programs, WKYC-TV Cleveland, joins KAKE-TV Wichita,

Kan., as program manager.

Alan Mitchell, program director and air personality, WIND(AM) Chicago, joins WBBM-FM there in same capacity.

Dave Wolfe, air personality, WINN(AM) Louisville, Ky., assumes additional responsibilities as music director.

E. LeRoy Olliger, VP-program manager, KWGN-TV Denver, retires after 46 years with Tribune Co., parent of station licensee, **John B.**



Olliger



Proffitt

Proffitt, director of programing and operations, KENS-TV San Antonio, Tex., succeeds Mr. Olliger as program manager.

News and Public Affairs

Don Keeler, senior reporter, KCAU-TV Sioux City, Iowa, appointed news director.

Jeff Hawkinson, assignment editor, WEEK-TV Peoria, Ill., named news director. **Jerry Giesler**, reporter there, succeeds Mr. Hawkinson. **John Wingate**, reporter and weekend anchor, WAND(TV) Decatur, Ill., joins WEEK-TV as producer and weekend anchor and **Laurel Ornish**, reporter from WMAQ(AM) Chicago, named reporter and weekend anchor for WEEK-TV.

Skip Loescher, associate news director, WCCO-

TV Minneapolis, named bureau chief for station's St. Paul news bureau.

Michael Alan Cozza, managing editor for news, WBTV(TV) Charlotte, N.C., named assistant news director-operations.

Claire Neff, CBS News assignment editor, New York, named deputy archivist there.

Libe Stril-Rever, cinema photographer, WNAC-TV Boston, joins NBC News as chief photographer in Moscow.

Tom Clendening, writer, reporter and announcer, WCBM(AM) Baltimore, joins WMAR-TV there as assignment editor.

Bruce DuMont, host of talk show, WFYR(FM) and noncommercial WBEZ(FM), both Chicago, joins WBBM-TV there as producer of noon news program. **Steve Shepard**, reporter and weekend anchor, WNAC-TV Boston, joins WBBM-TV as reporter. **Phil Whitelaw**, air personality, WCLR(FM) Chicago, named weekend weatherman for WBBM-TV.

Victor Aronovich, freelance producer for Coronet Film Co., Chicago, joins WLS-TV there as associate producer of documentary unit.

Gordon Rothman, news producer, KSAT-TV San Antonio, Tex., joins WKLV-TV Louisville, Ky., in same capacity.

Charles Rowe, weekend anchor, KTTV(TV) Los Angeles, named weeknight anchor.

Maxene Black, general assignment reporter, WKRC-TV Cincinnati, and **Robert J. Haberl**, general assignment reporter, WJXT(TV) Jacksonville, Fla., join WCAU-TV Philadelphia in same capacities.

William Selby, general assignment reporter, KFMB-TV San Diego, joins WNAC-TV Boston in same capacity. He succeeds **Steve Shepard**, who joins WBBM-TV Chicago (see above).

Jane VanRyan, reporter and anchor, WHAS-TV Louisville, Ky., joins WDVM-TV Washington as general assignment reporter.

Promotion and PR

Katherine F. (Kitty) Halpin, former special assistant to presidential trade ambassador, Robert Strauss, and previously executive director of Democratic national telethons, named director of news information for ABC in Washington.

Lew Schatzer, on-air producer and director, KTTV(TV) Los Angeles, named director of promotion and creative services.

Diane Latore, promotion coordinator, WABC(AM) New York, named assistant director of creative services. **Margaret M. Kennedy**, special projects coordinator there, succeeds Ms. Latore.

Charlotte J. Koppe, assistant manager of press information, WLS-TV Chicago, named manager of press information.

Cable

Les Haber, independent producer, appointed director of special programming development for Home Box Office, New York.

Par G. Petersen, director of engineering, Continental Cablevision of Virginia, Henrico coun-

ty, named director of engineering for Continental's Michigan region, based in Lansing.

Equipment and Engineering

Elmo Franklin, chairman of board of directors and president of International Tapetronics Corp., Bloomington, Ill., named chief executive officer. **Jack Jenkins**, executive VP and director of engineering there, named president and chief operating officer. Other ITC appointments: **Kerry Meyer**, head of electrical engineering division, named manager of engineering; **Jim Riggs**, VP-manufacturing, named VP-finance and administration; **Ross Funk**, production manager, named manager of manufacturing, and **Jerry Spence**, general manager, named VP.

David E. Acker, general manager of Microtime and VP of parent company, Andersen Laboratories, Bloomfield, Conn., appointed president of Microtime and will continue as VP of Andersen.

Alan Lowell Whitebread, from ADP-Network Services, Chicago, joins Wabash Tape Corp., Des Plaines, Ill., as product manager.

Bruce T. Herget, chief engineer for production, Maryland Center for Public Broadcasting, Owings Mills, named director of division of engineering.

Allied Fields

Dr. Jeffrey Krauss, on staff of FCC's Office of Plans and Policy, Washington, appointed assistant chief of office. He has been concentrating on policy impact of new technology in areas such as computer communications, electronic mail and satellite communications.

Marilyn J. O'Connor, editor of *Highlights*, National Association of Broadcasters, Washington, named director of special projects, public affairs department.

Dwight M. Cosner, director of sales development for Axiom Market Research Bureau, New York, joins A.C. Nielsen Station Index there as assistant to executive VP and director of marketing there, Roy Anderson.

Deaths

John F. Holbrook, 68, freelance network radio announcer during 1930's and 1940's, died Sept. 20 of heart attack in Sapphire, N.C. Early in his career he worked for WGN(AM) Chicago and later worked for KHJ(AM) Los Angeles as announcer on *The Newspaper of the Air*. Network programs to his credit include *Double or Nothing*, *Red Skelton*, the original *This Is Your Life* and *The Horace Heidt Show*. Survivors include his wife, Jeanne, and four children.



Edgar Bergen, 75, entertainer and ventriloquist who emerged from vaudeville to become one of the stars of radio's golden age, died Sept. 30 in his sleep in Las Vegas. He was there performing at Caesar's Palace as part of his farewell to show business after a 56-year career. His wooden ventriloquist dummies, Charlie McCarthy, Mortimer Snerd and Effie Klinker were willed by Mr. Bergen to the Smithsonian Institution only a week before his death. The team of Mr. Bergen and his wisecracking sidekick, Charlie, made their radio debut in 1936 when Rudy Vallee gave them a chance to appear on his show. The next year he began starring on NBC's *The Chase & Sanborn Hour*. Mr. Bergen was recognized as a top radio performer among such competition as Jack Benny and Eddie Cantor. According to Bob Hope, "*The Chase & Sanborn Hour* ... was the big show on radio ... practically everybody in the country listened to it ... featured the biggest names: Eddie Cantor, Kate Smith, all the stars. Edgar Bergen was the main attraction on the show. He was the star of the world." Mr. Bergen drew national headlines in December 1937 when guest Mae West and Charlie McCarthy caught the attention of the FCC with suggestiveness in an "Adam and Eve" sketch. It drew a commission reprimand for NBC and its affiliated stations. He also appeared in many short films and several feature length productions and won a special Oscar. Survivors include his wife, Frances, his daughter, actress Candice Bergen, and son Kris.

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Bagwell

returning to WKY-TV in 1958 as station manager.

Norman P. Bagwell, 56, VP and general manager of KTVY(TV) Oklahoma City, died Oct. 1 at his home there of cancer. He first joined station (when it was WKY-TV and owned by Oklahoma Publishing) in 1954 as personnel manager. He also served with co-owned WTVT(TV) Tampa-St. Petersburg, Fla., before

He was elected VP of station in 1959 and of parent firm in 1974. He also served on National Association of Broadcasters television board in late sixties and currently was on board of Association of Maximum Service Telecasters. He remained with station when it was sold in 1976 to Detroit Evening News Association. He is survived by his wife, Marjorie, and four daughters.

Gene Archer, 65, singer and Washington radio and television announcer, died of cancer Oct. 4 at Montgomery General hospital near Washington. Mr. Archer worked for WRC(AM) Washington as singer and disk jockey during 1940's and

1950's and also had his own television program on WRC-TV there in 1948, *Gene Archer's Music Shoppe*. He became staff announcer in 1950's for WRC-AM-TV and remained in that position until his retirement four years ago. Survivors include his wife, Juanita, and four sons.

Lawrence L. LeKashman, 57, VP of marketing and sales, Electro-Voice Inc., Buchanan, Mich., died Sept. 24 after brief illness. He began his career as radio editor for *Aero Digest* and later worked for RCA Victor tube division. He joined Electro-Voice in 1951. Survivors include his wife, Priscilla, and two daughters.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 25 through Sept. 29.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

TV applications

- Prescott, Ariz.—William H. Sauro seeks ch. 7; ERP 2 kw vis., .04 kw aur., HAAT 1,550 ft.; ant. height above ground 60 ft. Address: P.O. Box 391, Phoenix 85001. Estimated construction cost \$426,997; first-year operating cost \$100,000; revenue \$436,662. Principal: Mr. Sauro owns advertising agency and travel agency in Phoenix and has no other broadcast interests. Ann. Sept. 7.
- New Orleans, La.—Lester Sumrall Evangelistic Association Inc. seeks ch. 20; ERP 3,160 kw vis., 316 kw aur., HAAT 997 ft.; ant. height above ground 1,046 ft. Address: P.O. Box 12, South Bend, Ind. 46624. Estimated construction cost \$1,179,564; first-year operating cost \$1,667,964; revenue \$1,260,000. Legal counsel Smith & Pepper. Applicant is nonstock non-profit religious corporation; Lester Sumrall, pres. It owns WHEM(FM) South Bend, Ind., WHFT-TV Miami, Fla. and WHMB-TV Indianapolis. Ann. Sept. 7.
- Salisbury, Md.—MDV Television Co. seeks ch. 47; ERP 2,570 kw vis., 257 kw aur., HAAT 1,000 ft.; ant. height above ground 1019 ft. Address: 5424 Lincoln St., Bethesda, Md. 20034. Principal: Jean—Paul Audet, who owns TV consulting firms in Summit, N.J. and Bethesda, Md. He has no other broadcast interests. Ann. Sept. 7.
- Albany, N.Y.—American International Communications Corp. seeks ch. 23; ERP 5,000 kw vis., 500 kw aur., HAAT 1,220 ft.; ant. height above ground 467 ft. Address: 74 State St., Albany 12207. Estimated construction cost \$2,030,000; first-year operating cost \$1,142,900; revenue undetermined. Legal counsel

Boasberg, Hewes et al. consulting engineer Jules Cohen & Associates. Applicant is subsidiary of American International Pictures Inc., publicly held motion picture production company. Ann. Sept. 7.

■ Galveston, Tex.—Bluebonnet Broadcasting Co. seeks ch. 48; ERP 1,618 kw vis., 323 kw aur., HAAT 1,161 ft.; ant. height above ground 1,199 ft. Address: P.O. Box 599, Galveston 77550. Estimated construction cost \$1,602,798; first-year operating cost \$703,120; revenue \$500,000. Legal counsel Kirkland & Ellis. Principal: Raymond Shindler, who has banking, manufacturing and ranching interests in Texas; formerly owned 49% of KDOG-TV Houston and has minority interest in applicant for new TV in San Antonio, Tex.

FM starts

- WDMG Douglas, Ga.—Authorized program operation on 99.5 mhz, ERP 50kw, HAAT 198 ft. Action July 3.
- WBWB Bloomington, Ind.—Authorized program operation on 96.7 mhz, ERP 1.45kw, HAAT 439 ft. Action July 26.
- KEZS Liberal, Kan.—Authorized program operation on 105.5 mhz. ERP 3 kw, HAAT 186 ft. Action July 6.
- KEYN Wichita, Kan.—Authorized program operation on 103.7 mhz. ERP 3 kw, HAAT 860 ft. Action June 8.
- KQID Alexandria, La.—Authorized program operation on 93.1 mhz, ERP 100 kw, HAAT 790 ft. Action Sept. 14.
- WKHI Pocomoke City, Md.—Authorized program operation on 99.9 mhz, ERP 50 kw, HAAT 316 ft. Action July 28.
- WAID Clarksdale, Miss.—Authorized. program operation on 106.3 mhz, ERP 3 kw, HAAT 300 ft. Action June 28.
- WKNZ Collins, Miss.—Authorized program operation on 101.7 mhz, ERP 3 kw, HAAT 300 ft. Action Aug. 10.
- KLDN Eldon, Mo.—Authorized program operation on 92.7 mhz, ERP 3 kw, HAAT 300 ft. Action June 28.
- KFIX Kansas City, Mo.—Authorized program operation on 106.5 mhz, ERP 100 kw, HAAT 620 ft. Action Aug. 9.
- WAQX Manlius, N.Y.—Authorized program operation on 95.3 mhz, ERP 41 kw, HAAT 704 ft. Action Aug. 10.
- WKAD Canton, Pa.—Authorized program operation on 100.1 mhz, ERP .5 kw, HAAT 652 ft. Action Aug. 24.
- WGIT Hormigueros, P.R.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 142 ft. Action Aug. 23.
- KLCR Center, Tex.—Authorized program operation on 102.3 mhz, ERP 3kw, HAAT 300 ft. Action June 15.

Ownership Changes

Applications

- WRYX-AM-FM Jupiter, Fla. (AM: 1000 khz, 1kw-D; FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Lighthouse Broadcasting Co. to U.S. One Broadcasting Corp. for \$750,000. Seller: principally owned by Phyllis B. Ramshell, president, who has no other broadcast interest. Buyer: equally owned by Ronald Winblad and Palm-Martin Development Corp. Mr. Winblad is general manager at WRYZ-AM-FM. Palm-Martin is owned by members of Thomas M. Rubenstein family of North Palm Beach, Fla. None has other broadcast interests.
- WMMB(AM)-WYRL(FM), Fla. (AM: 1240 khz, 1kw-D, 250w-N; FM: 102.3 mhz, 3kw)—Seeks transfer of control of Broadcast Enterprises Inc. from Gordon Sherman and Lee Ruwitch (100% before; none after) to Miller Broadcasting Inc. (none before; 100% after). Consideration: \$695,000. Principals: Seller equally owned by Messrs. Sherman and Ruwitch. Mr. Sherman is principal owner of *Wall Street Review*, weekly financial newspaper. Mr. Ruwitch publishes *Miami (Fla.) Review & Daily Record* and *Broward (Fla.) Review & Business Record*. Neither has other broadcast interests. Buyer owned (100%) by Howard A. Miller, radio and TV personality since 1946. Mr. Miller owns WRRR(AM) Rockford, Ill. and WGGG(AM) Gainesville, Fla. Ann. Sept. 26.
- WLBA(AM) Gainesville, Ga. (AM: 1130 khz, 10 kw-D)—Seeks transfer of control from Earnest H. Reynolds Jr. et al (100% before; none after) to WLBA Inc. (none before; 100% after). Consideration: \$260,000. Principals: Seller principally owned by Earnest H. Reynolds, president. Buyer owned by Lida K. Dotson, Sandra B. Fowler, Brenda H. Martin and Edith Smith Chambers. Ms. Dotson is sales manager at WLBA and Ms. Fowler is sales executive there. Ms. Martin is legal assistant. Ms. Chambers is part owner of retail clothing store. None has other broadcast interests.
- WRBT-TV Baton Rouge, La. (ch. 33)—Seeks transfer of control of Rush Broadcasting from Messrs. LaRose, Dardis and Venturatos (70% before; none after) to Cyril E. Vetter (30 before; 100% after). Consideration: 742,000. Principals: Sellers are trustees in bankruptcy for Jules B. LeBlanc III who owned 70% of stock in transfer. Mr. Vetter owned 30% of Rush before transfer and has no other broadcast interests. Ann. Sept. 26.
- WRNB(AM)-WRBK(FM) New Bern, N.C. (AM: 1490 khz, 1kw-D, 250w-N; FM: 101.9 mhz, 100kw)—Seeks transfer of control of First Capital Radio Inc. from Theodore J. Gray Jr. (100% before; none after) to Conway M. Smith (none before; 100% after). Consideration: \$950,000 plus \$50,000. Principals: Seller, Gray Broadcast Enterprises, is owned (100%) by Mr. Gray who owns WKDE-AM-FM Altavista, and WTTX-AM-FM Appomattox, Va. and WCRE(AM) Cheraw and WHRI(AM) Rock Hill, S.C. Mr. Smith

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owns WDEC(AM)-WIPE(FM) Americus, Ga. and WTTL(AM) Madisonville, Ky. Ann. Sept. 26.

■ **WELX(AM)** Xenia, Ohio (AM: 1110 khz, 250 w-D)—Seeks assignment of license from H&H Broadcasters Inc. to L&D Broadcasters for \$220,000. Seller: owned by Harold J. Wright (90%) and his wife, Eleanor (10%), who formerly owned WHBM(FM) Xenia. Buyer: owned by LaRue Turner (40%), Francis Thomas (33%), Darnell Turner (20%), Andrew Love (6%) and Tod Pidgeon (2%). LaRue Turner is director, telecommunications department, Central State University, Wilberforce, Ohio; Darnell Turner, his brother, is insurance salesman. Mr. Thomas is professor. Mr. Love is teacher. Mr. Pidgeon is mechanic. None has other broadcast interests. Ann. Sept. 26.

