

Oct. 23, 1978

Hollings shows his hand on 'renovation'
Status report on the new TV season

Broadcasting Oct 23

The newswweekly of broadcasting and allied arts

Our 48th Year 1978

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The Week in Brief

A SECOND FRONT □ Hollings endorses the idea of a license fee, but in his "renovation" of communications law, there won't be deregulatory trade-offs. Meanwhile, Thurston counterattacks Van Deerlin's charges that NAB is not doing its best by radio, and Broyhill, likely successor to House Communications Subcommittee ranking Republican Frey, sounds like a strong rewrite ally for his chairman. **PAGE 23.**

LET'S TRY IT □ The FCC te for an experimental deregul markets. **PAGE 25.**

WESH-TV STRATEGY □ T full-bench rehearing of th begins work on a new pol that the commission hope **PAGE 26.**

WIDER NETWORK INQUIRY going with the proceeding include not only the prese alternatives. **PAGE 27.**

THE STANDINGS, MONTH O followed fairly closely by a and trailed distantly by CE chiefs discuss where they

PARTING SHOTS □ FCC C soon to depart the agency Chairman Charles Ferris—deregulatory sheep's clot

UPPING THE ANTE □ Viac offering for Sonderling sto worth nearly \$31 million. **PAGE 34.**

PAYING BACK THE PIPERS □ Broadcasters and citizen groups line up, characteristically, on opposite sides on the issue of FCC reimbursements. **PAGE 34.**

FEMALES AFTER A FACILITY □ Group dominated by women is involved in the competition for a Hartford UHF. **PAGE 39.**

NO NEWS IS GOOD NEWS □ Broadcast lobbyists rate the just-adjourned 95th Congress a good one because of what legislation *didn't* emerge from it. **PAGE 40.**

WHO'S GOING TO PLAY? □ The ANPA plays cat and mouse with the FTC over the commission's media-ownership seminar, while the NAB indicates it'll participate. **PAGE 48.**

BATTLING FROM BATTLE CREEK □ Kellogg uncovers a memo from FTC Chairman Michael Pertschuk that, it says, is reason aplenty to remove him from the children's ing because he has prejudged

PEOPLE □ These are the two most A-SAG will tread with AAAA-ANA as g a new contract. **PAGE 52.**

7 □ Plans are set for special night at the networks. **PAGE 54.**

CPB-sponsored research finds that ching public television is "work," make the effort. **PAGE 57.**

WINTER GAMES □ ABC Sports 1980 Olympics to affiliates; the TV 0 hours of coverage, an increase 176 events. **PAGE 58.**

Warner signs 10-year contract or delivery of its Star Channel pay cassette system. **PAGE 58.**

HOME □ New roof-top antennas n markets from New Orleans to of pay TV programing. But the FCC ial interference problems. **PAGE 59.**

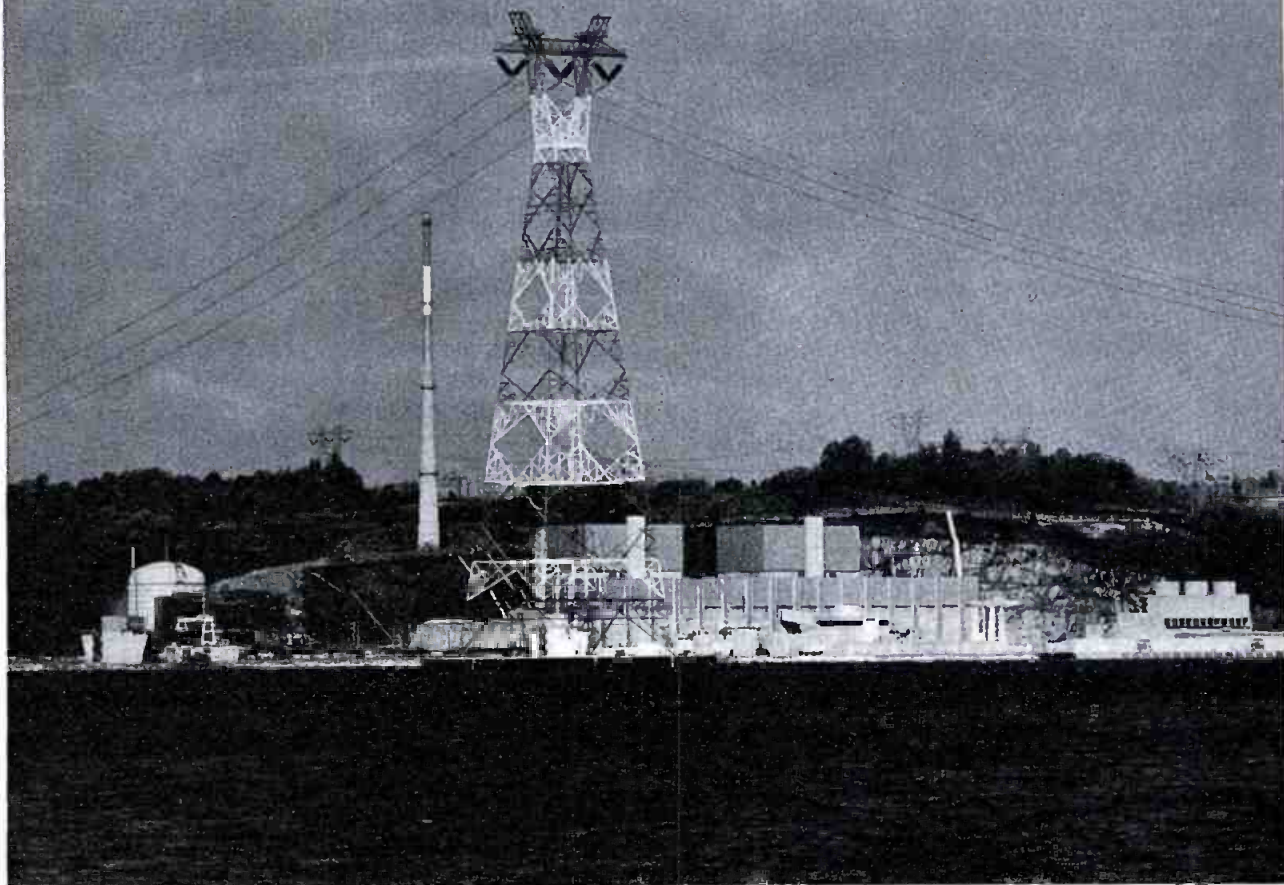
SMPTA HEADS FOR NEW YORK □ It will be SRO at the Americana hotel in New York next week for both engineering delegates and exhibitors. **PAGE 60.**

IN SYNC □ This week's column features several perspectives on the blanking problem, a look at energy-saving stations and an update on home VCR sales. **PAGE 65.**

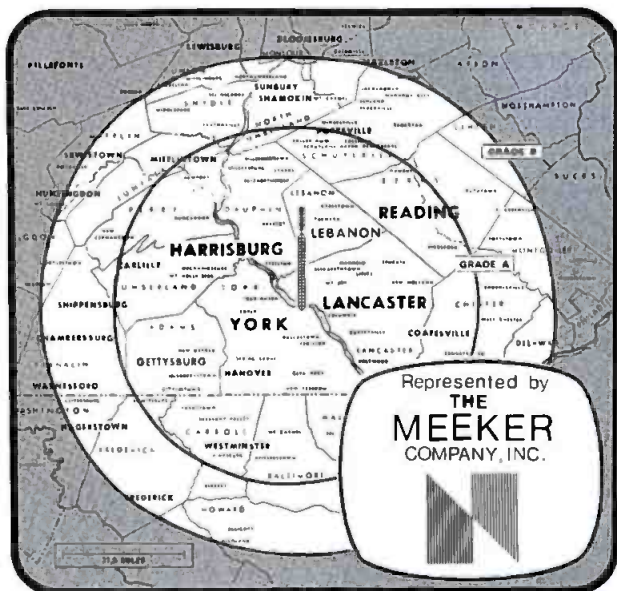
ABILITY COUNTS □ The fact that Jane Cahill Pfeiffer is broadcasting's highest-ranked women gets pushed into the background by her associates' testimony to her prowess as an executive. **PAGE 89.**

Index to departments	Cablecasting.....	58	Fates & Fortunes.....	67	Playlist.....	66
Broadcast Advertising... 50	Changing Hands.....	38	For the Record.....	70	Profile.....	89
Broadcast Journalism... 54	Closed Circuit.....	5	Media.....	30	Programing.....	57
Broadcast Technology... 59	Datebook.....	16	Monday Memo.....	14	Stock Index.....	87
Business Briefly..... 6	Editorials.....	90	Open Mike.....	19	Top of the Week.....	23

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Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

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Insider report: behind the scene, before the fact

New arena?

Expected hiring of former Senate Commerce Committee aide, Ed Merlis, to be staff director for Senate Judiciary Committee under Edward Kennedy (D-Mass.) next year fuels speculation that Judiciary Committee may become involved in advertising and other broadcast-related matters. Hill observers note that Mr. Merlis, currently working on Appropriations Committee staff, spent seven years working on advertising and Federal Trade Commission matters for Commerce Committee when Warren Magnuson (D-Wash.) was chairman. He counts current FTC Chairman Michael Pertschuk, former Commerce Committee chief counsel, close friend.

It hasn't been forgotten either that broadcasters' closest brush with congressionally imposed broadcast advertising ban since cigarettes were ruled off air was spearheaded last year by Senator Kennedy, who sought restrictions (unsuccessfully) on saccharin advertising.

Geneva jitters

Qualified observers are predicting dire results for U.S. and Western nations at World Administrative Radio Conference of 1979 unless U.S. delegation comes up with solid projects to offset what are forecast as unreasonable demands of developing nations, backed by Communist bloc, to redistribute communications facilities. Preview of international line-up may be seen at UNESCO meetings starting this week in Paris, where resolutions to place flow of information in governmental hands will be at stake (see page 48).

U.S. proposals must be transmitted to International Telecommunications Union in Geneva by end of next January. Some experts question whether there's enough time to package U.S. proposals with adequate evidence and argument. At WARC '79 1,100 delegates from 140 nations are expected. Allocations for terrestrial and celestial communications will be set for next 20 years.

UHF sharing

FCC will have some troubling news for UHF broadcasters. It reached "tentative" decision, at closed meeting last week on preparations for World Administrative Radio Conference, to propose making channels 14-83 available for sharing with land mobile. Decision could be changed in subsequent meetings before final position is set. And even if adopted at WARC, sharing could not be accomplished without

rulemaking. But decision indicates commission is concerned with "flexible approach"—one that would permit future commissions to open UHF to land mobile stations, if necessary.

Commission also made "tentative" decision on AM matter. It decided to propose expanding AM band above 1605 khz—to 1800 khz. However, it turned down proposal to make 115-190 khz band available for AM.

Dear diarist

Ratings authorities are braced for rash of "diary promotions" by stations during Arbitron Radio's fall sweeps, which started Thursday. Some if not all of Marriott family's First Media Corp. stations—in Atlanta, Morningside, Md. (Washington), Scottsdale, Ariz. (Phoenix), and Provo, Utah—had been carrying announcements urging keepers of ratings-service diaries to fill them out fully and accurately, and both Arbitron Radio and Broadcast Rating Council officials spent a lot of time urging them to stop. But they refused. BRC and Arbitron contend such promotions may bias survey results.

One First Media official said stations were doing it because ratings have big influence on both programing and sales and that diary keepers too often are lackadaisical. All that announcements were intended to do, he said, was to urge them to be conscientious, without influencing them in any other way. Arbitron officials say stations doing such promotions will be "flagged" in next report.

Shopping early

Three foundations, headed by 20th Century Fund, have scheduled series of conferences expected to lead to recommendations regarding structure of future presidential debates. Initial meeting was quietly scheduled for last weekend at Wye Island near St. Michael's, Md., with Douglass Cater, Aspen Institute consultant and fellow, presiding. Aspen maintains Wye think tank. In addition to 20th Century Fund, underwriters are Markle and Benton foundations.

Besides Chairman Cater, group includes Douglas Bailey, Washington, election consultant; James David Burke, Duke University professor; Liz Carpenter, Lyndon Baines Johnson Library, Austin, Tex.; William Donaldson, Yale School of Organization and Management; Richard Hatcher, mayor of Gary, Ind.; Norman Lear, television producer; former Senator

John O. Pastore (D-R.I.); Gene Pokorny, Cambridge Reports, polling company; Roland Nachman, lawyer, Montgomery, Ala.; Herbert Schmertz, vice president, Mobil Oil, and Bill Small, vice president, CBS, Washington.

Windfall

Best clue yet to what New York's current newspaper strike has meant to New York television stations comes from subscriber's analysis of Broadcast Advertisers Reports data, based on monitoring. This indicates department-store spending in TV during September was 74% higher than in nonstrike September 1977: \$1,098,450 versus \$631,371. Comparable radio data isn't available, but there seems general agreement that radio has done as well as TV, if not better (BROADCASTING, Oct. 16).

Social note

FCC Chairman Charles D. Ferris and wife entertained other members of FCC and spouses at dinner Saturday, Oct. 14, at their Mount Vernon, Va., home—with one outsider couple present, Mr. and Mrs. William Small. Turns out Mr. Small, newly designated CBS Inc. Washington vice president, is old friend of Mr. Ferris. Two became acquainted years ago when Mr. Small was running CBS News bureau in Washington and Mr. Ferris was aide to Senate majority leader.

All commissioners but Margita White were at Ferris dinner. Mrs. White was in Foxboro, Mass., addressing meeting of American Radio Relay Association.

Faster action

Year ago station brokers were complaining about delay in FCC processing of station transfer applications ("Closed Circuit," Sept. 26, 1977). Not so any more. Transfer branch is grinding out routine "clean" applications, some in two months after applications are accepted for filing. But that never was main problem—though when Roy Stewart took over branch four years ago, backlog was nine months. Hitch was in licensing division, which was taking up to three months to determine whether application could be accepted.

With addition of two more employees to one who was on job, licensing division chief, David Weston, has cut lag to three or four weeks, and with additional computer systems being provided, processing of transfers—and other applications—is expected to speed up more.

Business Briefly

TV only

United Artists □ Film production company slates two-month TV buy for its film, "Comes A Horseman," beginning this week. Diener/Hauser/Bates, New York, will handle spots in 70-100 markets during fringe and day time. Target: adults, 18-49, and teen-agers.

MCA □ Company arranges eight-week TV push for its TV sets starting next week. Chiat/Day, Los Angeles, will set spots in six markets during all dayparts. Target: adults, 25-49.

N.Y. State □ Department of Commerce schedules six-week TV promotion starting in early November. Wells, Rich, Greene, New York, will handle spots in 12 markets during prime and fringe time. Target: men and women, 25-54.

Frynetics □ Lifesaver smoke alarm products manufacturer arranges six-week

TV campaign beginning in mid-November. Draper Daniels, Chicago, will select spots in 15 markets during late fringe and news time. Target: men and women, 25-49.

Speidel □ Division of Textron focuses on its watches in six-week TV drive beginning in mid-November. Creamer, New York, will buy spots in 100 markets during fringe and prime time. Target: adults, 25-49.

Showerings □ Subsidiary of Allied Breweries plans six-week TV flight for its alcoholic cider beverage starting in mid-November. VanSant Dugdale, Baltimore, will place spots in Detroit, Flint and Grand Rapids, Mich., during fringe and prime time. Target: men, 18-34.

Franzia Brothers □ Winery launches six-week TV drive for its table wines this week. Grey Advertising, San Francisco, will schedule spots in Chicago, Denver and Seattle during fringe and prime time.

Rep appointments

- KIOE(AM) Honolulu: Market 4 Radio, New York.
- WOKO(AM) Albany, N.Y.: Selcom Inc., New York.

Target: women, 18-49.

General Motors □ Car manufacturer starts six-week TV drive for its Chevrolet division next week. Campbell-Ewald, Los Angeles, will buy spots in California markets during fringe, prime and sports time. Target: men, 25-54.

Skyline □ Toy manufacturer prepares five-week TV campaign for its Shrinkydink toy beginning in early November. Chase/Ehrenberg & Associates, Chicago, will schedule spots during day time. Target: total teen-agers and children.

Anheuser-Busch □ Brewery highlights its seven-ounce Michelob beer in one-month TV push starting this week. D'Arcy-MacManus & Masius, St. Louis, is scheduling spots in five markets during late fringe and prime time. Target: men, 18-34.

Richardson Mints □ Division of Beatrice Foods starts four-week TV flight for its Richardson mints in early November. J. M. Korn & Son, Philadelphia, will seek spots in 15 markets during day, fringe and prime time. Target: women, 25-49.

Pillsbury □ Food products group features its Wheat Nuts snack food in four-week TV flight beginning in late November. The Haworth Group, Edina, Minn., will select spots in 35 markets during fringe time. Target: total women.

Stokely-Van Camp □ Food products group features its Gatorade drink in three-week TV campaign beginning in early November. Clinton E. Frank, Chicago, will select spots in 62 markets during fringe and prime time. Target: women, 25-49.

Pacific Southwest Airlines □ Airline schedules three-week TV flight beginning this week. Eisaman, Johns & Law, Los Angeles, will prepare spots in four markets during fringe and prime time. Target: men, 25-49.

Reynolds □ Metal company plans three-

Attention Radio Programmers:

IF YOU'LL GIVE YOUR AUDIENCE "GOOD SPEECH" WE'LL GIVE IT TO YOU FREE!

Now available as a two-minute OR five-minute feature.

If you can schedule two- or five-minute talk features, you still have an opportunity to give your listeners—and a few image conscious advertisers—GOOD SPEECH.

GOOD SPEECH is new... a sure-fire audience pleaser with proven appeal. Perfect for several-times-a-day repeat slotting. An excellent "image" program, with simple, attention-holding tests every listener will enjoy.

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GOOD SPEECH is offered on a area exclusive, first-come, first-served basis. Available two ways: (1) Low cost purchase with openings for your own commercials; (2) FREE with one opening for your commercial and you give us matching commercials to promote our SPEECH POWER package.

For full details and a sample GOOD SPEECH cassette, call or write: Alan Beaumont, Tape Productions, Inc., 60 E. 42nd Street, New York, NY 10017. 212/867-6038

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Which for you? Needs, preferences, budgets, all play a role. Call us. We'll help you make the right choice.

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Ask about our no-risk, 30-day trial order. Lease-purchase plans available. Generous trade-in allowances. Two-year warranty. In Illinois, Hawaii or Alaska call collect: (309) 828-1381.

INTERNATIONAL TAPETRONICS CORPORATION

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\$2015 Mono
\$2320 Stereo

850
\$3050 Mono
\$3870 Stereo

Console cabinets,
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Other radio reps used to laugh at our early morning quizzes.

They aren't laughing anymore. Because that's part of what has made Eastman Radio the hottest rep firm in the business.

It means our sales people know all the facts about the stations we rep, their markets and their competition. Whether it's the leading country station in Indianapolis, a new format in New York or a change of ownership in Tampa, we make sure they have the latest information.

They learn how to think on their feet when facing a tough time buyer. And then get the order.

And that's more important than anything else.



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Send for free 22 x 32 full color poster of Voltus V
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**THE BEST PROGRAM INVESTMENT
YOU WILL EVER MAKE**



Strong half-hour family action/adventure situations,
combining superior animation and live action in
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**Compare VOLTUS V to ANY other
syndicated action/adventure series...**

Superior animation
Quality live action bridges
Ultra-modern graphics
Perfect lip synchronization
Vivid color

**A SUPERB PRODUCTION
YOU'LL BE PROUD TO TELECAST**

A perfect complement to any action strip. A superior competitor
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the winning solution for any late afternoon or early
evening time period.

Forty episodes...Unlimited Runs...Five year license.

Delivery in time for March sweeps if you order soon.

Call for
Voltus V
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5900 Wilshire Blvd. LA Call 90036
213/888-0790 or 213/937-1700

week TV recycling promotion starting in early November. Clinton E. Frank, Chicago, will schedule spots in seven markets during fringe, day and prime time. Target: total men and women.

Mrs. Smith □ Pie company plans three-week TV push starting next week. J.M. Korn & Son, Philadelphia, will seek spots in three markets during day, fringe and prime time. Target: women, 25-54.

Estee Lauder □ Cosmetic group plans two-week TV flight for its Aramis product beginning in early November. Waring & LaRosa, New York, will schedule spots in at least 50 markets during fringe and prime time. Target: men and women, 18-49.

Atlantic Records □ Record company features Rolling Stones album, *Some Girls*, in two-week TV push starting in early November. Corinthian Communications, New York, will place spots in six markets during fringe and weekend time. Target: adults, 18-34, and teen-agers.

Sealy □ Mattress manufacturer schedules two-week TV push beginning in late November. Martin J. Simmons Advertising, Chicago, will buy spots in 20-25 markets during all day parts. Target: women, 18-49.

Mexicana Airlines □ Airline schedules two-week TV buy beginning in early November. Dailey & Associates, San Francisco, will pick spots during fringe and prime time. Target: adults, 25-54.

Duofold □ Underwear manufacturer readies two-week TV push beginning in late November. Evans, Garber, Ligas and

Paige, Utica, N.Y., will buy spots in 35 markets during day and fringe time. Target: total adults.

Tappan □ Appliance company sponsors two TV special on CBS-TV: *First You Cry*, Wednesday, Nov. 8 (9-11 p.m. NYT) with Mary Tyler Moore based on the best seller by Betty Rollins and *Bing Crosby—The Christmas Years*, Wednesday, Dec. 6 (9-10 p.m.). Wyse Advertising, Cleveland, is agency handling account.

Radio only

New England Telephone & Telegraph □ Telephone company slates nine-week radio flight beginning next week. Harold Cabot Advertising, Boston, will plan spots in about 12 markets. Target: adults, 25-49.

Atlantic Richfield □ Oil group features its Arco graphite motor oil in six-week radio flight beginning this week. Needham, Harper & Steers, Los Angeles, will arrange spots in nine markets including Chicago and San Francisco. Target: men, 18-49.

Lionel Leisure □ Toy subsidiary of Lionel Corp. plans six-week radio push starting in early November. Ed Libov Associates, New York will schedule spots in 10 markets including Atlanta, Cleveland and Miami. Target: women, 18 and over.

Lender's □ Bakery products group slates four-week radio campaign starting in late November. LSF Media, New York, will handle spots in 19 markets including Boston, Chicago, Los Angeles and

Milwaukee. Target: women, 25-54.

Friendship □ Dairy products group arranges four-week radio promotion beginning in mid-November in Eastern U.S. S.R. Leon, New York, will arrange spots targeted to women, 18 and over.

Liberty Orchards □ Candy manufacturer schedules four-week radio buy beginning in late November. Solkover, Davidge & Waugh, Seattle, will arrange spots in Northwest markets and San Francisco Bay Area. Target: women, 25-54.

Foodmaker □ Jack In The Box restaurant chain begins four-week radio promotion beginning next week. Wells, Rich, Greene, Los Angeles, will pick spots in 25-30 markets including San Francisco. Target: adults, 18-34 and teen-agers.

Pay N Save □ Drug store chain slates two-week radio buy beginning in late November. Ricks-Ehrig, Seattle, will handle spots in Northern California markets including San Francisco. Target: adults, 18-49.

Black Angus □ Restaurant chain launches two-week radio campaign in early December. Skoglund Advertising, Seattle, will prepare spots in 24 markets including Denver, Phoenix and San Diego. Target: adults, 25-49.

Accent □ Division of Wm. Underwood launches three-week radio flight for its Accent flavor enhancer starting this month. Kenyon & Eckhardt, Boston, will arrange spots in nine black markets. Target: women, 18-49.

Tobin Packing □ Meat products group features its franks in two-week radio promotion beginning this week. Weightman Advertising, Philadelphia, will place spots in seven markets including Albany, N.Y. Target: women, 25-49.

Craig □ Company prepares one-week radio flight for its car stereos starting in late November. Western International Media, Los Angeles, will schedule spots in 69 markets including Las Vegas, New York, Miami and Dallas. Target: men, 18-24.

Radio and TV

Kahn's □ Meat products group arranges six-week radio and TV campaign starting in December. Alex W. Bealer & Associates, Atlanta, will handle spots in Southern markets including Atlanta, Charlotte, Nashville and Memphis. Target: adults, 18 and over.

Stella Artois □ Wine gets three-week radio and TV promotion starting in late November. Kenyon & Eckhardt, Chicago, will seek spots in Houston and Providence, R.I. Target: men, 18-49.

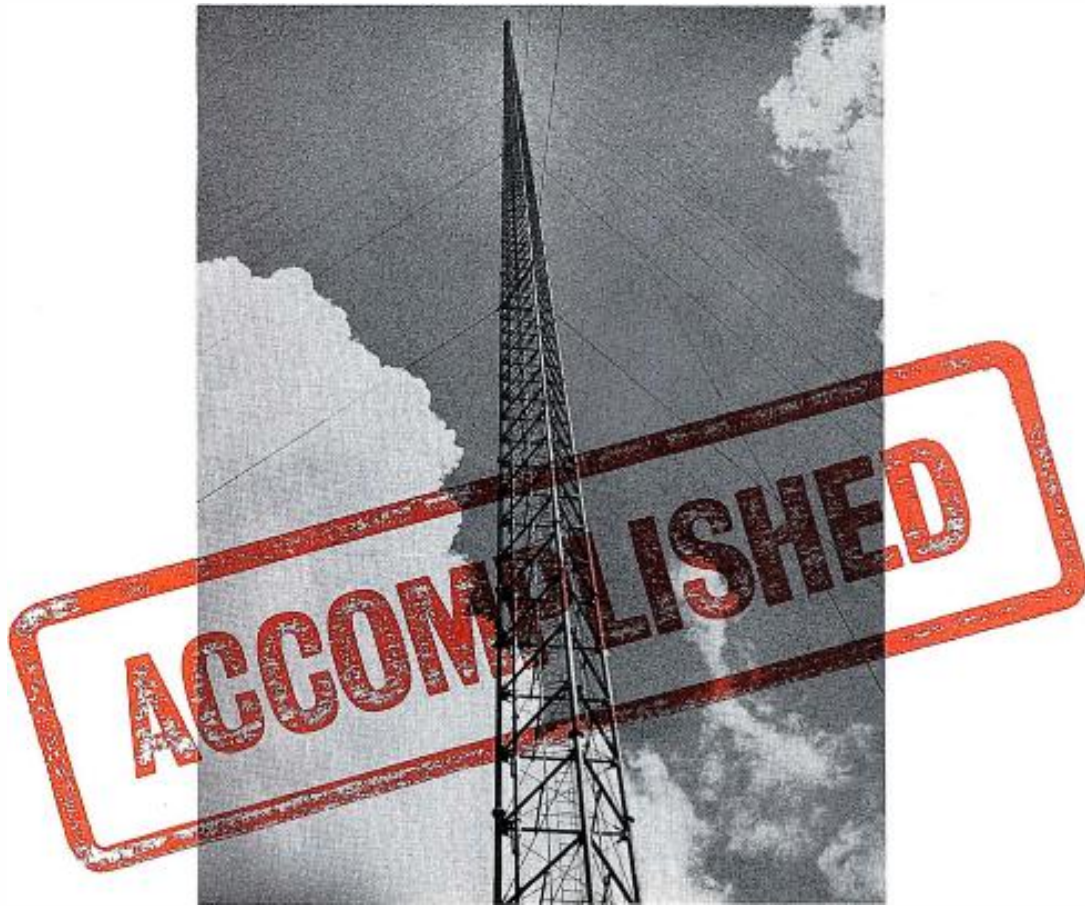
BAR reports television-network sales as of Oct. 1

ABC \$1,030,329,100 (36.4%) □ CBS \$931,179,400 (32.9%) □ NBC \$869,814,700 (30.7%)

Day parts	Total minutes week ended Oct. 1	Total dollars week ended Oct. 1	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.	177	\$ 1,269,600	5,710	\$ 40,746,100	\$ 35,530,600	+14.7
Monday-Friday 10 a.m.-6 p.m.	993	15,140,400	39,762	623,875,300	560,886,800	+11.2
Saturday-Sunday Sign-on-6 p.m.	332	13,997,800	12,033	310,721,500	274,286,500	+13.3
Monday-Saturday 6 p.m.-7:30 p.m.	101	4,520,000	3,993	158,040,000	138,276,200	+14.2
Sunday 6 p.m.-7:30 p.m.	22	1,889,500	826	47,350,900	39,071,700	+20.9
Monday-Sunday 7:30 p.m.-11 p.m.	406	42,809,600	16,216	1,451,345,700	1,280,155,000	+13.3
Monday-Sunday 11 p.m.-Sign-off	236	6,908,600	8,759	199,243,700	176,840,000	+12.6
Total	2,267	\$86,535,500	87,299	\$2,831,323,200	\$2,505,046,800	+13.0

Source: Broadcast Advertisers Reports

mission:



Our new tower has been up a full year now and it's more than fulfilling its promise.

It's making more programming — more information and more television enjoyment — available to larger numbers of viewers in our expanded signal area.

And even though we realize that our programming can now be viewed in almost 100,000 more homes, we feel the job is only partly done.

Now we've got to work even harder to deserve the trust and loyalty of the nearly 800,000 Alabamians we serve.

One mission accomplished.

Another one continues.

WSFA-TV12 / Montgomery

Cosmos Broadcasting Corporation.
An NBC affiliate, represented by PGW.

Monday Memo[®]

A broadcast advertising commentary from Herbert J. Stiefel, president, Stiefel/Raymond Advertising Inc., New York

Radio counteroffensive helps get Laker's Skytrain off to flying start

On Sept. 26, 1977, Laker Skytrain Flight GK 10 departed London's Gatwick airport. Six hours later, the DC 10 touched down at New York's Kennedy airport, completing the first half of its inaugural service between New York and London. Three hours later, the plane was off again on its return trip.

During the past year, Laker Skytrain has proved a roaring success: daily flights—as many as four a day during peak seasons and weekends—filled with happy, comfortable, money-saving passengers.

The Laker Skytrain carried over 250,000 passengers, at an average seat load factor of 83%, in its first year of operation. During the months of May through September, there were a minimum of two flights every day, each filled to capacity.

This modern miracle of airline marketing and merchandising, pioneered by Freddie Laker, was accomplished despite an onslaught of competitive advertising and price promotion by the major trans-Atlantic carriers. All the other airlines have done well, too. The New York-London market has increased by 40% and Laker Skytrain has captured over 60% of the total market share.

Advertising played an important part in achieving the first year's success—advertising with a sling-shot budget against the heavy artillery of the other airlines. Then too, Laker Airways was virtually unknown despite the great publicity surrounding Freddie Laker. The airline had no ticketing offices, no sales or ground personnel, no real support from travel agents.

We decided that since Freddie Laker has his name on every Laker airplane, he should be spokesman for the airline. He is an attractive, dynamic, typically English executive who speaks with great conviction and sincerity. Initially, he appeared in all television spots, radio commercials and print advertising.

Mr. Laker, in his commercials, interviewed passengers as they deplaned. There was a sense of believability and sincerity in their comments, and the public responded enthusiastically to the campaign.

But Skytrain success was not that easily achieved. The Skytrain service became overpublicized, and competitive airline advertising helped create the erroneous impression that it was impossible to buy a



Herbert J. Stiefel, president of Stiefel/Raymond Advertising Inc., New York, co-founded his own agency in 1966 after having served as vice president of Charles W. Hoyt Inc. His career in advertising spans 30 years during which time he has worked for both agency and advertiser. Mr. Stiefel supervises all activities for a diverse group of accounts, including those in the travel, consumer and industrial fields.

Skytrain ticket without spending the night in line at the Laker ticket office.

A simple idea lead to the solution. Laker set up a special telephone number to give callers hourly information about seat availability. The advertising campaign was scheduled on local market radio, with the understanding that every station would telephone this special seat-availability telephone number before each commercial went on the air. This unusual radio technique made it possible for listeners to receive hourly reports on seat availability and gave every Skytrain commercial the added interest and quality of a news story.

Radio stations were cooperative—even enthusiastic—despite the extra trouble in fulfilling the telephone requirements prior to the delivery of each commercial.

A typical 30-second live radio commercial sounded like this:

"At (11 a.m.) Laker Skytrain air pas-

senger service still had 137 seats available on tonight's flight to London. Imagine, 137 empty seats. That means you can take off for London tonight for only \$135, one-way. Experience shows no lines, no waiting and no lower price. And starting May 16th, Laker Skytrain will have two flights daily with over 500 seats available. Don't stand by. Tickets are on sale all day at the Laker Travel Center for guaranteed seats. For up-to-the-hour seat availability, call (212) 459-7323."

This radio commercial technique was used in the greater New York metro area, then expanded to include Philadelphia, Baltimore, Washington and Boston. Even in these out-of-town markets, the radio stations agreed to make the telephone calls and insert the necessary numbers to update the "seat availability" commercials.

The public quickly learned how many seats were available at a given time of day, and passengers could then plan to pick up their tickets in time to catch the Skytrain flight that same evening. Toward the end of April 1978, every flight was sold out by midafternoon. It was then that a second flight was added every day. Two flights a day continued all summer, and as many as four flights a day were booked solid on peak weekends.

This seat-availability commercial technique is still being used today. Whenever it appears that the passenger load factor may be declining, the agency schedules a two-week or three-week radio flight, and the figures promptly show a marked increase in passenger bookings.

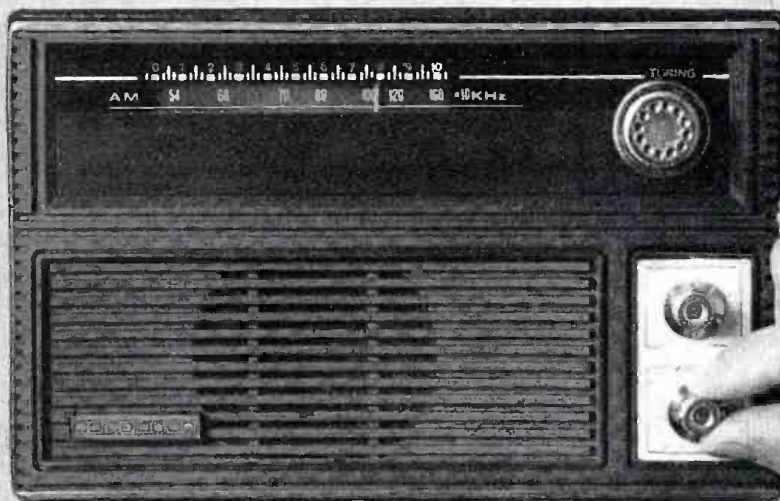
The selection of the radio stations used on the Laker schedule is also worthy of comment. Research has indicated that many of the passengers are from the student and youth market. Others are young marrieds. Still others are senior citizens. There is also a good amount of business and executive traffic. Therefore, it is necessary to select radio stations that reach these principal groups of travelers. Commercials were scheduled between 7 a.m. and 5 p.m. to give listeners enough advance information and enough time to make the Laker flights that night; a daily DC 10 at 11 p.m. and a daily 707 at 8 p.m.

One year to the day, Sept. 26, 1978, GK 1 took off from Gatwick on the inaugural daily direct Skytrain flight to Los Angeles. The next day, GK 2 left Los Angeles International on its daily return to London.

The same advertising technique was employed on the West Coast, with heavy broadcast and print schedules from Seattle to San Diego. And it's paying off.

America's favorite morning exercise takes just two fingers.

And in six out of our seven markets, they turn to Group W Radio. More than to any other station.



In Boston, WBZ. In New York, WINS. In Philadelphia, KYW. In Pittsburgh, KDKA. In Fort Wayne, WOWO. And in Los Angeles, KFWB.

More adults in these markets listen to Group W Radio than to any other station weekday mornings 6 to 10 a.m. And that's radio's most important time period.

This is a repeat performance. Six out of seven in ARB's spring 1978 report. It was the same in ARB's survey last fall.

In Chicago, WIND was number four in a 50-station market. With a change last month to a fresh news-and-talk format, exclusive to Chicago, WIND will be gaining even more strength.

Group W Radio.

The No. 1 getting-up exercise in six of America's major markets.



WESTINGHOUSE BROADCASTING COMPANY

Represented by *IT*

Datebook

■ indicates new or revised listing

This week

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**—Awards dinner of *World Institute of Black Communications*, founded by National Black Network, to recognize excellence in communications to black audiences. New York Hilton, New York.

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 Government 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. Speakers will include former CBS News President Fred Friendly, Westinghouse Broadcasting Corp. Chairman Donald McGannon, National Black Media Coalition Chairman Pluria Marshall and House Communications Subcommittee member Edward Markey (D-Mass.). 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 Aquinde, (617) 282-2074.

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

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

Also in October

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. 3-5—Mideast regional convention of *National Honorary Broadcasting Society/Alpha Epsilon Rho*. Ramada Inn, Carbondale, Ill. Information: Maria Bernardi, (618) 453-4343.

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

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. 13-16—*National Association of Regulatory Commissioners* annual convention. The Communications Act rewrite and its impact on federal-state regulatory roles will be discussed by government and industry experts including Harry M. Shooshan III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecommunications and Information Administration Assistant Secretary Henry Geller. MGM Grand hotel, Las Vegas.

Nov. 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—Presentation of awards, *U.S. Television Commercials Festival*. Deadline for entries was Oct. 1. Chicago.

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

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

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

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

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Spotmaster® 3000 Series



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HARK! THERE ARE ANGELS IN YOUR FUTURE.



Charlie's Angels started their third smash season on ABC with a two-hour special that reached a heavenly 32.5 rating and a 54 share. Divine figures. One day they could be yours. And we'll throw in Charlie.

A Spelling/Goldberg Production to be syndicated domestically by



Columbia Pictures Television

Source: NTA Average Audience estimates 9/13/78.
subject to qualification upon request.

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

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

Nov. 30-Dec. 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. 15—Deadline for entries in competition for annual RIM Awards of *Religion in Media Association*. Information: Mary Dorr, executive director, 1776 North Gower Street, Hollywood 90028; (213) 466-3342.

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

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

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

January 1979

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

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

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

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

Jan. 8-9—Pacific Telecommunications Conference, featuring technology of communications and econom-

ic, social and regulatory aspects of communications. Ilikai hotel, Honolulu.

■ **Jan. 8-9**—Regional technical conference of the *Society of Cable Television Engineers*. Emphasis will be on antennas, towers and power surges. Melbourne, Fla.

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

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

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

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

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

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

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

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

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

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

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

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

February 1979

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

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

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

March 1979

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

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

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

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

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

Major Meetings

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

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

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

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

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

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

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

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

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

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

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.

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

Speaking for whom?

EDITOR: Is it morally right for broadcasters to buy "canned" editorials and pass them off as their own? For the past several months I have traveled across this country and repeatedly heard the same "From Another Point of View" or "Our Editorial" or "A Radio Commentary," all produced by the same company, but usually passed off as locally written. One station even says, "By our own . . ." and then they list the general manager.

It probably isn't illegal, but I wonder if it's morally right. When I operated KTCH-AM-FM, Wayne, Neb., every editorial was written by me. If it wasn't, it was carried as a commentary written by someone else, and used as "Today's KTCH editorial."—*Theodore S. Storck, South Sioux City, Neb.*

Including the gays?

EDITOR: The gay community wants a specific voice in community leader surveys for station renewals.

The loudest and most consistent outcry from members of the gay community is that they share the identical hopes, fears, emotions, needs and drives of the straight sector, except for their sexual preferences.

Hence, their abilities are unencumbered in the teaching of school children, living with their kind in straight neighborhoods, assuming roles of leadership in law enforcement, politics, religion, the arts, and being "like as we" in virtually every aspect of life but for their gender choice as it relates to sexual involvement.

Assuming this to be true, the question naturally follows: How can an addition to the community leader survey checklist be allowed for the gay community? Their claim to sameness and their petition are mutually exclusive.

In all fairness, the broadcaster might also provide a showing of his efforts to ascertain and respond to the problems, needs and interests of those elements of the community which exclusively ride buses to work, prefer seedless table grapes, or perhaps never read the Sunday sports page.—*Ron Mighell, Lima, Ohio.*

Button-pusher

EDITOR: Is it planned obsolescence or is the industry asleep at the wheel?

As a likely consumer in the skyrocketing home video-recorder market, I am

shocked and amazed that the TV tuners in every unit I've seen are the old rotary-switch type. If receivers don't need to pass channel 6 to get from 5 to 7, why should VCR's?

Isn't channel-switch replacement as tedious for the repairman as expensive to the owner? And aren't state-of-the-art digital touch-tuners smaller than the old mechanical type?

Maybe I'm just another air personality who should leave engineering to the engineers . . . or should it be back to the drawing board?—*Holland Cooke, WPRO(AM) Providence, R.I.*

Promise vs. performance

EDITOR: I'm appalled at the thinking of the U.S. Court of Appeals in Washington in that an incumbent licensee should not have some preference over a competing applicant at renewal [BROADCASTING, Oct. 2].

I would be able to understand this between two persons or groups other than an owner—two representatives competing for an available frequency or channel. But to rank as only equal, a man who has devoted his life to building his business, has probably borrowed to get started, has taken all the risks and has worked long hours to build that business, has proved his worthiness by the very fact that the business has thrived—this is unbelievable.

But it doesn't stop there. To make it more unfair to the proved operation, his *performance* must beat another person's *promise*. And if the promiser is without experience, who will be the loser if his promise is allowed a trial period?

With all its public affairs and public service, a radio station still has to pay the bills, or the public it serves will end up with a dark spot on the dial.

It's a funny world. As for some of our judges . . .—*B. D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo.*

AMERICAN RADIO IS BMI TERRITORY

BMI provides radio with more music
than all other licensing organizations combined.



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

This announcement appears as a matter of record only.

\$12,700,000

cpi

Communications Properties, Inc.

Senior Notes due 1993

We have arranged the private placement of these securities.

Warburg Paribas Becker
Incorporated

October 1978

This announcement appears as a matter of record only.

\$30,360,000

cpi

Communications Properties, Inc.

Senior Notes due 1980-1988

We served as financial advisor in restructuring these securities from a secured to an unsecured basis.

Warburg Paribas Becker
Incorporated

October 1978

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

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Leonard Zeidenberg, senior correspondent.
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Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark K. Miller, J. David Crook, assistant editors.
Kira Greene, Robert W. Dardenne, staff writers.
James E. H. Burris, Ellen Lief-Wellins, Harry A. Jessell, editorial assistants.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Bill Merritt, Western sales manager (Hollywood).
Peter V. O'Reilly, Southern sales manager (Washington).
Sally Stewart, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin Keenan, circulation manager.
Kevin Thomson, subscription manager.
Sheila Johnson, James Tobin, Patricia Waldron.

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

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

Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, Priscilla K. Johnson,
advertising assistants.

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



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

The New Dick Van Dyke Show



After 3 Years of Very Successful Network Programming,
The New Dick Van Dyke Show can now be made avail-
able for First-Run Syndication...

Average Audience Share Over Three Years...30!

Starring Dick Van Dyke...Hope Lange...Fannie Flagg
and Nancy Dussault

A Delightful Series to Strip for All Family Entertainment!

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THE WORLD'S LARGEST ATTIC SALE HELPED GIVE 86 CHARITIES A SOLID FOUNDATION THIS YEAR.

When WBT radio's fifth annual World's Largest Attic Sale opened, over 10,000 square feet of floor space was packed with furniture, clothes, appliances and a huge assortment of unique attic treasures.

When the floor cleared, well over \$80,000 had been raised for Goodwill, the Jaycees, The Mentally Retarded Association and many other non-profit organizations in Charlotte.

The participating organizations provided the merchandise and the salespeople. We did the organizing and provided the customers.

Over 20,000 in two days.

At WBT, we've always felt a responsibility to support the community that supports us. And we can lend the most support by doing what we do best. Which is, of course, to communicate.

And without communication in today's complex society, one man's attic could overflow while another man's cupboard goes bare.

110WBT
CHARLOTTE



Jefferson Pilot Broadcasting

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

Top of the Week

Hollings takes tough stance on 'renovation,' endorses fees

Broadcasters should pay for 'grazing' rights on public's property, he tells NAB in Atlanta; senator favors step-by-step change in law, not omnibus rewrite; GE-Cox deal, 'mammoth' profits cited

Broadcasters listening to Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) last week were less cheered than they expected to be about his proposed new "renovation" of the Communications Act. The senator delivered a speech heavily critical of the House's omnibus rewrite legislation, but he surprised the National Association of Broadcasters regional conference in Atlanta by endorsing that bill's concept of a license fee that broadcasters would have to pay to support, among other programs, public broadcasting. Worse, from the broadcasters' view, he did not tie that proposal with broadcasting deregulation, as does the House bill.

Following his remarks Monday, National Association of Broadcasters officials reacted with some disappointment. The senator's support of keeping the current Communications Act as the foundation for broadcast regulation rather than completely rewriting it is a stand they welcome. But on the whole, "the broadcasters were sort of dismayed because there were so many negative things" in the senator's comments, said John Summers, NAB executive vice president and general manager.

One of the points Mr. Hollings drove home was his conviction that broadcasters don't own the frequencies they occupy. Borrowing an analogy from House rewrite co-sponsor Lionel Van Deerlin (D-Calif.), the senator said broadcasters are more like ranchers who lease grazing rights on government land. And like the ranchers, broadcasters should pay for their "grazing" rights, he said—not an "unrealistic" fee but a fee nonetheless. "We have no idea of putting anybody out of business," Senator Hollings said. "I think we can in a reasonable way establish [a] fee to help

pay for some of the public broadcasts—not [however] to start a fourth network."

Broadcasters are in good financial shape, the senator said, referring to "mammoth profits" at one point in his speech. The industry's bigness is even more visible to the public interest "when you get General Electric buying these things up," he said, referring to GE's intention to acquire Cox Broadcasting Corp. (BROADCASTING, Oct. 9). Payment of a license fee, he said, "would be one of the best ways for the networks and the broadcast media to show their appreciation for exactly what they do have."

But where Mr. Van Deerlin proposed substantial deregulation of broadcasting to accompany imposition of the fee, there

some degree of protection in comparative renewal proceedings for good past performance. Licensees deserve to know what standard will be held up against them, and having met it, deserve a credit at renewal time, he said.

Throughout the senator's speech were frequent remarks against a single sweeping rewrite of the Communications Act. His own legislative effort "will be from the approach of being realistic," he said, "not rewriting for the sake of rewriting." He doesn't want to be like some legislators, he said, who "sometimes want to write history rather than answer... real needs." Again, at the end of his speech, he said "there is no single answer and a bam-bam, quick-fix approach through one law or one rewrite."

Senator Hollings repeated his intention to give cable television a regulatory mandate in his bill. Regarding cable's relationship with broadcasting, there should be fair competition, he said. Signal carriage rules "may have merit in some cases," but they should be based on proved economic need and not be applied automatically across the board, he said.

The senator also told the broadcasters that he plans an investigation—separate from his "omnibus amendments" legislation—into children's television. "I find I can't avoid this responsibility any longer," he said. He criticized the Federal Trade Commission's proposed trade restrictions on children's television advertising, saying the commission has overstepped its authority. "What concerned us was their singling out of one particular product, sugar, and it seemed one particular remedy as well—an absolute ban," he said.

The senator said his concerns about children and television extend beyond the FTC's investigation. "I am more concerned with rotten minds than with rotten teeth." He said he will schedule hearings next year that will look "generally" into children's television.

The best approach to children's television problems is for the industry to attack them itself, perhaps through the National Association of Broadcasters radio and TV code boards, Senator Hollings said. He argued, contrary to broadcasters' contentions, that parents cannot be held responsible for everything their children see on television. In his opinion, parents and broadcasters have a shared responsibility. "I challenge you to come in with a better response than that TV viewing is the parents' responsibility," he said.

But aside from industry self-regulation, the senator maintained "there is room here for Congress to help through our oversight process."



Hollings

was no talk of deregulation in Mr. Hollings's remarks. Instead, the senator emphasized his feeling that broadcasters are public trustees and should continue to abide by such rules as equal time and the fairness doctrine.

He said the broadcast license is not in perpetuity, and compared it to his own election to the Senate. It "doesn't mean since I got there first in 1966... that I own it for the rest of my life," he said. And "since you've got that spectrum allocation... you don't own it for the rest of yours."

Nevertheless, he does favor some form of license renewal relief along the lines of legislation that passed the Senate in 1974, Mr. Hollings said. He supported lengthening broadcast licenses from the present three years to five and, noting the recent appeals court decision in the WESH-TV case, said he also favors granting licensees



Thurston accuses Van Deerlin of divide-and-conquer tactics on rewrite

Congressman is trying to split industry into radio and TV camps, says NAB chairman; WESH-TV case, however, prompts second thoughts about license renewal protection; limited license fee not ruled out

National Association of Broadcasters joint board chairman Donald Thurston angrily returned one of House Communications Subcommittee Chairman Lionel Van Deerlin's salvos over the Communications Act rewrite last week, while at the same time acknowledging that NAB's interest in the bill has suddenly picked up.

Behind the association's new interest, Mr. Thurston told the Texas Association of Broadcasters in Houston last week, is the Washington appeals court's WESH-TV decision, which he said may have "flung wide open" the door to increased license challenges at renewal time. Just when broadcasters thought things were calming down, they now feel more urgently than ever the need for legislative license renewal relief, according to Mr. Thurston. And that has led to "renewed interest" in the rewrite, he said.

That's not to say there's increased support, however, he said. The bulk of Mr. Thurston's text was devoted to counterattacking a speech Mr. Van Deerlin made to the National Radio Broadcasters Association in September in which the congressman argued that radio's interests are different from TV's and are disserved by the NAB's unilateral rewrite stance. (BROADCASTING, Sept. 25).

Mr. Thurston decried that argument last week. He contended Mr. Van Deerlin is trying to "divide NAB's constituency" with his talk about separate treatment of radio and TV. "Yet he does not have a separate radio bill . . . He says we're different in order to gain political points, but he treats us with one bill because he knows we are one industry. He'd like to seduce the

radio industry with false promise in order to be able to do his will on television."

He urged radio broadcasters not to take the subcommittee chairman's lure. "We cannot, must not, fall prey to the seductive portions of the rewrite and then realize we have wiped out 50 years of law, precedent and understanding and lost our supposedly regained freedoms through an undefined and unlimited spectrum tax proposal," Mr. Thurston said. "We must resist all efforts to split our industry into manageable pieces—large market, small market, radio, television single owner, multistation owner, newspaper or non-newspaper owner."

The NAB chairman said that if Mr. Van Deerlin seriously cares about deregulation of radio, he "should deliver a bill that all radio broadcasters can judge on its own merits," a remark interpreted to mean a radio-only bill separate from the rewrite.

Mr. Thurston repeated some of NAB's concerns about the rewrite, chief among them the license fee. Regarding that provision, Mr. Thurston seemed to modify NAB's position somewhat, saying the association is opposed to "any spectrum tax or fee system that seeks to recover more than regulatory costs." That statement, turned around, said to some last week that NAB is not opposed to a limited fee.

But the association remains unalterably opposed to a fee that will help fund public broadcasting and other programs that would, in Mr. Thurston's words, act as a "socialistic vehicle to redistribute the wealth of the broadcast industry in accordance with the desires of a few Washington bureaucrats."

He also repeated NAB's contention that Mr. Van Deerlin holds out a "false promise" to daytime broadcasters that the rewrite will lead to their becoming full-time operators. The rewrite alone cannot do that, the NAB chairman said.

Heir apparent to Frey gives strong rewrite endorsement

Broyhill asks support for bill which he says will be revised

Representative James Broyhill (R-N.C.), the man many think most likely to become the next co-sponsor with Lionel Van Deerlin of the Communications Act rewrite, certainly sounded the part last week in a speech to the broadcast association in his home state.

Speaking in some detail about the bill, in which he has played no role to date, Representative Broyhill expressed no disagreement with Mr. Van Deerlin on specific provisions and urged broadcasters to support it.

Among his chief points about the bill were these:

- He said he "can understand" broadcasters' concern that the proposed petition to revoke licenses might leave broad-

casters open to more frequent attacks from citizen groups than under the present system. "We will work" to make sure that isn't the case, he said.

- The whole area of license renewal protection requires "continued study and analysis," especially after the WESH-TV decision, he said. Mr. Broyhill was, back in 1971, the sponsor of one of the earliest industry-supported renewal bills.

- He favors license fees to pay the costs of regulation, but has "serious doubts" about using the proceeds to support public broadcasting or other programs. Mr. Van Deerlin has indicated that the link between the fees and public broadcasting will probably fall by the wayside in the next rewrite draft.

- He supports the bill's provision doing away with or changing equal time and the fairness doctrine.

- The requirement that TV stations broadcast public service programming and locally produced programming throughout the broadcast day is not intended to be onerous or to increase government involvement in broadcast programming, Mr. Broyhill said. That will be clarified in the next draft, he added.

- He said the bill's EEO provisions are necessary but should not lead to "frivolous" petitions to revoke.

- And he thinks broadcasters have greatly exaggerated the potential harm from the provision requiring the commission to make sure every community in the country, regardless of size, has full-time television and radio service. Nevertheless, "this needs to be clarified and will be rewritten to meet your concerns," he said.

Currently the ranking minority member of the Commerce Committee's Subcommittee on Consumer Protection and Finance, Mr. Broyhill has been suggested as the probable successor to Representative Lou Frey (R-Fla.) as top Republican on the Communications Subcommittee next year. A more distant possibility is Representative Clarence Brown (R-Ohio), a former Communications Subcommittee ranking Republican who is currently ranking minority member on the Energy Subcommittee. An aide to Mr. Broyhill said last week that the congressman has not yet stated his future plans.



Broyhill

Tempting hint of radio deregulation

Ferris prods FCC to begin investigating what might be done to free major markets from certain regulations; 'marketplace' might be test

The FCC last week took an abrupt step toward lifting some regulations from radio, at least in major markets. But officials were quick to point out that a number of additional steps will be necessary before stations anywhere can forget about some forms and rules.

Acting under the spur of Chairman Charles D. Ferris, the FCC instructed the staff to prepare a set of options as to how the commission might experiment with the removal of certain regulations and processing guidelines in major markets—say, those with more than 50 radio stations.

The aim is to give broadcasters more freedom than they now have to program as they see fit, the theory being that the working of the marketplace—in cities of a multitude of stations (there are some 75 in New York, for instance)—would assure members of the public the service they need. Chairman Ferris said the commission may be in a period of transition, with "individual responsibility" being transformed into "market responsibility."

Mr. Ferris's unexpected initiative came two days after FCC Commissioner Margita White had blasted him and the agency for giving mere lip service to deregulation (see page 30).

Specifically, the Broadcast Bureau, Office of Plans and Policy and the General Counsel's Office were asked to consider the elimination of processing guidelines applied by the staff in reviewing renewal applicants' nonentertainment programming

and commercial content, and the rule requiring ascertainment of needs and interests of a community—or at least the particular procedures spelled out in commission regulations. The options would also include recommendations as to which market or markets should be selected for the test.

The commission asked the staff to produce the options in two months. However, no action would be taken by the commission without the public being given a chance to comment on the proposals being considered. Chairman Ferris said he hoped a deregulation experiment could be started by the end of 1979. "But," he added, "I don't know about the obstacles."

And the presence of the General Counsel's Office signals an awareness of possible obstacles. A key one is how much the commission can accomplish without legislative help.

For instance, if a station, with its new freedom, chose not to provide any news or public affairs programming, could the commission insulate it from challenge at renewal time from an applicant promising to provide such programming? Or would the commission need special legislation?

The same kind of question applies in connection with a station that decides to risk the wrath of listeners by carrying, say, 40 minutes of commercial time every hour.

Ascertainment could be a problem, too. Although the commission might waive the rules requiring that specific ascertainment procedures be followed, an argument could be made that the requirement of ascertaining needs and interests, by whatever means, inheres in the public interest standard that already is incorporated in the

Communications Act.

And indeed some commissioners indicated they were sensitive to public interest concerns. Commissioner Abbott Washburn said, "There are a lot of ifs, ands and buts here. The public interest is still in the law."

The processing guidelines whose elimination the staff will consider serve to limit broadcaster discretion in certain areas. FM broadcasters whose renewal applications propose less than 6% nonentertainment programming cannot be granted by the staff but must be submitted to the commission for review. The same is true of AM renewal applicants proposing less than 8% nonentertainment and TV applicants proposing less than 10%. As for the commercial guidelines, the staff must submit to the commission for review radio applications proposing more than 18 minutes of commercial time per hour, although there are some exceptions for limited amounts of additional time.

Chairman Ferris's proposal to begin considering a deregulatory effort came in the midst of a commission discussion of four FM stations that proposed less than 6% nonentertainment. The staff had proposed accepting the explanations offered by two of them—WJIB(FM) Boston and KCIB(FM) The Dalles, Ore.—but had recommended requesting additional information from the other two—KFOX(FM) Redondo Beach, Calif., and WCTO(FM) Smithtown, N.Y.

The commission adopted the recommendations but only after Chairman Ferris, as he has previously in discussions on renewal applicants that have not satisfied the percentages, lashed out at what he considers the illogic of the guidelines and how they are applied. He noted that the commission sets a 6%

InBrief

Inner City Broadcasting Corp., one of principal minority-owned broadcast companies, committed \$7.8 million to purchase of **five stations in three new markets** last week. On Friday it announced agreement to buy KTTT(AM) Los Angeles and KUTE(FM) Glendale, Calif., from Tracy Broadcasting Corp. for \$4.5 million. Earlier it had announced purchases of KRE-AM-FM Berkeley, Calif., for \$1.8 million and of WBRB-FM Mount Clemens, Mich. (Detroit), for \$1.5 million (see "Changing Hands," page 38). Pierre M. Sutton, president of Inner City (and son of Percy Sutton, another of company's principals as well as former borough president of Manhattan), said deals just happened to fall in place in one week after three-year search. Inner City also owns WLBI(AM)-WBLB(FM) New York.

□

Warner Cable Corp. has agreed to purchase **50 satellite earth stations** from **Scientific-Atlanta Inc.**, which labeled reported \$1-million-plus deal "major sale" that will allow Warner to become "network in itself." Five-meter antennas and related hardware, including up-link equipment, will be used by Warner to deliver its Star Channel pay-cable service to "most" of its 600,000 subscribers (see story, page 58). Completion of system is planned for mid-1979.