■ **KHEN-AM-FM** Henryetta, Okla. (AM: 1590 khz, 500 w-D; FM: 99.5 mhz, 28.5 kw)—Seeks assignment of license from Henryetta Radio Co. to TW Communications Inc. for \$170,000. Seller: owned by Ronald L. Roberts and his children, Ronald Mac Roberts and Lynn Dahl. None has other broadcast interests. Buyer: owned by Lloyd Benson (23.5%), G. Harold Wright (33%), Joe Tilton (30%) and Mary McBee (13.5%). Mr. Benson is attorney in Frederick, Okla. Mr. Wright owns 33.3% of KRPT(AM) Andarko, Okla. Mr. Tilton owns 25% of KADS(AM) Elk City, Okla. Mrs. McBee is housewife. Ann. Sept. 26.

■ **WMIM(AM)** Mount Carmel, Pa. (AM: 1590 khz, 500 w-D)—Seeks assignment of license from Edward A. Romance to Mount Carmel Broadcasting Inc. for

\$125,000. Seller: Mr. Romance, president and general manager, has no other broadcast interests. Buyer: principally owned by William A. Levin of Harrison, N.Y., who has textile, coal mining and horse breeding interests; no other broadcast interests. Ann. Sept. 26.

Grants

■ **WTHJ(FM)** Lobelville, Tenn. (94.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Mid-South Professional Services Inc. to George H. Buck Jr. and Patrick J. Hogan Sr. for \$45,000. Seller is William T. Helton Jr., who has no other broadcast interests. Buyers are equal owners. Mr. Buck owns WHVN(AM) Charlotte, N.C.; WCOS-AM-FM Columbia, S.C.; WYZE(AM) Atlanta, and WMGY(AM) Montgomery, Ala. Mr. Hogan owns Decatur, Ga., cable system. Action Sept. 15.

■ **KURA(AM)** Moab, Utah (1450 khz, 1 kw-D, 2502-N)—Broadcast Bureau granted transfer of control of Moab Broadcasting and Television Corp. from Dwain C. and Dixie L. Barker (100% before; none after) to Randal J. Taylor (none before; 100% after). Consideration: \$50,000. Principals for reasons of health no longer want to run or own station. Mr. Taylor is VP in charge of station operations for Moab Broadcasting. None of parties has other broadcast interests. Action Sept. 13.

■ **WLOT(AM)** Marinette, Wis. (AM: 1300 khz, 250 w-D), 100 w-N)—Broadcast Bureau granted assignment of license from Marinette Central Broadcasting to CJL Broadcasting Inc. for \$122,500. Seller: also sold WMAM(FM) Marinette (see "Changing Hands"), is partnership of Frank Russell and Howard Emich who have no other broadcast interests. Buyer: principally owned by James Callow, Curt Peterson and Leon Felch who have no other broadcast interests. Action Sept. 21.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code).

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9. Not applicable.

10. Not applicable.

11. Circulation:

A. Total no. copies printed (net press run)	39,190*	41,000**
B. Paid circulation		
1. Sales through dealers & carriers, street vendors & counter sales	49*	—**
2. Mail subscriptions	34,033*	35,223**
C. Total paid circulation	34,082*	35,223**
D. Free distribution (including samples, complimentary and other free copies) by mail, carrier or other means	4,101*	4,667**
E. Total distribution (sum of C and D)	38,183*	39,890**
F. Office use, left-over, unaccounted, spoiled after printing	1,007*	1,110**
G. Total (sum of E & F—should equal net press run shown in A)	39,190*	41,000**

I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Publisher

*Average no. copies each issue during preceding 12 months.
**Actual number of copies single issues published nearest to filing date.

Call Letters

Applications

Call	Sought by
New AM's	
WXGN	East Alabama Broadcasting, Lafayette, Ala.
KHAM	H&W Broadcasting, Horseshoe Bend, Ark.
WORO	Raystown Radio, Huntingdon, Pa.
WAXO	Lewisburg Radio Co., Lewisburg, Tenn.
WSBV	WODY Ind., South Boston, Va.
New FM's	
WTXI	Country-Politan Broadcasting, Ripley, Miss.
WWHB	EFEM Inc., Hampton Bays, N.Y.
Existing AM's	
KMAY	KHNY Riverside, Calif.
WAEC	WXAP Atlanta, Ga.
Existing FM's	
WZZC	WEMO East Moline, Ill.
KIDX	KBMS Billings, Mont.
KPER	KSCR Hobbs, N.M.
KVAR	KITE-FM San Antonio, Tex.
WXBO-FM	WFHG-FM Bristol, Tenn.-Va.
WOWN	WTCH-FM Shawano, Wis.

Grants

Call	Assigned to
New FM's	
WNDI-FM	WKQV Inc., Sullivan, Ind.
WELF	Jack F. Sieber, Presque Isle, Me.
*WWRC	Rider College, Lawrenceville, N.J.
*WFSE	Edinboro State College, Edinboro, Pa.
KFKX	West Central Investment Co., Gregory, S.D.
New TV	
WUHF	Malrite TV of New York, Rochester, N.Y.
Existing AM's	
KXOA	KNDE Sacramento, Calif.
KUXX	KUTY Palmdale, Calif.
Existing FM's	
KXOA-FM	KXOA Sacramento, Calif.
KPIG	KIKI-FM Honolulu
KKKX	KOFO-FM Ottawa, Kan.
WSOX-FM	WOCB-FM West Yarmouth, Mass.
WFFX	WMLW Grand Rapids, Mich.
WKXI-FM	WKXI Jackson, Miss.
Existing TV	
KPWR-TV	KJTV Bakersfield, Calif.

■ **WHYN-FM** Springfield, Mass.—Seeks CP to install new ant. make changes in ant. system (increase height); change ERP: 8.9 kw (H&V) and HAAT: 1000 ft. (H&V); change coordinates. Ann. Sept. 26.

■ ***KSMR** Winona, Minn.—Seeks mod. of CP to change TL; change trans.; make changes in ant. system (increase height). Ann. Sept. 27.

■ **WONA-FM** Winona, Miss.—Seeks CP to change TL; install new trans.; make changes in ant. system (increase height); change ERP: 2.73kw and HAAT: 300 ft. Ann. Sept. 28.

■ **KOOK-FM** Billings, Mont.—Seeks mod. of CP to change TL; change ant.; make changes in ant. system (increase height); change TPO. Ann. Sept. 27.

■ **KPAS** El Paso, Tex.—Seeks CP to install new ant.; ERP: 87.6kw (H&V); HAAT: 977 ft. (H&V). Ann. Sept. 26.

■ **KNFO** Waco, Tex.—Seeks CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP: 6kw (H&V) and HAAT:

Facilities Changes

AM applications

■ **KXLR** North Little Rock, Ark.—Seeks CP to redescribe TL and SL; install new aux. trans. at main TL to be operated on: 1150 khz., 1kw, 5kw DA-N. Ann. Sept. 25.

■ **KMJC** El Cajon, Calif.—Seeks CP to change TL. Ann. Sept. 25.

■ **WKXX** Deland, Fla.—Seeks CP to install new aux. trans. at main TL to be operated on: 1310 khz., 1kw. Ann. Sept. 25.

■ **WDYX** Buford, Ga.—Seeks CP to change TL; make changes in ant. system (increase height). Ann. Sept. 25.

■ **KIKI** Honolulu, Hawaii—Seeks CP to make changes in ant. system (increase height). Ann. Sept. 25.

■ **WLS** Chicago, Ill.—Seeks CP to change TL; install new trans. Ann. Sept. 25.

■ **WHOP** Hopkinsville, Ky.—Seeks CP to redescribe TL; install new trans.; make changes in ant. system (increase height). Ann. Sept. 25.

■ **WTRX** Flint, Mich.—Seeks mod. of CP to modify MEOV on daytime directional pattern. Ann. Sept. 25.

■ **KBCO** Roswell, N.M.—Seeks mod. of CP to change MEOV's. Ann. Sept. 25.

■ **WBBC** Cleveland, Ohio—Seeks CP to change day TL; change day DA pattern. Ann. Sept. 25.

■ ***WEUC** Ponce, P.R.—Seeks CP to change TL; redescribe SL; install new trans.; make changes in ant. system (increase height). Ann. Sept. 25.

■ **WAMB** Donelson, Tenn.—Seeks CP to install new aux. trans. at main TL; to be operated on: 1170 khz., 5kw-D. Ann. Sept. 25.

FM applications

■ **KRUZ** Santa Barbara, Calif.—Seeks CP to change type trans. antenna; make changes in ant. system. Ann. Sept. 26.

■ **WLOQ** Winter Park, Fla.—Seeks CP to change TL; make changes in ant. system (increase height); change TPO and HAAT: 197 ft. (H&V). Ann. Sept. 28.

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Summary of Broadcasting

FCC tabulations as of June 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

*Special temporary authorization

**Includes off-air licenses

244.62 ft. (H&V). Ann. Sept. 28.

■ Unassigned, 90.9 mhz. Salt Lake City—Seeks mod. of CP to redescribe TL; change SL; change ant.; make changes in ant. system (increase height); chg. TPO; ERP: 17kw and HAAT: 3,678 ft. Ann. Sept. 27.

■ KAWY Casper, Wyo.—Seeks mod. of CP to change trans. change ant.; change TPO and ERP: 65kw (H&V). Ann. Sept. 27.

■ Hatch and Silver City, N.M.—FCC has removed noncommercial educational reservation from TV ch. *10, Silver City and reassigned TV ch. *12 from Hatch where it is unoccupied, to Silver City, to make an educational station available there. Action resulted from petition by Hubbard Broadcasting, Inc., operator of a commercial TV translator station on Channel 10 in Silver City (BC Doc. 78-46). Action Sept. 8.

In Contest

Designated for hearing

■ Broadcast Bureau designated for hearing mutually exclusive applications of Radio Wheeling, Inc. and Jacobson Bible Church, Inc. for a new FM station on 105.5 mhz at Bethlehem, W.Va., and Key, Ohio, respectively (BC Doc. 78-311-312). Action Sept. 27.

Rulemaking

Actions

■ FCC has begun rulemaking to consider permitting transmission of program related signals during vertical blanking interval (VBI) of standard television signals (BC Doc. 78-308). Comments due Nov. 8, replies Nov. 28. Action Sept. 22.

■ FCC has begun rulemaking to consider possible changes to rule barring stations from using as their national sales representatives firm owned by networks with which they are affiliated. It also granted Spanish International Network one-year waiver to continue to represent nine affiliated stations (BC Doc. 78-309). Comments due Nov. 20, replies Dec. 11. Action Sept. 22.

Allocations

Proposed

■ Fort Walton Beach, Fla.—FCC has proposed assigning ch. 35 to Fort Walton Beach as that community's first television assignment. Action was in response to petition by Joint Communications Co. seeking assignment of Channel 17. (BC Doc. 78-306). Ann. Sept. 26.

Actions

■ Palm Springs, Calif.—FCC has affirmed July 29, 1977, FCC Broadcast Bureau action assigning 106.1 mhz to Palm Springs as its third commercial FM channel. Action was in response to application by Tourtelot Broadcasting Co. (KDES-AM-FM) Palm Springs, for review of that order. Action Sept. 27.

Fines

■ KIFW-AM-TV Sitka, Alaska—Notified of apparent liability for \$4,000 for repeated or willful falsification of operating logs and logging and technical violations. Action Sept. 22.

■ WHNE(AM) Portsmouth, Va.—Ordered to forfeit \$5,000 for misleading public during its "Mr. Treasure" contest. Action Sept. 22.

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Camp Cable Television, for Hana, Pukalani, Kihei, Wailuku, Makawao and Kahuli, Hawaii (CAC-12694-9) changes.

■ Vista Cablevision, for Wichita Falls, Tex. (CAC-13630) commence operation.

■ Warner Cable, for Clarksville, Russellville, Ark. (CAC-13608,9) changes.

■ Teleprompter of Leesville, for Leesville, Newlano and Vernon, La. (CAC-13635-7) changes.

■ Teleprompter Cable Communications, for Fort Kent, Maine (CAC-13638) changes.

■ Teleprompter Southeast, for Jupiter, Fla. (CAC-13639) changes.

■ Hill Country Cablevision, for Kerr, Tex. (CAC-13640) commence operation.

■ Liberty Communications, for Portland, Ore. (CAC-13641) changes.

■ Coaxial Development Associates, for Camden, S.C. (CAC-13642,3) changes.

■ National Cable Television, for Dunbar, Connelville and Upper Tyrone, Pa. (CAC-13644-8) changes.

■ Nationwide Cablevision, for Millbrae, Calif. (CAC-13649) changes.

■ Peninsula TV Power, for Sunnyvale, Calif. (CAC-13650) changes.

■ Fremont Cable TV, for Fremont, Calif. (CAC-13651) Changes.

■ Telecable of Kokomo, for Kokomo and Howard, Ind. (CAC-13652,3) changes.

■ Okeairco, for Okeechobee and Glades, Fla. (CAC-13654-6) changes.

■ Citizens Cable, for Fort Wayne, Ind.. (CAC-13657) commence operation.

■ Gateway Cablevision, for Broadalbin, Mayfield, N.Y. (CAC-13658,9) commence operation.

■ Community Cable TV, for Diamond, Ill. (CAC-13660) commence operation.

■ UA-Columbia Cablevision of Tex., for Comal, Tex. (CAC-13661) commence operation.

■ Community Cablesystems, for Upper Merion, Whitemarsh, Pa. (CAC-13662,3) commence operation.

■ Storer Cable TV, for Dade, Fla. (CAC-13666) commence operation.

■ UA-Columbia Cablevision of Tex., for Converse, Universal City, Windcrest and Selma, Tex. (CAC-13667-70) commence operation.

■ Ultracom of Dade County, for South Miami, Miami, North Miami, North Miami Beach, El Portal, West Miami, Coral Gables, Biscayne Park, Miami Shores and Dade, Fla. (CAC-13673-82) commence operation.

Approved

■ The following operators of CATV systems have been granted certificates of compliance:

■ Sammons Communications, for Sugar Creek, Pa. (CAC-09088); Windber Cable TV, for Windber, Scalp Level and Paint, Pa. (CAC-09757,8); Naty Glo Cable TV, for Naty Glo, Pa. (CAC-09824); Mass Cablevision, for Falmouth, Mass. (CAC-12661); Storer Cable Communications, for Clanton, Ala. (CAC-12782); American Cablevision, for Spencer, N.C. (CAC-12832); Madison Cablevision, for Cicil, Md. (CAC-12899); Helena Cable TV, for Helena, Ark. (CAC-12920); Plainview Cable TV, for Plainview, Tex. (CAC-12925); Cable TV of Winnsboro, for Winnsboro, La. (CAC-12987); Nantucket Cablevision, for Nantucket Island, Mass. (CAC-12988); Lakeview TV, for Lakeview, Ore. (CAC-12992); Sammons Communications, for Russellville, Ala. (CAC-12997); Kaiser-Teleprompter, for Hawaii Kai, Hawaii (CAC-13001); Rockingham Hamlet Cable-Vision, for Hamlet and Rockingham, N.C. (CAC-13002,3); Warner Cable, for Salem, Mass. (CAC-13004); Video Enterprises, for South Hadley and Holyoke, Mass. (CAC-13033,4); Teleprompter, for Islip, N.Y. (CAC-13047); General Television for Mich. for Oscoda, Tawas, Ausable, Baldwin and Tawas, Mich. (CAC-13048-53); Farmville Cablevision, for Farmville, Va. (CAC-13169); Fresno Cable TV, for Fresno, Calif. (CAC-13172,3); Las Cruces TV Cable, for Las Cruces, Mesilla and Dona Ana, N.M. (CAC-12901-3); Picayune Cablevision, for Picayune, Miss. (CAC-13177); Mountain View, for Tiger, Ga. (CAC-13179); Community Tele-communications, for Alliance, Neb. (CAC-13180); City Communications, for Crest Hill, Ill. (CAC-13181); Village Communications, for Bolingbrook and Romeoville, Ill. (CAC-13182,3); City Communications, for Joliet, Ill. (CAC-13184); Midwest Video, for Farwell, Texico, Clovis and Cannon Air Force base, N.M. (CAC-13185-8); River City Cable TV, for Louisville, Ky. (CAC-13189); Benton Cable TV, for Benton, Ky. (CAC-13190); Lamesa Cable TV, for Lamesa, Tex. (CAC-13192); Continental Cablevision of Pekin, for North Pekin, Ill. (CAC-13193); Bartlesville Video, for Dewey and Bartlesville, Okla. (CAC-13211,2); Century Cable Management, for East Haddam, Haddam, Old Lyme, and Salem, Conn. (CAC-13214-8); Enterprise Cable TV, for Enterprise, Ala. (CAC-13227); Breckenridge TV Cable, for Breckenridge, Tex. (CAC-13231); Armstrong Utilities, for Poland, Ohio (CAC-13232); Continental Cablevision, for Washington, Ohio (CAC-13233); New England Cablevision, for Cumberland and Yarmouth, Maine (CAC-13234,5); Le-Mo Cable TV, for Lebanon, Mo. (CAC-13248); Lyons CATV, for Lyons, Kan. (CAC-13250); Howard Cable Television, for Howard, Md. (CAC-13260); Las Cruces TV Cable, for Dona Ana, Las Cruces and Mesilla, N.M. (CAC-13335-7).