□

FCC denied renewal of license for University of Pennsylvania's WXPB(FM) Philadelphia, saying university did not exercise proper control over station operations. In earlier proceedings (BROADCASTING, April 18, 1977), administrative judge said language broadcast was "licentious

slime and nauseating verbiage ... sordid utterances of the most vile type." Among other charges—station operated without licensed personnel and at times without operating logs and weekly transmitter reading and that station personnel drank alcohol and smoked hashish and marijuana on premises. Station paid \$2,000 fine last year and law judge said it was trying to get reputation as "**cesspool of the Ivy League.**"

□

Satellite Communication Systems Inc., Tulsa, Okla., has filed \$2.8-million law suit against RCA Americom in federal district court there in **effort to continue its right to use horizontally polarized transponder 18 on RCA's Satcom I satellite**. RCA has entered in agreement with Reuters News Service for transponder 18 beginning Jan. 1, 1979. Most cable systems in country, SCS said, are equipped only to receive signals from horizontally polarized transponders, of which 18 is last open on Satcom. SCS said that conversion to vertically polarized transponders could cost individual cable systems up to \$10,000 each.

□

Henry A. Gillespie, president, Viacom Enterprises, **has resigned**. Mr. Gillespie, whose Viacom responsibilities will be transferred to other executives there, said he plans to pursue program development and distribution but seeks more autonomy and his own company which, he added, could align with another firm.

□

Frank M. Smith Jr., 53, president of CBS Sports, went home Friday after hospitalization for what was described as mild heart attack suffered two weeks earlier. Herb Gross, CBS-TV sales planning VP and former director of CBS-TV sports, was put in charge pending his return, expected around Dec. 1.

□

guideline but finds that 3% can be adequate.

Chairman Ferris said later that in reviewing the staff proposal regarding the four FM's while studying the agenda, last week, the need for such a deregulation experiment "was brought home very forcefully."

The FCC's instructions to its staff were included in the vote on the staff's recommendations regarding disposition of the four FM renewals. The vote was 7 to 0, with Commissioner White concurring—not because of the deregulation idea but because, she said, "I question whether we should have a 6% standard in the first place."

FCC mobilizes for WESH fight

It votes to seek court rehearing and starts up proceeding designed to come up with judiciary-proof new comparative renewal policy; it also asks for hold on WPIX

The FCC has begun marshalling its forces to assert control over the shaping of policy governing comparative renewal proceedings—an exercise the commissioners feel has become critical in the wake of the decision by a panel of the U.S. Court of Appeals in the WESH-TV Daytona Beach, Fla., case. The commission last week decided to ask the nine members of that court to rehear the case. At the same time, the agency proceeded with plans for developing a policy governing comparative renewal cases that will withstand judicial scrutiny.

The decision to seek rehearing of the case—in which the court overturned the commission's renewal of the WESH-TV license and denial of the competing application of Central Florida Enterprises Inc.—was taken on a 4-to-3 vote. However, officials say the disagreement was principally over litigation strategy.

All seven were said to agree on the need for the commission to retain discretion in developing comparative renewal policy. The court's opinion—which maintained that only "superior" performance could earn a renewal applicant a decided advantage in a comparative hearing and criticized the commission for the lack of weight it gave diversification of ownership of media in the comparative renewal proceeding—is generally regarded as likely to spark a wave of license-renewal challenges.

The minority—Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown—would have restricted the request for rehearing to those aspects of the opinion viewed as limiting the commission's discretion. They felt the commission's argument would be stronger if it avoided challenging the court on those aspects of the decision asserting the com-

mission had not adequately explained its conclusions.

Commissioner Fogarty, moreover, issued a dissenting statement indicating he saw no need to seek rehearing. He said the "most troubling" language of the opinion could be regarded as "advisory dicta, rather than holding, and thus not binding on future commissions." Commissioner Brown is said to have expressed a similar position in the discussion, and to have argued that the commission could rewrite the WESH-TV decision in a manner that would pass court review. Commissioner Brown, who was not with the agency at the time of its WESH-TV ruling, is said to feel the decision was "not irrational."

The majority—Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White—felt the entire opinion should be challenged. Although the four are the commission's nonlawyers, they adopted the position urged by Daniel M. Armstrong, chief of the commission's litigation division.

The commission, if granted rehearing, will argue it has the discretion to determine the weight to be given diversification of ownership of media in comparative renewal proceedings, as opposed to those in which only new applicants are involved, to favor an incumbent on the basis of its record, and to determine the kind of record needed to assure an advantage and how performance should be judged.

The comparative renewal policy being contemplated, officials say, would not only assert such discretion but describe how it would be exercised. What's more, officials add, the commission would proceed with the statement and seek to implement it, regardless of the WESH-TV outcome.

The commission is expected to follow a two-step procedure. Officials say the commission will announce the creation of a group, to be composed of representatives of the General Counsel's Office and the Broadcast Bureau, as well as commissioners' legal assistants, to prepare a statement, and will invite suggestions on what should be included. Once the statement is drafted, it would be submitted for further comment.

Although the completed statement could not be finished in time to play a part in any WESH-TV rehearing, the commission may at least inform the court that work on such a document is proceeding.

■ Meanwhile, in a related development, the commission has asked the appeals court to hold in abeyance pending the outcome of the WESH-TV proceeding the case involving WPIX(TV) New York. Forum Communications Inc., which is seeking to supplant the Tribune Co.'s station as occupant of channel 11, has appealed the commission's decision renewing the station's license. Commission lawyers say the final decision in WESH would have a bearing on arguments made in the WPIX case.

Out of the park. The 75th World Series propelled NBC-TV to a massive prime-time ratings win for the Oct. 9-15 week. The first three games, which filled NBC's full prime-time schedule on Tuesday, Wednesday and Friday, all ended up at the top of the week's most-watched program list. NBC prime-time specials on Saturday and Sunday, boosted by late-running afternoon games, helped the network win those nights as well, while the sixth and final game on Tuesday, Oct. 17, seemed a shoo-in to capture the number-one program slot for the following week. Ratings averages for Oct. 9-15: 25.9 for NBC, 18.7 for ABC-TV and 16.0 for CBS-TV.

The first game, on Tuesday, Oct. 10, pulled a 33.1 rating with a 51 share. Game two on Wednesday had a 32.0/50. Game three on Friday had a 32.9/54, more than doubling the ratings of both ABC and CBS. The rain-delayed Saturday game pulled a 32.1/55 from 3:15-7:45 p.m. NYT. Sunday's game edged into prime-time, running from 4:15 to 7:40 p.m. and pulling a 32.2/56. That led into *Walt Disney*, which had a 40 share, followed by a two-hour Bob Hope special, which pulled a 42, and *Lifeline*, which had a 34. ABC held up reasonably well with *Battlestar Galactica*'s 32 share and a 31 from the movie, "Mother, Jugs and Speed." CBS's highest share of the night was a 27 from *Kaz*.

The final World Series game on the following Tuesday pulled a 35.9/54.

There were three nights during the week of Oct. 9-15 when the World Series didn't appear in prime time—Monday, Thursday and Saturday. CBS won Monday on the strength of two specials, a 38-share *M*A*S*H* retrospective at 8:30-9:30 p.m. and a 39-share *Country Music Association Awards* at 9:30-11 p.m. On Thursday, ABC won handily. *Mork and Mindy* pulled a 45 share, followed by *What's Happening's* 40, *Barney Miller's* 39, *Soap's* 36 and *Family's* 34. NBC took Saturday with *CHiPs* at 8-9 p.m., which pulled a 44 share, and the made-for-TV movie at 9-10 p.m., *Rescue From Gilligan's Island* at 9-10 p.m., which went through the roof with a 52. That was the most-watched program of the week aside from the three World Series games.

In the wake of 'Mary.' CBS-TV has juggled its Saturday and Sunday prime-time program line-ups, establishing a third weekly movie night on Saturday and deleting *American Girls*. Effective Oct. 29, the Sunday line-up will be moved up an hour to fill the gap left by *Mary* at 8-9 p.m. NYT (BROADCASTING, Oct. 16). That brings *All in the Family* in after *60 Minutes* at 8-8:30 p.m., followed by *Alice* at 8:30-9 p.m. and *Kaz* at 9-10 p.m. *Dallas* will move over from Saturday night, 10-11 p.m., to fill the same time period on Sunday, which is where it got its start last spring. The Saturday movie slot is, as of last week, not permanently set. But it is locked in with various movie titles and specials into early December, beginning with "The Poseidon Adventure" on Nov. 4. *American Girls*, formerly at 9-10 p.m. Saturday, is to be tested once on Friday, Nov. 10, in *Flying High's* time period (10-11 p.m.).

Go signal given to widened network inquiry

FCC issues new notice that will look into present structure and also examine new possibilities

The FCC has reopened, and broadened, the inquiry it initiated in January 1977 aimed at determining whether television networks unduly dominate broadcasting ("Closed Circuit," Oct. 16).

The commission last week described the inquiry as designed to provide "a comprehensive understanding of the economics of television networking," and said it would develop a general framework for analyzing network relationships with affiliates and program suppliers.

This, in turn, the commission added, will involve not only an examination of the present structure of television networks, but also an assessment of the prospects for developing additional networks, using new technologies and financing methods.

The commission decision to issue the further notice came on a 7-to-0 vote after the commissioners heard a presentation by Thomas Krattenmaker and Stanley Besen, co-directors of the task force that has been assembled to handle the inquiry.

Along with the eight other professionals on the task force, they have been busy the past several months reviewing comments filed in response to the initial notice, and reviewing commission rules and the literature on network operations.

The central question being addressed in the inquiry is whether present network practices permit adequate competition in the industry, given existing technological and legal constraints. Do the networks, as some charge, in their dealings with affiliates and suppliers—in negotiating station compensation agreements and securing long-term exclusive rights to programs, for instance—limit the opportunity for others to compete for station time and thus inhibit the stations' independent judgment? Or are the networks, as they say, simply operating in an efficient, competitive manner?

The initial notice raised questions aimed at illuminating network-affiliate and network-supplier relations. Those along with all other elements of the notice are being incorporated in the further notice.

But the commission now is also seeking information on four general questions: Given the present networking system, what role should the commission play in regulating network-affiliate and network-supplier practices? What are the prospects for the development of additional networks, or forms of networking, within the

existing advertiser-supported, local, over-the-air broadcasting system, or if new technologies or financing methods are employed?

The commission has adopted a novel method of proceeding with the inquiry. Instead of the commission simply inviting comments in response to the inquiry, the staff will issue preliminary reports of its findings, on which comments will be sought. The staff then will revise the reports and submit them to the commission. The commission said the aim is to promote wider participation, particularly by groups with limited resources, and to enable parties to prepare more precise comments.

The staff will concentrate first on the network-affiliate/network-supplier aspects, and hopes to complete its preliminary report in about a year.

Material is being sought in the meantime, however. The commission invited persons wishing to do so to file comments in reply to those that were submitted in response to the initial notice. The deadline is Dec. 1. Anyone wishing to suggest areas to be studied not mentioned in the further notice should do so by Dec. 1. And persons who want to provide information or analysis for the staff to consider in preparing its first preliminary report, on affiliate and supplier issues, should do so by Feb. 15.

The prime-time season, one month later

ABC's looking good in first place, NBC—bolstered by the World Series—could be worse, CBS is suffering as a poor third

With a month's worth of 1978-79 prime-time TV ratings in, the season's competitive characteristics are beginning to take shape—to the delight of ABC-TV and the chagrin of CBS-TV. Chief program executives at the three commercial networks took stock last week of what's happened so far, and what's apt to happen next.

Season-to-date standings from Sept. 18, when all three networks began head-to-head competition, through Oct. 15, stood at 20.7 for ABC, 20.0 for NBC-TV and 16.8 for CBS. CBS has lost each of the season's four weeks, engendering considerable public and private speculation that executive shake-ups may be in the offing there. A CBS spokesman responded to the rumors last week by saying, "We're not going to dignify them with a reply, but if you want a reply, they're absolutely untrue."

The main difference between CBS and NBC so far has been NBC's long forms and the World Series. At this point in 1977, CBS had also lost every week, and was riding a rating point behind NBC—exactly where it was this season until the World Series kicked NBC's season-to-date average up almost two full ratings points

(see box page 26). Both networks have averaged about a 25 share with their new series this year, not counting those already canceled. So if CBS is more on the defensive now, it would seem to be mainly a question of attitude.

In the office of Paul Klein, NBC's executive vice president of programs, there is a placard reading "We're number three," with the three marked out and a "one" written in. A relaxed-looking Mr. Klein explained his network's strategy behind the introductions of the series *David Cassidy—Man Undercover* and *Different Strokes*, in early November. Basically it amounts to a holding pattern until the 50 or so pilot projects now in the works (BROADCASTING, Sept. 11) can be readied for a second-season burst in late January and early February of 1979.

"What our plan is," Mr. Klein said, "is that we would have a shiny new NBC, if our development comes to fruition, starting around the Super Bowl [which NBC will carry this year]. Then you'll start to see the new stuff come on. That's the next move—there's not going to be any-

thing until the middle or end of January."

Mr. Klein said he had hoped to have most of NBC's new series premiere "in one big shot" in February, but that not all the projects will be ready in time for that to happen. The network will use miniseries such as *Back Stairs at the White House* and *From Here to Eternity* to help build "promotion value," he said, while at the same time trimming its two-hour events and movie slots down to three nights of the week—probably Sunday, Monday and Tuesday.

That strategy will leave NBC sitting on a number of, at this point, low-rated series, including *Project UFO*, *Who's Watching the Kids*, *Sword of Justice*, *Grandpa Goes to Washington* and *Capra*. Mr. Klein said he is willing to let those shows ride because new program introductions are difficult during the stunt-filled November sweep period and during the Christmas season, and because he doesn't have new



Thomopoulos

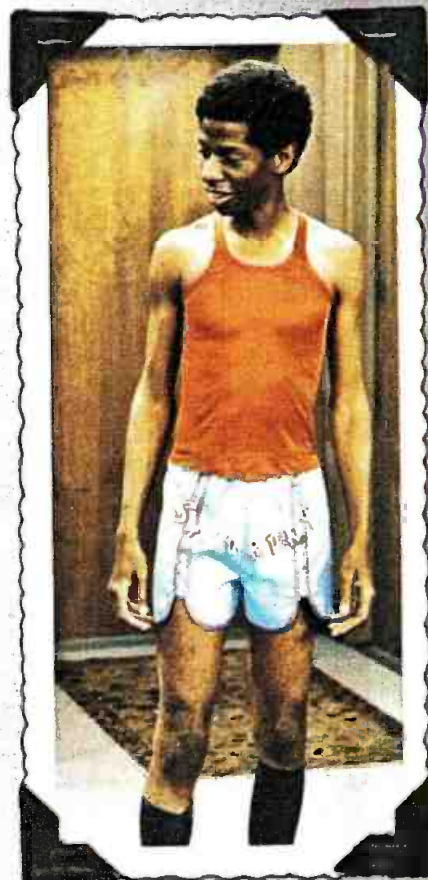


Klein



Grant

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shows to put in some troubled time periods.

If NBC sticks with that strategy, the odds are good that the next schedule changes will come from CBS. Beyond the reworking of its Saturday and Sunday schedules (see box page 26), B. Donald Grant, the network's vice president of programs, said, "I'm not going to exclude anything" in the way of changes before January. "Whether we do more or not, it's very difficult to say at this point," he said, adding that continued third-place showings would certainly increase the likelihood that maneuvers will be made.

At the moment, Mr. Grant professes a willingness to give his shows a chance to build, acknowledging real disappointment only in *Mary*—which he expects to be back in its new form by January—and in the new Wednesday night movie slot. "Hits don't happen instantly," he said. "They happen over a period of time. That happens to be a fact of the business." That applies particularly to *WKRP in Cincinnati*, *People* and *Paper Chase* he said.

When CBS does decide to move, it will have about 28 programs in development from which to choose, Mr. Grant said, including several shows already in production for immediate replacement needs (BROADCASTING, July 31). Over-all, Mr. Grant is looking for a repetition of last year's ratings race, although he acknowledges it may be tougher this year.

"We got off to a slow start last year, and we have this year," he said. "I think we caught up by December last season, and I think we will repeat that pattern this year. NBC didn't have the World Series last year—that's quite a boost. It's going to be a tight race by the end of the season."

Conversations about the weaknesses in ABC's schedule tend to be brief. Anthony Thomopoulos, president of ABC Entertainment, is "pleased" and "gratified" with the results thus far, and hedges only slightly when he says, "I have no intention at all of making any changes, unless something occurs that is unanticipated. But at this point in time, there will be no changes before January."

By then, Mr. Thomopoulos said, ABC will have about 20-25 projects from which to choose, leaning slightly more toward comedy than drama. *How the West Was Won* is to come back in two-hour form, he said, probably in the *Monday Night Football*'s time period. The network has just four episodes of *Lucan* completed, although additional scripts are ready if the show takes off in its 8-9 p.m. NYT time period. There are still most of a season's worth of episodes of *Operation Petticoat* in the can, at least some of which are to be given further on-air testing.

While stressing that he is not overly concerned with any of his shows, Mr. Thomopoulos said that "the jury is still out" on *Hardy Boys Mysteries* on Sunday and that "we're watching *Donny and Marie* very closely." He said he is "not at all concerned" about *Starsky and Hutch*, which has shown a tendency to lose audience on Tuesday from its lead-in, *Taxi*.

Media

Mrs. White's parting shot at Mr. Ferris and his FCC

Commissioner tells broadcasters their gravest danger lies in agency that talks deregulation while plotting industry ruin; sees multiple ownerships and editorial freedom in jeopardy

FCC Commissioner Margita White, who is approaching the final countdown of her tour as a member of the commission, last week delivered a speech that is likely to be one by which she will be long remembered, by present members of the FCC as well as the nation's broadcasters. It was a hard-hitting statement in which she accused the commission—and specifically, though not by name, Chairman Charles D. Ferris—of talking deregulation while plotting tough new regulations. And her bottom-line advice to broadcasters was: Look to Congress for the "deregulatory relief" that is not likely to come from the commission.

"At a time when our elected leaders and the public itself are pleading for less government regulation, the FCC is marching to a different drummer," Commissioner White said in her appearance before the National Association of Broadcasters fall conference in Atlanta.

"The greatest threats to the independence of the broadcast media come from the commission itself," said Commissioner White. "They come from those who extol the virtues of the free marketplace in the same breath that they denounce the profit motive, who vow to protect your programming independence as they attack your programming judgments, and who then question your principles and credibility."

The speech, as warmly received as any Commissioner White has given in her two years on the commission—her audience rose in a standing ovation at its conclusion—came less than two weeks after the White House announced that President Carter had nominated Anne P. Jones, general counsel of the Federal Home Loan Bank Board, to succeed Mrs. White (BROADCASTING, Oct. 9). Commissioner White, who in 1976 was named by former President Ford to fill an unexpired term that ended last June 30, was not quite ready to say good-bye. She can remain in of-

fice until Miss Jones is confirmed by the Senate, and that cannot occur until the new Congress convenes in January. But she coupled a passing reference to her impending departure with another jibe at those who, she suggested, say one thing and do another.

Many who follow the commission hear only what they want to hear and see only "the tip of the iceberg of new regulations," she said. To them, she added: "During my two years on the commission, I have tried to call them as I see them, to say what I mean and to make my performance match my promises. I challenge others to do the same."

The suggestion that Chairman Ferris was uppermost in her mind in the criticism she leveled at the commission stems not only from the fact that, as chairman, he sets the tone but also from some of the examples she gave. Broadcasters, she noted, "recently were castigated for inadequate political coverage in 1976," a reference to a speech the chairman made in September to the International Radio and Television Society (BROADCASTING, Sept. 25). Such criticism, she said, is like "telling a man to jump rope after you've tied his hands behind his back"—a

reference to her own view that the equal time law has had the effect of reducing rather than increasing "the quality and quantity of political coverage during election campaigns."

Commissioner White also referred to "a growing obsession" among commissioners "to both limit and diminish ownership combinations." As proof, she cited a paragraph deleted shortly before release of the minority statement in the WPIX(TV) comparative renewal case, a minority

that included Chairman Ferris. The paragraph said that the commission's goal of its "diversification standard" could be achieved "only through . . . refusal to condone both the creation and continuation of such media concentration, through our multiple-ownership rules or through application of our policies in comparative hearings . . ."

(Although Commissioner White said the paragraph might provide "some insight into the drafters' thinking about diversification of ownership and how it should be achieved," Commissioner Joseph Fogarty, a member of the minority, said it does not. He said the passage had been drafted by a member of the staff of Commissioner Tyrone Brown, the third member of the minority, but that all three felt it went "too far" and agreed it should be eliminated.)

And Commissioner White spoke of the "well-reported rhetoric about a deregulatory direction at the commis-



**ON OCTOBER 13, 1978...
ABC DAYTIME TELEVISION
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"Operation Daybreak" was a joint all-out effort by ABC and its affiliates as well as advertising agencies and their clients to really put us in the daytime business. It looked at the time like a small start, but the results turned out to be bigger than anyone could have ever dreamed.

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What's more, ABC has the five top daytime shows among women 18 to 49—*All My Children*... *Ryan's Hope*... *One Life To Live*... *General Hospital*... *Family Feud*. This remarkable success wouldn't have happened without our affiliate friends, our friends in the advertising world, our producer and performer friends. And our best friends of all, the women of America.

Thanks to each and every one of you for making our 20th Anniversary... a day to celebrate.

ABC TELEVISION NETWORK 

Source: NTA/NAC TV Ratings Reports, average audience households and persons estimates. All regularly-scheduled sponsored daypart network programs, excluding News airing Monday-Friday 10:00 AM to 4:30 PM. Household audience estimates based on all telecasts 12/26/77-10/1/78. Adjacent NAC measurement periods applied to non-NAC household interval for March, June, August and September. Year-ago comparison based on same comparable period and methodology. Subject to qualifications which network will supply upon request.

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ment, credibility, immediacy, commitment, believability and professionalism in programming. We not only know them. We live them. Our program planners are as enthusiastic and effective as our salesmen.

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Computers are our tools, but until we find one that can say “ouch” or “wow” we’ll keep striving to build warm human relationships with all those to whom we hold ourselves responsible.



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WSFA-TV	Montgomery, Ala.	NBC	PGW
WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

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sion"—an apparent reference to statements of the chairman on the subject—and said that despite such "rhetoric," the commission can be expected "to expand and embrace new quantitative program standards" in the months ahead. She saw them being applied "in connection with percentage standards over commercial content, local programming, PSA's, children's programs, advertising to children, news and public affairs and the performance of incumbents in comparative renewal proceedings."

Commissioner White also said there may be "new proposals to inject the commission" into broadcasters' program-schedule decisions and finances. She noted that Chairman Ferris, in testimony before the House Communications Subcommittee, expressed interest in "standards that measure the percentage of a broadcasters' over-all financial resources that is committed to news, public affairs and local programming."

And Commissioner White suggested that broadcasters reject the advice—given them by Chairman Ferris in his IRTS speech—not to rely on legislation to protect their rights because Congress can take away what it gives. "But what the commission takes away," Commissioner White said, "it is likely only Congress can give back." And while there are elements of the Communications Act rewrite that trouble her, she said she is "becoming convinced that broadcasters will need to turn to Congress for the deregulatory relief which is unlikely to be forthcoming from a commission increasingly out of step with the President's pledges and the public's appeal for less government regulation from Washington."

Legislation that would achieve deregulation and a greater reliance on decisions by the public in the competitive marketplace would be in the best interest of broadcasters and the public, she said. And broadcasters, she added, should not fear "fair competition among themselves or with other media ... Their legitimate fear," she added, is that the commission will become "a regulatory Robin Hood, robbing broadcasters of their editorial and programing discretion and redistributing their properties and financial resources in a misdirected hunt for diversity."

Commissioner White used the speech as an additional vehicle for expressing her concern over the commission's decision, in its inquiry into establishing a license fee, to consider developing a fee system based on "fair market value" of the portion of the spectrum being used. "The implications of massive spectrum revenues," which the commission notice says would exceed by "many times" the agency's budget, "are immense," she said.

What particularly concerns her is the "potential of the commission having the power both to determine the fees and their uses." An ability to "redistribute income and wealth among communications services is inconsistent with the principles of free marketplace competition and would give the commission unlimited power to

cut up the pie of broadcast profits, making mincemeat of the commercial broadcasting system."

The speech surprised, even shocked, some of Commissioner White's colleagues at the commission. Several commissioners and members of their personal staffs felt the remarks were generally unfair—"a cheap shot", one called it. Some expressed such views to Chairman Ferris. And one official ascribed the tone of the speech to the fact she has been "hurt" in not being reappointed. But at least one commissioner supported Commissioner White. "It's a good speech," said Commissioner James H. Quello. "There is some considerable substance to it."

The pot grows bigger

**Viacom offer to purchase
Sonderling is raised from
\$25.50 a share to \$28 with
deal approaching \$31 million**

Viacom International again has upped its ante in its bid to acquire Sonderling Broadcasting Corp. And under the new merger terms, approval from both company boards was expected late last week, with no more snags thereafter.

Under the new agreement in principle, each share of Sonderling common stock, at the holder's option, would be exchanged for either \$28 cash or for one share of a new Viacom convertible preferred stock. The convertible shares would have a liquidation preference of \$28 and an annual cumulative dividend of \$2.10.

The number of Viacom common shares to be issued upon conversion of Viacom preferred would be determined by dividing \$28 by 120% of the average market price of common stock shortly before the merger is consummated.

The revised deal was forged by Sonderling and Viacom investment bankers, a committee of Sonderling outside directors and Viacom management.

Sonderling investment bankers had advised renegotiation of an earlier agreement late last month shortly before proxy statements were to have been sent out to stockholders. The canceled "final agreement" was based on a \$25.50 cash per-share exchange or a convertible dividend worth \$1.9125 yearly. That too was higher than in the first letter of intent that provided only \$25 per share and a \$1.75 dividend (BROADCASTING, June 19).

Unaffected by the new financial provisions are earlier terms such as one allowing no less than 40% or more than 49% of Sonderling outstanding shares to be exchanged for cash.

The agreement also calls for Sonderling to spin off its motion picture theater operations as well as WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago) to Chairman Egmont Sonderling and Vice President and Secretary Roy Sonderling. Given the necessary go-aheads from shareholders and debenture holders (the Sonderlings say they will

go for the merger and spin-off only if the majority of stockholders approve it), those properties would be exchanged for the 24.7% of outstanding stock they own.

The merger, also subject to FCC approval, could amount to a \$30.8 million transaction, based on a multiplication by \$28 of the 1.1 million outstanding shares, including those owned by Egmont and Roy Sonderling. Excluding the Sonderlings' 24.7% stock ownership involved in the spin-off, it would be worth about \$23.2 million.

Viacom, a leader in the program syndication marketplace and cable operator and programmer, owns WVTI(TV) Hartford-New Haven, Conn.

Sonderling's broadcast portfolio consists of WAST(TV) Albany, N.Y.; KDIA(AM) Oakland, Calif.; WOL(AM)-WMZQ(FM) Washington; WWRL(AM)-WRVR(FM) New York; WDIA(AM)-WQUD(FM) Memphis; WOPA(AM)-WBMX(FM) Oak Park, Ill. (Chicago), and KIKK(AM) Pasadena-KIKK-FM Houston, both Texas. Its WOL license renewal is being held up by the FCC while it investigates alleged payola violations.

In addition Sonderling owns the Bernard Howard & Co. radio station rep firm as well as another subsidiary involved in the distribution of TV commercials. Last Wednesday, Sonderling, on the American Stock Exchange, traded at 24. Viacom, on the New York Stock Exchange, went for 24 7/8.

Reimbursement question aired in FCC comments

**Broadcasters contend commission
lacks necessary authority;
public interest groups, however,
say there's ample precedent**

Comments filed with the FCC show little middle ground in opinions as to the commission's authority to reimburse participants in its proceedings.

Broadcasters, including the National Association of Broadcasters, generally say the commission doesn't have the legal authority to reimburse out-of-pocket expenses from funds taken from operating expenses. Many of them say the commission must get specific congressional authority and that opinions indicating otherwise from the comptroller general have been negated by the courts in *Green County Planning Board vs. Federal Power Commission*.

Reimbursement proponents, including many public interest groups, say the commission has ample legal authority for reimbursements, that the comptroller general supports that opinion and that the Greene case backs him up.

That makes for some interesting interpretations of both congressional intent and court decisions.

Besides that, the reimbursement pro-



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gram was opposed because, as NAB said, it would slow commission processes, delay rulemaking matters and squander the agency's limited resources. Others, including the law firm, Dow, Lohnes & Albertson, pointed out that timing was bad for such a procedure since Congress was in the midst of considering legislation that would authorize it.

On the other side, a common comment came from a group including Citizens Communications Center and the National Association for the Advancement of Colored People: A reimbursement program "is necessary to insure effective public participation in all commission proceedings."

They and many others said the commission has statutory authority to make "such expenditures . . . as may be necessary for the execution of the functions vested in the commission," as stated in the U.S. Code. Without such reimbursements, they said, the public could not hope to compete with industry or government.

The National Black Media Coalition, National Citizens Committee for Broadcasting and National Organization for Women, among many others, said such a program would result in improved decision-making for the commission, and NBMC added that the improvements would result in less litigation expense later, "decreasing the likelihood of expensive court-ordered remands . . ."

Reimbursement proponents say the statute and favorable opinions from the comptroller general's office—saying, essentially, regulatory agencies may reimburse expenses—are all the authority the commission needs. Opponents say specific congressional authorization is necessary.