Other actions

■ FCC has eliminated certificate of compliance process for CATV systems. Under new procedure systems will be allowed to begin service simultaneously with filing limited identifying information with FCC. (CT Doc. 78-206). Action Sept. 27.

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RADIO

HELP WANTED MANAGEMENT

G.M./G.S.M. broadcast trained to administer staff and manage sales force of newly acquired twice a week newspaper. Print experience is not essential. Paper has established account list and 30,000 circulation. We need an aggressive, inventive advertising pro with administrative abilities to complement our No. 1 contemporary FM. Outstanding salary and commission arrangement. Send resume to George Scantland, Box 524, Marion, OH 43302.

Need for strong sales executive in highly successful East Coast AM-FM operation. Must love to sell, know how to lead and motivate. Excellent compensation program for performance, long-range equity possibilities, top management opportunities. Don't being desk, bring desire. Box M-179.

Executive Career Position—Sales-oriented GM—Salary plus percentage, insurance program, paid vacation, security. Buy-in available. Established small market AM/FM in beautiful central Virginia. EOE. Box N-36.

G.M.—to \$40,000. Sales oriented general manager wanted to direct our winning sales effort. Taking our time to find the right person because this is a longterm commitment. Salary and override commission program mean \$35-40,000 to start with business at half its full potential. Great medium size town in Midwest. Young, aggressive, extremely successful community oriented company. Send resume to Box N-49.

GM Wanted for Christian-operated station in single-station market. Part ownership. Investment required. Great opportunity! Inquire Box N-73.

Opening for general manager in the state of Ohio for a small market AM/FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box N-77.

General Manager—Southern California Medium Market AM-FM—base plus percentage of profits plus stock. Reply Box N-96.

General Sales Manager—Medium Market AM-FM agency and direct, lead and motivate, base plus generous bonus for increased sales. Fast track to general manager with growing group. Reply Box N-103.

WBAI-99.5FM/Pacifica Radio in New York is looking for a Station Manager. WBAI is a listener supported non-commercial radio station. We are looking for a unique individual with experience in administration, fiscal affairs, and fund raising. Broadcasting experience desirable. The station's atmosphere is informal. Salary is modest. No phone calls. Resumes should be sent to: WBAI, 505 Eighth Avenue, NYC 10018 by Oct 13.

Outstanding GSM Opportunity offers high level of current income, doable challenges, genuine opportunity for advancement, and association with a growing station group with first class reputation. Park City Communications Stations in Worcester, Mass: WAAF is Superstars AOR. 14Q is Contemporary. WAAF is only FM station in nation to be reported in 6 Arbitron Metros, and is major factor in Boston and Providence ADI's. Must have documented sales management track record with strong retail and agency experience and demonstrated leadership and administrative skills. Write Steven A. Marx, VP/GM, WAAF/WFTQ, 34 Mechanic St, Worcester, MA 01608. EOE/MF.

Radio Station Manager—Responsible for operation of public FM station including station relationship with campus community, Department of Mass Communication and students. Experience with preparation of budgets and grant proposals essential. Knowledge of fund drive coordination and underwriting helpful. A bachelor's degree in Mass Communication or Radio-TV is desirable. Pertinent FCC licenses preferred. Send resumes to: Don M. Irvin, Director of Personnel, University of Texas at El Paso, El Paso, TX 79968. Salary-open. Deadline is November 1, 1978. This University is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Learn to sell at a professional Midwest radio station. Continuous sales training. Box M-68.

Wanted: Hardworking, versatile sales manager for aggressive, stable small market AM-FM station in Mid-South. New facilities. Must be aggressive; experienced; with sales ideas and promotions that work. Prefer RAB trained person to carry own account list (\$87,000-90,000) and offer leadership to sales department. Regional business knowhow a must. Heavy in Public Relations and community involvement, with management potential. Can start now or by January 1, 1979. Prefer family person. Salary first year should range from low to mid 20's. Send complete resume to Box M-172.

Account executive is assuming Sales Manager's duties at one of our sister stations. We're looking for a replacement who is aggressive and competitive, with broadcast sales experience. We offer a protected account list which should assure \$15,000 the first year; auto expense allowance; company paid hospitalization insurance and retirement. Call Ron Maines at 517-631-1490 and tell me what you offer.

WYSE—E.O.E. New ownership! Needs experienced salespeople! Avoid the snow! Resume P.O. Box 335 Inverness, FL 32650.

Aggressive, Experienced sales person needed at WTTS/WGTC in Bloomington, IN. Service and expand active list of accounts. Opportunity to become Sales Manager. Earnings up to \$25,000. If you're ready to move up... send your resume to Charlotte Webb, Administrative Assistant, WTTS/WGTC, 535 South Walnut Street, Bloomington, IN 47401. An equal opportunity employer.

Sales Manager—WDBO and WDBO-FM, Orlando FL, top adult formatted station in dynamic growth market. Experience necessary. Contact or send complete resume to Manager, P.O. Box 158, Orlando, FL 32802. Phone 305-843-5800 EOE.

Local Salesperson. Must be neat in appearance, enthusiastic, with even temperament, a self-starter. Send resume and statement outlining contributions you can make with a highly professional station to the Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Number 2 person in new and growing AM-FM group. Sales oriented with broad radio background. Choice account list; big \$ earnings; room for advancement. Send resume to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX 79007. EOE.

Beautiful Music 100,000W FM station in the Sun Belt. Metro: 500,000; No. 2 in 18-station metro with an incredible sales growth pattern. Only those able to show proof of success need apply. Equal Opportunity Employer. Send resume to Box N-84.

Sales Manager—Individual with strong desire to advance. Must be aggressive; experienced; with sales ideas and promotions that work. We need motivator to turn our sales staff into a pack of hungry wolves. Fastest growing county in Texas. Medium Market, AM Daytimer. Salary first year should range from low to mid 20's. Send resume to Steve Owen, KIKR Radio, P.O. Box 68, Conroe, TX 77301. EOE.

Sales Director for Statewide News Network. Aggressive pro only. First year salary \$15,000 plus. Resume to Connecticut Action News Network, Inc., 2324 Post Road, Fairfield, CT 06430.

Immediate opening for two sales people in one of California's fastest growing markets. Brand new facilities. Experience helpful, but not necessary. Great potential for the right person. Benefits. Send resume with references to Bob Neutziung, KCEY/KMIX, Box 979, Modesto, CA 95354. (EOE).

South Florida. Sales position open for experienced person. Good opportunity to join area's fastest growing AM station. Phone immediately. Jim Bryant WBSR, Boca Raton 305-391-7400 EOE.

Your Sales Opportunity! Full time ABC. Salary, commission. Tell all. KFRO, Longview, TX 75601. EOE.

Account Executive: WDAK/WEIZ now accepting applications for a position as Account Executive. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want to work for a professionally operated giant of a radio station, send resume, to: Bernie Barker, General Manager, WDAK, PO Box 1640, Columbus, Ga. 31902. An Equal Opportunity Employer.

Experienced Sales Persons immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary, 100,000-watt FM AOR station. Contact Sales Manager, 208-344-8661, or write General Sales Manager, KIDO-Radio, PO Box 8087, Boise, ID 83707.

Salesperson—Not enough time to see all potential clients creates opening in leading Southeastern medium market. No-nonsense, hardworking, driving operation. That's how we became the leader. Fit in? Good news delivery for short airshift. Box M-149.

Perfect Climate. Would you like to live in one of America's loveliest areas, Napa Valley is just 45 miles from San Francisco. A market of 150,000, excellent sales position with KVON/KVYN. Station has 45 percent share of market. Write George Carl KVON/KVYN, PO Box 2250, Napa, CA 94558.

Good Colorado Regional AM Station needs a good sales person. Brand new 100,000 watt FM sister station debuts in weeks so lots going on. Send full resume to Manager, Box 890, Lamar, CO. 81052. E.O.E.

Aggressive experienced salesperson. Iowa Christian station, high commission. Send detailed resume and sales record. Box N-89.

Radio Sales Person! A true believer in the power of Radio as a major communications force—with the experience of calling on top executives of major national advertisers. Salary based on experience and ability. Box N-19.

HELP WANTED ANNOUNCERS

Minimum Two Years experience in Rock. Upper Midwest. Box K-125.

50,000 watt Stereo station on beautiful Cape Cod needs full-time announcer. Applicants must have a professional sound with excellent reading ability. Good commercial production ability to interview for public affairs program, sports and special events. Good pay and benefits. Call Jim Connors 617-548-3102.

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC. 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

No. 2 Adult Contemporary 50KW looking for right morning person. One of West Coasts most liveable Major Market cities. Applicants should be experienced, creative, run tight board and know production. Excellent salary & benefits. Reply Box N-2.

Program Director-Announcer wanted for leading Florida 5 county Contemporary Rock 100,000 FM. \$15,000-\$18,000 annually. Equal Opportunity Employer. Send resume Box N-41.

Hawaii—talent hunt. News, Jocks & first phones. Resumes—rush. Rod Williams, Assistant Mgr, KMVI Radio, Wailuku Maui, HI 96793.

Announcer, Country, who can also handle local sports, pbp. Good voice & production a must. Send aircheck and resume to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX. 79007. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Production and News person needed for fast growing medium market. Third endorsed, good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM Box K-1320, Oceanside, CA 92054. This is a good opportunity with an Equal Opportunity Employer.

100,000 Watt modern C&W FM needs top announcer, good reader w/prod experience. Good pay, benefits, college community. Best hunting and fishing area. Contact Mgr., KXKZ, 105 Park Ave., Ruston, LA 71270, 318-255-5000.

WSNY-AM Jacksonville, Florida needs mid day announcer and nighttime announcer. Will consider young pro with good voice and strong on production. FCC Third Class with endorsement required. Call Ron Wayne 904-786-1131 for details.

Program Director to improve country station's sound and appeal. Handle morning drive on 5 kw AM and "C" FM. Develop new staff and assist in "splitting" present simulcast op. Creative ideas, writing and production a must. Board and announcing experience. Send resume, audition/air tape to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX 79007. EOE.

WFHR, Wisconsin Rapids is seeking a mature personality for mid mornings or afternoons. Experience and top shelf production a must. No beginners. Send tape and resume to Scott Chapin, WFHR, 220 First Avenue South, Wisconsin Rapids 54494.

Experienced announcer for an FM station in Michigans Upper Peninsula. Resume and salary in first letter to Box N-68.

Chief Engineer/Announcer combo needed immediately by highly respected Mid-Atlantic non-directional daytimer located in one of America's most beautiful living areas. EOE. Send resume, salary requirements to Box N-92.

Announcer: WVNH, Salem, NH, needs mature, experienced announcer for Adult Contemp. format. Strong production. Fast growing market one-half hour from Boston. Prefer New England resident. Good salary. Tape and resume to Anne Leslie, WVNH, Box 1110, Salem, NH 03079. E.O.E.

N.C.'s Fastest Growing Radio Station has openings for AM and PM Drive Adult/Contemporary Communicator. If you can really relate and do good production rush resume and tape to: Steve Sandman, PD, WRAQ (14Q) 70 Adams Hill Rd., Asheville, NC 28806. No calls, please. (E.O.E.).

Immediate openings for weekend news and production at one of the country's finest beautiful music stations, WEZN Stereo 100 FM, Bridgeport, CT. Call Paul Roger at 203-366-9321. EOE.

Drive Time personality needed for Contemporary station. Opening is immediate. Tapes and resumes to Al Sellers, WRIG, 529 Third Street, Wausau, WI 54401.

Program Director-Announcer wanted for leading five county Contemporary Rock 100,000 Watt FM. \$15,000-\$18,000 annually. Send tape and resume to Hudson C. Millar, WOYV, Fort Pierce, FL. Equal Opportunity Employer.

Boston Area Soft Rocker looking for morning announcer with First Phone, strong news voice, good production, copywriting ability plus desire to grow with company ... 617-329-1170.

Fastest growing Beautiful Music Station in Northeast wants to hear tapes. Tape and resume to Jim Murphy, WHJY, 115 Eastern Ave., E. Providence, RI 02914.

Midwest Adult MOR, Medium Market, looking for a good, creative communicator, with programming experience, good board and production. Work with a good company, fine staff. Contact Norm Engstrom, WDAY, Box 2466, Fargo, ND EOE.

Major Market West Coast FM seeks Disc Jockey with bright, one-to-one, positive communications ability for 18-34 audience. Knowledge of contemporary/disco music helpful. All applications must include tape. An Equal Opportunity Employer. Reply P.O. Box 1377, Radio City Station, New York, NY 10019.

Morning person with bright and mature delivery. Must be experienced and like mornings ... some production. MOR format, CBS. Top salary and fringe benefits. Contact: Jerry Christy, 515-682-4535, KBIZ Radio, Ottumwa, IA. Equal Opportunity Employer.

Wanted: The best undiscovered morning person in America for Billboard Magazine's "Station Of The Year". (Equal Opportunity Employer) Tape and resume to: Pat Martin, WSPT, Box 247, Stevens Point, WI 54481.

HELP WANTED TECHNICAL

Chief Engineer. Immediate opening. Major group broadcaster seeks Chief with Thorough knowledge of 50 KW, AM Daytime Directional and Full Power FM. Send resume to General Manager, WRCP/WSNI, 2043 Locust Street, Philadelphia, PA 19103 (215-564-2300). Equal Opportunity Employer.

Wanted engineer—annr. Some construction on new station. E. Central Illinois market. All new equipment and building. Stereo FM. Permanent position. Only best ref. Apply Box N-13.

New and growing major market group needs Chief Engineer for dominant FM rocker in Midwest. Experience in all phases of FM stereo is necessary, including processing, microwaves, transmitters, as well as maintenance. We need a pro who knows how it should sound and how to keep it there. Salary commensurate with ability. Box N-29.

Chief for No. 1 FM in Syracuse market plus AM daytimer. Very good pay for experienced pro. Contact Bob Rooney, GM, WKFM, Fulton, NY 13069. (315-695-2165).

Chief Engineer for AM Da/2, plus 50 KW FM. Must be able to construct the AM and maintain both. Opening occurs in October. Salary open. Optional announcing (classical music) pays extra. Send resume including salary requirements (tape if applicable) to Fred Miller, General Manager, WDGS Radio, 638 Congress Street, Portland, ME 04101. Equal Opportunity Employer.

Ass't Chief Engineer. AM-FM combo. Automation experience helpful for FM operation. Must be solid on maintenance. Good salary and full company benefits. Low rent offered on country home near tower site. Utilities paid. Great city (40,000) and professional staff. Contact Dennis Rund, Chief, 419-422-4545. Findlay, OH. EOE.

Chief Engineer for New England AM, Two Tower Directional. Send resume with salary history. Box N-51.

Chief Engineer—10/5/1KW, non & highly directional AM, plus Class C, automated FM—transmitter and studio work, must be experienced ... send resume and salary requirements to Bill Hart, G.M., KVVW, P.O. Box 926, Cheyenne, WY 82001, an equal opportunity employer.

Chief Engineer, 100kw automated FM in regional trade center of Northeast Arkansas. Top facility in the area. Good lifestyle, pleasant working environment. Aggressive management. 501-932-1079.

First Phone hands-on experienced chief engineer-operator for automated FM-stereo easy listening station in South Carolina golf, tennis, beach resort. Other qualifications helpful, not essential. \$12,000 to start. WHHR, P.O. Box 5683, Hilton Head Island, SC 29928.

South Florida Station seeks Chief Engineer capable of maintenance, Audio and RF on 20KW-FM and Class IV AM, who would enjoy helping to plan and wiring new studio under and with local consultant. Good medical plan, lower cost of living, opportunity for advancement with small growing chain. Send resume and salary requirement Hudson Millar, WOYV-WIRA, Ft. Pierce, An Airmedia Station, Equal Opportunity Employer.

Chief Engineer—Two class IV-AM's in Vermont. Excellent facilities. All benefits. Good compensation. Contact WIKE, Box 377, Newport, VT 05855 or call 802-334-6521. E.O.E.

Knowledgeable, well organized Chief Engineer. Should have experience in Directionals, FM Stereo and automation, for 5KW AM and 30,000 W FM. Competitive salary plus benefits. Call Manager, KGAK Radio, Gallup, NM.

Chief Engineer for 5000 watt Regional AM and Automated Class A FM in beautiful Central Pennsylvania. Our present Chief promoted to sister station. Group owners are well-known and respected. M/F EEO employer. Send resume and salary requirements to Harvey J. Tate, WCMB/WSFM, P.O. Box 3433, Harrisburg, PA 17105.

HELP WANTED NEWS

News Director needed immediately. Strong local news background essential. Good opportunity for dedicated journalist with authoritative delivery. Excellent salary. Send tape and resume to Joe London, WMOH, Hamilton, OH 45011. Equal Opportunity Employer.

5 Thousand Watt EOE in a fast-growing Wyoming city is looking for a News Reporter for it's two-person news department. Experience, dedication to accurate news coverage, with Midwest or Mountain region background desired. Resume and tape to David King ND, KIML Radio Gillette, WY Box 1009 82716, or call 1-307-682-4747.

Production and News person needed for fast growing medium market. Third endorsed, good voice and experience required. No beginners. Send tape and resume to Lyle Richardson, KUDE/KJFM Box K-1320, Oceanside, CA 92054. This is a good opportunity with an Equal Opportunity Employer.

WSNY-AM Jacksonville, Florida needs News Director. Will consider young pro with good voice. Responsibilities include managing news, production and staff. Call Ron Wayne 904-786-1131 for details.

News Director Handle gathering, writing, airing of local news on kw public affairs oriented AM and "C" FM. Musts: 2 yrs. experience; solid journalistic background in public affairs reporting & radio writing, editing, production; produce issues and community-oriented talk shows. Opening now. Send resume, tape and salary requirements to Bob Schneider, Pres. & G.M., KBBB, P.O. Box 1478, Borger, TX 79007. EOE.

WCSI, Columbus, Indiana needs a morning news person who, will also do an early afternoon talk show. Must be able to gather and write local news. Send tape and resume to Mike King, P.O. Box 709 Columbus, IN 47201. No phone calls. E.O.E.

News Broadcaster and Reporter. An excellent opportunity available for a qualified person at Kansas' leading AM-FM radio station. Send resume and tape to KFDI Radio, Box 1402, Wichita, KS 67201. Only qualified and experienced need apply. KFDI is an Equal Opportunity Employer.

Newsperson: WVNH, Salem, NH needs Reporter. Must be a digger for studio and street. Good conversational delivery. Prefer New England resident. Experienced. Half hour from Boston in fast growing market. Good salary. Tape, writing samples and resume to Anne Leslie, WVNH, Box 1110, Salem, NH 03079. E.O.E.

Small Market News Director. Take charge person needed to direct news department and deliver most major newscasts. Journalism degree and play-by-play preferred. Salary based on experience. Tape, resume and salary requirements to KBTN, Box K, Neosho, MO 64850, 417-451-1420. EOE.

WGH-Newport News/Norfolk, (Virginia Beach area) needs morning newsperson. Smooth, one-to-one delivery and writing skills. Min. 3 yrs. experience. Stable company. T&R's to: Carl Holland, News Director, Box 98, Newport News, VA 23607.

Correspondent for Connecticut's largest Radio News Network. Last staff position open. Good street sense, writing, and aggressiveness. \$185-225/wk. Tape and resume to Connecticut Action News Network, Inc., 2324 Post Road, Fairfield, CT 06430.

Midwest Radio-TV station needs immediately experienced Farm Director, now NAFB or could be. 12 hours farm programming weekly on radio. Top salary, fringe benefits. A Post Corporation Station. Contact: John Reardon, KBIZ-KTVO, Ottumwa, IA. Phone 515-682-4535. Equal Opportunity Employer.

Newscaster/Street Reporter needed for expanding news operation in small Southern market. Journalism and/or broadcasting background required. Minorities encouraged to apply. Tapes and resumes to Dave Warren, News Director WCHV/WWV-FM, Box 5387, Charlottesville, VA 22905 EOE M/F

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

Director: Fast, versatile, productive professional. Work with T.D. Experienced only need apply. Send resume, tape (prefer 3/4). Harold Hodges, WKRG-TV, P.O. Box 2367, Mobile, AL 36601. An EOE employer.

WCSI Columbus, Indiana needs experienced afternoon drivetime personality. Good production. Write Mike King at Box 709, Columbus, IN 47201. Recent tape essential. No phone calls. E.O.E.

So. California syndicator needs operations director to report to corporate program manager. Must have experience in contemporary and/or country programming. Send resume to Box N-75.

WAQY/WIXY Seeks Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher Ave. East Longmeadow, MA 01028. E.O.E.

Radio Production Supervisor. Looking for a mature, responsible production professional to supervise production support for Public Broadcasting Stations KUAT-AM/FM. Additional duties may extend to television and film. Individual must know production techniques and be able to teach others; know good radio production and how to achieve it. Salary \$11,000, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721. An Equal Opportunity, Affirmative Action, Title IX, Section 504 Employer.

Experienced News, PBP, Copy, Sales. One person, doing four jobs, or four people doing one job each. Salary commensurate with experience and ability. Resume, audition tape, references, salary requirements to KLOQ, Box 768, Lyons, KS 67554. EOE.

Teaching position in broadcast journalism, advertising, and public relations. Open January 1979. Salary \$13,000 - \$14,500. MA and broadcast journalism experience required. Send resume to David Kintsfater, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, MS 39701.

WDMP, Dodgeville, Wis. needs PD. Expanding organization, C&W format. Resume and tape to: Dick Carroll.

Program Director: For two No. 1 ARB rated stations under one roof. Must be strong in organization, news and production. Call George Baumann ... 414-324-4441.

You may be the right person to join our professional team and fill a rare opening due to expansion at this top rated Medium Market Personality MOR. If you can communicate well with an afternoon drive audience, can handle occasional on air phone calls, have a warm friendly sound, and are a production-pro, you may find a good home in this exceptional position. Rush your tape and resume to Rick Belcher WSGW, Box 1945, Saginaw, MI 48605. (EOE).

New Mexico needs enthusiastic, dedicated broadcasters. Send resume to NMBA, 790-9D Tramway Lane NE, Albuquerque, NM 87122. 505-299-6908. NMBA—Clearing House for all member stations.

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

Look for a professional? 39 year old broadcast veteran of 20 years seeking to relocate. Heavy background of management, sales, programming, production and promotion. No drifter, 13 years same company. All offers considered. Box N-32.

Extensive back ground all phases AM FM CATV former successful ownership want back into broadcasting can invest in right situation but not necessary available now. Box N-25.

Aggressive Sales Manager. Knows how to compete with all media. Penna., N.Y., New England Small Market. Box N-47.

General Manager. Experienced Major Market sales and programming. Twenty year pro. Currently employed. Box N-83.

General/Station Manager. Over 20 years experience all formats and all phases including engineering. Not a miracle worker but a 37 year old hard worker. Prefer medium to large market in Southeast but will consider all. Box N-87.

Radio Professional ... 15 years experience in Programming, Sales, Promotion, Engineering & Business. Available for administrative position with owner who wants to build a winner! Contact Bill Elliott ffi 914-565-5365.

Former General Manager of a small U.H.F. TV, Station and Radio Station, desires to return to Broadcasting. Now in Advertising and Public Relations. 35, degree, 1st F.C.C. Location and salary negotiable. 5916 Central, Kansas City, MO 64113.

Aggressive ... 13 years experience in all areas of radio. Female. B.A. in communications/journalism. 6 years in programming/production/management—medium market station. Good knowledge F.C.C. rules—able to handle staff. Seek growth position. Willing to work hard to make money for you. Prefer Southern location—East or West—all locations considered. Box M-161.

SITUATIONS WANTED SALES

MBA with small market GM background ready for sales/announcer spot with management opportunity in top 100 market. East coast preferred. Box N-90.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Ambitious broadcast graduate 3rd looking for first break in radio on AOR station. I'm energetic and reliable. Tape and resume on request. Call anytime 312-562-5956 or write: Dimitrios Alexander, 1401 High Ridge Pkwy, Westchester, IL 60153.

Honest, Reliable, Energetic, air personality. Hard working. 3rd endorsed. Tape & resume available upon request. Phone 312-985-5530 after 4 PM. Mon-Thur. 815-365-4037, weekends or write Leo O'Donnell, Box 97, Reddick, IL 60961.

After 8 1/2 years in the business, I'm looking for a step up. I have a 1st phone and like to entertain. If you're in a medium to major market West of the Mississippi and can start at \$900 a month, I'm interested. Box M-165.

Look here! Young disk jockey needs employment, third phone, limited experience, ready and willing. Try me. No automation. Box M-169.

Male—age 20— 3rd Endorsed—expertly trained seeking first break in radio. Available immediately will relocate anywhere. Tape and resume upon request. Call 312-776-8054 between 9 am-2 p.m. or write Dennis Bajek, 5343 So. Talman, Chicago IL 60632.

How to profit from an experienced D.J., Newscaster, Sportscaster (2 yrs.). Send for my "Free" tape and resume. Box N-4.

Female 23 3rd Endorsed w/some air experience and good music sense seeks DJ Announcer position in small or medium market. Box N-23.

4 yrs. of experience most in Contemporary Christian music, some in adult rock. Looking for position as DJ and MD or PD. Clark, Box 6242, Santa Ana, CA 92706.

Rookie Jock Bats .1000. Proven successful answer to a College AM Dream, now can perform micro-wave magic for your format. 3rd Endorsed. Contact: Hank London 1179 Kensington Road, Teaneck, NJ 07666, 201-836-8396.

Jock Itchin for first job in Radio. Professionally trained. 3rd, will relocate now. West Preferred. Contact Mark Jay Muller, 9047 Crawford, Skokie IL 60016. 312-649-9808 (9A-3P). 312-673-9047, after 4 PM.

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.

Male 23 3rd Endorsed D.J. Broadcasting school grad. Doni Reed, 3549 S. Federal, No. 206, Chicago IL 60601, 312-373-0670.

Female, 3rd Endorsed. 4 years experience as DJ Personality. Sensational voice/commercial delivery. Confident, creative, excellent music knowledge, tight board. Looking for job in Boston market. Box N-56.

Experienced station staff available—5 men: 2 salesmen, news and sports directors, 3 jocks, 2 man team, First Phone. Box N-67.

Experienced Announcer, DJ. Country and MOR. All formats except Rock. Excellent production and news. Third Ticket. Box N-69.

Experienced Friendly Announcer with 3rd Endorsed seeks daytime shift. U.S.A. or Canada. Available immediately. Box N-76.

Two Years Experience. College and pro. Prefer Personality Contemporary—Will consider others. News, sports, production abilities. Copywriting skills. Programming and music research knowledge. Can relocate—prefer Western New York—other areas considered. Third Class Endorsed. Box N-98.

Radio Pro—12 years announcing, 5 years Chief Engineer looking. Southeast preferred. 813-533-7580.

Resourceful broadcaster can cover all your station's needs (even EEO), have work background that results from solid education and professional attitude. Ron Braxton, Y-14 Coachman Manor, Lindenwold, NJ 08021, 215-922-2797.

Bright, Motivated, young morning man seeks Top 100 market station. 4 years experience, topical humor and bits. Adult Contemporary and Top 40 formats only. Available immediately. John Dial, 312-773-2782.

Talented, Trained, excellent voice/delivery. 3rd Endorsed, AOR/MOR/Progressive. D.J./News/Production. Extensive Music/Sales background. Gary Salem, 415-441-5700 days 415-471-7736 nights. P.O. Box 6264, Oakland, CA 94603.

Available 8 days a week. Trained broadcaster. Some experience. Intense, vital, confident, newscaster-writer also DJ, commercial delivery, college grad. Tape and resume available. Larry Hanker, 4022 Apt. 2B Spruce Street, Philadelphia, PA 215-387-5847, 609-522-4319, 215-922-2797.

"Pre-Screened" audition tape available by (Black) Broadcaster up-beat cooperative personality fully trained with 3rd Endorsed. Peter Hall, 114 A East Providence Road, Yeadon, PA 19050, 215-WA2-2693.

Resourceful Broadcaster can cover all your station's needs (even EEO). Have work background that results from solid education and professional attitude. Ron Braxton, Y-14 Coachman Manor, Lindenwold, NJ 08021, 215-922-2797.

Educated Black female, 3rd Endorsed, seeks work in Chicago, Madison, Milwaukee. Gina Scruggs, 312-929-0705, days.

Five Years of dedicated, aggressive experience. A good personality with humor, timing, and good sense. Looking for T40, Contemporary, News, and PBP 517-224-2273 after 6:30 pm Mich.

Jock with 3 years experience seeks medium market more music format. Top 40, Adult Contemp. Call Tom 814-674-5407 before 10:30 AM.

Experienced Announcer/DJ. Desires full-time air shift at Country/MOR/Beautiful Music station in California/Pacific Northwest area. Call Frank Cordell 714-658-1094, Hemet, CA.

SITUATIONS WANTED TECHNICAL

Engineer, 23 Years experience. AM—DA, FM Stereo, TV, some automation. Looking for permanent job. Box N-48.

SITUATIONS WANTED NEWS

Third Phone DJ, good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

SITUATIONS WANTED NEWS CONTINUED

I'm serious about news ... is your station? Southern news director, talk shows, live coverage, special programs. Seeking position with professional news team in top 75 market. Brains, experience, determination; ready to go to work for you! Box N-65.

News Manager: All news reporting, editing and management experience; audio service editor; state capitol correspondent. Box N-82.

I can report, write and deliver news. Organized administrator, leadership abilities, Public Affairs. Now in NYC area. Box N-93.

Experienced Journalist seeks position in Philadelphia-New Jersey area. Box N-102.

Seasoned Reporter, 28, returning Christmas to Athens, Greece, seeks assignments, features, regular correspondent work. Rutgers University Journalism graduate. Write Louis Economopoulos, 276 Delavan Street, New Brunswick, NJ 08901.

Ambitious, Bright, and Young female—B.A. in Theatre/Communications has interest in broadcast, on-air, and sales. Desiring entry level position. Andrea Lidd. 7553 Spring Lake Dr., Bethesda, MD 20034.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Versatile Talented Announcer with extensive production, advertising and news experience now available. Will relocate. Box N-5.

Experienced Major and secondary market oper/program dir. seeks challenging position. Contemporary, black or disco format. Box N-35.

Seasoned, stable professional. Fifteen years in all facets of radio including music, news and talk. License renewal and ascertainment experience. All medium and large markets considered. Employed but ready to re-locate immediately. Box N-59.

Creative Programmer with Major Market Experience. Beginning 5th year in afternoon drive for No. 1 Suburban New York station. Stable, college graduate looking for solid PD. position. Ready to move! Scott: 516—538-6579.

TELEVISION

HELP WANTED MANAGEMENT

Executive Coordinator, Friends of Channel 21, Inc. Grant funded academic specialist at WHA-TV, Madison. Responsible for coordination, direction and development of PTV citizen support group. Major responsibilities include: supervision of Friends' staff; development and coordination of volunteer activities; membership development; liaison with community groups, WHA staff and Friends' Board; fund raising through special projects and local underwriting; and long-range planning. Bachelor's degree required. Applicants should have: minimum of 3 years full time successful experience (5 years preferred) in community/volunteer leadership and program coordination plus demonstrated organizational capability, knowledge and successful experience in management, fiscal and program planning. Oral and written communication skills and proven successful experience in human relationships essential. Demonstrated knowledge and experience in public television citizen support activities and development required. Salary: \$18,000-\$22,000. Completed application deadline: October 18, 1978. Write for application and details: Mr. Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Equal Opportunity/Affirmative Action Employer.

Membership Coordinator for KUED-TV. Minimum bachelors degree and 1 year experience in PTV fundraising or equivalent experience/education. Responsibilities include planning, implementing and directing various fundraising, membership and volunteer activities. Salary negotiable. DOE. Send resume by October 13 to Karl J. Swensen, University of Utah Personnel Department, KS-29, 101 Annex Building, Salt Lake City, UT 84112, or call 801—581-5239 for information. Equal Opportunity Employer.

Business Person. Exceptionally bright with track record in business management (not station manager) for California Television Station. To be right hand person of owner. Excellent future for one who is not "Hungry" and willing to work hard. Equal Opportunity Employer. Box M-63.

Business Manager to take charge of all financial operations of group-owned VHF network affiliate in Top 25 Sunbelt growth market. Accounting training/experience helpful, but not as important as ability to motivate people. No beginners. Salary commensurate with ability. Equal opportunity employer. Send resume to Box N-74.

Director of Local Broadcasting for KOED, Inc. (San Francisco PBS) to direct programming, broadcast operations, scheduling, and program development. Qualified candidates will present a successful record directing the operations of a Public Broadcasting and/or commercial television station. Send resume to Personnel Department, KOED, Inc., 500 Eighth Street, San Francisco, CA 94103. EOE.

Development Director: State-wide Public TV Network needs top-notch person to operate, manage, and supervise department in all fundraising activities which includes, but is not limited to membership campaigns, annual TV Auction, directing mail campaigns, selection and purchase of premiums and all special projects. To assume responsibility for all program underwriting activities. Requirements: BA degree in business and/or communications, with at least three years' experience in fund-raising with emphasis on broadcasting, marketing and sales. (In lieu of a degree, 5 years experience is required.) Salary Open. Send resumes before 10/20/78 to Executive Director, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638. NJPTV is an equal opportunity employer.

HELP WANTED SALES

Account Executive: VHF Net affiliate in number one sunbelt growth market needs two experienced street fighters. Market growing so fast, current staff cannot cover all the business. Forget the snow and send resume with track record to Box N-60. E.O.E.

Sales Manager—Number one network-affiliated VHF in top 60 market seeking aggressive individual to head local Sales Department. Experience in sales management and supervision required. Excellent benefits. An Equal Opportunity/Affirmative Action Employer. Send resume to Broadcasting, Box N-64.

HELP WANTED TECHNICAL

New First Phones! 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.

A major Detroit TV station has openings for two Assistant Chief Engineers. Prefer applicants with 4-6 years experience at a major market station dealing with studio, videotape, remote and transmitter operations and maintenance; 2 years experience with Electronic News Gathering; 1st Class FCC Radiotelephone License and a minimum of 2 years technical school in electronics. The Assistant Chief Engineer, Engineering Department, will be responsible for supervision of studio and transmitter personnel, coordinating technical facilities with programming department, and assisting the chief engineer with budget preparation and department operations. The Assistant Chief Engineer, ENG, News Department, will be responsible for the supervision and maintenance of ENG equipment, supervision of daily ENG operations and assist the news director in the preparation of the annual operating budget. Reply to Box 400, Detroit, MI 48231. We are an Equal Opportunity Employer.