The National Radio Broadcasters Association varied from most other broadcaster comments. It said the statute authorizes "necessary expenditures," but "no showing has thus far been made that such a necessity exists with respect to the proposed reimbursement system."

Further, NRBA said, the commission in its inquiry pointed out that the public has been limited often to participating in proceedings through legal arguments without providing the underlying economic, statistical and other data and analysis, but didn't say "... the development of such data and analyses is the commission's job."

As an alternative, NRBA suggested that if the FCC staff concludes more information on a certain point would be helpful, the staff "can either seek to develop that information through its own resources or it can arrange for the development through the existing independent contracting process." The party originally proposing the study might be given the contract, NRBA said, but the FCC would be "able to dictate the nature and scope of the study."

This is in contrast to a reimbursement program which NRBA said would be "completely unworkable and would serve only to introduce further delay and uncertainty into commission proceedings."

KSLS-TV Shreveport, La., said persons

have no right to reimbursement, and that "fundamental fairness dictates" that a system whereby one party in a proceeding is reimbursed and one is not is "intolerable."

The Association for Public Safety Communications Officers Inc. was concerned that without additional congressional funding, "the implementation of any reimbursement program will inevitably siphon off the already limited funds and personnel from essential established projects, or related programs still in the formative stages."

Attorney Keith Putbrese, representing his broadcast clients, said if such a reimbursement program was implemented, it should include licensees that cannot otherwise afford to submit their viewpoints, and should be expanded to include international conferences and all treaty negotiations with Canada and Mexico.

The Citizens Communication Center group said out-of-pocket expenses should include attorney and consultant fees, research and reproduction costs, travel fees and work time of regular employees. There should be no advance payments, the group said, but "progress payments" should be included. Also, it suggested no limit on the amount of funds available to one participant within a period of time or to one in a particular proceeding.

The National Telecommunications and Information Administration said a large segment of the public remains unrepresented in FCC proceedings (this was supported by Esther Peterson of the U.S. Office of Consumer Affairs) because of monetary restrictions. NAB, on the other hand, said the Federal Trade Commission program resulted in repeated participation by a relatively small number of groups.

The FTC program was used by both sides to prove their opposite viewpoints, one as a program to follow, one as a program to avoid.

The Public Interest Satellite Association said the program should be applied to more than just rulemakings on an ad hoc basis depending on the potential impact of the proceeding or whether it is under-represented (or not at all) in some areas.

Among other filings, the American Bar Association thought it was a good idea; ABC thought not.

Supreme Court backs Mass. stations' fairness action

The Supreme Court has let stand an FCC decision that three Massachusetts radio stations, in seeking to comply with the fairness doctrine, had not been unreasonable in providing free air time for supporters of a referendum question after selling time to its opponents. The decision in the case, which involved public utility rates, was later affirmed by the U.S. Court of Appeals in Boston (BROADCASTING, May 15).

A group called the Council for Employment and Energy Use, which had bought the time, had appealed the case to the Supreme Court. It had urged the commission to issue a declaratory ruling that the stations had acted unreasonably in offering free time to supporters of the proposal solely because the council had bought time and that carrying the council's spots did not require an offer of free time.



On hand. FCC Commissioner Joseph R. Fogarty (at telephone) and CBS-TV announcer Bob Hite (with microphone) joined Ronald and Barbara Hickman at the dedication of their new 107.1 mhz, 3 kw WOTB(FM) Middletown, R.I. Mr. Hite, a personal friend of the Hickmans, put the station on the air Oct. 6, 1978, with one of broadcasting's most familiar voices. (He is the announcer for the *CBS Evening News with Walter Cronkite*. He was also one of the narrators of *The Lone Ranger* and *The Green Hornet* radio programs.) The Hickmans, 90% owners of the new station, formerly owned WKFD(AM) Wickford, R.I. Michael Collins, a Newport, R.I., businessman, owns the remaining 10% of the station.

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

Proposed

■ **WDAS-AM-FM Philadelphia:** Sold by Max M. Leon Inc. to National Black Network for approximately \$5 million ("Closed Circuit," Oct. 16). Seller, Mr. Leon, owns WNTD(FM) Wichita Falls, Tex. Buyer is black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president and board chairman and Sydney L. Small, executive vice president and secretary. Neither has other broadcast interests. WDAS is on 1480 khz with 5 kw daytime and 1 kw night. WDAS-FM is on 105.3 mhz with 50 kw and antenna 870 feet above average terrain. Broker: Cecil L. Richards Inc.

■ **KRE-AM-FM Berkeley, Calif.:** Sold by Horizons Communications Corp. to Inner-City Broadcasting Corp. for \$1.8 million. Seller, owned by Jerome R. Feniger, president; Edwin W. Wood; William W. Mulvey and Tipton (Tippy) Huntley, widow of Chet Huntley, NBC News correspondent, also owns WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York, and recently sold WKOW-TV Madison, WXOW-TV La Crosse and WAOW-

TV Wausau, all Wisconsin (BROADCASTING, Oct. 9). Buyer, principally owned by Percy E. Sutton, board chairman, owns WLIB(AM)-WBLS(FM) New York and has bought WBRB-FM Mount Clemens, Mich. (see below). KRE is on 1400 khz with 1 kw day, 250 w night. KRE-FM is on 102.9 mhz with 50 kw and antenna 120 feet above average terrain.

■ **WBRB-FM Mount Clemens, Mich.:** Sold by Malrite Broadcasting Co. to Inner-City Broadcasting Corp. for \$1.5 million. Malrite, principally owned by Milton Maltz, retains WBRB(AM) Mount Clemens; owns KEEY-AM-FM St. Paul; WZUU-AM-FM Milwaukee; WEZO(FM) Rochester, N.Y.; WWLD-TV Jackson, Mich., and WCTI-TV New Bern, N.C., and is applicant for new UHF television stations in Jacksonville and West Palm Beach, both Florida, and Cleveland. Inner-City is also buying KRE-AM-FM Berkeley, Calif. (see above).

■ **KFYO(AM) Lubbock, Tex.:** Sold by KFYO Inc. to South Plains Broadcasting Co. for \$1.3 million. Seller is owned by S. B. Whittenburg and family members who have no other broadcast interests. Buyer is owned by Seaton Publishing Co. (90%)

and Robert L. Pratt (10%). Seaton Publishing is principally owned by Edward L. Seaton and family, who own KMAN(AM)-KMKF(FM) Manhattan and KGGF(AM) Coffeyville, both Kansas; KHAS-AM-TV Hastings, Neb., and newspapers in Kansas, Nebraska, South Dakota and Wyoming. Mr. Pratt is general manager at KGGF and part owner of Manhattan, Kan., stations. KFYO is on 790 khz with 5 kw daytime and 1 kw night.

■ **KAYQ(AM) Kansas City, Mo.:** Sold by Coleman Broadcasting Co. to Osborn Communications Corp. for \$850,000. Seller is principally owned by James F. Coleman, president, who has no other broadcast interests. Buyer is owned by Wilton R. Osborn II, vice president and local sales manager at KMBC-TV Kansas City, who has no other broadcast interests. KAYQ is on 1190 khz with 1 kw daytime and 250 w night.

■ **KAUS-AM-FM Austin, Minn.:** Sold by Withers Broadcasting of Minnesota to Orion Broadcasting Co. for \$750,000 plus \$50,000 for covenant not to compete. Seller is owned by W. Russell Withers Jr., who owns WDTV(TV) Weston, W. Va.; WMIX-AM-FM Mount Vernon, Ill.; KAHU(AM)-KULA(FM) Waipahu, Hawaii, and KGO-AM-FM Cape Girardeau, Mo. Buyer is owned by Philip E. Nolan, former vice president and general manager, WIND(AM) Chicago, who has no other broadcast interests. KAUS is on 1480 khz with 1 kw full time. KAUS-FM is on 99.9 mhz with 100 kw and antenna 930 feet above average terrain.

■ **KTUE(AM) Tulsa, Tex.:** Sold by Mr. and Mrs. W. A. Amburn to Cardiff Industries Inc. for \$225,000. Sellers have no other broadcast interests. Buyer, which owns KBMF-FM Spearman, Tex., is principally owned by Patrick T. Pogue and Stanley M. Searle, partners in CATV systems in Missouri, Oklahoma and Indiana. KTUE is 1 kw daytimer on 1260 khz.

■ Other station sales proposed last week included WKPG(AM) Port Gibson, Miss. (see page 70).

Approved

■ **WGAL-TV Lancaster, Pa. and WTEV(TV) New Bedford, Mass.:** Sold by WGAL Television Inc. to Pulitzer Publishing Co. for \$45 million. Seller, owned by Steinman family of Lancaster, Pa., last year agreed to sell WGAL-TV after coalition of women's groups there contested its license renewal on antitrust and employment-discrimination grounds (BROADCASTING, July 4, 1977). Steinmans own WDEL(AM)-WSTW(FM) Wilmington, Del., and publish two daily newspapers and own cable system in Lancaster. Buyer, principally owned by Joseph Pulitzer family (stock voted by Joseph Pulitzer Jr.) owns KSD-AM-TV St. Louis, KOAT-TV Albuquerque, N.M., and KETV(TV) Omaha. It also publishes *St. Louis Post-Dispatch* and *Tucson (Ariz.) Star*. WGAL-TV is NBC affiliate on channel 8 with 316 kw visual, 63.1 kw



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10/23/78

aural and antenna 1,000 feet above average terrain. WTEV(TV) is CBS affiliate on channel 6 with 100 kw visual, 22.4 kw aural and antenna 940 feet.

■ **WILX-TV Onondaga, Mich.:** Sold by Television Corp. of Michigan to A-T-O Communications Inc. for \$12 million. Seller is owned by Howard E. Wilson and members of his immediate family (57%) Lansing Broadcasting Co., licensee of WILS-AM-FM Lansing, Mich. (40%), and William J. Hart, who will remain as station manager (3%). Buyer is subsidiary of A-T-O Inc., publicly traded heavy equipment and electronics manufacturer headquartered in Willoughby, Ohio. A-T-O's Los Angeles-based communications division is headed by Saul L. Rosenzweig, former vice president of KPLR-TV St. Louis. WILX-TV is NAC affiliate on channel 10 with 309 kw visual, 61.7 kw aural and antenna 970 feet above average terrain.

■ **WKGN(AM) Knoxville, Tenn.:** Sold by Creative Broadcasting Inc. to Neighborhood Communications Corp. for \$643,000 plus \$75,000 covenant not to compete. Seller is subsidiary of Creative Displays Inc., Tuscaloosa, Ala., outdoor advertising firm with no other broadcast interests. Buyer is subsidiary of Neighborhood Theatres Inc., Richmond, Va., which owns chain of movie theaters and has no other broadcast interests; Morton G. Thalhimer is president. WKGN is on 1340 khz with 1 kw daytime and 250 w night.

■ **WEA(AM) Plainfield, N.J.:** Sold by Tri-County Broadcasting Corp. to Henry J. Behre for \$700,000. Seller is owned by Rose Chifrese; Edward Santoro, South Plainfield attorney; estate of James R. Croy III, administered by his brother, George S. Croy, and Mr. Behre, who owned 42% of stock before transaction and will own 100% after. Mr. Behre is executive vice president and general manager of station and has no other broadcast interests. WEA is 500 w daytimer on 1590 khz.

■ **WGLI(AM) Babylon, N.Y.:** Sold by Beck-Ross Communications Inc. to Greater Long Island Communications Inc. for \$575,000. Seller is principally owned by Martin F. Beck and George H. Ross. It also owns WHCN(FM) Hartford, Conn., and WKMF(AM)-WGMZ(FM) Flint, Mich. Buyer is principally owned by Dennis Israel and Kenneth Knijin. Mr. Israel is former vice president and general manager of WMCA(AM) New York. Mr. Knijin, New York lawyer, has no other broadcast interests. WGLI is on 1290 khz with 5 kw daytime and 1 kw night.

■ **KVSF(AM) Santa Fe, N.M.:** Sold by New Mexico Broadcasting to Fiesta Communications Corp. for \$410,000. Seller is principally owned by Goldie Hebenstreit, board chairman, who has no other broadcast interests. Buyer is owned Wycom Corp. (51%) and Alfredo R. Sena (49%). Wycom owns KWO(AM)-KLWD(FM) Sheridan, KUGR(AM) Green River, KODI(AM) Cody and KOJO(AM)-KIOZ(FM) Laramie, all Wyoming, and KPSA(AM) Alamogordo, N.M. William R. Sims is

president and principal owner. Mr. Sena is general manager at KVSF. KVSF is on 1260 khz with 1 kw full time.

■ **WCNB-AM-FM Connersville, Ind.:** Sold by News-Examiner Co. to WCNB Inc. for \$368,000 plus \$32,000 covenant not to compete. Seller is owned by George S. Tatman, his brother, James S., his sisters, E. T. Neal and M. C. Mason (22.5% each), and their mother, Elizabeth Tatman (10%). None has other broadcast interests. Buyer is owned by David C. Keister (90%) and Jeffery L. Hancock (10%), who recently bought WCHO-AM-FM Washington Court House, Ohio. Mr. Keister owns WCBK-AM-FM Martinsville, Ind., where Mr. Hancock is sales manager and announcer. WCNB is 250 w daytimer on 1580 khz. WCNB-FM is on 100.3 mhz with 6.68 kw and antenna 270 feet above average terrain.

■ **WNTY(AM) Southington, Conn.:** Sold by Nutmeg Broadcasting Co. to WNTY Associates for \$356,250. Seller, which is principally owned by Michael C. Rice, president, owns WINY(AM) Putnam, WILI(AM) Willimantic and 52.5% of WLIS(AM) Old Saybrook, all Connecticut. Buyer is principally owned by George W. Stevens and Donato Serapo who sold WBVM(AM) Utica, N.Y. (BROADCASTING, Aug. 21). WNTY is 500 w daytimer on 990 khz.

Cherchez les femmes in fight for Hartford UHF

They control one of two competitors for facility, promise special programing directed to women

With the demand for UHF stations on the increase, a contest over one, even in an overshadowed market like Bridgeport, Conn., 60 miles from New York, is not particularly noteworthy. But the contest shaping up over channel 43 in Bridgeport (on which WICC-TV discontinued operation years ago) has an added filip of interest: One of the applicants—Bridgeways Communications Corp.—is believed to be the first predominantly female group to file for a new TV.

The competition is Hi Ho Television Corp., 51% owned by a local businessman and entrepreneur with a wide range of interests, F. Francis Daddario.

Bridgeways, which has 35 stockholders, is about 70% female owned. The 10 directors are women, and three of them are black. The president is Laurel F. Vlock, of Woodbridge, Conn., a TV personality who like most of the stockholders owns 2.5%.

Although women predominate, one of the male stockholders is the mayor of Bridgeport, John Mandanici. Another local official among the stockholders is Geraldine Johnson, the superintendent of schools, who is vice president and director.

The owners also include Jerome and

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Dorothy Singer, child psychologists who are in charge of Yale University's Family Television and Research and Consultation Center. None of the owners has other broadcast interests.

The predominance of women is mentioned in the application in connection with programing plans. "As a woman-owned television station," it said, "channel 43 will be closely watched by the public and critics alike for excellence and creativity in women's programing. We intend to have a daily half-hour live program on issues of concern to women."

Mr. Daddario, whose interests include a greyhound race track, building companies, real estate, restaurants, a coke and fuel company, a shopping center, a residential subdivision, and the WICC-TV transmitter, which Hi Ho would use if it receives the grant, is showing an increasing interest in broadcasting. Along with his four associates in Hi Ho, he has applied for channel 44 in Valdosta, Ga., and is negotiating the purchase of WDHN(TV) (ch. 18) Dothan, Ala.

The other owners of Hi Ho, each holding 16.33% interest, are Jerome Kurtz, of Los Angeles, and James D. Ivey and David Antoniak, both of Orlando, Fla. Mr. Ivey has a minority interest in WOCA-TV Ocala, Fla., which he serves as vice president and director, and Mr. Antoniak has a 55% interest in ZBT(TV) Tortola, British West Indies, and PJF(TV) Dutch West Indies.

The 95th: nice in that it did little to, if not for, the broadcaster

Lobbyists rate past Congress good because nothing in the way of adverse legislation came out of it

To broadcasters, as to most businessmen, the measure of a good Congress often is not how much it accomplished, but how little. And by that standard, say broadcast lobbyists in Washington, the just-adjourned 95th Congress was a success.

"This Congress was noteworthy for the things it didn't do," one lobbyist commented last week. "It didn't pass a saccharin [advertising restriction] and it didn't pass performer royalties ... I think it's a good year when they don't do anything to us."

John Summers, National Association of Broadcasters executive vice president and general manager, concurred: "We sure didn't lose anything," he said. "We didn't get anything, but who *has* in communications?"

The biggest story on Capitol Hill for this

industry was, of course, the Communications Act rewrite, which since its germination two years ago has consumed nearly all the resources of one house's Communications Subcommittee. But not all.

There were several other stories during the last two years that tend to get lost now in the shadow of the rewrite. They are the ones that define the character of the 95th Congress for broadcasters. The rewrite is a story far from finished and until it is, no one will know for certain whether it was a boon or burden for broadcasting.

Following is a review of some of the activities of the past Congress, headed by the ones that came out in broadcasters' favor. Most represented potential threats that were defused.

Saccharin. The most satisfying victory for broadcasters in this Congress was the defeat of restrictions on advertising for products containing saccharin. Proposed by Senator Edward Kennedy (D-Mass.) as a trade-off for an 18-month moratorium on a ban of saccharin products (saccharin had been determined to be a cancer agent in laboratory rats), the provision would have required the airing of health warnings in all advertisements, broadcast and print.

It was fought by broadcasters on the grounds that it was discriminatory: It would be harder to insert health warnings in broadcast than in print ads and would effectively stop the advertising of saccharin products on radio and TV. They repeated their bottom-line argument against all government attempts to curtail advertising—that if a product is legal to sell, it should be legal to advertise on radio and TV.

Overcoming the opposition of such formidable congressional members as Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), the industry succeeded in winning deletion of the advertising provisions of the bill—in the full Senate by a vote of 55-39 and in the House Commerce Committee by voice vote.

The victory, cemented in September last year, was heralded by the National Association of Broadcasters as an important precedent that will apply to future attempts to ban advertising or impose "countercommercials" on advertising of products that are legally sold.

Performer royalty. A perennial bill that broadcasters have been fighting off and on since the 1940's is one that would have them pay copyright royalties to record performers and manufacturers. The issue was omitted from the omnibus amendments to the copyright act in 1976 and kicked over to the register of copyrights for further study. Her report, sent back to the House this year, included an economic study concluding that there is no foundation to broadcasters' arguments that the proposed royalties would break the backs of marginal stations and could cause healthy ones to curtail their public service programming.

There were hearings on a performer royalty bill by Representative George Danielson (D-Calif.), but the bill did not



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What game won an Emmy? You guessed it. Charades.

Now in a new series of half hour strip shows. Available January, 1979.

"All Star Charades." A David B. Fein Production, in association with



Columbia Pictures Television

make it as far as subcommittee mark-up in the House this Congress. Washington broadcast lobbyists were relieved about that, but they know they haven't heard the last of it. Mr. Danielson, a member of the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has jurisdiction, is expected to press his bill again when Congress reconvenes.

Children's advertising proposal. In another negative action with positive results for broadcasters, Congress this year warned the Federal Trade Commission to expect trouble if it tries to impose any bans on television advertising for children. The FTC's proposed trade rule restricting children's advertising on TV was attacked in Congress using the commission's 1979 appropriation as a vehicle. The House was first to act, its Appropriations Committee passing an amendment prohibiting the commission from using any funds for the promulgation of a rule banning advertising of any foods not listed as unsafe by the Food and Drug Administration. The Senate Appropriations Committee followed with a vote to cut the FTC appropriation, accompanied by a warning of problems with the proposed restrictions.

The result, settled in a House-Senate conference committee in September, was a bill report saying Congress doesn't intend funds to be spent in promulgating a children's advertising rule in 1979 (although the spadework may continue) and cautioning the commission that there are serious constitutional questions to be considered in limiting advertising on television. The report isn't as strong as the original House bill, but advertising and broadcasting interests expressed satisfaction with it, saying it represents a "strong message" that Congress looks unfavorably at the whole proceeding.

TV violence. Broadcasters—networks, especially—had a fight on their hands trying to divert the House Communications Subcommittee from condemning them for too much violence (and sex) on television. The subcommittee, spurred by several of its young Democratic members, was moving toward adoption of a staff report implying a link between TV violence and real violence and placing blame squarely on the networks. Among other suggestions in the report was one to investigate the whole process of network program procurement.

But the draft that was finally adopted was significantly weaker, spreading responsibility for the quality of programming among networks, producers, writers, advertisers and even viewers. The subcommittee members on the side of a stronger statement, Representatives Henry Waxman (D-Calif.) and Timothy Wirth (D-Colo.), for examples, called the new statement a "whitewash" of the networks. The subcommittee has not visited the subject of TV violence since.

Consumer protection agency. Another program the broadcasters are glad was headed off in Congress was the creation of

a consumer protection agency, proposed to act as a consumer advocate in proceedings of government agencies such as the FCC. Broadcast organizations such as NAB were part of the opposition to the legislation, arguing it would only create another wasteful government bureaucracy. The broadcasters argued specifically for an amendment prohibiting the agency from getting involved in broadcast license renewal proceedings, and won that point in the Senate's version. Despite President Carter's endorsement, the consumer protection agency bill failed by a 189-to-227 vote in the House last February, and was never revived.

Attorney's fees. Another bill whose demise cheered broadcasters was that authorizing funds for the reimbursement of citizen groups and others for whom the cost of attorneys is so great as to prevent their participation in agency proceedings, such as those at the FCC. NAB, arguing that there is already ample public participation in the broadcast renewal process, once again pressed for an exemption for renewal proceedings. Attorneys fee bills were still pending in Judiciary Committees in both houses at the close of the 95th Congress. They are expected to be revived next year.

One investigation the broadcasters were helpless to defuse was the House Communications Subcommittee's inquiry into charges of impropriety in the networks' handling of certain sports events in recent years. In the course of it, the subcommittee staff succeeded in drawing national attention to the problems and in embarrassing the networks, principally CBS, for its series of tennis matches that didn't live up to their billing as "winner take all." The other two networks also grew fidgety on the subcommittee's hot seat, ABC for a boxing program billed as the "United States Championships" that to many fell far short of that.

Following the hearings last year, the subcommittee took no action, but published a staff report recommending among other things FCC regulation of the

networks "in cases of deceptive and misleading acts."

Forfeiture legislation. A constructive piece of legislation broadcasters were happy about was the cable forfeiture bill, passed into law early this year, that authorized the FCC to impose forfeitures on cable systems for the first time.

The same bill established FCC authority to regulate pole attachment rates cable systems pay in areas where there is no state or local regulation. Passage of that provision was one of the cable industry's highest priorities in the last Congress.

House broadcast coverage. An action with good and bad ramifications from broadcasters' point of view was the House's unprecedented vote a year ago to permit live daily TV and radio coverage of its floor proceedings. That was the good news. The bad was the follow-up vote last June to have the House produce and control the broadcast feed. Since that vote, House leaders overseeing the TV system's development have been trying to win the networks' confidence, even cooperation. But the networks have refused their advice, arguing that the House, in its effort to protect its own image, has strayed into First Amendment territory. With or without the networks' help, the House leaders say the system should be operational and the feed available to broadcasters early next year. The House has permitted radio to pick up the audio from the House's public address system since June.

In the Senate, no action has been taken on proposals to permit broadcasting of floor proceedings there.

License renewal. If Congress obliged the industry by blocking a few things broadcasters didn't want, it did the same, however, for a few items they did. One was a license renewal bill that would lengthen broadcast license terms and provide some degree of insulation from costly challenges at renewal time. Although there have been numerous renewal bills introduced in the last four years, none has been acted on since the debacle of 1974 when broadcasters failed to win renewal legislation

Foot in the revolving door. FCC decision-makers will be barred from any contact with the commission for a year after their departures under one of the 11-hour bills passed by Congress in its adjournment rush. The so-called ethics bill, one of President Carter's priority bills, toughens up many conflict-of-interest rules for all government offices.

Among its major provisions are these: (1) Any employee leaving an agency, the FCC included, will be prohibited forever from participating in a proceeding in which he was formerly directly involved. (2) Any ex-commissioner or person formerly in a supervisory capacity will be prohibited for two years from representing anyone before the commission on matters that used to be under his general supervision. (3) Any ex-commissioner and former employee with civil service ratings GS 17 and above (bureau chiefs, department heads and deputies) will be prohibited from representation before the commission on any matter for one year after departure.

The bill represents a change in current restrictions, which bar participation for one year only of former commissioners who leave before their terms expire. The new law makes no reference to length of service. Current law also incorporates the prohibition against participation in proceedings in which a commission worker had direct involvement.

The new law also requires that commissioners and persons in decision-making positions report and make available for public inspection their personal finances. That requirement also applies to key Congressional staff aides.

The new law does not take effect until July 1979, which means, among other things, that its post-employment provisions would not apply to outgoing FCC Commissioner Margita White, who is expected to leave the commission before then.

Most Country music played on radio and most Country music hits are licensed by BMI.

Congratulations to these writers of
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in the BMI repertoire
April 1, 1977 to March 31, 1978

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Richard Addrisi
Arthur Alexander Jr.
Peter Allen
Paul Anka-2 awards
Bill Anthony
Max D. Barnes
Jeff Barry
Carl Belew
Chuck Berry
Roger Bowling-2 awards
Rory Bourke
Tommy Boyce
Bobby Braddock-2 awards
L. Russell Brown
Pete Brown (PRS)
Ed Bruce
Jack Bruce (PRS)
Patsy Bruce
Jimmy Buffett-2 awards
Hal Bynum
Wayne Carson
Eric Clapton (PRS)
Hank Cochran-2 awards
David Allan Coe
Sonny Curtis
Mac Davis
Steve Davis
Yves Dessca (SACEM)
Lew DeWitt
Bobby Emmons-2 awards
Bill Enis
Ahmet Ertegun
Donna Fargo
John Farrar (PRS)
Wes Farrell
Dick Feller
Larry Gatlin-4 awards
Don Gibson

Ray Girado (SGAE)
Bobby Goldsboro
Cathy Gosdin
Roger Greenaway (PRS)
Dallas Harms (PRO-Canada)
—2 awards
Mark James
Phillip Jarrell
Mike Kossler
Kris Kristofferson
Denise LaSalle
Alain Le Govic (SACEM)
Dickey Lee
Irwin Levine
Marcella Levy
Barry Mann
Eddie Marion
Timothy J. Marshall
Glenn Martin
Layng Martine Jr.
Barry Mason (PRS)
Ronald McCown
Bob McDill
Huey Meaux
Joe Melson
Frances Miller
Chips Moman-3 awards
Willie Nelson
Kenny O'Dell
Roy Orbison
Dolly Parton-3 awards
Michel Pelay (SACEM)
Ben Peters-3 awards
Maxime Piolot (SACEM)

Curly Putman
Eddie Rabbitt-2 awards
Jerry Reed
Don Reid
Roscoe Reid
Jacques Revaux (SACEM)
Allen Reynolds
George Richey-2 awards
Kent Robbins
Marty Robbins
Ronnie Rogers
Troy Seals
Billy Sherrill-5 awards
Shel Silverstein
Kenny Sowder
Bobby Springfield
Even Stevens-3 awards
W.S. Stevenson
Donn Tankersley
James Taylor
George Terry
Henderson Thigpen Jr.
Sonny Throckmorton-4 awards
Mel Tillis
Allen Toussaint
Conway Twitty-2 awards
Rafe Van Hoy
Bobby Vinton
Wayne Walker-2 awards
Van Walls
Jimmy Webb
Cynthia Weil
Sterling Whipple
Benny Whitehead
David Wilkins
Lawton Williams
Dennis Wilson
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Jimmy Work

BMI

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

after both houses of Congress had passed bills.

The chief obstacle to renewal action this Congress was the House Communications Subcommittee, whose chairman, Lionel Van Deerlin (D-Calif.), stiff-armed nearly all other legislation in deference to his Communications Act rewrite. The latter, in fact, incorporates some renewal-inspired changes, including longer license terms and elimination of comparative renewal proceedings. But it couples those steps—which broadcasters could support—with a license fee and some program requirements for TV that the broadcasters oppose.

All-channel radios. The broadcasters didn't get anywhere, either, in their quest for legislation to require the inclusion of FM in all radio receivers. One bill was pending in the House, and a subcommittee of the Small Business Committee began an inquiry into charges that the automobile manufacturers price their car radios so as to unfairly discriminate against FM. But the bill received no attention, the inquiry was never finished and the rewrite offered no help either.

There were a number of other bills either never awakened or left unfinished in the 95th Congress, among them:

- Proposals in both the House and Senate to reverse the Supreme Court's decision in the *Stanford Daily* case. The bills would say, contrary to the holding, that police need more than search warrants—they would need subpoenas—to go after information from news organizations (including broadcasting) and other parties not involved in crimes. Another bill, introduced by Representative Philip Crane (R-Ill.) after the jailing of *New York Times* reporter M.A. Farber, would prohibit either search warrants or subpoenas from ever being used against the news media. There wasn't time to act on

those bills this year; they're expected to be revived again next year.

- "Sunset" legislation, so called because it would cut off funding from some 1,000 government programs, including the FCC, every 10 years unless they first undergo a thorough congressional review. The bill passed the Senate by a vote of 86 to 1 in the last days of this Congress, indicating it will be back again next year.

- Legislation to reinstate the FCC's authority to promulgate rules against "siphoning" of over-the-air programs such as sports and movies was left pending in both houses. Although bills have been introduced and reintroduced since the FCC pay cable rules were knocked down in court, none has ever been acted on.

- Hearings were held but no action taken on complaints of TV stereotyping of the elderly before the House Select Committee on Aging.

- Senator William Proxmire's (D-Wis.) bill to abolish the fairness doctrine and equal time remained inactive although hearings have been held on it periodically during the four years since it was introduced. The Communications Act rewrite addresses the issues, abolishing the fairness doctrine and equal time for radio, replacing the fairness doctrine with a new "equity principle" for TV (fairness without the affirmative requirement to cover controversial news). Equal time would remain in force for TV, but with exemptions for President, Vice President and offices requiring statewide ballot.

Media Briefs

Entre amis. To follow up first meeting in Toronto last June, National Association of Broadcasters plans another get-together with Canadian Association of Broadcasters. Executive committees of two as-

sociations will meet in Washington Dec. 12, to renew discussion of Canadian border problems and other issues.

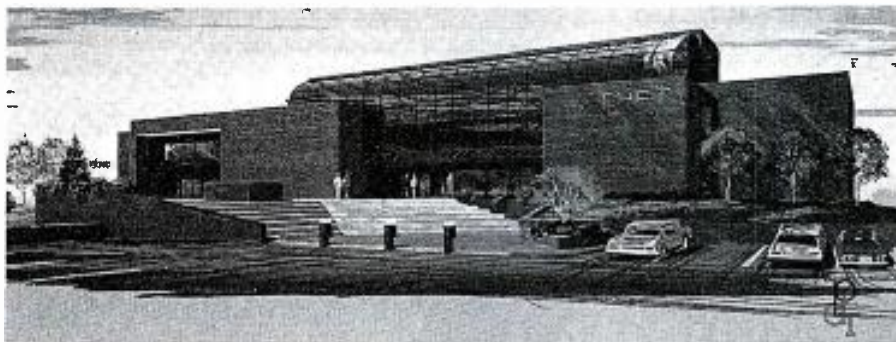
Getting personal. Dr. Eugene Scott, pastor of Faith Center Church, whose license renewal application for KHOF-TV San Bernardino, Calif., was designated for hearing by FCC (BROADCASTING, Oct. 9), has filed multimillion-dollar suit against FCC staff members and officials of state of California. Suit, filed in U.S. District Court for Central District of California, charges violations of church's constitutional guarantees, including guarantee against government interference in church affairs. One issue to be explored in commission hearing involves Faith Center's refusal to permit commission to examine financial records. FCC staff members named as defendants are Broadcast Bureau Chief Wallace Johnson and William Ray and Arthur Ginsburg, former and present chiefs of Complaints and Compliance Division, and Joel Rosenberg and Jeffrey Malickson, members of division staff.

What's behind it. FCC intends to look into motivations of and actions of licensee and citizen group involved in hearing on renewal of KJAZ(FM) Alameda, Calif. Commission, which vacated earlier grant of renewal (BROADCASTING, Oct. 9), said it will explore in hearing whether petitioning group, Committee for Open Media, had abused commission processes in offering to withdraw petition to deny in return for agreement by station owner, Patrick Henry, to sell outlet to nonprofit corporation for \$1 million. Proposal called for no money down and no security arrangements, and with COM appointing four of nine board members. But commission also wants to explore allegations that Mr. Henry's attorney and station manager threatened COM with civil action if petition was not withdrawn. Civil suit has been filed.

That's right. WBRL(AM) Berlin, N.J., license denial has been upheld by FCC. Berlin Communications Inc. was denied reconsideration of May 9 decision in which station was charged with, among other things, fraudulent billing practices.

Updated. FCC has amended its forfeiture rules to reflect new authority given it by Congress to increase maximum fine against those it regulates. Also provided for first time: fines against anyone—not just licensees—who violates commission rules or policies or Communications Act. Cable operators are now subject to same penalty as broadcasters—\$2,000 maximum for single violation, \$20,000 for multiple violation (maximums had been \$1,000 and \$10,000). New law extends statute of limitations to three years for broadcasters and one year for others. It had been one year for broadcasters and 90 days for others).

STV decision stands. FCC administrative law judge's dismissal of applications of Vue-Metrics Inc. for new television station on channel 57 at Philadelphia and for subscription television authorization has been upheld by commission. Judge Joseph



Building for the future. Construction is getting under way on a new three-story, \$5-million corporate headquarters/building for Taft Broadcasting Co. in the Mount Auburn section of Cincinnati, a few blocks from its present headquarters. Architectural features of the structure, depicted above, will include a three-story atrium, the use of brick to blend with the neighborhood architecture and double-glazed windows with bronzed tinting. There also will be an underground tunnel and above-ground plaza connecting the building with a two-level parking deck. Energy-conservation techniques will be employed, including a solar-collector system designed to furnish all domestic and kitchen hot water needs. Taft Chairman Charles S. Mechem Jr. said the building was made necessary by Taft's growth in recent years. The company, he said, has arranged with Cincinnati city government to have the non-school portion of Taft's property taxes used for Mount Auburn community improvements. Taft also is acquiring several houses adjacent to the new site, plans to refurbish and rent them to people interested in living in the area. The new building, at 1718 Young Street, is expected to be completed late in 1979.

This year we'll take your listeners to New Zealand for Christmas.



Christmas season in New Zealand. While the sun beats down and the average temperature is 80°, the people sing "Adestes Fideles" and decorate Christmas trees with imitation snow.

Every Christmas, The Lutheran Hour takes radio listeners on a journey abroad to discover how other cultures celebrate this special holiday. This year Dr. Oswald Hoffmann, the Lutheran Hour speaker, will be taking listeners on a trip "down under" for "Christmas in New Zealand". This program gives a panoramic view of holiday activities in this faraway land. People from New Zealand sing carols and speak of the unique joys the season holds for their families and themselves. "Christmas in New Zealand" is both an enlightening and heartwarming look at how another country demonstrates its Christmas spirit.

In keeping with its Christmas theme, a special gift offer is made to listeners at the end of this program. This year's gift is a set of two tea coasters made in New Zealand. One depicts a Maori

native. The other is a scenic landscape. Both will be beautiful remembrances of this broadcast.

"Christmas in New Zealand" is available at no charge. It's a disc that runs 29:30. In the past our Christmas program has been heard on over 3,000 stations. We hope the number will be even greater this year. Fill in the attached coupon and send for your disc today.



Christmas in New Zealand
2185 Hampton Avenue
St. Louis, Mo. 63139

Please send me your
Christmas Program.

Name _____

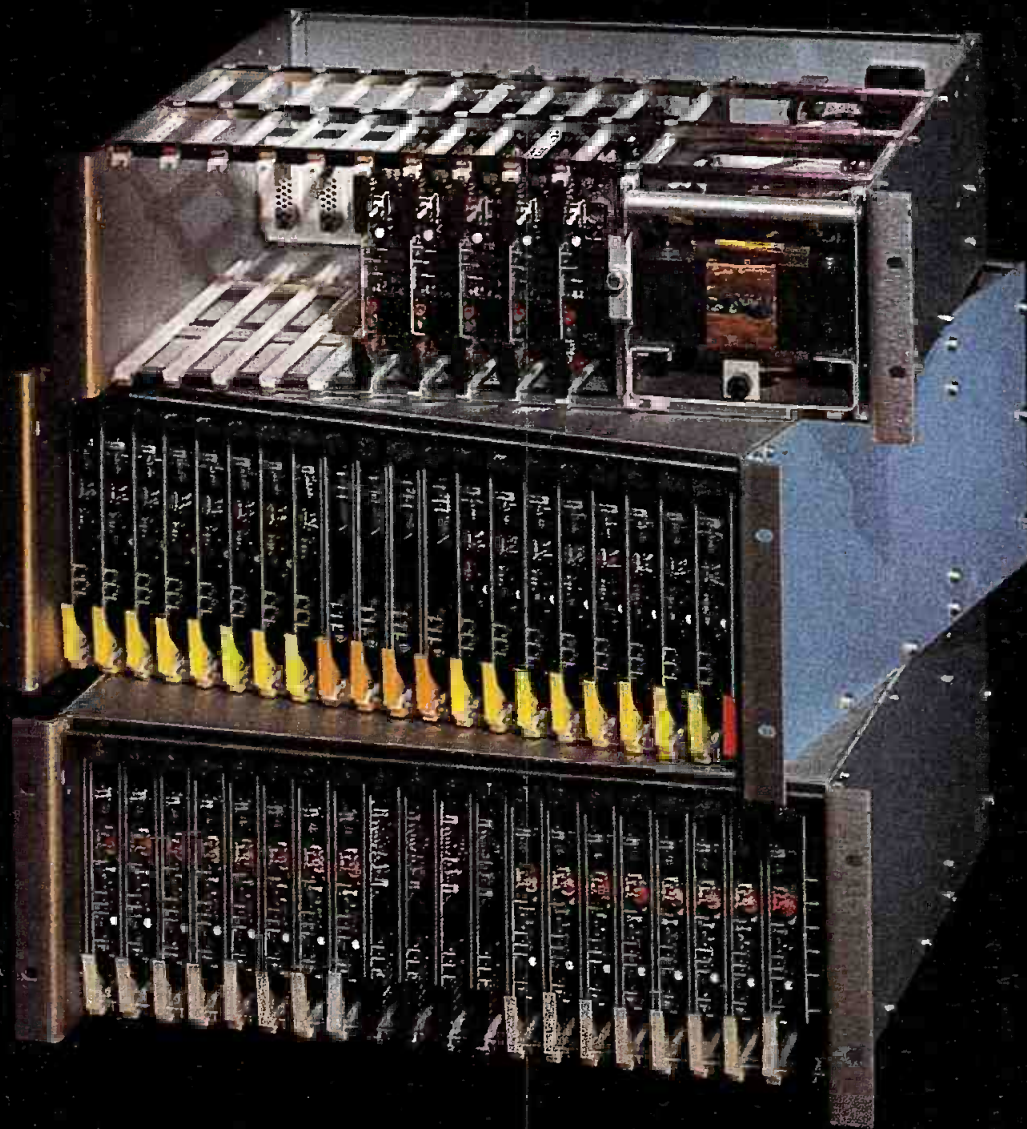
Station _____

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The key was low. "It was a very quiet meeting," said one of the panelists and other participants concurred after the National Association of Broadcasters' first "town meeting" of the year, in Charlotte, N.C., last Tuesday night. About 120 local citizens attended, and, in an hour and a half, asked only about 20 questions, many non-argumentative, NAB staffers said. That is in sharp contrast with the experience at the first two meetings last year in Boston and San Diego. There was no consistent concern, among the viewers; questions in Charlotte ranged from the familiar—complaints about feminine hygiene deodorant commercials and too much sex in movies on TV, for instance—to the more esoteric.

One man complained, for instance, about poor use of language in commercials and another about the possible effects of movies about witchcraft on children. Fielding the questions for the NAB TV and radio code boards were: (l to r) Jerome Lansner, NAB vice president and general manager, NAB Code Authority; Wayne Hudson, WMPG(AM) Memphis, NAB radio code board member; network program standards Vice Presidents Herminio Traviesas (NBC), Alfred Schneider (ABC) and Donn O'Brien (CBS); Robert Rich, KBJR-TV Duluth, TV code board chairman, and Vincent Wasilewski, NAB president. Mrs. Paul B. Gunthrie Sr. (right), was one of the questioners.

Stirmer dismissed applications on Dec. 15, 1976, because of what he said was Vue-Metric's repeated failure to produce requested financial documents. Judge Stirmer on Sept. 14, 1977, granted what had been mutually exclusive applications of Radio Broadcasting Co. for channel 57 and STV authorizations.

Help from CBS. CBS Inc. announced \$2,158,000 in grants to 12 cultural organizations in Los Angeles as part of ongoing corporate philanthropy in cities where major CBS activities are based.

Scientific-Atlanta offering. Scientific-Atlanta has offered approximately 350,000 new common shares at \$31.125 per share. Proceeds from sale will be used principally to reduce indebtedness; remainder will be added to working capital and used for general corporate purposes. Stock is available from underwriters, including Salomon Brothers, L.F. Rothschild, Unterberg, Towbin and Robinson-Humphrey Co.

Women's grants. Thirty-one public broadcasting stations and one teleproduction center have received almost \$400,000 in grant funds from Corporation for Public Broadcasting in its women's training grant awards. Among recipients, 11 went to radio stations, one to Teleproduction Center at University of Wisconsin-Green Bay, and 20 to television stations. Under terms of grants program, through which grants are provided in April and October, stations will match \$390,121 from CPB. CPB grants pay up to one-half salary and training costs for one to two years of women in public broadcasting.

Magic loan. Communications Equity Associates, Tampa, Fla., announced it arranged \$600,000 in loans for refinancing of Magic Box Media, licensee of WMJK(AM) Kissimmee and WHLY(FM) Leesburg, both Florida. Loans came from Society National Bank of Cleveland (\$500,000) and Capital Funding Corp. (\$100,000).

ANPA snubbing FTC over seminar on media ownership; NAB may attend

The position of the American Newspaper Publishers Association on the Federal Trade Commission's symposium on media concentration (BROADCASTING, Oct. 9) is indicative of the problems the FTC is having getting industry representation—particularly from newspapers.

ANPA has said it will not participate in the Dec. 14-15 public meeting in Washington, that a draft agenda showed representation was "stacked against" the media and that it was never formally invited.

In a letter to FTC chairman Michael Pertschuk, the ANPA likened the symposium to a "public relations exercise," and said the subject matter was not completely within the commission's jurisdiction and that the choice of issues doesn't "inspire confidence in your staff's understanding of the role of a free press in a free society . . ."

The letter, signed by ANPA's executive vice president and general manager, Jerry W. Friedheim, said the symposium was "ill-conceived and ill-structured" and that "legitimate public policy issues" involved should be considered by Congress, not the FTC.

Responding by letter, Mr. Pertschuk said ANPA has been repeatedly approached by FTC staff members since Aug. 9 seeking its participation and suggestions on speakers and topics. "I find it somewhat surprising that ANPA would consistently decline to provide us with suggestions for a well-conceived agenda and then issue a public statement to the effect that the symposium lacks balance," he said.

Under the FTC Act, Mr. Pertschuk said, the commission has "clear authority" to look at competitive conduct and structure

of the media. Rather than conduct a law enforcement investigation, he said the commission decided to have the symposium to gather information. The transcript of proceedings will be placed on public record for comment, and then the commission will decide whether to take action.

The chairman said he would meet with ANPA representatives to "seek ways of assuring a balanced presentation . . ." at the symposium. He will also formally invite the association to participate. At ANPA, manager of government affairs James E. Donahue said the association might attend if there were "drastic changes" in the FTC's draft agenda, which listed several media critics and few industry representatives as participants.

FTC involvement in competition and media conglomeration issues comes from two sources—complaints from "various parties" and recent attention given the subject in the national press, Mr. Pertschuk said. If the commission can't get what it considers significant industry representation at the symposium (the agenda is still open), it could cancel it and conduct a staff investigation of media conglomeration and competition.

Meanwhile, things are cheerier for the commission on the broadcast side of things. Everyone appeared to be waiting for someone to decide to participate, and CBS did. Its chief economist, Dr. David Blank, said he is scheduled for a television and cable industry session the first day. CBS was hesitant at various times, he said, but the FTC "asked me, I thought it would be a good idea, CBS agreed and that's why I'm there."

Now it is possible that the National Association of Broadcasters, which had been undecided on the issue, will decide to participate. One problem, apparently, is that industry participants do not want to go unprepared, since the technical issues to be discussed are complex and require commitment of time and resources. Some potential participants felt they did not have time or resources to commit at this time.

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Kellogg wants Pertschuk taken off children's ad inquiry

In statement to district court, company submits memo it claims shows FTC chairman has already made up his mind on rulemaking

Kellogg Co. has made the latest disclosure of a statement made by Federal Trade Commission Chairman Michael Pertschuk which it says shows he has prejudged issues in the FTC's children's advertising rulemaking.

The company is an intervening plaintiff—joining the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers and the Toy Manufacturers of America—in a legal action in U.S. District Court in Washington to disqualify Mr. Pertschuk from participating in the rulemaking because of bias. A decision is expected within the next few weeks.

Dated Nov. 17, 1977, the statement that Kellogg considers the most "damaging" evidence yet against the chairman came in a note Mr. Pertschuk wrote to Food and Drug Administration Commissioner Donald Kennedy, in response to a note from him. It said, in part:

"Setting legal theory aside, the truth is that we've been drawn into this issue because of the conviction, which I know you share, that one of the evils flowing from the unfairness of children's advertising is the resulting distortion of children's perception of nutritional values. I see, at this point, our logical process as follows: Children's advertising is inherently unfair. . . . The first area in which we choose to act is an area in which a substantial controversy exists as to the health consequences of encouraging consumption of sugared products (not just cereals). With this formulation we do not have to prove the health consequences of sugared cereals. What we do have to prove is that there is a substantial health controversy regarding the health consequences of sugar—a much lower burden of proof."

Kellogg obtained the memo from FTC files under the Freedom of Information Act. All the Pertschuk memos submitted to U.S. District Court Judge Gerhard H. Gesell's court have been dated last year—including ones to Washington journalist Coleman McCarthy, FCC Chairman Charles Ferris and Senator Ted Stevens (R-Alaska) on Nov. 9.

At least one observer has said release of the memos by the plaintiffs appears to be part of "orchestrated" legal maneuvers to keep the FTC on the defensive. The commission, however, has not publicly responded to the latest release by Kellogg.

Officially, it says any response is in the public record.

The complaint is summarized in the latest filing made by Kellogg last week. It said the chairman has "performed numerous acts and made numerous public and nonpublic statements . . . which show, or which make it appear, that he is biased and prejudiced against all television advertising to children, and against all persons or firms, including plaintiff Kellogg, which engage in television advertising to children."

Further, Kellogg said Mr. Pertschuk appears to be prejudiced on important issues of fact that will be presented in the proceeding and has "already concluded, before any evidence has been received, that the commission should promulgate rules which restrictively regulate television advertising to children."

Kellogg said it would suffer "irreparable injury" if Mr. Pertschuk is allowed to participate in the rulemaking because it will be "deprived of its statutory and constitutional right to a fair hearing, before an impartial commission. . . ."

After reviewing the initial complaint from the advertising associations, Mr. Pertschuk, on July 13, said, "... I conclude that my continued participation is proper, and will in no way prejudice the interests of the petitioners or other participants in this proceeding. Therefore I decline to disqualify myself."

One point in the FTC's defense is that the doctrine of prejudgment arises in cases of adjudication and that rulemaking is more a case of legislation. "The mere fact that a commissioner may have expressed views on issues of law or policy generally pertinent to a proceeding is no ground for disqualification," Mr. Pertschuk said in that July 13 letter. Five days later, the commission denied the petition to disqualify its chairman.

On Aug. 29, the plaintiffs went to court to ask for a preliminary injunction to stop Mr. Pertschuk from participating in the proceeding. They said "sales and advertising, in commerce, of products and services that would be affected by the proposed . . . proceeding are in the billions of dollars. . . ."

In September, the FTC told the court it was improper for the court to consider merits of the plaintiff's disqualification claim, that the more proper procedure would be judicial review of a final commission ruling on children's advertising, not judicial intervention prior to a final ruling. If the court were to make a decision now in favor of the chairman, anyone could come back and ask for reconsideration with new evidence, the commission said. "If the door is opened to litigate prejudgment claims in collateral proceedings, it will not easily be closed," it said.

Also, the FTC said, the plaintiffs are asking the court to determine whether Mr. Pertschuk has prejudged specific factual propositions which may not even be at issue or require resolution in the rulemaking proceedings. It said the chairman's statements reflect "only preliminary conclusions" that he was "required to reach in

order to vote to initiate the rulemaking" and would not justify his disqualification.

On Oct. 3, the court accepted Kellogg's intervention in the case and three days later, that company filed its memorandum in support of the plaintiffs.

Kellogg said the federal judiciary should tell the commission that prejudgment standards of adjudication cases can apply in rulemaking proceedings—"at least to the extent of requiring disqualification of commissioners who publically announce before proceeding commences that he has determined the principal practices in issue to be illegal and in need of regulation."

The company also said that the chairman's statements "show no hint that they represent preliminary views," or are subject to change later.

On another FTC point, Kellogg said, "Defendants would apparently choose to risk the years of effort and the millions of dollars which will be expended on both sides in the rulemaking proceeding rather than reach this basic, due process issue now. What public interest is served by deferring resolution until the proceeding is at an end?"

Consumer group in a stew over cereal ads

It asks FTC to investigate nutrition claims aired in spots for General Mills' Total, also says company has been overcharging for it

The Federal Trade Commission has been asked to investigate General Mills television advertising of Total, a breakfast food product. The Center for Science in the Public Interest claimed in a letter last week that the advertising is false, misleading and deceptive and that General Mills has overcharged consumers \$31.6 million since 1973.

General Mills has denied the overcharging and said its advertising is truthful and direct.

As of last week, the FTC's Bureau of Consumer Protection had not made a decision on how the matter would be handled. There are a number of alternatives available, including proceeding with an investigation.

CSPI said Total commercials on television say it would take 16 ounces of the leading natural cereal to equal the vitamins in one ounce of Total. This, CSPI said, is false. The claim is true only for those vitamins added to Total, the center said.

The television advertisement leaves the viewer with the "conviction" that Total is 16 times as nutritious as other cereals, CSPI said. But nutritive value, it said, is determined by more than just vitamins and in some cases 16 ounces of other cereals contain 16 times or more nutrients than Total.

Among other things, CSPI said the

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Henry Ford knew that the automobile could be more than a rich man's toy.

Because he had a quality that is essential to progress: an open mind, the ability to step back, see his possibilities, and make them happen.

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But that principle is the basis for every successful business.

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Here advertisers have a major alternative to network affiliated stations, an attractive choice: Independent Television, 53 INTV member stations in 37 vital markets coast to coast.

They provide a whole new range of opportunities to extend advertising reach and frequency with quality target audiences.

A major Arbitron study shows that in every significant measurement of audience quality, such as income, education, occupation, credit card ownership and airline

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commercials imply that Total can give an individual all the nutrients needed for the day by saying "one ounce of Total has 100% of the recommended dietary allowances of all these important vitamins and iron."

The product, CSPI said, has become "highly successful" as a result of these and other misrepresentations. The overcharging comes, it said, because consumers pay 30 cents a box more for Total than they do for an essentially identical, but less fortified product, Wheaties (also General Mills). The center said it costs General Mills two cents a box more to put the added nutrients into Total.

It called for the FTC to require corrective advertising, to donate an amount of money equal to the overcharges to a nutrition education fund and to prohibit the company and its advertising agency, Dancer-Fitzgerald-Sample, from engaging in advertising that uses fortification or the RDA concept to mislead consumers.

Also, it suggested the FTC ask the Food and Drug Administration to review its policies on fortified foods.

The center released a letter from Esther Peterson, President Carter's consumer adviser, calling for a "prompt investigation" of the matter.

Sitting down to talk

AFTRA-SAG representatives meet with agencies, advertisers to iron out new TV-radio ad pact

Negotiators for the American Federation of Television and Radio Artists and the Screen Actors Guild met with their counterparts representing agencies and advertisers last week to begin discussions on a new contract covering performers appearing in television and radio commercials.

The unions delivered their initial proposals to a joint committee of the American Association of Advertising Agencies and the Association of National Advertisers last Monday (Oct. 16). Neither the

union nor management would divulge the nature of the preliminary demands by AFTRA and SAG.

The unions negotiate jointly in the area of TV commercials (AFTRA has sole jurisdiction over radio commercials). The crucial areas of the television commercial negotiations this year are said to be the "wild spot" and the use of "real people."

For many years performers appearing in TV commercials placed on a spot basis have been paid under a system that reflects unlimited usage for 13 weeks, keyed to the number and the size of the cities in which the spots are played. During the last negotiating period, in 1975, the unions worked arduously and fruitlessly for a "pay-for-play" formula. Union officials declined to say whether they would still press for "pay-for-play" but it is known they will push at least for some modifications in the present system, which they have often termed inequitable.

The "real people" issue applies to a growing trend toward the use of non-professionals who give testimonials or endorsements in commercials. They are not actors and play themselves. The unions contend these nonprofessionals take employment away from professional actors. The unions would like to preclude the use of real people or require a premium payment for their use. Advertisers and agencies resist any limitations or restrictions on whom they may use in television commercials.

Beyond these considerations, the unions will be pressing for increased fees. The present three-year contract, which expires on Nov. 15, gave performers an approximate 20% increase in fees and was reported at the time to have boosted payments by \$13 million to \$15 million annually over the earlier pact. It is reasonable to assume that the unions, at the outset, will be demanding a hefty boost.

Payment for commercials is the vital ingredient to a performer. In 1976, the last year for which official union figures are available, SAG members collected \$110 million for commercials, more than 52% of income received by performers from all sources, including TV programs and motion pictures. Performers in AFTRA

TRAC on track. Audits & Surveys' A&S/TRAC-7 radio audience measurement service (BROADCASTING, March 20, et seq.) was to commence operations last Thursday in New York, San Francisco, Washington and Dallas-Fort Worth, with four additional markets—perhaps including Detroit and Philadelphia—to be measured starting Jan. 1. A&S officials said delay in delivery of cathode ray tubes used in computer-assisted interviewing delayed the start date from Oct. 4 to Oct. 19, but that 53 CRT's were on hand last week and 25 had been operative for four weeks. A&S officials also announced a cooperative sales programs in which stations within a market may purchase the A&S/TRAC-7 service for as much as 35% less, they said, than the same stations are paying Arbitron Radio, the dominant syndicated service in field.

recorded TV commercials earned more than \$8 million and in recorded radio commercials, about \$19 million.

Management may be expected to resist strongly the union's initial demands and before negotiations are over to present some proposals of its own. Management representatives are expected to seek concessions leading to improved production flexibility in making changes and in the editing process. They also will seek relief for retail and co-op advertisers who use television for brief periods of time.

Advertising Briefs

Settled in September. Six challenges to TV advertising were resolved during September by National Advertising Division of Council of Better Business Bureaus. Discontinued was advertising for Drackett Co. (Mr. Muscle oven cleaner); Hasbro Industries (Tente building blocks); Tobin Packing Co. (First Prize Polish sausage) and Walshe America Inc. (Claudette Louberge panty hose). Reviewed and found acceptable were TV commercials for FMC Corp. (Sun Pool chlorinating products) and General Motors Frigidaire Division.

Bates eyes Japan. Ted Bates & Co., New York, has entered into affiliation agreement with Orikomo Advertising Ltd., Tokyo, with ultimate objective of both parties' setting up independent agency in Japan under joint venture agreement. Bates has worldwide billings of about \$800 million; Orikomo, about \$130 million.

Just Pro Radio. As of Nov. 1, Pro/Meeker Radio, New York, will become Pro Radio, New York, to avoid confusion with Meeker Television, New York, which no longer has financial interest in radio company. Radio rep firm is major operating division of Pro Time Sales Inc., New York, which also has another division, The Rep Network, unwired radio network.