Wanted: Electronic Technician who is tired of the snow and ice of winter. South Texas television station is looking for a technician with previous experience in maintenance and repair of Sony electronic news gathering equipment, single tube cameras, U-Matic editing equipment, and Ampex and IVC Camera/Tape. Contact the Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550 or call 512—423-3910 if you have the above qualifications and are wanting to migrate to the new booming sunbelt area before winter sets in. We are an affirmative action, equal opportunity employer.

Transmitter Engineer—Southwest VHF station seeks aggressive Transmitter Engineer. FCC First Class License required. Experience desirable but will consider applicant with good electronic foundation. Equal Opportunity Employer. Send resume to Al Smith, P.O. Box 1488, Lake Charles, LA 70601. Phone 318—439-9071.

Immediate opening for Radio/TV Engineer in Mississippi Cooperative Extension Service TV Production Studio. Must have a first class FCC license and at least one year of experience in commercial or educational TV. Production maintenance engineering experience is a must. Knowledge of ENG recorders and cameras, Quad recorders, switchers, and digital time base correctors is required. Contact Milburn Gardner, P.O. Box 5446, Mississippi State, MS 39762, or 601—325-3462. An Equal Opportunity Employer.

Engineer—Television broadcast engineer. First class license required. Contact Lou Iaconetti, WCAE, 219—365-8507, St. John, IN 46373.

Experienced engineer for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 7th Avenue, Pueblo, CO. Ken Renfrow, Chief Engineer.

Assistant Chief Engineer for studio maintenance. Knowledge of RCA, TK-27, TR-22 and Sony 2860, essential. 209—529-2024. Equal Opportunity Employer.

Heavy RCA VTR & Studio Camera Maintenance Engineer wanted. Good working conditions with growing Number One rated station in the Southeast. E.O.E. Send resume and salary requirements to Box N-55.

Chief Engineer for Midwest TV station. Must be experienced in studio, transmitter, microwave, and eng. maintenance. Knowledgeable of FCC rules. Can be number two person in present position who is ready to move up. Attractive salary. Send complete resume, salary history, and references to Box N-57. All replies confidential.

TV Broadcast Engineer familiar with RCA TR-600 and 70's Tape Machines, to assemble tapes for mastering and operate AE-600 Editor during production. Fast growing Southern market. E.O.E. Send resume to Box N-62.

A Career in Television Engineering—Television Technician—A minimum of 2-5 years experience in studio broadcasting and an FCC 1st Class license are required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Maintenance Engineer with heavy maintenance experience on RCA Quad VTRs and Sony Helical Equipment. Minimum 3 yrs. experience desired. Salary depends on experience. Excellent working conditions with progressive employer. Senic surroundings. Qualified persons may call 615—756-5500 or send resume to Roger Hale, WTVN, Inc., Box 1150, Chattanooga, TN 37402.

Maintenance Engineer (Jackson, Michigan) First Class Radiotelephone license and experience in broadcast maintenance required. Video Tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

Don't tolerate another cold cold winter. Enjoy sand and surf instead. We have maintenance and switching assignments just opened. Send resume and requirements to Post Office Box 947, Corpus Christi, TX 78403.

Broadcast Engineer, 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, Office B, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Substantial Multiple Owner with AM-FM-TV facilities needs aggressive engineering director to oversee scattered operations. Western location, up to 50% travel, considerable responsibility and commensurate salary. Send resume to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for Small Market TV in Colorado resort city. D. Balfour, Box 789, Grand Junction, CO. 81501.

HELP WANTED NEWS

Aggressive Reporter. Responsible for 2-3 film stories daily. Anchor possibilities. No weekends. Tape and resume should be sent to Matthew Schwartz, News Director, WUTR-TV20 (ABC) PO. Box 20 Utica, NY 13503 No Phone Calls. M/F E.O.E.

News anchor for prime 6 & 11pm, Monday-Friday, news strip. Dominant medium market VHF station-CBS affiliate—excellent benefits—growth position with solid station group. \$15-20 K range. An Equal Opportunity Employer, M/F. Send resume and pertinent data to Box N-8.

Meteorologist/Weather Anchor who can also handle environment, health and science beat. KQVR - TV, the ABC affiliate in Sacramento, California, seeks a person with substantial television experience. We offer excellent pay and benefits and a great place to live and work. Send resume and 3/4" cassette of recent aircheck to: Norm Hartman, KQVR-TV News Director, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer.

ENG/Live Camera Producer. KQVR-TV, the ABC affiliate in Sacramento, California, seeks a person with substantial ENG and live camera experience. Excellent pay and benefits, the best equipment, and a great place to live and work. Please send resume to: Norm Hartman, KQVR-TV News Director, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer.

Expanding staff. looking for anchor, sports director, reporter, feature reporter, documentary producer, documentary reporter, and photographer. No calls. Send tape and resume to John Willer, WVEC-TV, 110 Third Street, Norfolk, VA 23510. E.O.E.

Exceptional Opportunity for experienced, enthusiastic on-air reporter. Small market experience preferred, excellent benefits. Send resume and tape to Station Manager, WABI-TV Bangor, ME 04401 E.O.E.

E.O.E. Dominant News Voice in state wants experienced enterprising Reporter who can shoot and edit SOF and ENG and experienced SOF/ENG Cameraperson/Editor who can report. Each must be fast moving and able to turn out two to three stories a day. If you need training do not apply. Salary \$187.50. Send resume, references and cassette to: Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

Weekend anchor/producer for top-15 market network affiliate in Midwest. Work 3 days per week as on-air reporter. E.O.E. Box N-88.

Top-rated medium market Midwest station seeking reporter with two years commercial TV journalism experience and familiarity with ENG editing. Equal Opportunity Employer. Write Box N-97.

Southeastern station seeks strong anchor for 11:00 PM. newscast. Must also serve as reporter/photographer for late news stories. Experience required; journalism degree necessary. Send resume to Box N-100.

Equal opportunity Midwest station in top-20 needs experienced on-air reporter. Good writing, editing skills essential. Box N-101.

We are looking for a dedicated news professional to anchor our 6 & 10 PM. news. CBS affiliate. Work in America's No. 1 Small City! Contact the News Director 608—782-4678. An Equal Opportunity Employer.

Female/Male anchor for one of the countries leading independents. Must have previous on-air experience in both field reporting and anchoring. Flexible in both hours and all areas of the news department, including writing and editing. VTR cassette and resume required upon application to: KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

Anchor Reporter Top 50 Market. Experience, potential both important. Equal Opportunity Employer. Send VTR and resume to Bob Brunner, WSAZ-TV, Box 2115, Huntington WV 25721. No phone calls.

Television Reporter: Graduation from a four year college or university with course work in broadcasting, journalism, political science or closely related field. Three years of responsible experience as a television or radio reporter may be substituted for the required degree. Professional on-air voice and appearance. Demonstrated ability to produce and serve as on-air talent, in a professional manner, for television news and public affairs segments. On call at all times (including weekends). Hours and days are variable. Anchoring experience preferred. Salary: \$11627.20. Application deadline: October 12, 1978. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. An Equal Opportunity Institution.

Dominant VHF E.O.E. wants experienced producer/writer for early or late evening newscast. Must be expert coordinator including live microwave, concise lively copy writer, able to edit film and tape. Organize fast moving newscast with lots of film/tape packages and TV monitor pieces. Send cassette, references and resume to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

TV News Producer/Reporter for active public TV station in northwest Ohio. Bachelor's Degree in Broadcast Journalism or related field is preferred. Two years experience in broadcast news reporting/announcing. Salary \$9,600-\$10,600. Deadline for submission of application is November 10, 1978, or whenever filled. Send letter of application, resume, official college transcript, three letters of recommendation, audition tape to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Dominant VHF E.O.E. is expanding sports. Looking for aggressive, tireless, enterprising sports reporter/weekend anchor to back up the best sports anchor/reporter in the state. Must be able to be one person band in covering local amateur and pro sports hard and continuously, shoot edit SOF and ENG. Must have experience, tape, references and resume that proves your worth. Send to Jerry Levin, News Director, WBRC-TV, PO Box No. 6, Birmingham, AL 35201.

Anchor/Producer. Ideal opportunity for someone ready to move up. 11 PM cast. Experience, J-degree important. News Director WSTV-TV, 320 Market St., Steubenville, OH 43952. WSTV-TV is an Equal Opportunity Employer.

Weatherperson. Leading Florida Station looking for weatherperson to join team and handle weekends and noontime show. Call Howard Kelley, WTLV, 905—354-1212.

Dominant V.H.F. E.O.E. wants ENG Coordinator to supervise, coordinate, edit and write live and pre-fet material from microwave and minicam sources. Producing/copy writing experience required. Send cassette, references, and resume to Jerry Levin, News Director WBRC-TV, PO Box No. 6; Birmingham, AL 35201.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Studio Camera Operator with minimum two year's experience—handheld experience helpful—music programs and studio routines. Send resume to Personnel Director, WSM, Inc., PO. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Producer/Director for PTV Station. Responsible for the production of television and/or film programs for broadcast or closed-circuit use. Demonstrated competence in producing/directing/editing video tape and film productions. 3-5 years experience desirable. Salary \$13,400-\$14,400 depending upon qualifications. Equal Opportunity, Affirmative Action Employer. Send three letters of recommendation, letter of application, resume and sample work on 3/4" or quad tape to: Don Checots, WBGU-TV, Bowling Green, OH 43403. Application deadline October 31, 1978 or whenever filled.

Public Affairs Producer—handle 2 public affairs programs for KUSD-TV and South Dakota Public Television. College degree and at least 2 years experience in public affairs. Experienced on-air reporter with extensive writing and editing skills, and proven research abilities. Must be familiar with all facets of ENG, quad and cassette editing. Application deadline, October 18, 1978. Reply to: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Public Television in Minnesota. Director Production Services. Opportunity to join rapidly expanding Public Television Station in important management role, strong EFP-CMX Editing, Studio experience, Administrative skills. Producer sensitivity. Send resume, references, salary requirements to Alvin H. Goldstein, Director Programming, KTCA-TV 1640 Como Ave., St. Paul, MN 55108.

Creative Service Director: Immediate opening for TV Creative Service Director for top 100 group-owned ABC Affiliate in Southeast. Responsible for all commercial production and local programs. Must have organizational and management ability. Equal Opportunity Employer. Send resume to Box N-72.

Take charge Production Supervisor needed immediately for ABC affiliate in growing Southeastern market. Must be experienced in video tape editing, studio lighting, and all aspects of directing. Primary duty: management of production staff, budgets, and schedules. If you like a challenge, here's a great opportunity! Send resume to Box N-79.

Department Head/Professor or Associate Professor of Communication. Department offering bachelors and masters degrees in journalism, speech communication and radio-TV. Qualifications: Ph.D. or equivalent, teaching experience, outstanding professional and/or scholarly achievements, administrative ability. Send vita and 3 letters of recommendation by Dec. 1, 1978, to Dr. Lawrence Haapanen, Department of Communication, Utah State University, Logan, UT 84322. Affirmative Action, Equal Opportunity Employer.

Area head, radio/television/film. Search reopened. Professor or associate professor, salary dependent on rank, experience. Minimum qualifications: doctorate; teaching, administrative experience; publication. Division: 6 faculty, 2 staff, large undergraduate enrollment, graduate program. Contact: Dr. WS. Jacquot, Chairperson, Department of Speech Communication and Drama, North Texas State University, Denton, TX 76203.

Producer-Director—Group broadcaster seeking creative, self-starting individual. Two years experience in directing news, commercials and local programs required. Send demo tape, resume and salary requirements to: Bob Miller, WTOL-TV, Cosmos Broadcasting Corporation, PO. Box 715, Toledo, OH 43695. An Equal Opportunity Employer.

Promotion Director: WBNG-TV has immediate opening for creative, knowledgeable PD. Looking for acting PD. or assistant ready to move up. Send resume: WBNG-TV, PO. Box 1200, Binghamton, NY 13902. Attn: Bob Eolin. An Equal Opportunity Employer. M/F.

Brand new and very large expansion of Television Studios just finished. Need office and all other department personnel. Magnificent area with good future for those who qualify. KMIR-TV, Palm Springs, CA 92262 Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box M-106.

SITUATIONS WANTED TECHNICAL

Female Engineer, First Ticket, TV Production Degree, seeks station to call home. 1 1/2 years experience: camera, tape, switching etc. 516—667-9665.

SITUATIONS WANTED NEWS

M.S. B.A. in Broadcasting from CUNY. Graduate Internship in TV. production. Professional apprenticeship in 16mm, ENG. Single, 25, seek news cameraman/reporter position. All markets considered. Resume, VCR immediately Michael Brewer, 177-37 Troutville Rd., Jamaica, NY 11434. 212—341-3138.

Producer: Award-winning journalist seeks new challenge in top 20. Ratings booster. Strong news manager. MSJ from top school. Box N-71.

Experienced radio news director, white male, seeks entry-level position with professional news team. My great looks are wasted on radio; put them to work for your station! Box N-78.

SITUATIONS WANTED NEWS CONTINUED

Weathercaster/Meteorologist desires small or medium market station where I can grow. Currently employed major market. Available January. Box N-91.

Radio News Manager seeks off-air assignment editor or Assistant News Director slot. Box N-94.

Reporter/anchorman—Experienced top 10 market. Strong on-camera work. Investigative news specialty. Seeks challenging work at news-dedicated station, East or Southeast. Box N-95.

Attractive, Spanish surnamed young woman seeks entry level position in broadcast journalism. BA. Highly articulate, resourceful, tireless worker. Published writer. Quick to learn any aspect of broadcast field. Willing to relocate. Virginia Perez, 1677 Belmar Road, Cleveland Heights, OH 44118. 216-932-9280.

Sportscaster/Reporter—Young, aggressive pro with on air experience in top 5 market now seeking challenging sports position in Small to Medium Market. Good production. John Heidbrink 415-593-1460.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Is there a PBS station in need of solid production experience from the commercial world? Seeking Production Manager/Producer-Director position. Salary requirement \$15,000.00 per year and opportunity to continue education desired. Box N-58.

Art Director—Top 10 Market, nine years Television experience plus other. Management, slides, video, print, sets, logos, darkroom, still photography, university design degree, operational knowledge of much equipment. Need more creative position with future. Box N-66.

Discover A New World of quality production. Explore the innovative talents of a seven year professional (Producer-Director/Production Specialist). Graham Brinton, 215-664-3346.

Male-22-Recent College Grad seeking first break. Can write, direct, act, run crew positions and push broom. Comedy work preferred but will accept anything. Not much experience, but plenty of ambition. Will relocate. Ken Krause, 58 W. Jeffery Ave., Wheeling, IL 60090, 312-537-0224.

Community and Public Relations expert in Spanish market seeking position with New York radio or TV station. 8 years experience. 301-652-5129.

Accomplished Director/Producer—seeking to relocate in Northeast. Seven years creative, hands-on experience with state-of-the-art equipment. Al Sanford, 1735 W. Hampton Way, Fresno, CA 93705. 209-222-6724.

ALLIED FIELDS

HELP WANTED SALES

Rapidly Growing California Electronics Firm needs polished, ambitious, sales rep with television capital equipment background to handle Northeastern region sales. Will consider related industries. Immediate opening; compensation open. Please send resume in confidence to Box M-112.

HELP WANTED TECHNICAL

Immediate Opening—Need 1st Class FCC Engineer to maintain new full color television studio and stereo FM radio station. Must be familiar with Hitachi studio and mini-cameras, JVC, IVC and Sony ENG equipment as well as character generator, special effects, telecine and audio equipment. Experience preferred but will consider knowledgeable licensed beginner. Application deadline is October 31. Contact the Dean of Instruction, Central Wyoming College, Riverton, WY 82501, or call 307-856-9291. EOE/M/F.

Experienced Video Engineer—knowledge in 1"—Relocate to North West—\$15000.00 and up. Call 503-686-0234 Mr. Quick.

HELP WANTED PROGRAMING, PRODUCTION. OTHERS

Copywriter. A young, fast growing advertising production company in Connecticut is seeking an experienced, creative writer. You'll be working in all aspects of advertising (Brochures, catalogues, radio, television and display) and investigative journalism. Full benefits are offered with an extremely pleasant working atmosphere. The individual we are looking for must be "bright, inquisitive individual who can meet deadlines. Send resumes and salary requirements to Box N-53.

HELP WANTED INSTRUCTION

Assistant Professor. Radio-Television—Teach a minimum of three courses per semester. These courses would include beginning and advanced writing. Will be expected to work with students in out-of-class activities. Will be expected to pursue research and creative activities and perform other duties as assigned. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Letter of application, credentials, names of references by November 1st to Charles T. Lynch, Dept of Radio-TV, Southern Illinois University, Carbondale, IL 62901. Position begins January 15, 1979. Salary competitive. Women and minorities actively encouraged to apply.

TV Production Instructor. Teach television production/direction and broadcast fundamentals. M.A. required; professional experience preferred. Salary negotiable. Position begins January 22, 1979. Resume to Dr. Ned A. Shearer, Communication Arts & Sciences, Western Illinois University, Macomb, IL 61455. EOE.

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.

Channel 12 needs used TV transmitter. Prefers 10KW. Call Amadeo Nazario 809-833-1200, telex 385-4414, Box AQ, Mayaguez, PR 00708.

Need RCA 6806 Tube in operating condition. 209-529-2024.