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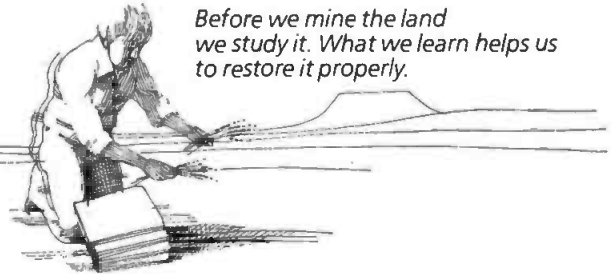
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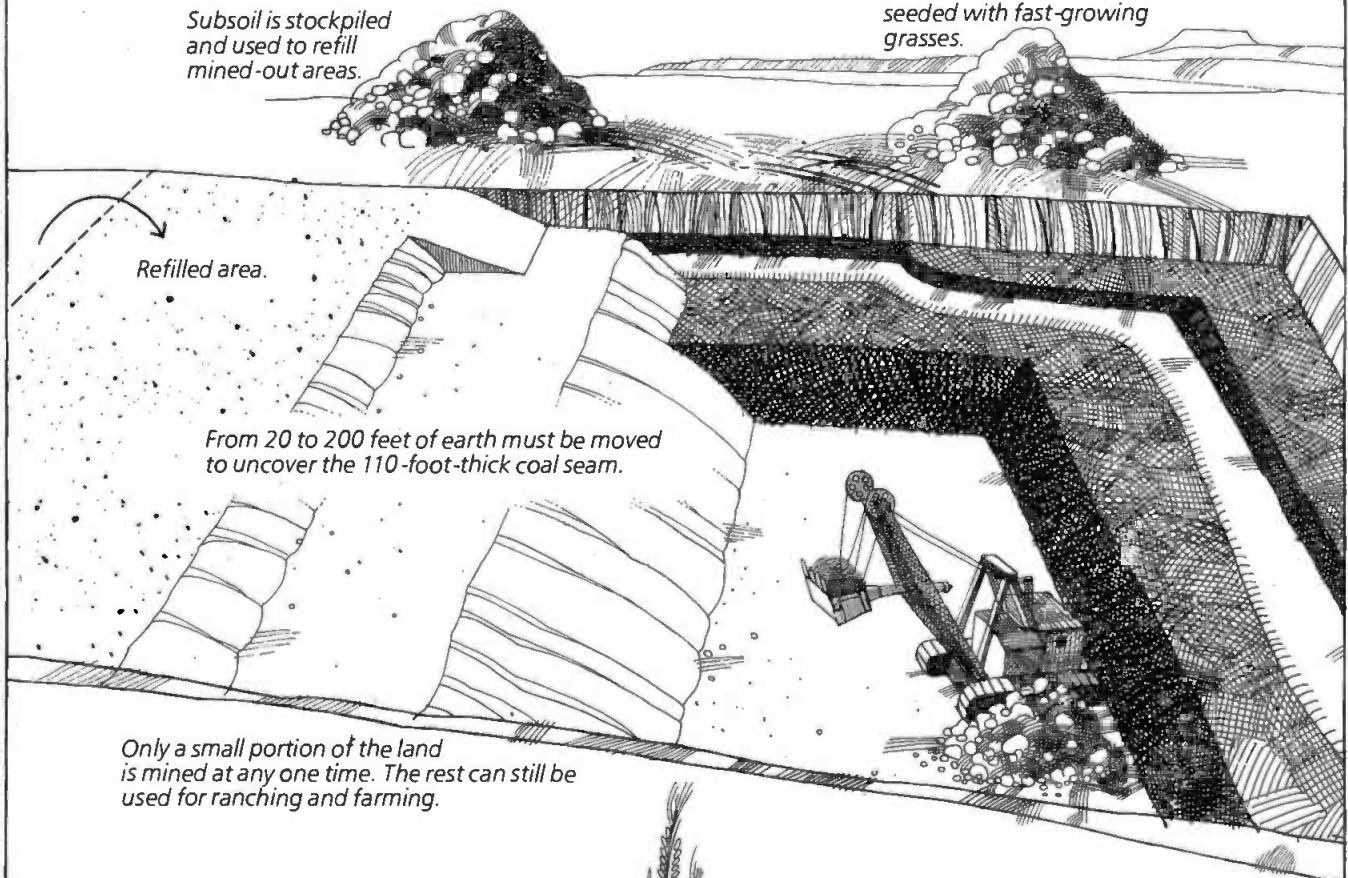
Continuous Reclamation Mining means exactly what it says: Exxon continuously reclaims and restores the land as the coal is mined. Our objective is to leave the land that we've mined as good as or better than it was before we broke ground. Here, briefly, is how Continuous Reclamation Mining works at Exxon's Rawhide Mine in Wyoming.

Before we mine the land we study it. What we learn helps us to restore it properly.



Subsoil is stockpiled and used to refill mined-out areas.

Topsoil is saved, then spread over refilled areas and seeded with fast-growing grasses.



Only a small portion of the land is mined at any one time. The rest can still be used for ranching and farming.

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Broadcast Journalism*

Radio revs up for elections

**Networks set Nov. 7 reporting
assignments and coverage**

ABC Radio is gearing up for 125 live reports including commentary from veteran newsman Robert Trout. CBS Radio will have Eric Sevareid back from retirement. NBC Radio will nab voters as they leave the polls, surveying both national and local sentiment. The Mutual Broadcasting System will have direct reports from its Southwest Radio Network and White House correspondent in addition to special broadcasts. The Mutual Black Network won't be doing any rescheduling but will place special emphasis on the elections in their regular newscasts. Both UPI Audio and AP Radio will concentrate their special coverage in three election reports per hour.

Those are among the plans the national radio networks have beginning the night of Nov. 7 when results will come in from the various House, Senate and gubernatorial races and state referendums.

Some particulars:

ABC Radio's 125 special reports will be spread among its four networks: American Contemporary (with election night anchored by Kevve Berman and Bob Coker); American Information (Bob Walker and Bob Schmidt); American Entertainment (Jeri Hamilton and Gary Nunn) and American FM (Gil Fox and Breck Ardery).

Returning from his Madrid base to provide commentary will be special contributing correspondent Robert Trout, who is said to have covered every political convention and U.S. election night since 1936. Analysis will be offered by Howard K. Smith, pollster Louis Harris and correspondents Vic Ratner and Tony Sargent.

ABC Radio's coverage is to begin about 7 p.m. and continue until early Wednesday morning. Basic length for the reports, different on each of ABC Radio's four networks, will be one minute 50 seconds. Common reports among the networks will be victory, concession speeches and the like.

CBS News election night radio anchors George Herman and Neil Strawser will begin their special reports at 7:15 p.m. with a basic pattern of eight-minute, 55-second reports at 15 and 45 minutes past the hour to continue until all major results are in. Regional desks will be manned by Morton Dean (East), Susan Spencer (Midwest), Reid Collins (South) and Bernard Goldberg (West); Bruce Morton will handle trends.

CBS News will regionalize its reporting through a "CBS NetAlert" signal advising local stations of special reports involving their territory.

Eric Sevareid, the CBS News veteran correspondent/commentator who retired last year and is now a consultant to CBS

News, will offer his commentary in radio reports in addition to his television assignment that night (BROADCASTING, Oct. 16). From Oct. 30 through Nov. 8, *Mike Wallace At Large* will be devoted to election preview and analysis.

NBC News will have Mike Maus and Bill Lynch as radio anchormen, beginning their series of 10-minute reports at 7:10 p.m. and continuing them at 10 and 40 minutes after the hour at least until 3 a.m. and in addition to regularly scheduled hourly broadcasts.

Like its competitors with plans for on-scene coverage, NBC anticipates that a major part of its analysis will be polls of voters both on national and local issues. Richard Scammon, of the Governmental Affairs Institute will comment on trends.

Wrap-up coverage the morning of Nov. 8 will be anchored by Donn Doak in three-minute reports also at 10 and 40 past the hour.

The Mutual Broadcasting System has Jon Bascom in the anchor seat and anticipates beginning its special coverage at 8 in the form of four-to-five-minute reports at five minutes past the hours of 8, 9, 10 and 12.

A half-hour special is being scheduled at 11 p.m. and the following morning Fred Lowrey will devote his *The World This Morning* to the elections. Other prominent aspects of Mutual's plans are reports from White House correspondent Bob Moore and from the Dallas-based Southwest Radio Network.

While the National Black Network isn't planning to supplement its news reporting with special reports, it will gear the content of regularly scheduled broadcasts to the elections involving "outstanding" blacks and liberals.

The Mutual Black Network won't have additional news time either but plans to devote some of its regularly scheduled newscasts entirely to the election.

Anchoring UPI Audio coverage will be Pye Chamberlayne and Marrilee Cox with two four-and-a-half minute reports per hour; Brian McFadden will take another minute hourly. Aside from those three live continuing programs and bulletins, UPI Audio will supply stations with 25 one-minute sidelight reports as well as a three-and-a-half minute wrap-up. UPI Audio will begin the night at 8:06.

AP Radio will begin its three three-and-a-half minute reports per hour at 8 p.m. with Mark Huffman, Ed Kane, James Limbach and Nora Wolf anchoring. Sidebar material will be provided within AP Radio's regularly scheduled news feeds and a "heavy file" of regional reports will be distributed the day after the elections.

Regional shows mark PBS's election effort

Public television's most ambitious election coverage begins next week with the first of five 30-minute specials covering national and regional issues at various

locations throughout the country.

Two one-hour shows, a wrap-up on Nov. 5 and a post-election analysis on Nov. 15, complete the coverage. All shows will be carried via satellite to allow discussion of events occurring until broadcast time.

Correspondents for the coverage, *Elections '78: Prelude to '80*, are Ken Bode, political editor of *The New Republic*; Marilyn Berger, former NBC White House correspondent, and Kevin Phillips, syndicated columnist, political analyst and lawyer.

Two polls have been commissioned by the Public Broadcasting Service for the series. The Roper Organization Inc. will, among other things, test traditional party sentiments among voters and assess judgment on performance of Congress. Belden Associates will survey Texas on questions of energy and defense.

Among issues on which the regional programs will focus are the tax revolt and antihomosexual movements in California and how proposed labor reform legislation will affect Senate races in the South.

The wrap-up show on Nov. 5 will detail positions and anticipated voting strength of minorities and the political aspirations of Senators Ted Kennedy (D-Mass) and Robert Dole (R-Kan.).

Made possible by a grant from the Corporation for Public Broadcasting, the shows will be aired on consecutive days at 8 p.m. beginning next Monday (Oct. 30) from San Francisco, Dallas, Chicago, Columbia, S.C., and New York. The Nov. 5 and 15 shows will also air at 8 p.m.

Arledge's latest news fine tuning

He moves first feed of weekend report to Sunday at 6, drops 6:30 half hour on Saturday

Beginning Jan. 28, ABC News will move its early evening weekend report from Saturdays at 6:30 p.m. NYT to Sundays at 6.

The move is designed to "increase the visibility" of the broadcast, ABC News and Sports President Rooney Arledge said, adding that it "has not received the placement or recognition it deserves."

While ABC News's current Saturday broadcast is fed only once, *World News Tonight-The Sunday Report* will go down the line twice, at 6 and at 6:30, allowing affiliates to coordinate with local news.

Those affiliates that take the 6 o'clock feed will remove themselves from possible head-to-head competition with CBS and NBC 6:30 broadcasts.

Three-network news competition on Saturdays at 6:30 also will be discontinued once ABC's half hour there is dropped. ABC News, however, does plan to insert five-minute reports anchored by Max Robinson in Chicago on the five Saturdays when two consecutive National Collegiate Athletic Association football games are scheduled.

(Although the early evening news pro-

gramming on weekends may be scheduled head-on, there frequently is no actual news competition among the three networks. News broadcasts often face scheduling changes due to network sports.)

The weekend move is the second news scheduling change to come out of Mr. Arledge's office this month. Wanting to force head-to-head competition during the weekdays, ABC News will discontinue its early 6 p.m. feed of *World News Tonight* effective June 4, 1979 (BROADCASTING, Oct. 16).

ANPA, RTNDA fear strictures on press freedom in proposal to UNESCO session

Director general of world group is urged to drop declaration from agenda of Paris meeting

Two American journalist associations have attacked a draft declaration on the mass media being presented at this week's UNESCO General Conference in Paris. The American Newspaper Publishers Association called the proposed document a sanction of "state control of the press"

while the president of the Radio Television News Directors Association said the document, in its current form, "could be most harmful to the information base of the world's citizenry and to the capacity of journalists to report the news."

Jerry W. Friedheim, executive vice president and general manager of ANPA, sent a lengthy letter last week to Amadou Mahtar M'Bow, director general of UNESCO, urging him to drop the declaration from the meeting's agenda because "the consensus to which you are dedicated does not exist, and this issue threatens to do damage to all the rest of UNESCO's work under your leadership."

Mr. Friedheim said the objectives of the declaration, "the strengthening of peace and international understanding," were laudable goals. He insisted, however, that the UNESCO proposal was not really attuned to those objectives. "Sanction for governmental control of the press is not in the best interest of society because the interests of government and society are not always identical."

Although saying that he felt the draft was "an improvement" over one "wisely tabled two years ago," Mr. Friedheim found a number of points causing the "greatest concern" to ANPA. He said the draft declaration "fails to include a statement recognizing that journalists should have access to information, and should be allowed to cross freely into countries worldwide on newsgathering missions." He also took issue with a proposal calling

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BMI provides radio with more music
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What the world expects from the
world's largest music licensing organization.

for the "development of codes of ethics" which "could open the way for governments to require strict adherence to governmentally mandated professional codes as a mechanism for controlling the press."

The president of RTNDA, Paul Davis of WCIA(TV) Champaign, Ill., was especially critical of a provision promoting the concept of "professional status" for journalists. The implications of this article, Mr. Davis said in a separate letter to the UNESCO director, "invite licensing and therefore an inappropriate control of both domestic and international news reporting."

Elsewhere in his letter, Mr. Davis wrote: "We are deeply troubled with increasing problems of the journalist worldwide. Most of these problems are directly related to governmental control of information for news wires, networks, papers or broadcast stations. The recent history of journalists being imprisoned, detained, censored and otherwise denied the capacity to exercise journalistic integrity has seriously harmed the free flow of information throughout the world."

Farming for future crops of journalists

NAB Boston panel agrees that stations have to develop their own talent, from ground up

Although there is more quantity than quality among job applicants, stations of all sizes should try harder to attract and train would-be broadcasters. Two news directors and a television reporter agreed on those points in Boston during a National Association of Broadcasters discussion on how to develop new newsroom talent.

"We're in a young business, and there's a high turnover," said Jim Topping, news director of WFSB-TV Hartford, Conn. "Each of us has the responsibility to the next station along the line to work employees into the common needs of the industry."

Mr. Topping advised colleagues to substitute "guidance" for the "trip, stumble and fall" route he said he and most others in the field have had to travel.

He suggested that broadcast journalists "cultivate and plant seeds" among young people by teaching and by "keeping track of talent" wherever encountered. In this way, he said, he attracted 28 Yale University applications for internships at WFSB-TV and has seen small market reporters blossom into network stars.

Mark Davis, news director of WKOX-AM-FM Framingham, Mass., and Gloria Gibson, a WCVB-TV Boston reporter, have found few students willing to stick with unglamorous intern jobs until they develop enough talent to succeed in broadcasting.

Mr. Davis, who says he is swamped by mainly unqualified applicants, gives the hiring nod to those who like himself

"hung around the local and college radio station" for little or no pay. An internship program, he said, showcases potential talent, "makes a handsome exhibit at license renewal time," and is a "tremendous opportunity to get free help."

Ms. Gibson, a former teacher who agreed with Mr. Davis that broadcasting hopefuls should "pay the general manager" to develop initial skills, feels an internship program at WBZ-TV, Boston, put her where she is today and urges colleagues not to underestimate it.

Should stations give hiring preference to journalism graduates?

Professor Robert Smith, dean of the School of Communications at Philadelphia's Temple University, contends that he prepares students not only for an entry-level job but for a career. A university setting is a good place to learn about broadcasting's legal background and to hone interviewing skills, he said. Noting that the university cannot provide the apprenticeships which he concedes are "enormously valuable" to young broadcasters, he said colleges will offer more seminars for industry professionals as student enrollment declines nationally in the coming years.

Mr. Davis said journalism graduates use only one-third of what they learned in the classroom on the job. "First jobs," he feels, "teach more about the business than college courses, and you can learn more in one week in a small market station than you can in a year at college."

Ms. Gibson, though she agrees that the most valuable skills are learned on the job, thinks journalism graduates have a better sense of a "reporter's responsibility and power" than those who are from other fields.

All the panelists urged students to try for first jobs in small markets and those stations to take on at least one intern.

"Only one in a thousand" is willing to endure the small station grind en route to a more prestigious job, Mr. Davis said. "But that's the one we want in the industry."

News viewership up. A study financed in part by the American Newspaper Publishers Association shows that more people now depend on television for news than did a decade ago. The finding is based on studies in 1965-66 and 1975-76 conducted among more than 2,400 persons by Dr. John P. Robinson, director of the Communications Research Center at Cleveland State University. The latest study reveals that 67%-70% of those surveyed read a newspaper on the previous day, compared with 51%-53% who had seen a TV news program. The newspaper readers declined 11% from the 1965-66 study while TV news viewership climbed 6%, according to Dr. Robinson. Approximately half those surveyed said they had listened to radio news the previous day, a decline of about 7% from 1965-66.

Journalism Briefs

All of prime-time. Three-hour NBC News special, *The American Family—An Endangered Species*, with Edwin Newman as host and reporter and including series of "family portraits" and panel of experts, has been scheduled for Tuesday, Jan. 2, 8-11 p.m. Executive producer is Stuart Schulberg. *American Family* will mark ninth time since 1963 that network has pre-empted entire evening for in-depth study; in more recent years, it has been done annually in January.

RFK prizes increased. Another \$1,000 has been made available in broadcast category of annual Robert F. Kennedy Journalism Awards competition. Radio and television entries previously competed for single \$1,000 prize; now, radio and television have been separated with \$1,000 award for each. Radio and TV winners will also be eligible to compete with print and photo-journalism winner for additional \$2,000 grand prize. Now in 11th year, competition is to recognize outstanding reporting during 1978 on problems of disadvantaged. Deadline for entries is Jan. 27, 1979. Information: Ruth Darmstadter, executive director of awards committee, 1035 30th Street, N.W., Washington 20007; (202) 338-7444.

Twentieth Century Fund calls for worldwide news information board

A report issued last week by a task force set up by the Twentieth Century Fund called for the establishment of a new private and independent committee to help resolve the conflict between western and developing nations over the reporting and distribution of news.

The Fund's Task Force on the International Flow of News, consisting of journalists and communications experts from the West and the Third World, warned against Third World proposals for a "new global information order" entailing government involvement in the flow of information around the world. The task force urged that the proposed committee evaluate the efforts of various bodies which have called for government intervention to promote a more balanced flow of information.

The task force called government intervention "detrimental" and added:

"We trust that if the new board is established, it will defend freedom of the press where it exists; help to develop freedom where it does not, and strengthen its position in the development process."

The task force held a series of meetings in the U.S. and England and heard testimony from various guest witnesses. Members of the task force included Elie

Abel, dean of the Graduate School of Journalism of Columbia University and a former NBC News correspondent; Barry J. Boyle, retiring chairman, Canadian Radio and Television Telecommunications Commission; Frank Stanton, chairman of the American Red Cross and former president of CBS Inc.; Roger Tartarian, former president of United Press International and now professor of journalism at California State University, and David Webster, director, public affairs, BBC.

The full text of the task force report and the accompanying background paper will be published in the late fall by Lexington Books.

Common cause

After exchange visits to each other's conventions, the National Conference of Editorial Writers and the National Broadcast Editorial Association have formed a joint committee to work on closer ties among their members.

NCEW President Robert Pittman of *St. Petersburg* (Fla.) *Times* and Art McDonald of KOMO-TV Seattle, NBEA president, set up the committee and will serve on it.

Representing NCEW are Clarke M. Thomas of the *Pittsburgh Post-Gazette* and Jeannie Falkner of the *Lexington* (Ky.) *Herald*. NBEA members are Philip Balboni, WCVB-TV Boston, and Ed Hinshaw, WTMJ-TV Milwaukee.

The first meeting will be in Detroit, Oct. 17 through 20, at the NCEW annual convention, which will be attended by a delegation from the broadcast writers' organization and the joint committee members. Members of the two groups have worked together more than a year to form such a group (BROADCASTING, July 10).

Another battle over a reporter's notes

The tough stand federal courts are taking in dealing with journalists seeking to protect notes and sources is being reflected in the state courts of Michigan.

A Kalkaska county circuit court judge had ruled that the notes of a *Traverse City Record Eagle* reporter be delivered to a prosecutor who requested them, and the state's court of appeals has in effect affirmed the order. The appeals court said the circuit court may turn the notes over to the prosecutor, Philip Crowley.

The appeals court, moreover, said Mr. Crowley would have been within his rights if he had seized the notes on the strength of a search warrant, and avoided a court hearing on the issue.

The notes were made by Kathy Stocking during an interview with a woman last May after the woman was jailed following the death of her husband.

The *Record Eagle* is continuing to resist the court order. The newspaper's appeal to the state supreme court is pending.

Programing

Study for CPB says much of commercial TV's success stems from promotion, viewer lethargy

Qualitative research into effects of medium on people's lives to be released in early November

Lack of intellectual stimulation and widespread promotion may be two of the biggest reasons for the popularity of commercial television. In a study released by the Corporation for Public Broadcasting, viewers felt television-watching was most gratifying because they get a high return for a low investment of mental effort and attention.

But they found watching public television as "hard work" and contrary to their need to relax; while commercial television appealed to them as an "inexpensive and predictable source of leisure-time entertainment."

Through group sessions in Denver, Houston, Minneapolis and Philadelphia, Nicholas Research of New York sought to explore various attitude and behavior characteristics of viewers in relation to their television sets.

Among other things, the report said lack of advertising and promotion of public television programming left most viewers ignorant as to what was available. But perhaps a more serious disclosure was that "viewers have a deep-seated belief that public television's content and presentation of programs are difficult and austere. People feel safer sticking to what they know—commercial television."

Researchers found the television set assumes many roles in a family—as an entertainment source, escape mechanism, trouble allayer, companion, education tool, source of information and news, baby-sitter, filler of unstructured time and a substitute for family interaction.

Viewers saw commercial television as an entertainment medium and public television as an educational one. Many viewers, the survey showed, watch public television programs they think are entertaining but still believe they are having some kind of "educational experience" in the process.

The study showed viewers credited public television for its cultural programming, ability to stimulate and broaden horizons, for being uncensored and for having good children's programming. They also perceived public television programming as serious, demanding, classic, high-brow, special and not in the "same league" with "gratifying entertainment" on commercial stations.

The study, "A Qualitative Study on the Effects of Television on People's Lives," will be available from CPB in early November.

"Must reading for anyone connected with the media."*

RICH NEWS, POOR NEWS

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by Marvin Barrett

"Excellent...a thorough look at news and public affairs broadcasting, cable and public as well as commercial, during 1976-1977."

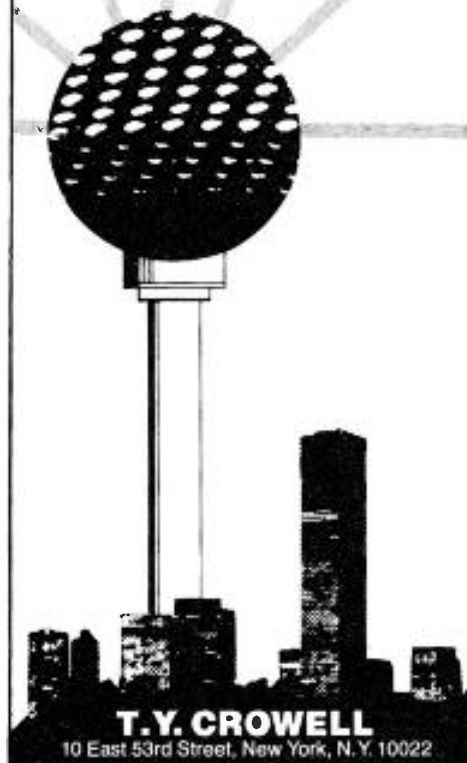
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Warming up for winter Olympics at ABC Sports

TV network will do more coverage than it did at Innsbruck, already has hung up the sold-out sign

ABC Sports will provide 50 and a half hours of coverage of the 1980 winter Olympics in Lake Placid, N.Y.—seven hours more than it gave the 1976 winter games in Innsbruck, Austria—and has already sold out commercial time in the events at prices averaging \$135,000 per minute.

That was part of a progress report on the sports division's plans delivered by its senior vice president, James Spence, during a National Academy of Television Arts and Sciences luncheon.

Mr. Spence said he thinks the games were probably undersold to sponsors, although the \$48 million-plus in gross revenues he cited more than cover the projected production budget of \$40 million. The latter figure includes the \$15.5 million the network paid for U.S. broadcast rights and the expense of coordinating the world television feed.

Major sponsors on board include Chevrolet, Coca-Cola, Goodyear, Heublein, Metropolitan Life Insurance, Schlitz and Weyerhaeuser.

ABC's coverage is to begin Feb. 12, 1980, with a preview program the day before the games get under way, and is to continue through Feb. 24 with telecasts in prime time, daytime and late night, Mr. Spence said. The New York origination will allow live coverage of numerous events, including figure skating and hockey competition on all evenings but one. The network will pre-empt its entire prime-time schedule on some evenings, Mr. Spence said, and plans are to have 15-minute wrap-ups in late night.

To provide the world feed—the first time the United States has had that responsibility, according to Mr. Spence—ABC expects to have 10 mobile units and 70 cameras on hand. In addition, five more mobile units with 20 extra cameras will be used to insure that American athletes are given special attention.

Other equipment will include 37 videotape recorders, nine electronic newsgathering units, six snow cats and two helicopters, outfitting a crew of 450 engineers, 150 production people and about 200 temporary staffers.

Shanks surfaces with MCA

Bob Shanks, an ABC News vice president who earlier this year was removed as executive producer of that network's newsmagazine, *20/20*, has gone into the syndication business with the new MCA TV Program Enterprises division (BROADCASTING, July 17).

Mr. Shanks has been hired as executive

producer of the division's first project, a pilot for a daily 90-minute talk show with singer Toni Tennille as host and targeted for next fall. Mr. Shanks also will be working on other series pilots and made-for-TV movies. Among his other credits, Mr. Shanks created and produced ABC-TV's *Good Morning America*.

Toni Tennille and her husband, Daryl Dragon, (the Captain and Tennille) were hosts of an ABC-TV prime-time variety series last season.

Program Briefs

It's the season. ABC-owned TV's are part of 70% clearance JWT Syndication has achieved so far for JWT Productions' *A Gorey Halloween* to run holiday week. Parent company of producer and distributor of half-hour special is J. Walter Thompson Co.

Too hot for some. Chuck Barris revival of *Dating Game* is "risque, titillating" and "that's the way it's supposed to be," according to syndicator Len Firestone. But contents have proved too much so for certain of 84-station line-up expected to carry it. KTVH(TV) Little Rock, Ark., has changed mind about airing it; WFTV(TV) Orlando, Fla., is reconsidering; WLWT(TV) hasn't run two episodes and is screening each one carefully, and KMJ-TV Fresno, Calif., got out of contract when KFSN-TV there picked it up. Strip show, which has been having ratings success (first in San Francisco overnights in prime time access at KTVU(TV)) was toned down going into third week of episodes, Mr. Firestone said.

So what else is new? Special Nielsen tabulation to be released by Corporation for Public Broadcasting this week shows favorite commercial television programs among public television viewers are *60 Minutes*, followed by *Happy Days*, *Laverne and Shirley*, *Fantasy Island*, *Quincy*, *All in The Family*, *M*A*S*H*, *Charlie's Angels*, *Love Boat* and *Rhoda*. Study indicates public television viewers watched *60 Minutes*, *Fantasy Island*, *Wonderful World of Disney*, *All in the Family*, *Quincy* and *M*A*S*H* in percentages significantly higher than public and commercial viewers together (1,000 household sample, about half considered public television viewers).

Still moving. Paramount Television has brought to 14 the number of stations buying *Laverne & Shirley*, with the addition of KTVU(TV) San Francisco (priced at more than \$30,000 per episode); KTXL(TV) Sacramento, Calif., (more than \$6,500); WTVF(TV) Nashville and KSTW(TV) Seattle-Tacoma (both more than \$9,000); WTTV(TV) Indianapolis (about \$8,750); WBNS-TV Columbus, Ohio (about \$5,500), and WLWT(TV) Cincinnati (more than \$8,000).

One more. NBC Sports has added Byron Nelson Classic to its roster of 10 golf tournaments to be televised during 1979 season. Telecasts will be May 12-13, 1979.

Cablecasting*

Warner drops bicycle, goes to RCA bird for Star Channel service

Economics lead to new distribution method; switchover to be completed by early next year for all systems

Warner Cable Corp. last week announced it will switch the distribution method for its Star Channel pay-cable operation from video cassette to satellite transmission.

It's an in-house move. "We are not going into business like HBO [Home Box Office] and Showtime," said Gustave Hauser, Warner Cable chairman and chief executive officer, referring to two leading satellite-transmitted pay services.

According to Mr. Hauser, the Star Channel subscription list has reached the point where a 10-year contract with RCA is cheaper than cassettes. Two full-time channels have been leased from RCA for East Coast and West Coast feeds.

Earth stations are already installed at Warner systems at Fort Walton Beach, Fla.; Kingsport and Erwin, both Tennessee; Fayetteville, Ark., and Akron, Ohio. Star Channel distribution by satellite is expected to begin around early December; by early 1979, about 60 earth stations are expected to round out the network with many dishes shared among neighboring systems.

Currently there are about 80,000 Star Channel subscribers from a base cable tally of 600,000 on 138.

The earth stations also will allow local Warner systems to pick up other cable programming on the bird such as distant television signals, sports, foreign language shows and religious fare.

Cable Briefs

End of road. U.S. Supreme Court has refused to review FCC decision holding that state may not raise franchise fee of cable systems grandfathered under 1972 rules. Court acted on appeal taken by state of New York from decision of U.S. Court of Appeals in New York upholding commission decision (BROADCASTING, Jan. 30, 1978).

Held up. FCC decision freeing cable TV systems of exclusivity rule that required them to black out significantly viewed network signals has been stayed by U.S. Court of Appeals in Richmond, Va. Action restores situation to what it had been Oct. 5, when amendment became effective.

Money for Mahoning. Mahoning Valley Cablevision of Warren and Niles, both Ohio, has obtained \$3.4 million loan from Daniels & Associates, Denver. Eight-year loan will be used for construction and debt consolidation. Construction is planned to add additional 10,000 homes for total length of 310 miles.

Single-customer MDS installations on the ascendancy

New receiver equipment fuels growing market for program distribution system, but FCC grows leery of potential problems with interference

An alternative television service that heretofore has relied on audiences composed of high-rise apartment dwellers and others in high-density locations is now moving into private homes. In large part, technological advances made in the past few years, especially the development of affordable microwave-to-VHF converters and new antennas, have allowed multi-point distribution services (MDS) to carve markets for themselves in areas not now served by either cable systems or other over-the-air pay services.

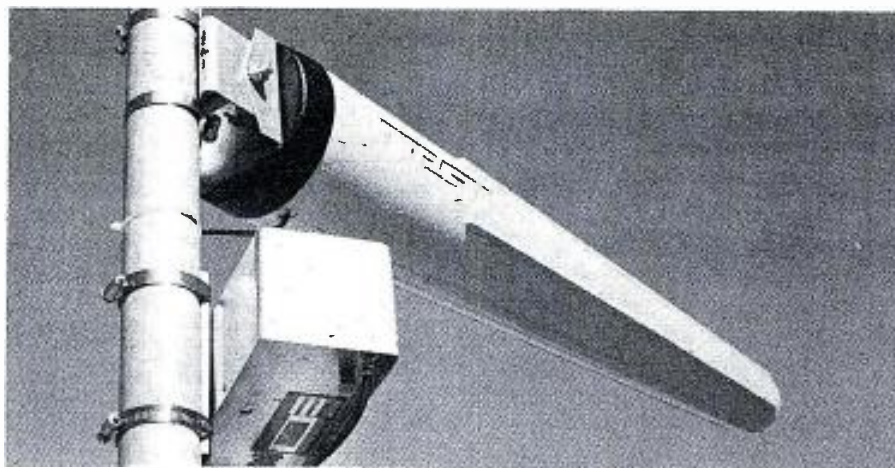
The FCC, however, is concerned about the proliferation of the new services and has spotted a basic design problem in the new equipment it says must be overcome if home MDS is going to survive anticipated increased demand for space in the MDS band.

For a \$72.50 installation fee and a monthly charge of \$26.50, 7,000 subscribers in Anchorage are receiving a 24-hour-a-day MDS service offered by Visions Ltd. In the Queens borough of New York another MDS operator, Orth-O-Vision Inc., is offering a similar service (BROADCASTING, Oct. 2), as are companies in Washington, New Orleans and elsewhere.

In Anchorage, the service is unique, however, in that it has taken programing advances primarily inspired by the growth of satellite-to-cable-system services and applied them to a single-channel over-the-air system. Visions' program feeds, which began just over a year ago, include movies and special events from Home Box Office, sporting events from Madison Square Garden, independent television fare from WTCG(TV) Atlanta as well as original programing. The New Orleans system, which presently has about 1,900 subscribers in the metropolitan area, uses a programing mix of movies, local sporting events and specials. The Washington and New York systems concentrate on movies.

The new trend in MDS has been brought about in major part by the introduction of low-price home receiver-antennas by a number of manufacturers—especially Test Inc., Varian Associates, Emcee, Standard Communications and Magic Lantern Television, according to Alex C. Lakter, chief of the domestic branch in the Facilities and Services Division of the FCC's Common Carrier Bureau, which oversees MDS.

Although installation costs are still high when compared to cable television, MDS subscriber charges have dropped con-



What a home MDS antenna looks like. This is the TEST (Tanner Electronics Systems Technology Inc.) Model MDSA-36 Antenna with (mounted below) a Model MDSCF converter. Installation charges for similar rigs run from \$72.50 in Anchorage to \$225 in New Orleans. The TEST antenna is 36 inches long with a six-inch diameter at its widest point.

siderably with the introduction of the new home receivers. (Two years ago, according to Roy Berlin of the New Orleans system, The Entertainment Network, installation charges were \$1,500. Today they are \$225.)

Costs in Washington are \$179 for installation and \$14.95 each month. Homes in New York pay \$100 installation, and \$13.95 a month. The subscription charge in New Orleans is \$10 per month.

But, said Mr. Lakter, the new equipment may not be all that it is cracked up to be. His office, he said, will have a rulemaking proposal by the end of this year that will attempt to deal with a basic problem of the new hardware—"no selectivity."

That is, he said, there is no guarantee that the new receivers will not cause an interference problem as MDS service grows. The receivers, Mr. Lakter said, are engineered to receive only MDS channel one although there is a second channel that is part of the MDS allocation system. He said there is now no city with a channel one system that also has a channel two in operation. But in a city with two channels in use, interference problems would be a virtual certainty. "No one has addressed this problem yet," Mr. Lakter said.

"The receiver people have jumped the gun," Mr. Lakter said, and the unit has "not really gone through its total evolution." He described the MDS situation as a "peculiar problem that seems to be moving rather rapidly" and one that the FCC "will pay particular attention to."

Although he said he had no "firm idea" when his office would have the proposed rulemaking ready, Mr. Lakter expressed confidence that it would come out before the end of 1978. "If I had my way, it would have been out eight months ago to set this receiver program on the right track." He said the delay was caused by manpower problems.

The MDS systems have a special appeal in areas which for either political or geographical reasons have not proved attractive to cable. Visions, for example, began as an attempt to acquire a cable franchise in Anchorage, but the construc-

tion costs, \$2.5 million to \$3 million, proved prohibitive to the firm's backers. In Washington, where Marquee Television Network Inc. is now moving out of the apartment market to private homes, Ed Yoe, director of corporate development and public relations, said that cable-build costs have been estimated at \$61 million. He also cited the special problems of that city—the watchful eyes of the FCC, Congress, the White House and a District government that generally is not held in high regard by the local business community—as deterrents to cable development there.

Visions has formed a subsidiary, Multivisions, that has applied for a cable franchise in Anchorage, but a company spokesman said that move was a form of insurance because other groups there have applied. There is no cable in New York City outside of Manhattan although WTVG(TV) Newark, N.J., began an over-the-air pay service for the New York area last year. New Orleans, too, has no other pay services, Mr. Berlin said, but his company does have competition in the city's suburbs in the form of one relatively small cable system in Jefferson parish and another that is just starting up.

Mr. Lakter credits the equipment manufacturers with providing the impetus for the budding industry. "The industry sees this as a money-making opportunity," he said.

Another source of sideband revenue

Suburban Washington firm uses FM subsidiary channels to transmit multiple copies to specially designed receivers

Digital Broadcasting Corp., McLean, Va., is offering a new private communications service that uses the subsidiary channel authorizations of local FM radio stations to transmit written messages to persons or offices equipped with the necessary special receivers. The hybrid communications

network, called Infocast, combines computer, telephone and broadcasting technologies, and will eventually be available to 85% of the country, the company said.

Available now in 20 of the nation's larger markets, Infocast allows a central headquarters office to send out any number of copies of the same message to its field offices at a bulk rate that the company says is significantly lower than conventional means of communication ("Closed Circuit," Sept. 25).

It works like this:

From a central terminal—either one of DBC's EMS series models or any other type of communicating word processor or terminal—a message of up to about 300

words is sent via telephone line to DBC's central computer in McLean. There the message is routed via a high-speed data circuit, also a telephone line, to the FM station closest to the receiving unit. The station broadcasts the message directly to the receiver, a DBT series model that was built by the suburban Washington company by combining a micro-processor-controlled printing terminal with an FM receiver-decoder and antenna. According to the company, a message may be sent to each of any number of receivers throughout the country in 60 seconds. Messages may also be sent to individual units for private communications.

The company's EMS 1200 terminal has

a registration and shipping charge of \$50 and a monthly rental charge of \$87.50. Registration and shipping of the DBT 1000 model receiver is \$25 with rental charges ranging from \$14.75 to \$32.50 per month, depending on rental plan selected and the number of receivers ordered.

SMPTE poised to jam Manhattan for annual conference

TV side of the meeting gets heavier emphasis; 110 exhibitors on hand

The Americana hotel in New York is expected to be bursting at the seams with engineers next week as the Society of Motion Picture and Television Engineers brings its 120th Technical Conference and Equipment Exhibit to town.

Total attendance, including engineers, exhibitors and interested observers, is projected to reach 6,000, which would top last year's attendance by as many as 1,000 people. Lodging for the event in the Americana has been booked solid for several weeks, according to Jeff Friedman, SMPTE advertising manager, and registrants have spilled over to the hotel's addition across the street, the City Squire Motor Inn.

There are to be 110 exhibitors in 211 booths, Mr. Friedman said, which is 24 fewer exhibitors than there were at last year's conference at the Century Plaza hotel in Los Angeles. According to Mr. Friedman, the reason for the decline was not less interest, but less space. "Unfortunately, we ran out of exhibit space very early," he said. "We never had a chance to sell more booths." Hotel space for the organization's conferences have been booked several years in advance, Mr. Friedman said, and "it was hard for us to predict we would have grown so much."

As it is, exhibitors will fill two of the Americana's rooms—the Albert Hall exhibition room downstairs, where there are to be 166 booths, and the Royal Ballroom upstairs, where there are to be 45 booths. The downstairs exhibits will include both television and film equipment, Mr. Friedman said, while the upstairs room will be devoted strictly to video.

The conference traditionally has been heavily oriented toward film—as the agenda indicates it will be this year—but SMPTE members say that television has become increasingly well represented. Mr. Friedman points to the major television manufacturers on the exhibitors list—RCA has seven booths reserved, for example, while Ampex has six and Sony four—but the shortage of available space, he acknowledges, left "quite a few" unable to get in.

During the conference sessions, the Public Broadcasting Service's satellite interconnection system is to be the subject of a full series of papers on Tuesday, with other meetings of interest to broadcasters

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- ☐ Check retail sales.
- ☐ Check the top station dominance, total survey area*;
- ☐ Sign-on/sign-off share of homes is 52%. Prime time (adults 18-49) is 41%
- ☐ Late news share (adults 18-49) is 69%
- ☐ Early fringe (women 18-49) 54% share.
- ☐ Check with Avery-Knodel.

*Source: Arbitron Feb. '77.



The Feltz Nations

Radio: WABD KALAMAZOO BATTLE CREEK
WJIM GRAND ISLAND KALAMAZOO
WMMW/LP (FM) CADILLAC

Television:
WZZM-TV GRAND RAPIDS KALAMAZOO
WATV / SAGS LAC TRAVERSE CITY
KOLN-TV / KGIN-TV CAULFIELD, MI
KOLN-TV / KGIN-TV LINCOLN, NEBRASKA
KMET-TV SIOUX CITY, IOWA

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scheduled on digital television, video production, special effects, video disks and sound technology.

Also a part of the annual affair are meetings of SMPTE study and working groups on issues of industry importance. These will take place throughout the conference, according to Alex Aidan, SMPTE manager of engineering services, although Friday has been set aside especially for them. Groups scheduled for meetings this year, Mr. Aidan said, include the video technology committee, the new technology committee, the audio committee and the video disk committee. Specific times and places are to be posted at the hotel.

The equipment exhibits are to be open from 3-6 p.m. Monday, 11 a.m.-8 p.m. Tuesday, 9:30 a.m.-4 p.m. Wednesday and 11 a.m.-6 p.m. Thursday.

Monday, Oct. 30

General overview. 9 a.m. This session has been designed to close the gap between the hardware and software elements of the industry. A film producer, a tape producer, a researcher and a statistical analyst will provide new insights related to the conference theme, "Imagery—Today and Tomorrow."

Luncheon. 12 noon. Speaker: Harry Reasoner, CBS News.

Equipment exhibit opening. 3:00 p.m.

Tuesday, Oct. 31

The PBS satellite system. 8:45 a.m. "The Planning and Implementation of the Public Television Satellite Interconnection System," John E. D. Ball, Public Broadcasting Service; "System Performance Objectives and Acceptance Testing," R. Evans Wetmore, PBS; "The Public Broadcasting Satellite Interconnection System Earth Terminal Site Selection and Installation," Edmund A. Williams, PBS; "Augmentation of the PBS Technical Center," Robert McCormick, PBS; "Computer Services Support for the Satellite Transmission System," Donald F. Ford, PBS; "Satellite Technical Operations and Maintenance," W. Gordon Douglas, PBS.

Satellite equipment and delivery systems. 2:15 p.m. "Transmission of Four Simultaneous Television Programs Via a Single Satellite Channel," Liston Abbott, RCA Laboratories; "Future Developments in Satellite Communications," James W. Cuddihy, RCA American Communications; "Video Transmission Over Western Union Satellite," S. Verma, Western Union; "Earth Station System Design Considerations," T. Williams, Scientific Atlanta; "User's Experience with Earth Stations for CATV," R. Simon, Teleprompter; "Effects of Parametric Amplifiers on Video Performance," Frank Arans, L&R.

Laboratory practices. 2:15 p.m. "Color Developer Recovery and Reuse by Ion Exchange," Lewis E. Allen, Eastman Kodak; "The Application of an Ion-Exchange Method for Color Developer Reuse," J. Wesley Kleppe, Eastman Kodak; "Process RVNP: A New Alternative Process for Eastman Ektachrome Video News Film," William G. Doody, Gary M. Einhaus and Keith M. Stephen, Eastman Kodak; "Low-Con-

trast Processing of VNF/VNX (7240/7250) Ektachrome Film," David K. Bulloch, Philip A. Hunt Chemical Corp.; "An Update on the New Persulfate Bleach for Process ECP-2," Julianne E. Crisante, John Gailey Jr., Terrence M. Henretty and Eric V. Knutsen, Eastman Kodak; "A New Short Process for the Rewashing of Eastman Color Motion-Picture Films," Frederick C. Franzwa, Thomas M. Kuhn, Clatyon J. Dence and Bradley K. Jensen, Eastman Kodak; "Photographic Wash Water Recycling as a Solution to Energy Conservation, Water Conservation and Pollution Reduction," Robert T. Kreiman and John J. Hewitt, Pace International Corp.; "A Sprocket Designed to Limit Film Damage," Worth Baird, LaVezzi Machine Works; "A Holographic Process for Color Movie Preservation," Charles S. Ih, University of Delaware; "A Projection System Utilizing a Half-Frame Format," Joseph W. Schmit, consultant, and Barnard L. Sackett, Super-V Corp.; "Image Enhancement of Film by New Method of Pre-Flashing," Vernon L. Kipping, consultant; "Optical Printer Control by Microprocessor," Michael Chewey, Walter Eggers and Allen Hecht, MGM Laboratories; "Two New Eastman Color Print Films With Improved Cyan Dye Dark-Keeping Stability," Eric V. Knutsen, John L. Baptista, John W. Erwin, Howard J. Johnston, Reid J. O'Connell and Cataldo A. Maggiulli, Eastman Kodak.

Wednesday, Nov. 1

Laboratory practices. 8:45 a.m. "The Print Corrector," Irwin W. Young, Paul A. Kaufman and Douglas R. Kaye, Du Art Film Laboratories; "Care, Handling and Storage of Film Images for Television Broadcast and Motion-Picture Projection," John P. Pytlak, Alfred W. Fleischer and Robert A. Stellnack, Eastman Kodak; "Color Titles for Color Negative Films," Robin E. Miller III, Robin Miller Filmmaker Co.; "The Use of UV Cured Inks in Edge Numbering of Motion-Picture Film Base," Donald A. Anderson and John D. Hakanson, 3M; "A Low-Cost Automatic Plotting Densitometer," Frank M. Nardozi and Victor C. Solomon, Eastman Kodak; "Eastman Color Integrative II Film 5272/7272," J. W. Erwin, H. J. Bello, J. D. Clifford, D. T. Hughes, J. Crisante and H. R. McNair, Eastman Kodak.

Digital Television. 9 a.m. "The Antiope Broadcast Teletext System," Yves Guinet, C-CETT; "Optical TV Link Employing a Digitally Modulated Laser," A. A. Goldberg, S. Juchnowycz and J. Rossi, CBS Technology Center; "Digital Video Recording," Joachim Diermann, Ampex Corp.; "A Monolithic Video A/D Converter," Willard K. Bucklen, TRW LSI Products.

Film production. 1:30 p.m. "How to Get the Right Color of White Light Time After Time," David Holmes, Richard Sassone and Michael Sheppard, Belden Communications; "Diffusion and Reflection Media for Light Control," Richard B. Glickman, consultant; "A Low-Modulation Ballast for EMI and CSI Lamps," Richard B. Glickman and Leonard Pincus, Luxdyne Corp.; "Special Effects in Cinema," Linwood Dunn.

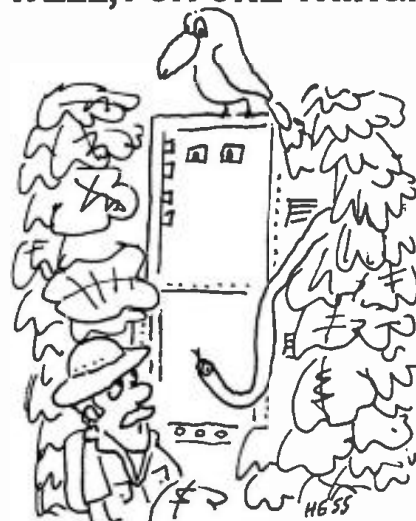
Film-to-tape and tape-to-film transfers. 1:30 p.m. "A Continuous-Motion Color Film Telecine Using CCD Line Sensors," Dieter Poetsch, Robert Bosch; "First-Generation

16mm Film-to-Tape Transfers With Concurrent Special Effects and Editing," David M. Stern, L-W International; "70mm Laser Flying Spot Telecine for High-Definition Television," Teiichi Taneda, Takehisa Ishida and Kenichi Hayashi, NHK Technical Research Laboratories; "Cinema Products, New KM-16: a High-Quality, Low-Cost Film-to-Tape Transfer System," Edmund M. DiGiulio, Cinema Products Corp.; "Flying Spot Telecine with a New Framestore Digiscan," Neil Kempt, Rank Organization; "The Videodisk as a Means of Transferring a Video Picture on Motion-Picture Film," Georges J. Broussaud and Claude M. Tinet, Thompson-CSF.

Thursday, Nov. 2

Sound technology. 8:45 a.m. "High-Quality Optical Sound Recording System Using Scanned Laser Beam," Teiichi Taneda, Yukio Sugiura and Toshio Motoki, NHK Research Labs, and Goichi Oishi, Hiroyuka Miyatera and Tetutaro Umezawa, Yokohama Cinema Labs; "Automated Computer-Controlled Editing Sound System (ACCESS)," William R. Deitrick, Mini-Micro Systems; "The New Sound," Edwin F. Peters, Al Boudouris and John J. Burlinson Jr., EPRAD; "The Colortek—Combined Academy Monophonic and Four Discrete Tracks of Wide-Range Stereophonic Optical Sound," John Mosely, Colortrak; "Digital Fluorescent-sound—Eight Noiseless Tracks Recorded on 35mm Film with Uncompressed 90-dB Dynamic, Undistorted 0-20 khz Frequency Range," Peter Custer and George Bird, Fluores-

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Concluding, Ridder emphasized, "The \$2,500 a week in CCA revenue, first-quarter, with this year's weather, was doubly important. CCA's real value, regardless of format, is in the community from the standpoint of public relations as well as word-of-mouth promotion which is of inestimable value to any station".



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centsound; "A Versatile Synchronizing System for Television Production and Post Production Audio/Video," George R. Swetland, EECO.

Video Production. 8:45 a.m. "BCN 5, Portable Video Cassette Recorder for ENG," Dieter Gause, Robert Bosch; "Automatic Videotaped Program Storage," Komiei Kazama and Hirofumi Itoh, NHK; "Design Criteria of Video Post-Production Systems with Optimum Operational Convenience," H. Fix, W. Habermann and K.H. Trissl, Institut fuer Rundfunktechnik; "Newsgathering ... the Way German TV Stations Do It Today," Walter Stoye, Hessischer Rundfunk; "Production Switching Automation System," John Davis, Vital Industries; "A Fully Automatic Television Camera," John C. Adison, RCA; "The Application of the E-MEM Concept to Post Production and Editing," Bruce Rayner, The Grass Valley Group; "Advanced Applications of Three-Quarter-Inch Videocassettes," Alfred Muller, Nexus Productions; "TeleVisa Mexicano: Film to All ENG Overnight," Gabino Carrandi Ortiz, TeleVisa Mexicano; "Multi-Isolated Camera Videotape Production: Problems and Solutions to a Successful Application," Richard Green and C. J.

Cookson, ABC-TV; "A Newly Developed Integrated Pick-Up Component for a High Performance and Economical TV Camera," H. Sakai, T. Takawa, H. Sokei and T. Iida, Hitachi.

Special effects, editing and applications of videodisks. 1:45 p.m. "Operating Experience with the Electronic Palette," Dobrimir Borovecki, CBS-TV, and Larry Evans, Ampex; "The Images System of Video Animation Effects," David Stringer, Imagen; "The Use of Colored Light for Creating Special Effects," Richard Sassone, Richard Sassone & Co.

Sound Technology. 1:45 p.m. "Program Audio Distribution Via Existing Video Transmission Facilities," Steven B. Salamoff, Digital Communications; "Current and Future Improvements of Television Sound," Joseph Roizen, Telegen; "A New Nationwide Television Sound Distribution Network," American Telephone & Telegraph; "Electronic Audio Editing by Sight," Philip Falcone, WNET(13) New York; "Design and Performance Considerations for a New Photographic Sound Recording System," Frank E. Pontuis, Westrex and Terry Beard, Nuoptix.

Here are the wares: the SMPTE exhibitors

The following equipment and service firms will be displaying and selling their products in the Americana hotel. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (*).

Ampex 1-3,24-26
401 Broadway, Redwood City, Calif. 94063

Product: Quad and helical videotape recorders, broadcast cameras, video editing systems, production switchers, ESS-2 digital video production systems, time base correctors, audio recorders. **Personnel:** G. Brill, W. Carpenter, L. Cochran, G. Easton, W. Ebell, P. Hansil, L. Hase, R. Ide, W. Justus, C. Kennedy, D. Kleffman, H. Lilley, F. Nault, T. Nielson, K. Price, K. Regnier, R. Richardson, G. Rose, F. Rush, M. Sanders, T. Seaton, A. Slater, C. Wright.

Angenieux 203-04
1500 Ocean Avenue, Bohemia, N.Y. 11716

Product: 25x10 f/1.4 wide angle lens for 2/3 inch cameras. **Personnel:** Herb Van Driel, John Wallace, Bern Levy, Walt David, Jeff Giordano, Kim Farber, Evelyn Lowe, Terry Mallamo.

Arriflex 136-39

One Westchester Plaza, Elmsford, N.Y. 10523
Product: 16mm and 35 mm motion picture cameras, lenses, source lighting equipment and accessories. **Personnel:** Volker W. Bahnmann, Richard B. Schreiber, Uwe Gallert, Jurgen Schwinzer.

Belden Communications 196
Box 1327, Richmond, Ind. 47374

Bell & Howell 141-43

7100 McCormick Road, Chicago 60645
Product: Continuous contact printer*, special effects optical printer, Beaulieu Super 8 cameras, projectors and accessories. **Personnel:** John Ehrenberg, Jack Lang, Dave Jones, Chuck Thomas, Jerry Baird, Fred Gonzalez, Malcolm Darbyshire, George Darrell, Chuck Watson, Walter Hrasnik, Dennis Robertson, Robert Pfannkuch, Tom Wheeler.

Berkey Colortran 162-63
1015 Chestnut Street, Burbank, Calif. 91502

Bolex 131
250 Community Drive, Great Neck, N.Y. 11020

Product: 16mm cameras and sound projectors, motors, lenses, accessories. **Personnel:** Fred Onderka, Joseph Vasata, Bob Bonnell, M. Galeazzi.

Robert Bosch Corp. 39-40
279 Midland Avenue, Saddle Brook, N.J. 07662

Product: BCN-20 portable one-inch VTR, BCN-50 one-inch studio VTR, KCA-90 ENG/EFEP color camera, color monitors. **Personnel:** F. Bundesmann, J. Webb, J. Lynch, M. Clayton, T. Magliocco, L. Staskiewicz, D. Zieger.

The Camera Mart 164-66,173-75
456 West 55th Street, New York 10019

Product: ENG and motion picture equipment. **Personnel:** Samuel Hyman, Paul Meistrich, Shelley Brown, Herb Browning, Jeffrey Wohl, Harold Rainey, Leo Rosenberg, Ken Seelig, Mark Hyman.

Canon USA 168-69
10 Nevada Drive, Lake Success, N.Y. 11040

Century Precision Cine/Optics 207
10661 Burbank Boulevard, North Hollywood, Calif. 91601

Chyron Telesystems 108
265 Bethpage-Spagnoli Road, Melville, N.Y. 11746

Product: Chyron IV graphics and titling system*, 3/4 inch video cassette cleaner and evaluator*. **Personnel:** David H. Buckler, Richard P. Boyd, John Starosky, Ron Witko.

Cinema Products 188-93

2037 Granville Avenue, Los Angeles 90025
Product: Lightweight GSMD 16mm camera with quick change coaxial magazines*, MNC-71CP ENG/EFEP camera, Steadicam

camera stabilizing system, CP-16R reflex 16mm camera, KM-16 film-to-tape transfer system*, CP U/F-16 upright/flatbed 16mm film editing console*, XR35 35mm studio camera, location lighting equipment, Sachtler and Universal fluid head tripods. *Personnel:* Ed DiGiulio, Gary Gross, Ron Kelley, Ray Tamba, John Jurgens, Bob Auguste, Wayne Weichel, Bill Saks, Charles Lipow.

Cine 60 232-33
630 Ninth Avenue, New York 10036

Coherent Communications 248
13733 Glenoaks Boulevard, Sylmar, Calif. 91342

CMX Systems 4
3303 Scott Boulevard, Santa Clara, Calif. 95050

Commercial Electronics Inc. 235-36
880 Maude Avenue, Mountain View, Calif. 94043
Product: Broadcast color television cameras. *Personnel:* Don Diesner, Chuck Headley, Ron Fried, Al Jensen, N. Schneider.

Comprehensive Service Audio-Visual 176
Box 881, Times Square Station, New York 10036

Product: Film reels, cans, shipping cases, editing supplies, projection lamps, studio lamps, gaffer tape, audio tape, magnetic film, video reels and boxes, labels, padded mailing bags. *Personnel:* J.T. Dougherty, Hubert Bordfeld.

Comprehensive Video Supply 245
148 Veterans Drive, North Vale, N.J. 07647

Consolidated Video Systems 242-44
1255 East Arques Avenue, Sunnyvale, Calif. 94086

Convergence Corp. 10-11, 17-18, 35-36
17935 Sky Park Circle, Irvine, Calif. 92714
Product: Editing control systems, insert editing system, multi-source editing system*. *Personnel:* Dennis G. Christensen, John G. Campbell, George W. Bates, Richard Moscarello, Rush S. Hickman III, Robert Stack, Doug Tao, Frank Logan, Max Ellison.

Dolby Laboratories 133-34
731 Sansome Street, San Francisco 94111
Product: Dolby-encoded film playback systems, noise reduction equipment. *Personnel:* Ray Dolby, Joan Allen, Bob Peterson, Craig Todd, Ken Fay, Steve Katz, Deborah Doyle.

Eastman Kodak 148-49
343 State Street, Rochester, N.Y. 14650
Product: Eastman motion picture films, sensitometry technology*. *Personnel:* J.C. Brunton, J.B. DeWitt, R.W. Hardisty, S.H. Mitchell, J.F. Teahan, R.L. Thomas, R.G. Hufford.

Eigen Video 41
Box 1027, Grass Valley, Calif. 95945

Elmo Manufacturing 156
70 New Hyde Park Road, New Hyde Park, N.Y. 11040
Product: Tele-cine film chain projectors, multiplexers*, uniplexers*. 35mm sound filmstrip projectors*, portable and Xenon 16mm projectors, super 8 sound cameras and projectors. *Personnel:* Frank Riccardi, Frank A. Brill.

Film Equipment Rental 208-10
707 11th Avenue, New York 10019

Frezzolini Electronics 160-61
7 Valley Street, Hawthorne, N.J. 07506

Fuji Magnetic Tape 221
350 Fifth Avenue, New York 10001

Fujinon Optical 222-24
672 White Plains Road, Scarsdale, N.Y. 10583
Product: Broadcast, ENG and closed circuit TV lenses, color TV optical systems, filters, fiber optics, binoculars. *Personnel:* F. Nakajima, D. Bastello, J. Dawson, T. Sumiya, E. Tadokoro, K. Nankano, C. Nemoto.

General Electric Lamps 186-87
Nela Park, Cleveland 44112
Product: Lamps for motion picture and TV production. *Personnel:* Jan Barcellona, Dick Blaess, Sky Bramley, John Capo, Joe Caroli, Charlie Clark, Bob Deer, Dick Dottermusch, Jack Finley, Pat Loyd, Barry Price.

General Enterprises 264
10518 Betrick Avenue, Kensington, Md. 20795

Goldberg Brothers 157-59
Box 5345TA, Denver 80217

Alan Gordon Enterprises 134-35
1430 North Cahuenga Boulevard, Hollywood 90028
Product: MK IV directors viewfinder*, Swintek cordless microphone system, NCE II animation

motor*, projectors. *Personnel:* Grant Loucks, Ted Lane, Frank Kelly, Bill Swintek.

Grass Valley Group 115
Box 114, Grass Valley, Calif. 95945

GTE/Sylvania 101
114 South Orange Street, El Paso, Tex. 79901

Karl Heitz Inc. 256
979 Third Avenue, New York 10022

Hazeltine 132-33
Pulaski Road, Greenlawn, N.Y. 11740

Hitachi-Denshi 21-22, 31-32
48-25 Brooklyn-Queens Expressway, Woodside, N.Y. 11377

Hollogon Optical Systems 105
225 Park Avenue South, New York 10003
Product: 35mm shutterless, non-intermittent, variable speed portable telecine film projector*. *Personnel:* Ulrich M. Fritzler, Richard P. Blunk, Jutta Fader, Alexander Neel.