Want to buy all or part of Associated, Capitol, World or Standard transcription services, plus two sixteen inch turntables, arms and vertical and lateral heads. Don Kennedy—Georgia Network, Inc., 1800 Peachtree Road, Atlanta, GA 30309.

Want to buy GE AK-1-15-3 air-breakers and/or parts for same. Also need focus coils operational on Channel 28 in a GE TT25A transmitter. If you have anything of interest call 512-883-2823.

Wanted: CCA AM-500-D or AM-1000-D used Transmitter. Must be in good condition. Contact KBTN, Box K, Neosho, MO 64850, 417-451-1420.

FOR SALE EQUIPMENT

5" Air Hellax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

For Sale: IVC 7000P Color Camera with CCU, Canon 12-120 mm lens w/Auto Zoom, 150' camera cable, cases included. For information, call or write: Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70601 318-439-3624.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 7.5 KW, 1 KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

20 KW FM Transmitters—7 yr. old CCA, Gates FM 20 B. M. Cooper, 215-379-6585.

AM Transmitters (Used) 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

For Sale—Datatron 5050-200 Edit Console with Jam Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4631.

1 KW AM and FM Transmitters-Gates: FM-1H3, 1G, BC1-F—M. Cooper, 215-379-6585.

Norelco PCP-90-B Color Camera. CCU, Side View Finder, Manual. Dave Castellano no 209-957-1761.

1 KW FM and AM Transmitters—Gates FM-1H3, FM-1G, BC1-F M. Cooper, 215-379-6585.

20 KW FM Transmitters—7 year old CCA, Gates FM 20B. M. Cooper, 215-379-6585.

Television Trailer—Pritchard-King, 40; Aluminum Body. Contact: A. F. Associates, Inc. 201-767-1000, 100 Stonehurst Court, Northvale, NJ 07647.

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).

Free two month trial subscription! Write: Bionic Boffos, Box 457, Capitola, CA 95010.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Air Check Critiques. Full critique of your show. News, production welcome too. Critiques by professional broadcaster and instructor. \$10. Send tape or cassette. Tom Honstedt, 3616 Douglas Dr., Minneapolis, MN 55422.

Need Campaign Committee and Vice President so I can run as Independent Candidate for the President. Salary open. James Montgomery, Oronogo, MO 64855.

WOOR, The Campus Voice of SUNY Oswego College, invites all old staffers to attend our first reunion to celebrate our 10th Anniversary! It's happening on November 4th along with a Communication Studies Department Alumni Dinner. It should be a lot of fun! Contact Michael Frazer, WOOR, Hewitt Union, Suny at Oswego, Oswego NY 13126.

Money-making radio quiz shows. 99c each. Free details. Worldwide, 3 Sandia, Edison, NJ 08817.

Alternate Energy Information Service. Solar-Wind-Methane-Wood Heat. 90 second Reports. Informative and Saleable. For demo: Ray Rice, R4 Greencastle, IN, 46135.

Increase Your Ratings with a New Radio Serial: The Adventures of the Bean Gang. A group of wacky and lovable characters, you'll laugh and feel good again. Send for our free demo. Contact Fiasco Productions, P.O. Box 17729, Phila. PA 19135.

Let me help you find a job: Top Program Director who's been through that job search before, will critique your aircheck and resume ... comprehensively and thoroughly. Send \$5.00, aircheck, resume, just as you would if applying for a job to: Critique, 3219 Hanover Drive, Lafayette, IN 47905.

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.

INSTRUCTION CONTINUED

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.

San Francisco, FCC License, 6 Weeks 10/30/78. Results Guaranteed, Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102, 415-392-0194.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

to take charge of AM/FM sales departments. Should have retail and agency experience, and be able to train, motivate and lead staff. Excellent compensation and opportunity for advancement. Rush complete resume to Box N-45. All replies confidential.

We are an equal opportunity employer.

Help Wanted Programing, Production, Others

MORNING PERSON/PD

Good pipes ... bright ... mover. Happy ... promoter ... fighter for Southern medium market T-40. PD experience required. \$15,000. Box N-52. E.O.E.

COPY WRITER - WPRO-AM Providence, Rhode Island

Copy, continuity co-ordinator and production person. Emphasis on client spec' tapes, original production and copy for local advertisers. Agency experience helpful.

Send spec' tapes, examples of copy or creative work to Paul Goldstein, WPRO, 1502 Wampanoag Trail, East Providence, RI 02915.

A Capital Cities Station
An Equal Opportunity Employer

Situations Wanted Management

THE DIFFERENCE

...between "just average" and "very profitable" is usually the man in charge. Above average ratings and profits require a manager with ability and experience. I have both. And I have top level local and national references to prove it. Background includes G.M., S.M., and P.D. in markets of all sizes including major market G.M. If you believe your station could—and should—be doing better, I'd like to meet with you. Please contact me in confidence at Box N-33.

Situations Wanted Announcers

Personality

Top rated personality. Excellent track record and top references. 20 years experience in major markets. I have much more to offer than just personality. Not a prima donna and willing to work. Prefer San Francisco Bay area. Box N-99.

CRAZY COMIC

I was on radio in Japan but my audience only understood 2 words of English. You Stink. Yes, I was a celebrity. People frequently walked up to me in the street and said Yamagouchi. English translation: Get Out of the Way. I am now in charge of snow removal for Miami Beach. I get audience with Off the Wall Comedy that breaks formats. If you're serious Call Uncle Alvin mornings. 212-835-5081.

TELEVISION

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

VIDEO TAPE TECHNICIAN

RCA American Communications, Inc. has an opening at our Vernon Valley Video Tape Center, Vernon New Jersey (near Great Gorge), for an experienced Video Tape Technician:

- Perform all duties associated with real-time tape playback operations employing 2-inch quad machines (e.g. TR 600).
- Should be capable of operating all equipment and machines associated with a video tape operating center including TK28 Color Telecine Camera and related equipment, routing switchers, and audio cart or live operation.
- Minimum of 1 to 2 years related experience required.

We offer an excellent starting salary and a full range of company benefits.

To arrange interview, send resume and salary requirement to:

Ms. Amy Beasley
RCA American Communications, Inc.
201 Centennial Avenue
Piscataway, NJ 08854

We are an equal opportunity employer F/M.



VIDEOTAPE EDITOR

A leading New York City communications firm seeks an experienced videotape editor. Quad-ruplex and Editec experience are a prerequisite. Salary \$25,000-\$30,000 plus overtime. We are willing to relocate out of town candidates. Send resume (including salary history) in confidence to: President, Box 1805, 333 West 86th Street, New York, NY 10024.

CHIEF ENGINEER

To head engineering section of leading national medical communications company, based in New York City. Candidate must have:

- Electrical Engineering degree.
- Minimum 5 years experience in radio/television, either broadcast or closed circuit.
- Demonstrated ability in systems design and implementation, including prototype building.
- Some managerial or supervisory experience.

Excellent salary and benefits. Send resume (including salary history) in confidence to:

**Assistant to the President
VISUAL INFORMATION SYSTEMS
15 Columbus Circle., New York, N.Y. 10023
An Equal opportunity employer M/F**

VIDEO TAPE EDITOR

A leading NYC communications firm seeks an experienced video tape editor. Quadruplex and Editec experience are a prerequisite. Salary \$25-\$35,000 plus overtime. We are willing to relocate out of town candidates. Send resume (including salary history) in confidence to:

PRESIDENT
Box FY 604, 360 Lexington Ave., 12th Fl
New York, New York 10017

An Equal Opportunity Employer, M/F

**Help Wanted Programing,
Production, Others**

ASSISTANT DIRECTOR OF ADVERTISING

Salary: Mid-teens

WRTV, Indianapolis, a top 20 Market Network Affiliate, is looking for an experienced person to write and produce on-air promos and assist in other areas of advertising. The person who previously held this job did so well that he is now an advertising manager in an even larger market. Send resume and samples of your work to: Tim Hnedak, WRTV, 1330 N. Meridian, Indianapolis, Indiana 46202. Your samples will be returned. An Equal Opportunity Employer.



McGraw-Hill Broadcasting Company, Inc.

Regional Sales Manager Midwest Territory

A leading manufacturer of Television Broadcast and Post Production equipment has an opening for a Regional Sales Manager for the Midwest territory.

The Company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation and VTR editing.

This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, Company car and paid travel expenses.

For further information send your resume, in confidence, to:

CENTRAL DYNAMICS CORPORATION
Attn: Howard A. Shephard
President
331 West Northwest Highway
Palatine, Illinois USA 60067

Television Maintenance Engineer

Growing Midwest production house seeks maintenance engineer with first phone, tech school, 2-3 years experience in maintenance of mini-cams, 3/4" VTR's, TBC's, switchers, etc. State salary requirements. Send resume to Dennis Hart, Production Director, The Media Group, Ltd., 406 Waters Bldg., Grand Rapids, MI 49503 or call (616) 774-8338.

TELEVISION ENGINEER

Want to join an aggressive, expanding production company using the latest equipment? How about TRI-COMM PRODUCTIONS of Hilton Head Island, South Carolina? You've seen our ads. We need a versatile, production-oriented television engineer. Send resumes to: Denny Fussell, TRI-COMM PRODUCTIONS, INC., P.O. Box 5242, Hilton Head Island, S.C. 29928.

Help Wanted Sales

TV SALES KBTB/ABC IN DENVER, COLO.

KBTB, a station of Combined Communications, and Number 1 in Denver, is looking for an experienced local salesperson with at least 2 years in television sales. The candidate should have a strong track record in both agency and new direct business, show management potential and be well versed in research and rating information. KBTB is an Equal Opportunity Employer.

Contact:

Larry Deutsch
Local Sales Manager
KBTB
303-825-5288

PRODUCER

WDVM TV Washington, D.C. wants the best producer in the country to do P.M. Magazine.

It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.

We need 3 to 5 years of major-market experience, a strong administrator, a creative producer and a person who can motivate and work well with others.



Send your complete resume to:
Program Administrator
WDVM-TV
4001 Brandywine Street, N.W.
Washington, D.C. 20016

An Equal Opportunity Employer

WE KNOW YOU'RE OUT THERE

We're a major-market network-affiliated TV station and we need a very special person to manage our brand new Mobile Production Unit. Someone creative enough to write and produce effective, hard-selling commercials and presentations. Someone experienced in advertising and marketing strategies. Someone confident enough to present and sell good ideas to our clients. Someone with enough technical savvy to supervise videotaping and perform editing. And someone dedicated and flexible enough to make this new venture a success.

If your resume says "special person" we want it now.

Box N-86.

An equal opportunity employer

Help Wanted Sales Continued

Wanted General Sales Manager Major TV Market

We are a group owner, operating in the Top 20 Markets, and we are looking for an aggressive individual, presently employed in Television, with either Sales Manager or General Sales Manager experience. Please send resume to Box N-50. All replies will be treated in strictest confidence. We are an Equal Opportunity Employer.

Help Wanted News

TV News Reporter

General Assignment. At least two years previous experience required. Must be an aggressive reporter, a good writer, and must have experience with film and ENG. We will want to see a film and/or video tape showing some of your work. EOE M/F.

Libby Stevens
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

NEWS PHOTOGRAPHER FILM

TV News Photographer for expanding news department. You must have experience with all 16mm sound-on-film equipment and you must be able to edit and assemble your films. Previous news experience is required. We will want to see examples of your work. Schedule will include weekends. EOE M/F

Libby Stevens
WMAR-TV
6400 York Road
Baltimore, Maryland 21212

TV NEWS PEOPLE

On behalf of our clients, we are looking for experienced anchors, reporters, weathercasters and sports-casters.

All replies will be kept strictly confidential.

Send videocassette and resume to P.O. Box 666, Fairfax City, Virginia 22030. Tapes will be returned promptly.

M&H

MCHUGH AND HOFFMAN, INC.

Help Wanted Management

WANTED: a TONY

Tony C. Malara, who has been manager of our Broadcast Division since 1971, is leaving us to become Vice President-Affiliate Services for CBS-TV.

We congratulate CBS on the wisdom of its decision. They could not have chosen a wiser, more industrious broadcaster, nor a nicer guy. He is a rare individual, and we will miss him.

And now we need a new Tony.

We operate WWNY-radio and WWNY-TV in Watertown, N.Y., and WMSA-radio in Massena, N.Y. We also operate a daily newspaper, the Watertown Daily Times. Our company is locally owned.

The job is Manager of the Broadcast Division. You will run our 3 stations under a broad authority to call the shots. You will operate from our modern Broadcast Center, and you will live in a lovely, hassle-free area, where a 10-minute drive is considered a long commute. We will pay you well and provide an excellent package of fringe benefits for you and your family. If you enjoy the job as much as Tony has, it will take a CBS Vice Presidency to pull you away.

Experience in television station operation would seem to be a necessity, but we'll listen to anybody who thinks he's qualified. We're looking for somebody who wants to put some roots down. (Enough of these short-timers like Tony; he was only with us 21 years.)

Please spare us the phone calls and apply only in writing. And do let us know everything significant about you when you write. All letters will be answered. If we want to know more about you, we may ask you to travel here at our expense.

If you think you can be our new Tony, address your letter to:

James W. Higgins
General Manager
Johnson Newspaper Corporation
260 Washington Street
Watertown, N.Y. 13601

Situations Wanted News

TV SPORTS DIRECTOR

Versatile young pro at Florida net affiliate considering move. Excellent anchor, interviewer, producer, with network credits. Attractive, intelligent, with 10 years experience covering all sports, including major league baseball, NFL football. Strong field work, play-by-play, solid references. Will consider No. 2 or staff position in larger markets. Box N-81.

Situations Wanted Sales

General Sales Manager

with national, local and rep experience. Age 35, looking for a sales management position with either a station or rep. Phone: 219-486-1096.

Cable Help Wanted Management

MANAGER

250 mile, 12,000 and growing CATV system located in the Northeast. Excellent opportunity for individual with experience and potential. Send resume to Box M-175.

Radio Programing

THIS CRITIC CAN BE BOUGHT!

DOUG BRODE Critic With A Conscience
Current reviews on movies, new Fall TV shows and best sellers. Available Fall '78
The American Group
6806 NEWBROOK AVENUE
EAST SYRACUSE, NEW YORK 13057
315-437-4454 Telex: 937201



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Employment Service

FREE JOB LISTINGS!

"Hot Tips" continues to offer free samples to prove that the BEST jobsheet is NOT the most advertised. Smaller ads mean smaller subscription rates too! 13 weekly issues \$12, or \$30 per year. Write: "Hot Tips" PO Box 678, Daytona, FLA 32017, or call our 24 hour Hotline - (904) 252-3861.

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO!
WE CAN, USING DIGITAL VIDEO EXPANSION,
RETURN YOUR VIDEO TO FCC SPECS. WE
WILL DELIVER VIDEO STARTING ON LINE 19
AND 11.0 MICRO SECONDS HORIZONTAL
BLANKING. IMMEDIATE TURN-AROUND
AVAILABLE!

FOR MORE INFORMATION CALL:

CHARLES BALTIMORE

WBRE-TV

WILKES-BARRE, PA.

(717) 823-3101

Public Notice

The City of Lynn, Massachusetts

will accept applications for a license for a Community
Antenna Franchise.

Applications will be accepted until 5:00 P.M. on
Wednesday, December 6, 1978 at the address below.
All applications received will be available for public in-
spection during normal business hours at the address
below.

Each application should be accompanied by a \$100
non-returnable filing fee, Payable to the City of Lynn.

Honorable Mayor Antonio J. Marino
Lynn City Hall
Lynn, Mass.

Business Opportunity

Reach for a Star.

**Bigname TV & Film Personalities
Available For Personal Appearances**
(at openings, sales, celebrations,
you-name it).

Face it—people who wouldn't walk
across the street to attend the opening
of a new bank would drive miles to be
there if a big film star was making an
appearance.

Why are we telling you this? Because
a radio station has much to gain by
coming up with a Big Idea that turns a
"nothing" occasion into something
special... something the sponsor con-
siders worth advertising.

The reason major league talent sel-
dom appears at the local level is
because retail advertisers just don't
know how to go about lining up TV and
Film Celebrities. But we do. That's all we
do. For particulars, including a list of
available stars, call or write.

Pfeiffer, Anderson & Co.

Talent Arrangers: 8322 Beverly Blvd.,
Hollywood, CA 90048 (213) 658-5052

For Sale Stations

Sale

Daytime 1 Khz AM. Building—land,
small town near metro area, So. Car.
185,000 cash. Box N-3.

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Fran-
cisco, California 94104 415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y.
10022 212/288-0737

BOOKS

413 **DESIGNING & MAINTAINING THE CATV &
SMALL TV STUDIO—2nd Edition**, by Ken-
neth B. Knecht. Completely updated edition of
this simplified, yet detailed guide on the installa-
tion and maintenance of production facilities for
CATV, CCTV, ITC and broadcast TV studios. 288 p.
100 ill. \$12.95

428 **ORGANIZATION & OPERATION OF BROAD-
CAST STATIONS** by Jay Hoffer. An exhaustive
examination of the responsibilities and
capabilities required in each job classification.
256 pages. \$14.95

456 **JOURNALIST' NOTEBOOK OF LIVE RADIO-
TV NEWS**, by Phillip Keirstead, network
news producer, adjunct prof., Fordham Univ.
Written to provide broadcast journalists with a
solid understanding of journalism concepts and
techniques. Covers the techniques of gathering,
processing, writing, and broadcasting live news,
using the latest electronic equipment. Contains
special sections on laws relating to journalism,
documentaries, and editorials. 252 p. 29 ill.
\$12.95

453. **TV LIGHTING HANDBOOK**, by Dr. James A.
Carroll & Dr. Ronald E. Sherriffs. Everyone in-
volved in TV production should be familiar with
effective lighting principles. This book is de-
signed to train badly needed technicians and
aquaint producers, directors, anyone involved in
production, with the basics and specifics of TV
lighting. In workbook format, with a multitude of
photos (some in color) and diagrams, the reader
learns to design lighting setups for all types of
productions indoors and out. 228 p., including 4-
color section. \$12.95

BROADCASTING BOOK DIVISION 1735 DeSales St., NW Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385 202/223-1553
Suite 214 Suite 417
11681 San 1730 Rhode
Vicente Blvd. Island Ave. N.W.
Los Angeles, CA. 90049 Washington, D.C. 20036

SOUTHWEST FULL TIME CLASS IV AM

Profitable single station market. \$230,000 cash. No Brokers. Submit financial qualifications with inquiry. Reply Box N-85.

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



"Successful Overseas Broadcast Property"

Dominant facility in major population center under stable government

... For Sophisticated Buyer Only ...

Holt Corp. Box 111, Bethlehem, Pa 18016. 215/865-3775

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

NW	Small	AM	\$375K	29%
Fla	Small	AM	\$160K	\$46K
S	Small	Fulltime	\$395	Cash
SW	Metro	AM	\$325	\$147K
S	Metro	AM	\$525K	Terms

Atlanta, Boston, Chicago,
Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

Central New York Fulltime AM Stereo FM

One of the very few real quality properties now available. Includes valuable Real Estate. Medium market facility with long, profitable track record. Continued great future growth. Ideal acquisition for Group Owner or publicly-held Company.

\$1.1 M—Principals only.
Reply to Box N-70.

Big Coverage Station Pair

5 KW Non-directional AM with Class C
Circular Polarized Stereo FM.

Good Market and Excellent Potential
—PREFER CASH—

No real estate—excellent studios & lease. Station enjoys good audience and PR, but only has had two salespeople for years. Great opportunity for growth! No competitors in rural 50,000 population market. Don't inquire unless you have resources to buy

No Brokers.
Inquire Box N-80.

MEDIA BROKER, APPRAISER... 318-865-8668

Coastal AM, volume around 1/2 M. Make cash offer.

Two Small Mkt. Combos, could be great volume stations. Around \$600K. Cash & Terms.

Others Available.

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

- Fulltimer in Kodiak Alaska covering 150 mile radius. Only commercial station in area. Billed \$14,000 last 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.
- 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. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
815-756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

	Stock Symbol	Exch.	Closing Wed. Oct. 4	Closing Wed. Sept. 27	Net change in week	% change in week	High	1978	Low	PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)	
Broadcasting													
ABC	ABC	N	56	55 1/2	+	1/2	+	.90	62	35 3/8	9	18,315	1,025,640
CAPITAL CITIES	CCB	N	42	43	-	1	-	2.32	75	41 3/8	7	14,230	597,660
CBS	CBS	N	55 1/4	56 1/2	-	1 1/4	-	2.21	64	43 7/8	8	28,100	1,552,525
COX	COX	N	49 1/2	47 3/4	+	1 3/4	+	3.66	49 1/2	25 1/2	13	6,637	328,531
GROSS TELECASTING	GGG	A	20 1/2	20	+	1/2	+	2.50	23 7/8	13 5/8	9	800	16,400
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2				11 3/4	3 7/8	21	462	5,313	
LIN	LINB	O	38 1/2	38 1/4	+	1/4	+	.65	42 3/4	16 1/2	12	2,801	107,838
METROMEDIA	MET	N	63 1/2	64	-	1/2	-	.78	71	25 1/4	13	4,815	305,752
MOONEY	MOON	O	4 1/2	3 1/2	+	1	+	28.57	5 1/2	1 7/8		425	1,912
RAHALL*	RAHL	O	20 1/4	20 1/4				21 1/4	8 5/8	23	1,264	25,596	
SCRIPPS-HOWARD	SCRIP	O	51	51				52	30 1/2	11	2,589	132,039	
STARR	S8G	M	13 1/4	13 3/8	-	1/8	-	.93	13 1/2	12	1,512	20,034	
STORER	SBK	N	31 3/4	30 3/4	+	5/8	+	2.03	34 7/8	19 3/8	10	4,884	153,235
TAFT	TFB	N	21 3/4	21 1/2	+	1/4	+	1.16	24 1/2	12 1/4	5	8,498	184,831
TOTAL											95,332	4,457,306	

Broadcasting with other major interests.

ADAMS-RUSSELL	AAR	A	12 1/4	12 5/8	-	3/8	-	2.97	14 7/8	3 3/4	12	1,233	15,104
AMERICAN FAMILY	AFL	N	13 1/8	13 3/8	-	1/4	-	1.86	17 1/8	11 3/8	6	10,536	138,285
JOHN BLAIR	BJ	N	29	28 1/2	+	1/2	+	1.75	31 3/8	11 1/8	7	2,427	70,383
CHARTER CO.	CHR	N	6 1/8	6 3/8	-	1/4	-	3.92	9	3 7/8	6	17,463	106,960
CHRIS-CRAFT	CCN	N	10	10					11 3/8	4 1/2	24	4,413	44,130
COCA-COLA NEW YORK	KNY	N	7 7/8	8	-	1/8	-	1.56	9 1/4	7 3/4	11	17,641	138,922
COMBINED COMM.	LCA	N	32 5/8	32 1/2	+	1/8	+	.38	45 1/8	19	15	10,551	344,226
COWLES	CWL	N	22 3/8	20 3/4	+	1 5/8	+	7.83	25 1/4	12 1/2	22	3,969	88,806
DUN & BRADSTREET	ONB	N	35 1/4	35	+	1/4	+	.71	38	26 1/4	16	27,869	982,382
FAIRCHILD IND.	FEN	N	31 3/8	29 1/8	+	2 1/4	+	7.72	35 1/4	9 1/2	12	5,708	179,088
FUQUA	FQA	N	12 3/8	12 1/4	+	1/8	+	1.02	13 5/8	8	8	9,396	116,275
GANNETT CO.	GCI	N	46	46 1/8	-	1/8	-	.27	49	32 3/4	17	22,430	1,031,780
GENERAL TIRE	GY	N	28	28 3/4	-	3/4	-	2.60	30 5/8	22 3/8	6	22,707	635,796
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4					4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O		21 1/2	22	-	1/2	-	2.27	24	8	8	475	10,212
HARTE-HANKS	HHN	N	43 1/2	43 7/8	-	3/8	-	.85	48 3/4	26	15	9,080	394,980
JEFFERSON-PILOT	JP	N	32 3/4	32 3/4					34 1/2	26 5/8	10	23,224	760,586
MARVIN JOSEPHSON	MRVN	O	16 3/4	16 1/4	+	1/2	+	3.07	17 1/4	10 1/4	9	2,013	33,717
KANSAS STATE NET.	KSN	O	13 1/2	13 3/8	+	1/8	+	.93	14 3/8	4 3/4	13	1,727	23,314
KNIGHT-RIDDER	KRN	N	27 1/2	26 5/8	+	7/8	+	3.28	27 1/2	13 1/4	7	32,798	901,945
LEE ENTERPRISES*	LEE	N	36 1/8	36 1/8					38 1/2	22 1/4	14	4,895	176,831
LIBERTY	LC	N	32 5/8	33	-	3/8	-	1.13	33 7/8	18	9	6,762	220,610
MCGRAW-HILL	MHP	N	24 3/4	24 3/4					25 3/4	15 5/8	11	24,682	610,879
MEDIA GENERAL	MEG	A	21 1/2	22	-	1/2	-	2.27	23 1/8	13 5/8	12	7,451	160,196
MEREQITH	MOP	N	34 1/4	35 5/8	-	1 3/8	-	3.85	40 1/4	17 3/8	8	3,074	105,284
MULTIMEDIA	MMED	O	26 1/4	26 3/4	-	1/2	-	1.86	28 1/4	16 1/4	14	6,624	173,880
NEW YORK TIMES CO.	NYKA	A	30	29 5/8	+	3/8	+	1.26	31 5/8	15 3/4	12	11,599	347,970
OUTLET CO.	UTU	N	29 1/2	29	+	1/2	+	1.72	32 7/8	16 5/8	8	2,445	72,127
POST CORP.	POST	O	35 1/4	34 1/2	+	3/4	+	2.17	38 3/4	16 1/4	10	867	30,561
REEVES TELECOM	RBT	A	3 1/2	3 1/2					3 3/4	1 3/4	50	2,388	8,358
ROLLINS	ROL	N	19 3/4	20	-	1/4	-	1.25	24 1/4	14 7/8	10	13,407	264,788
RUST CRAFT	RUS	A	30 1/2	27 3/4	+	2 3/4	+	9.90	30 1/2	8 1/2	18	2,311	70,485
SAN JUAN RACING	SJR	N	13 3/4	13 1/2	+	1/4	+	1.85	14 1/8	7 5/8	20	2,509	34,498
SCHERING-PLOUGH	SGP	N	33	32 7/8	+	1/8	+	.38	44 3/4	26 3/8	10	53,703	1,772,199
SONDERLING	SDS	A	24 3/8	21 1/4	+	3 1/8	+	14.70	24 3/8	8 3/8	10	1,105	26,934
TECH OPERATIONS	TO	A	7 1/4	7 1/8	+	1/8	+	1.75	8 3/4	2 3/8	181	1,344	9,744
TIMES MIRROR CO.	TMC	N	32 1/8	33	-	7/8	-	2.65	35	20 3/4	11	34,811	1,118,303
TURNER COMM.*	O		12 1/2	12 1/2					12 1/2	5		3,800	47,500
WASHINGTON POST CO.	WPU	A	43 1/2	43 1/4	+	1/4	+	.57	47 5/8	21 3/4	10	8,200	356,700
WOMETCO	WDM	N	17	16 5/8	+	3/8	+	2.25	18 1/4	10 7/8	11	9,554	162,418
TOTAL											429,963	11,800,323	

Cablecasting

ACTON CORP.	ATN	A	12 5/8	12 1/4	+	3/8	+	3.06	13 5/8	3 1/8	11	2,421	30,565
AMECO+	ACO	O						1/2				1,200	
AMERICAN TV & COMM.	AMTV	O	49 1/8	48 1/2	+	5/8	+	1.28	52	19 3/4	21	4,016	197,286
ATHENA COMM.	O		4 1/2	5 1/2	-	1	-	18.18	5 1/2	1/8		2,125	9,562
BURNUP & SIMS	BSIM	O	5 5/8	5 5/8					6 1/8	3 1/8	26	8,381	47,143
CABLE INFO.*	O		3	3					3	1/4	15	648	1,944
COMCAST	O		13 3/4	13 1/2	+	1/4	+	1.85	14	3 3/4	19	1,583	21,766
COMMUN. PROPERTIES	COMU	O	15 3/8	15 1/2	-	1/8	-	.80	15 1/2	3 5/8	19	5,018	77,151
ENTRON*	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	36 7/8	34 7/8	+	2	+	5.73	40	17 5/8	12	7,641	281,761
GENEVE CORP.	GENV	O	14	14					15 3/4	7 1/2	7	1,121	15,694
TELE-COMMUNICATIONS	TCOM	O	19	19 1/8	-	1/8	-	.65	19 1/8	2 7/8	271	5,327	101,213
TELEPROMPTER	TP	N	13 3/4	13 5/8	+	1/8	+	.91	14 1/4	6 3/4	25	16,926	232,732
TEXSCAN	TEXS	O	2 1/2	2 3/4	-	1/4	-	9.09	2 7/8	1 1/4	15	786	1,965
TIME INC.	TL	N	47 3/4	46 3/4	+	1	+	2.13	50	31 3/4	10	20,450	976,487
TOCOM	TOCM	O	9 3/4	10 1/2	-	3/4	-	7.14	11	2 1/4	21	894	8,716
UA-COLUMBIA CABLE	UACC	O	37 1/8	36 3/4	+	3/8	+	1.02	40 1/4	15 1/2	22	1,679	62,332
UNITED CABLE TV	UCTV	O	22	22 1/4	-	1/4	-	1.12	24	3 7/8	28	1,915	42,130
VIA	VIA	N	26 1/8	25	+	1 1/8	+	4.50	27 1/8	9 1/2	17	3,795	99,144
TOTAL												86,905	2,211,017

	Stock symbol	Exch.	Closing Wed. Oct. 4	Closing Wed. Sept. 27	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	21	20 1/4	+	3/4	+	3.70	24 1/2	7 3/8	5	9,254	194,334
DISNEY	DIS	N	42 1/4	41	+	1 1/4	+	3.04	47 5/8	32 1/2	15	32,380	1,368,055
FILMWAYS	FWY	N	15 7/8	15 3/4	+	1/8	+	.79	17	6 7/8	11	4,258	67,595
FOUR STAR*			1 1/4	1 1/4					1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	14 5/8	14 1/4	+	3/8	+	2.63	18 3/8	10 1/4	6	48,215	705,144
MCA	MCA	N	52 3/8	52 1/8	+	1/4	+	.47	59 3/4	32	10	18,619	975,170
MGM	MGM	N	47 1/2	45 1/2	+	2	+	4.39	54	16	19	14,551	691,172
TRANSAMERICA	TA	N	18 3/8	18 5/8	-	1/4	-	1.34	19	13 1/4	7	66,781	1,227,100
20TH CENTURY-FOX	TF	N	34 3/4	34 1/8	+	5/8	+	1.83	39 3/8	10	4	7,907	274,768
VIDEO CORP. OF AMER	O		7 3/4	7 3/4					9 3/4	3 1/2	15	989	7,657
WARNER	WCI	N	49 7/8	48 3/4	+	1 1/8	+	2.30	56 7/8	25 3/4	9	14,458	721,092
WRATHER	WCO	A	14 7/8	13 7/8	+	1	+	7.20	14 7/8	4 1/2	37	2,303	34,257
TOTAL										220,380		6,267,176	

Service

LEBO INC.	BBDO	O	35 1/2	36 1/4	-	3/4	-	2.06	38 3/4	22 1/2	9	2,513	89,211
COMSAT	CQ	N	44 1/8	42 1/4	+	1 7/8	+	4.43	48 3/4	28 3/4	14	10,000	441,250
DOYLE DANE BERNBACH	DDYL	O	18 1/2	18 3/8	+	1/8	+	.68	31	16 3/4	5	1,776	32,856
FOOTE CONE & BELDING	FCB	N	21 7/8	21 7/8					23 1/8	14 3/4	8	2,538	55,518
GREY ADVERTISING	GREY	O	32 1/2	33	-	1/2	-	1.51	34	16 1/2	5	624	20,280
INTERPUBLIC GROUP	IPG	N	37 1/2	37 1/4	+	1/4	+	.67	39 1/4	22 1/2	9	2,387	89,512
MCI COMMUNICATIONS	MCIC	O	4 3/4	4 3/4					5 3/4	7/8	48	20,159	95,755
MOVIELAB	MOV	A	3 5/8	3 3/4	-	1/8	-	3.33	3 3/4	1	21	1,414	5,125
MPO VIDEOTRONICS	MPO	A	6 3/8	6 3/8					65 3/8	4	8	520	3,315
A. C. NIELSEN	NIELB	O	27 1/2	25 3/4	+	1 3/4	+	6.79	28 1/2	18 7/8	13	10,832	297,880
OGILVY & MATHER	OGIL	O	25 1/4	26	-	3/4	-	2.88	56 1/2	23 1/4	4	3,610	91,152
TPC COMMUNICATIONS	TPCC	O	9 3/8	8 1/4	+	1 1/8	+	13.63	9 3/8	2 1/4	17	925	8,671
J. WALTER THOMPSON	JWT	N	28 1/8	27 7/8	+	1/4	+	.89	32 7/8	15 1/8	8	2,649	74,503
WESTERN UNION	WU	N	18 7/8	18 3/4	+	1/8	+	.66	21 1/4	15 3/4	8	15,177	286,465
TOTAL												75,124	1,591,493

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	9 3/8	9 1/8	+	1/4	+	2.73	10 1/4	2 3/8	9	1,672	15,675
AMPEX	APX	N	17	16 1/4	+	3/4	+	4.61	19 1/4	7 3/8	15	10,928	185,776
ARVIN INDUSTRIES	ARV	N	17 3/8	18 1/8	-	3/4	-	4.13	22 1/2	14 1/2	4	5,959	103,537
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/8	3	897	560
CETEC	CEC	A	5 1/4	5 1/8	+	1/8	+	2.43	5 5/8	1 3/4	13	2,127	11,166
COMU	COM	A	4 5/8	4 3/4	-	1/8	-	2.63	5 1/2	2 1/8	13	1,733	8,015
CDNRAC	CAX	N	21 1/2	21 3/4	-	1/4	-	1.14	27 1/4	19 1/4	8	2,030	43,645
EASTMAN KODAK	EASKO	N	63 3/4	59 7/8	+	3 7/8	+	6.47	86 3/4	42	15	161,376	10,287,720
FARINON	FARN	O	13 1/4	13 3/4	-	1/2	-	3.63	16 1/2	8	13	4,754	62,990
GENERAL ELECTRIC	GE	N	53	52 1/4	+	3/4	+	1.43	56 5/8	44 1/2	11	184,581	9,782,793
HARRIS CORP.	HRS	N	35 1/8	34	+	1 1/8	+	3.30	35 1/8	19 7/8	9	24,717	868,184
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.*	IVCP	O	2	2					2 5/8	1/4		2,701	5,402
M/A COM, INC.	MAI	N	34 1/4	33 3/4	+	1/2	+	1.48	41 7/8	20 1/4	17	1,320	45,210
3M	MMM	N	58 5/8	58 5/8					64 3/4	43 1/2	15	115,265	6,757,410
MOTOROLA	MOT	N	43	45 5/8	-	2 5/8	-	5.75	56 7/8	34 1/4	12	28,544	1,227,392
N. AMERICAN PHILIPS	NPH	N	32 3/4	32 1/4	+	1/2	+	1.55	36	24 3/4	7	12,033	394,080
OAK INDUSTRIES	OAK	N	31 3/8	30 3/4	+	5/8	+	2.03	34 1/8	9 5/8	48	1,801	56,506
RCA	RCA	N	30	29	+	1	+	3.44	33 5/8	22 3/4	9	74,817	2,244,510
ROCKWELL INTL.	ROK	N	36 3/8	35 5/8	+	3/4	+	2.10	36 3/4	28 1/4	8	33,900	1,233,112
RSC INDUSTRIES	RSC	A	3 1/2	3 1/2					4	1 5/8	50	2,412	8,442
SCIENTIFIC-ATLANTA	SFA	A	32 7/8	31 1/4	+	1 5/8	+	5.20	34 1/4	16 3/4	17	2,429	79,853
SONY CORP.	SNE	N	7 7/8	8	-	1/8	-	1.56	10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	47 1/4	46 1/2	+	3/4	+	1.61	68 1/2	28 1/4	15	17,995	850,263
TELEMATION	TLMT	O	1 1/4	1 1/2	-	1/4	-	16.66	2 1/4	1/2	2	1,050	1,312
VALTEC	VTEC	O	9 1/2	8 5/8	+	7/8	+	10.14	12 3/4	6 1/2	26	4,200	39,900
VARIAN ASSOCIATES	VAR	N	19 3/8	18 1/4	+	1 1/8	+	6.16	21	14 3/4	13	6,838	132,486
WESTINGHOUSE	WX	N	21 7/8	21 3/8	+	1/2	+	2.33	24 1/2	16 1/4	7	86,582	1,893,981
ZENITH	ZE	N	16 1/4	16 1/4					28	11 3/8	21	18,818	305,792
TOTAL											984,459	38,006,189	

GRAND TOTAL 1,992,163 64,333,504

Standard & Poor's 400 Industrials Average 113.92 112.62 +1.30

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

What makes Gary Stevens run Doubleday Broadcasting

"I'm a workaholic," says Gary Stevens, president of Doubleday Broadcasting.

"I'd rather live a short life," he says, than "permit myself to be mediocre. If that's Sammy Glick then that's me."

What makes Gary Stevens run? First and foremost it's his nature—a drive he likely would exhibit if he were selling plumbing supplies or brokering real estate.

At 38 Mr. Stevens devotes his energies to Doubleday Broadcasting, the Minneapolis-based subsidiary of the Doubleday publishing house. Having taken over the helm last December, Mr. Stevens seems not the type to ride with the company to the top. But rather to get to the top himself and take the company with him.

The Doubleday Broadcasting Mr. Stevens now leads is not the company he would like it to be. Before taking over the president's job, he says, "I felt our performance had been below average." A bottom-line record that was "lackluster" and "missing the boat on acquisitions" were two fundamental mistakes he says he has already taken steps to correct.

Three loss operations, KRIZ(AM) Phoenix and KITE-AM-FM San Antonio, Tex., were spun off from the all-radio group, leaving KHOW(AM)-KXXX(FM) Denver, KDWB-AM-FM Minneapolis-St. Paul and KWK(AM) St. Louis. KWK, bought last year after it had gone bankrupt and went off the air under its former owners, is expected to resume operation soon. That will give Doubleday five major-market stations. Within three years—"being conservative"—Mr. Stevens expects to have a full complement of 14. As for television acquisition, he says it's "not a primary direction," but adds that "we would not be averse" to top-100 TV buys.

To any who might have perceived the station sales as an abandonment of radio broadcasting by Doubleday, Mr. Stevens is ready to "serve notice we are still in the business" and "highly acquisitive" with \$30 million-\$35 million in assets. A St. Louis acquisition is expected shortly.

Mr. Stevens says profits are up and sales are up, which he attributes in large part to an "entire new management team." And if he practices what he preaches, easy jobs aren't available at Doubleday. Mr. Stevens reports no hobbies and a seven-day work week for himself, and says, "I want executives just like that."

Mr. Stevens does give himself some time off during football season and every six months or so, he takes a few days to get away somewhere with his wife and



Gary Grossman Stevens—president, Doubleday Broadcasting Co., Minneapolis; b. April 5, 1940, Buffalo, N.Y.; attended University of Miami, 1958-61; air personality, WFUN(AM) Miami, 1960-61; WIL(AM) St. Louis, 1961-63; WKNR(AM) Detroit, 1963-64; WMCA(AM) New York, 1964-68; managing director, Interprogram Film Sales, Lugano, Switzerland, 1968-70; general manager, KRIZ(AM) Phoenix, 1970-74; vice president and general manager, KDWB-AM-FM, Minneapolis-St. Paul, 1974-77; senior vice president, Doubleday Broadcasting Co., 1976; present position since December 1977; m. Frances Johnson, Nov. 11, 1968; children—Kristin, 9; twins, Christopher and Victoria, 3.

children. He adds that Frankie, his wife of almost 12 years, has yet to understand why all the striving. Because she was raised in Britain, in a more go-to-work-and-get-paid environment, he explains, there has been a communications gap in describing to her that there's more to it than money and the fringe benefits of power.

His joy of working and the desire to "build something, accomplish something" are feelings that he is trying to pass on to his children, Kristin, 9, and the 3-year-old "Minnesota twins"—Christopher and Victoria. Put simply, it is to let them know that when daddy goes to work, it's not necessarily bad. He frequently takes one of his children traveling with him.

Raised in Buffalo, Gary Stephen Grossman (his pre-airwork name since legally changed) remembers his father, a department-store executive vice president, as

another constant worker. He died when Gary was 14. But Mr. Stevens claims to take better care of himself physically than his father, whose drive apparently also was passed on to Mr. Stevens's brother, a Pan Am senior vice president.

It was his older brother's hobby of reading the broadcast trade press that got Gary Stevens interested in the radio business. He recalls his mother taking him to visit the studios of WBEN(AM) Buffalo when he was 8.

He left Buffalo for the University of Miami, which he attended for three years, also spinning records for WFUN(AM) there. "Not a particularly good student" and eager to practice broadcasting rather than study it, Mr. Stevens quit school to go on the air at WIL(AM) St. Louis. A stint at WKNR(AM) Detroit came next; then Mr. Stevens became an air personality at WMCA(AM) New York in 1964.

By 1968, Mr. Stevens left WMCA to experience Europe for a while and set himself up as managing director of his Interprogram Film Sales, based in Lugano, Switzerland.

His connection with Doubleday came when he returned to the U.S. two years later and took over as general manager of the group's KRIZ(AM) Phoenix. If his success came quickly as an on-air man, so it did as a behind-the-scenes manager. He's been a company man ever since, rising through the ranks of vice president and general manager at KDWB-AM-FM Minneapolis-St. Paul, then a senior vice president for the group before taking over the top job.

Right now, Mr. Stevens says, "I have what I want. I have a forum." Not only is there a better chance than ever for Gary Stevens to build that something but also to exert influence in shaping the industry. He's just becoming active in the National Association of Broadcasters and the Radio Advertising Bureau, and readily expresses his concerns, be they the ratings services or AM operators "conceding their territory" to FM's.

Despite the hail-fellow-well-met appearance, the frequent traveling, the invocation of executive team spirit, Mr. Stevens considers himself a "loner" with "no close personal friends." With his "neck pretty far out" on his plans for Doubleday Broadcasting, he admits to having worries. Still Mr. Stevens is confident that "I never try to do anything I can't do."

There's that "burning inner need. I want a good fight all the time," he says, "If you make it, it's worth it."

And that, apparently, is what makes Gary Stevens run.

Editorials

In fee not so simple

The FCC as currently composed is to be given credit for facing up to a problem that predecessors finessed or ignored—the reimbursement of fees illegally collected from broadcasters during one of those soak-the-licensee excursions by the bureaucracy. This commission proposes to return \$33 million of \$48 million that broadcasters paid under schedules that were twice declared unreasonable by the courts (BROADCASTING, Oct. 2).

Broadcasters naturally will wish for more. The National Association of Broadcasters has argued for a total return of the \$48 million and perhaps will do so again in the comments that the FCC has solicited. Whatever the outcome, the FCC has at least made a serious effort to calculate a fair return according to its reading of the courts' decisions.

It's too bad the FCC didn't stop at that. In the same procedure, the commission has undertaken to devise a new fee schedule that will, alternatively, return the costs of its operation or do that and in addition produce large sums for other uses. The latter project will run head-on into the House Communications Subcommittee's rewrite of the Communications Act, where confusion enough already exists on the subject of fees, without the added venture into the same subject by the FCC.

In the long run, it seems to us, a decision about future fees must be made by the Congress. And perhaps it can be made in context with legislation to repair the disarray created by the appellate court two weeks ago in the WESH-TV case (BROADCASTING, Oct. 2). It is generally agreed that if that decision stands, no licensee with other media ties will be safe from challenge by an applicant without them.

Once again broadcasters may have to turn to Congress for license renewal relief—which they thought they had obtained in the FCC's WESH-TV decision that has now been overturned. Is there some way to tie license equity into a license fee? Perhaps that is a question to think about.

Price of music

Aside from the uncertainty of predicting what any court will do, there is a danger, we think, that broadcasters may expect too much from the Supreme Court's agreement, reported elsewhere in this issue, to review the so-called "per-use" music-license case initiated by CBS.

The idea of paying only for the music a broadcaster actually uses, instead of paying for an entire catalogue that goes largely unused, is attractive. CBS obviously thought so, and a court of appeals agreed—after a district court had disagreed—that the blanket licenses conventionally offered by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. amount to illegal price-fixing. The court said ASCAP and BMI must offer per-use licenses, perhaps along with modified blanket licenses, to TV networks.

A Supreme Court ruling upholding that decision would obviously strengthen the hand of the All-Industry TV Stations Music License Committee in its efforts to get reductions in ASCAP and BMI fees. But since the appeals court's decision dealt only in terms of per-use licenses for TV networks, its ultimate applicability to other broadcasters might depend on the Supreme Court's language in sustaining it.

Just how many individual broadcasters would want a per-use license for local use, or have the manpower to use one efficiently, is far from clear to us. The filings on both sides paint a picture that

seems especially bleak for smaller users. ASCAP warned of "sure turmoil" in the music-licensing world if the lower court's decision is upheld. BMI envisioned "the destruction of the music-licensing organizations," and CBS held out much the same prospect: a world in which music publishers would do the licensing and ASCAP and BMI would withdraw from the market, at least where networks were concerned. For a network organization with a large staff and enormous computer capacity, keeping track of individual uses of separately licensed musical works may promise lower music costs than are imposed by blanket licenses. It remains to be seen, however, whether, say, the average radio station would find that choice to be equally economical.

If the Supreme Court holds the blanket licenses to be legal, the case presumably will end right there; for broadcasters, nothing much will change. If the court affirms the appellate court's decision, the case goes back to the district court for development of per-use guidelines—after which, we suppose, another round of appeals may be in order. The decision may, of course, find gradations somewhere between straight affirmation and complete reversal. Our own view is that all broadcasters ought to have an option between per-use and blanket, as the appeals court held. But it is a complicated case and could have complicated results.

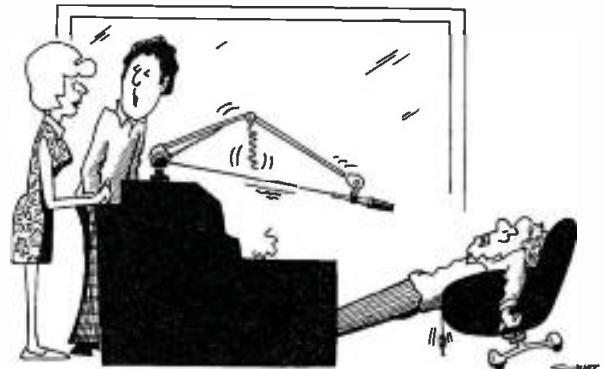
Help wanted

In a "Monday Memo" in last week's issue of this magazine, a prominent advertising agencyman challenged broadcasters to accept more of the advocacy advertising that is showing enormous growth—most of it in print media. Joseph Brouillard, president of the Corporate Communications Division of J. Walter Thompson, forecast that many companies will "take more public stands on issues affecting their business or industry," but most of those messages will go to print.

"The broadcast media," wrote Mr. Brouillard, "have studiously avoided anything even approaching controversy."

Well, of course, there is a reason, and it is beyond the broadcasters' control. It is the fairness doctrine imposed by the U.S. government. As long as that doctrine is on the books, broadcasters can accept no advertising that espouses a point of view on a controversial issue without encumbering themselves with an almost endless commitment to root out and present all other points of view.

If Mr. Brouillard wants to put his clients on the air, perhaps he will recruit them to stand with broadcasters in the fight for relief from government repression.



Drawn for BROADCASTING by Jack Schmidt

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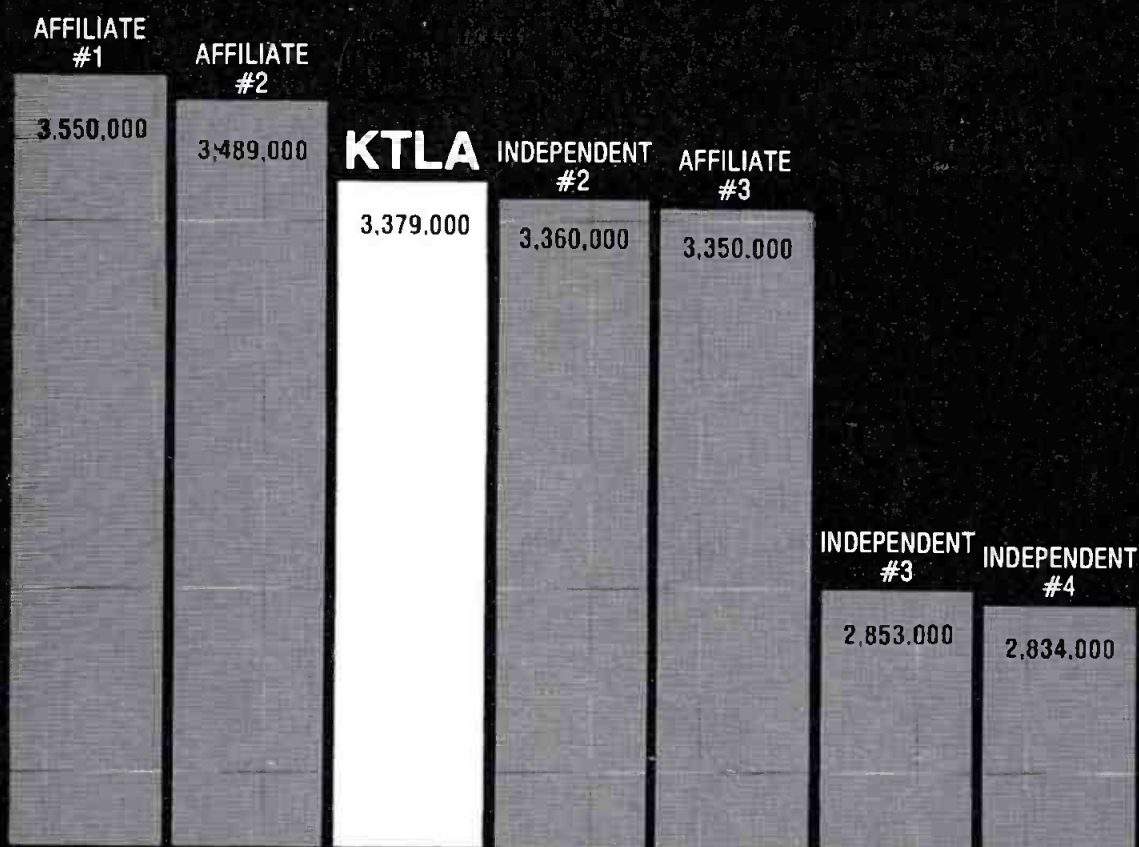
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Base 2,500,000

*Source: July '78 Arbitron Sun-Sat 6AM-2AM

KTLA's weekly programming reaches more unduplicated homes in the Los Angeles market than the three other independent stations. In fact, KTLA ranks #3 overall among all seven commercial stations, out-delivering one of the network-owned and operated stations.



CWB Golden West Broadcasters/KTLA(TV) • Golden West Video Tape Division • KMPC Los Angeles
KSFO San Francisco/KVI AM-FM Seattle/KEX(AM) KQFM(FM) Portland/WCAR AM-FM Detroit

Quoted data are estimates only and are subject to limitations available on request.