Hollywood Film 219-20
956 Seward Street, Hollywood 90038

Ikegami Electronics 118-21
29-19 39th Avenue, Long Island City, N.Y. 11101

Image Devices 102
1825 Northeast 149th Street, Miami 33181

JVC Industries 19-20, 33-34
58-75 Queens-Midtown Expressway, Maspeth, N.Y. 11378

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- KLM Associates** 215-18
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- Lenco Electronics Division** 110,112
319 West Main Street, Jackson, Mo. 63755
- Lipsner-Smith** 200
4700 Chase Avenue, Lincolnwood, Ill. 60646
- Listec Television Equipment** 185
39 Cain Drive, Plainview, N.Y. 11803
Product: Vinten portable pneumatic crab pedestal*, Digivision monitor prompting system*, Richmond portable broadcast console*, Elector portable time code generator/reader*, character generator, video and pulse delay line*, safe area generator*, switcher*, peak program meter*. *Personnel:* Jack Littler, Bruce Baillentyne, Howard Stucker, Len Zailer, Bert Verwey.
- Lowel-Light** 177-78
241 West 54th Street, New York 10019
- L.T.M. Corp.** 124-27
21200 Nordhoff Street, Chatsworth, Calif. 91311
Product: Television and motion picture lighting systems. *Personnel:* W. Mills, S. Mills, H. Breitling, G. Fischer, J. Galerne, C. Crevet, J. Nicholli.
- L-W International** 225
6416 Variel Avenue, Woodland Hills, Calif. 91367
Product: Telecine projectors. *Personnel:* David Stern, Carlos Elmer.
- Macbeth Sales** 227
RD 3 Jeanne Drive, Newburgh, N.Y. 12550
Product: Osram HMI lighting systems. *Personnel:* W. Block, Russell Liddle, Wendell Gill, Mike McGovern.
- Magnasync/Moviola** 144-47
5539 Riverton Avenue, North Hollywood, Calif. 91603
Product: Insert recording and reproducing equipment with electronic interlock, 16mm and 35mm flatbed editors, viewers, synchronizers, rewinds. *Personnel:* Dan Zinn, Sam Lane, Ted Diamond, Holmes Ives, Gerry D'Almada, Carl Nelson.
- Magna-Tech Electronic** 150-51
630 Ninth Avenue, New York 10036
Product: Motion picture sound recording equipment and projectors, electronic looping system. *Personnel:* N.T. Prisament, R.W. Eberenz, Marc Prisament, George Szegeti, Dave Rodrigues.
- Marconi Instruments** 241
100 Stonehurst Court, Northvale, N.J. 07647
Product: 2920 television interval timer (automatically measures horizontal and vertical blanking on digital display), VITS analyzer system. *Personnel:* Tony Ramsden, Jon Gorbald, Keith Elkins, Dave Slim, Tony Pengelski.
- Matthews Studio Equipment** 183-84
2405 Empire Avenue, Burbank, Calif. 91504
Product: Light stands, light mounting equipment, accessories, dolly track, camera dollies, overhead sets, custom backings. *Personnel:* Ed Phillips, Carlos DeMattos, Richard A. Haskings.
- MBI** 205-06
9025 Eton Avenue, Suite B, Canoga Park, Calif. 91304
Product: Steenbeck editing tables and sprocketed film recorder/reproducer. *Personnel:* R. Kaplan, A. Slonim, H. McCall, M. McCall, W. Bass.
- Micro Consultants** 230-31
2483 East Bayshore Road, Palo Alto, Calif. 94303
Product: Fieldstore synchronizer with TBC options, framestore synchronizer with production options, digital production effects system with expansion, noise reduction and auto sequence options*. *Personnel:* George Grasso, Brian Matley, Ronald Frillman, Dave Dever, Paul Fletcher, Herb Quilitzsch.
- Microtime** 109
1290 Blue Hills Avenue, Bloomfield, Conn. 06002
- MM Editing Systems** 194-95
230 Park Avenue, New York 10017
- 3M** 239-40
3M Center, Building 223-5N, St. Paul 55101
Product: Scotch brand professional videotape, videocassettes, audio tape, magnetic film and accessories. *Personnel:* Frank Gallagher, Jack Watson, Pete Van Deventer, Kevin Fitzgerald, Ernie Heisser, Don Anderson, Gordon Schutte, Joe Leon, Jerry Bauman, Norm Ritter.
- Mole-Richardson** 197-99
937 North Sycamore Avenue, Hollywood 90038
Product: Lighting systems including Solar-Arc spots, battery packs, chargers. *Personnel:* Howard R. Bell, Daniel R. Aron.
- Motion Picture Enterprises** 140
Box 276, Tarrytown, N.Y. 10591
Product: Metal and plastic motion picture reels and cans, fiber and plastic shipping cases, videotape reels and cassettes, editing supplies, publishes *Motion Picture, TV & Theatre Directory* and *Wall Chart* audio visual source directory. *Personnel:* Herbert R. Pilzer, John B. Low, William B. Vick.
- Motorola** 111
2333 Utah Avenue, El Segundo, Calif. 90245
- Multi-Track Magnetics** 179-80
One Ruckman Road, Closter, N.J. 07624
- Nagra Magnetic Recorders** 172
19 West 44th Street, New York 10036
Product: Audio tape recorders and accessories. *Personnel:* Dom Notto, Thomas Daniel, Leonard Heyman, Archie Clark, Loren L. Ryder.
- Neumade Products** 263
720 White Plains Road, Scarsdale, N.Y. 10583
Product: Film splicers, automatic film cleaning machine, film handling and editing equipment. *Personnel:* Ron Jones, Lee Jones, Warren Clements, Lew Grofsik, Bob Hempel.
- Norton Associates** 167
10 Di Tomas Court, Copiague, N.Y. 11726
- Product:* Magnetic heads and amplifiers for motion picture and studio sound recording. *Personnel:* R. Norton, R. Auteri, R. Doutney, B. Viole.
- NTI America** 107
1680 North Vine Street, Los Angeles 90028
Product: Video file*, video synchronized processor*, digital color monoscope, digital monoscope. *Personnel:* Shiro Okamoto, George H. Nakaki.
- Nurad** 236-37
2165 Druid Park Drive, Baltimore 21211
Product: ENG antenna systems. *Personnel:* Les Lear, Vince Rocco, Fred Hock, Stephen Neuberth.
- O'Connor Engineering** 213-14
100 Kalmus Drive, Costa Mesa, Calif. 92626
- Pace International** 255
Box 1668, Hollywood 90028
Product: Water recycling system for photographic laboratories. *Personnel:* Robert T. Kreiman, John J. Hewitt, Shirley G. Kreiman.
- Pako Corp.** 103
6300 Olson Memorial Highway, Minneapolis 55440
- Perf-Fix** 152
12381 Wilshire Boulevard, Suite 203, Los Angeles 90025
Product: Film perforation repair system. *Personnel:* Diane Stanfield, Shirley Travers.
- Phillips** 8-9, 44
91 McKee Drive, Mahwah, N.J. 07430
Product: ENG/EPF camera, studio camera, portable camera, transmitter exciter equipment, modulators, demodulators, VITS analyzers, pattern and signal generators. *Personnel:* J. Nigro, L. Hunt, W. Amos, A. Keil, R. Leach, W. Wilson, S. Rauch, A. Kiewiet.
- Plastic Reel** 128-30
7165 Willoughby Avenue, Hollywood 90046
- Rangertone** 104
509 Madison Avenue, New York 10022
- RCA** 12-16, 37-38
Front & Cooper Streets, Building 2-2, Camden, N.J. 08102
Product: TK-47 fully automatic camera. *Personnel:* J.A. Gimbel, J. Smith, J. Nickels, R. Harding, C. Gaydos, T. Newman, A.W. Power, P. Harris.
- Recortec** 45
777 Palomar Avenue, Sunnyvale, Calif. 94086
- Roscoe Laboratories** 212
36 Bush Avenue, Port Chester, N.Y. 10573
Product: Complete line of light control materials, heat stable color media (gels), test kit of light diffusion materials. *Personnel:* Stan Miller, Ned Bowman, Roger Zobel, Richard Dunham, Rosemary Scholotter, Ida Tufo.
- Sennheiser Electronic** 234
10 West 37th Street, New York 10018
Product: Microphones and accessories, Vocoder speech synthesizer, infrared wireless

sound systems. **Personnel:** Cornelis Hofman, Horst A. Ankermann, William Seidel.

Sony 27-30
9 West 57th Street, New York 10019

Soremec-Eclair 237-38
905 North Cole Avenue, Hollywood 90038
Product: 16mm camera systems. **Personnel:** Regis Laderrière, Eric Falkenberg.

Spin Physics 148-49
11633 Sorrento Valley Road, San Diego 92121
Product: Hot-pressed ferrite video head refurbishing service for Ampex Mark X, XV and RCA High Band video tape recorders. **Personnel:** J.C. Crosby, W.W. Heywood, G. Long, F. Watson, C. May, K. White, K. Harrell.

Strand Century 170-71, 181-82
20 Bushes Lane, Elmwood Park, N.J. 07407

Tektronix 246-47
Box 500, Beaverton, Ore. 97077

Tele-Cine 5
5434 Merrick Road, Massapequa, N.Y. 11758

Telemation 42-43
Box 15068, Salt Lake City 84115
Product: Digital noise filter*, Compositing I graphics system. **Personnel:** Donald R. Reynolds, Dennis L. Shelton, David J. Quebbeman, W. Paul Warnock, George G. Elsaesser, Davisson H. Spindle, Alan D. Schoenberg, Donald E. Rhodes.

Telescript 113
20 Insley Street, Demarest, N.J. 07627
Product: Monitor prompting system. **Personnel:** Bob Swanson, Blair Julich, John Lennan, George Parodi, Kay Hyde, Jerry Swanson.

Television Equipment Associates 115
Box 260, South Salem, N.Y. 10590
Product: Tape cleaner/evaluators, video and pulse delay lines, low-pass video filters, automatic video equalizer, headsets, intercom system, TV line selector to monitor line 22. **Personnel:** Bill Pegler, Bill Walters.

Thermodyne 202
12600 Yukon Avenue, Hawthorne, Calif. 90250

Thomson-CSF Laboratories 6-7
37 Brownhouse Road, Stamford, Conn. 06902
Product: Microcam portable ENG cameras and 2 ghz microwave attachment*, digital noise reducer. **Personnel:** John Camarda, Mike Davis, Bob Estony, Joe Ewansky, Jack Fackler, Steve Kreinik, Ren McMann, Boris Tcatchenko.

Twenty-Fourth Frame 226
303 Depot Street Northwest, Christiansburg, Va. 24073
Product: 16mm two picture, three sound, eight plate film editing console with pitch correction*. **Personnel:** Ike Jeanes, Richard Armstrong.

Vital Industries 23
3700 Northeast 53d Avenue, Gainesville, Fla. 32601
Product: Production and on-air switching equipment. **Personnel:** Robert W. McAll.

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Up and coming in broadcast technology



Artist's renderings of vertical (l) and horizontal blanking problems.

Settling in. The Broadcasters Ad Hoc Committee on Television Blanking, a group formed in August to deal with the horizontal and vertical problems that the FCC insists must be solved, has gotten its administrative business out of the way, a source on the committee says, and is now getting down to a long winter of "a lot of hard work." The group is working up some questionnaires to be sent out soon to television stations, the networks and production companies asking those parties to take a "28-day inventory" to find out just how serious the blanking mess is. The committee's a good way from any recommendations of any kind now, but by early January, after it has had a chance to review the data supplied through the mailings, hopes to get a fix on the problems and suggest some preliminary solutions. □ □ □ **Finger pointing.** One Washington consulting engineer asserts that it is "just carelessness" on the part of technicians that has let the blanking problem develop. Each individual piece of equipment in the chain, from the ENG camera to the transmitter, meets FCC minimums, but no one has "paid enough attention" to human factors that develop as signals travel through the broadcast process. "No one really knows the magnitude of this problem." □ □ □ **Who me?** So the broadcasters, the producers, the manufacturers and the FCC haggle over just who is responsible for the signal degradation. The blanking committee is taking looks from two sides now: the producers and the manufacturers. One subcommittee is "trying to come up with some set of numbers" for producers. The idea, and it is still only that, is to find out exactly how fine a picture must exist at the start in order to emerge from the switching maze with a signal up to FCC standards. Another subcommittee is looking at broadcast equipment, trying to deduce where that could be fine tuned. □ □ □ **Add-ons.** Don't count the manufacturers out of the fracas either. Marconi Instruments has come out with a television interval timer that automatically measures horizontal and vertical blanking on a digital display, and at least two other companies, NEC of America and Vital Industries, have begun offering blanking correction machines that are designed to put back the picture other equipment appears to take away. □ □ □ **And the bottom line.** One insightful engineer sums up the blanking problem and what it means to television: "It's not easy for a salesman to turn down an ad because it doesn't meet technical specifications." □ □ □ **On a lighter note.** Solar, wind and other alternative energy sources may not as yet be broadcasting's latest trend, but as the winter season approaches, ways of cutting energy bills are certain to be on broadcasters' minds. Alfred Guntermann, research associate-energy at the Austin Co., Cleveland, says wind and sun power don't quite live up to all of their promise. They're "buzz" words, he says, that do not produce an acceptable return on investment. "You're spending \$20 to \$50 initially to save 50 cents to a dollar's worth of oil." But not so, he says, with "heat recovery systems." A broadcasting station produces a considerable amount of heat that can be redirected to heat a station's water supply or to supply warmth to the building. Citing the example of wkaw-tv Buffalo, N.Y.'s new \$3-million studio (BROADCASTING, Oct. 9), Mr. Guntermann says the owner, Capital Cities Communications, is getting "free energy at a very low cost." Taft Broadcasting is building a new \$5-million headquarters in Cincinnati that will feature a solar-collector system to furnish all hot water (see page 44), and later this year a new group, Ksky Corp., is expected to submit an application for a new AM station in Sierra county, Calif., that will be completely solar- and win-powered. □ □ □ **Meanwhile, on the home front.** Video tape recorders appear to be this year's hot item in the consumer market in this their first full year of general availability. The Electronic Industries Association reports that through September home recorder sales to dealers reached 242,589 units. September saw the highest number—56,759 units—and Ralph W. Jones of the EIA says manufacturers expect those numbers to continue rising as the Christmas buying season reaches full bloom. (Because it has been only a year since most manufacturers got into the home recorder market—Sony and Quasar are the exceptions—EIA does not have figures for 1977.) Television receiver sales are up 14.2% from last year, but sales of radio receivers, EIA says, have already dropped 11.2%—with the deepest dip in AM set sales (down 19.6%).

The Broadcasting Playlist Oct 23

Contemporary

Last This week week	Title □ Artist	Label
1 1	<i>Reminiscing</i> □ Little River Band	Harvest
3 2	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
2 3	<i>You Needed Me</i> □ Anne Murray	Capitol
8 4	<i>MacArthur Park</i> □ Donna Summer	Casablanca
5 5	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
4 6	<i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
9 7	<i>Right Down the Line</i> □ Gerry Rafferty	United Artists
7 8	<i>Don't Look Back</i> □ Boston	Epic
9 9	<i>Kiss You All Over</i> □ Exile	Warner Bros.
12 10	<i>Who Are You</i> □ Who	MCA
6 11	<i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
13 12	<i>Get Off</i> □ Foxy	TK
24 13	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista
23 14	<i>Double Vision</i> □ Foreigner	Atlantic
19 15	<i>Love is in the Air</i> □ John Paul Young	Scotti Bros.
15 16	<i>Beast of Burden</i> □ Rolling Stones	Rolling Stones
20 17	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
17 18	<i>You Never Done It Like That</i> □ Captain and Tennille	A&M
14 19	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
11 20	<i>Three Times a Lady</i> □ Commodores	Motown
18 21	<i>Got to Have Lovin'</i> □ Don Ray	Polydor
21 22	<i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
28 23	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
25 24	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
22 25	<i>Hot Blooded</i> □ Foreigner	Atlantic
42 26	<i>Alive Again</i> □ Chicago	Columbia
— 27	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
26 28	<i>It's a Laugh</i> □ Daryl Hall & John Oates	RCA
27 29	<i>She's Always a Woman</i> □ Billy Joel	Columbia
30 30	<i>I Love the Nightlife</i> □ Alicia Bridges	Polydor
— 31	<i>Blue Collar Man</i> □ Styx	A&M
34 32	<i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
32 33	<i>Josie</i> □ Steely Dan	ABC
41 34	<i>Don't Want to Live Without It</i> □ Pablo Cruise	A&M
40 35	<i>Macho Man</i> □ Village People	Casablanca
33 36	<i>One Nation Under a Groove</i> □ Funkadelic	Warner Bros.
31 37	<i>Miss You</i> □ Rolling Stones	Rolling Stones
49 38	<i>In the Bush</i> □ Musique	Prelude
35 39	<i>Love Will Find a Way</i> □ Pablo Cruise	A&M
29 40	<i>Magnet and Steel</i> □ Walter Egan	Columbia
16 41	<i>Hollywood Nights</i> □ Bob Seger	Capitol
37 42	<i>Sweet Life</i> □ Paul Davis	Bang
— 43	<i>Dance (Disco Heat)</i> □ Sylvester	Fantasy
39 44	<i>Just What I Needed</i> □ The Cars	Elektra
— 45	<i>Time Passages</i> □ Al Stewart	Arista
46 46	<i>Took the Last Train</i> □ David Gates	Elektra
38 47	<i>Grease</i> □ Frankie Valli	RSO
43 48	<i>Change of Heart</i> □ Eric Carmen	Artista
— 49	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
36 50	<i>Shame</i> □ Evelyn "Champagne" King	RCA

Playback

Dynamic duo. Barbra Streisand and Neil Diamond have teamed up for the first time on a new blockbuster single, *You Don't Bring Me Flowers* (Columbia). Added this week by most of "Playlist's" reporting stations, the single enters the chart at 27. "They're two very strong artists in an improbable combination," says Bruce Murdock of KING (AM) Seattle. "You don't get two giants together very often." Dave Sholin, national music coordinator, RKO Radio, calls it "a great song with great lyrics and great production. Lyrically and musically it's got it all." The song was written by Diamond with the husband and wife writing team of Marilyn and Alan Bergman and first appeared in solo versions on the artist's *I'm Glad You're Here With Me Tonight* LP and Streisand's *Songbird* LP. According to Bob Sherwood, vice president of national promotion, Columbia Records, music directors from a "host of stations" recognized that both versions were in the same key, spliced them together, and brought the final product to Columbia, which then approached the two artists. The duet will appear on both artists' forthcoming albums: *Barbra Streisand's Greatest Hits, Volume II* and Diamond's *American Popular Song. Midas touch*. When it comes to making hits, Billy Joel can do no wrong. And it appears his much-anticipated new album, *52nd Street*, is no exception. Stations are adding the cut *My Life*, which Columbia says will probably be the first single released. "It's sort of in the vein of *Movin' Out*," says KING's Mr. Murdock, "It's a real strong, up-tempo song."



Country

Last This week week	Title □ Artist	Label
2 1	<i>Sleeping Single in a Double Bed</i> □ Barbara Mandrell	ABC
3 2	<i>Little Things Mean a Lot</i> □ Margo Smith	Warner Bros.
6 3	<i>Let's Take the Long Way Around the World</i> □ R. Mileap	RCA
5 4	<i>Ain't No California</i> □ Mel Tillis	MCA
1 5	<i>Anyone Who Isn't Me Tonight</i> □ K. Rogers & D. West	UA
7 6	<i>Cryin' Again</i> □ Oak Ridge Boys	ABC
23 7	<i>One Sided Conversation</i> □ Gene Watson	Capitol
8 8	<i>Tear Time</i> □ Dave & Sugar	RCA
4 9	<i>Heartbreaker</i> □ Dolly Parton	RCA
16 10	<i>No Sleep Tonight</i> □ Brandy Barlow	Republic
11 11	<i>If the World Ran Out of Love</i> □ Brown & Cornelius	RCA
10 12	<i>Who Am I to Say</i> □ Statter Bros.	Mercury
— 13	<i>Fadin' In, Fadin' Out</i> □ Tommy Overstreet	ABC
20 14	<i>Here Comes the Hurt Again</i> □ Mickey Gilley	Epic
18 15	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra
15 16	<i>It's Been a Great Afternoon</i> □ Merle Haggard	MCA
9 17	<i>Another Goodbye</i> □ Donna Fargo	Warner Bros.
— 18	<i>What Have You Got to Lose</i> □ Tom T. Hall	RCA
13 19	<i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
— 20	<i>Sweet Desire</i> □ Kendalls	Ovation
19 21	<i>Sweet Fantasy</i> □ Bobby Borchers	Epic
17 22	<i>Womanhood</i> □ Tammy Wynette	Epic
21 23	<i>If You've Got Ten Minutes</i> □ Joe Stampley	Epic
25 25	<i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO

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

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Media



Miller

Kenneth Miller, sales manager, KMPC(AM) Los Angeles, appointed VP-general manager. He succeeds **Stanley Spero**, who has been named VP in charge of sports for Golden West Broadcasters, group owner of station.

Gene Denari, president and general manager of KPWR-TV Bakersfield, Calif., ap-

pointed executive VP-operations for Gillett Broadcasting, licensee of station. He will be responsible for company's KPWR-TV, WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D.

David Ross, VP-general manager, KEZK(FM) St. Louis, named VP-general manager of co-owned WHYI(FM) Miami. **Ronald Young**, sales manager, WHYI, succeeds Mr. Ross at KEZK.

Mahlon R. Aldridge, VP-general manager of KFRU(AM) Columbia, Mo., elected executive director. **James Aldridge**, station manager, succeeds his father as general manager.

Richard Bartell, partner in San Diego law firm of Lee Bartell & Associates, licensee of KMJC(AM) there, named general manager of station.

Susan A. Simons, administrator, compliance and practices, NBC, West Coast, appointed practices policy manager, law, West Coast.

Jack Kenaston, manager of noncommercial KLCS(TV) Los Angeles, retires after five years in that position.

J. Allison Binford Jr., VP-programing, non-commercial WEDW(TV) Bridgeport, Conn., appointed station manager.

Harvey Struthers, VP, management development/human resources, CBS/Broadcast Group, New York, appointed VP of development, responsible for CBS investments in CATV in Canada and coordinating exploration of new business opportunities for group.



Struthers



Kitchin

Lee C. Kitchin, professor and executive director of Virginia Law School Foundation at the University of Virginia Law School in Charlot-

tesville, named VP and general counsel of Corinthian Broadcasting Corp., New York. Mr. Kitchin earlier had been president of Times-World Corp., Roanoke, Va., subsidiary of Landmark Communications Inc., and president of WTAR Radio-Television Corp., Norfolk, Va., also part of Landmark.

Michael Schuch, general sales manager, WVTM(TV) Milwaukee, appointed assistant general manager.

Belno Lange, program manager, KOVR(TV) Sacramento (Stockton), Calif., appointed assistant manager.

Mike Allen, from WQRK(FM) Norfolk, Va., named operations manager of WNAX(AM) Yankton, S.D.

Ann Morfogen, manager of press information and publicity, KNXT(TV) Los Angeles, named director of special projects, responsible for station's license renewal preparations and development of other projects.

William T. Baumann, assistant VP of First National Bank, Cincinnati, joins Taft Broadcasting there as director of development services.

Robert Edward Haggerty, controller, Research Appliance Co., Gibsonsia, Pa., joins WWVA(AM) Wheeling, W. Va., as business manager and controller.

Broadcast Advertising



Jahn

Richard Jahn, executive VP and management director, Dancer Fitzgerald Sample, New York, appointed president of newly established DFS International.

Gene DeWitt, media director, and **Lew Pringle**, director of research, BBDO, New York, elected senior VP's and members of

board of directors.

Michael Silverstein, VP-marketing director, Bozell & Jacobs, New York, elected senior VP.

Kevin Keary, director of telephone marketing services, Doyle, Dane Bernbach, New York, elected VP. **Neal Lemlein**, from Botsford-Ketchum, San Francisco, joins DDB/West, Los Angeles, as account executive.

Cliff Lavin, account director, Jennings & Thompson/Foote Cone & Belding, Phoenix, elected VP.

Dave Vinyard, account executive, and **Bén Vergati**, creative director, Crume & Associates, Dallas, named VP's.

Tyy Mattson, media director, Kenyon & Eckhardt, Chicago, joins Lee King & Partners, Chicago, as associate media director.

Guy Cimbalò, from William Esty Co., New

York, joins Cunningham & Walsh there as group creative director.

Joseph Carri, VP-creative director, and **David Levy**, VP-copy chief, Weitzman & Associates, Washington, join W.B. Doner & Co., Baltimore, as senior creative supervisors. **Jim Riley**, division media director for Pepsi-Cola in Purchase, N.Y., and **Polly Dougherty**, director of advertising and public relations for Pimlico hotel, Baltimore, join Doner as field account executives.

Frank Stringer Jr., from WFLA-TV Tampa, Fla., joins OmniMedia, marketing communications agency there, as operations and communications director.

Linda Laing, assistant art director, Foote, Cone & Belding/Honig, San Francisco, named art director.

Thomas J. Masone, Eastern regional manager of Katz Radio, New York, appointed manager of Katz Radio's sports division there. **William H. Fortenbaugh**, member of sales staff, succeeds Mr. Masone. **Frank Leoce**, VP-general manager of Metro Radio Sales, New York, joins sales staff of Katz Radio.

Scott Savage, account executive, KDKA-AM-FM Pittsburgh, joins co-owned Radio Advertis-



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ing Representatives, New York, as account executive.

Marc Goldstein, director of program negotiations, and **James E. Thompson Jr.**, director



Goldstein



Thompson

of local broadcast services, Benton & Bowles, New York, named VP's.



Davis

John W. Davis, corporate secretary and broadcast network negotiator, Foote, Cone & Belding/Honig, San Francisco, retires after 40 years with company.

Robyn Hartzell, assistant account executive, Grey/Twin Cities, Minneapolis-St. Paul, named account executive.

Denise Conway, account executive, Ross Roy, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., in same capacity.

Alvin Leittl, local sales manager, WTVV(TV) Milwaukee, named general sales manager, succeeding Michael Schuch (see page 67). **Harry Delaney**, local sales representative there, succeeds Mr. Leittl.

Robert W. Curry, executive VP-sales, KPWR-TV Bakersfield, Calif., assumes additional responsibilities for WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. All stations are owned by Gillett Broadcasting.

Kent E. Lillie, national sales manager, KOA-TV Denver, appointed general sales manager.

Don Wollman, director of operations and administration, on-air advertising, ABC-TV, Los Angeles, appointed to new post of director, on-air advertising, West Coast, ABC-TV.

Lee Larsen, national sales manager, KLOS(FM) Los Angeles, appointed general sales manager.

Robert J. Longwell, national sales manager, WRIF(FM) Detroit, appointed general sales manager.

John Hare, general sales manager of KXYZ(AM)-KAUM(FM) Houston, joins co-owned WRQX(FM) Washington in same capacity.

Timothy C. Weis, account executive, WCBM(AM) Baltimore, appointed general sales manager.

Tom Hagner, from Arcadia Entertainment Corp., Deerfield Beach, Fla., joins KYEL-TV Yuma, Ariz., as general sales manager.

Robert W. Dunn, local sales manager, WTIC(AM) Hartford, Conn., named general sales manager.

Dan Forth, general sales manager, WFTQ(AM)-WAAF(FM) Worcester, Mass., joins WLOB-FM Portland, Me., in same capacity.

Peter B. Ferrara Jr., account executive, WASH(FM) Washington, joins WGAY(AM) Washington-WGAY-FM Silver Spring, Md., as sales manager.

Tina Myrick, account executive, WCAO(AM) Baltimore, joins WXYV(FM) there as sales manager.

E.F. Shadburne, owner and operator of WHAN(AM) Haines City, Fla., named sales manager of Caloosa Television Corp., licensee of WEVU(TV) Naples, Fla.

David Harper, general manager, WATO(AM) Oak Ridge, Tenn., joins WCBX(AM) Eden, N.C., as sales manager.

Steven M. Herman, account executive, WPTZ(TV) North Pole (Plattsburgh), N.Y., named local-regional sales manager.

Scott Boltz, account executive, WQUA(AM) Moline, Ill., named local advertising manager.

Leslie P. Mathis, account executive, WROR(FM) Boston, joins co-owned KHJ-TV Los Angeles in same capacity.

Marvin D. Anderson, account executive, WMAR-TV Baltimore, joins WTAE-TV Pittsburgh in same capacity.

Marcy J. Kohn, sales representative, WRGB(TV) Schenectady, N.Y., joins WSB-TV Atlanta as account executive.

Sonja Farrand, account executive, KMBR(FM) Kansas City, Mo., joins KMBC-TV there in same capacity.

Bobbi Grimm, director of promotion and advertising, KFAC-AM-FM Los Angeles, named account executive.

Len M. Allen, general manager of Honolulu irrigation products distributor, joins KGMB-TV there as account executive.

Programing

Mark Waxman, program director of noncommercial KCET(TV) Los Angeles, named director, daytime programs, CBS Entertainment, in charge of ongoing daytime production and development in Hollywood. He succeeds **Jeane Renick**, recently named to same position in New York.

Superseller. William Bresnan, president of Teleprompter's cable division, appears in "Ten Greatest Salespersons: What They Say About Selling," a book by Robert Shook due out this week (Harper & Row, New York, 194 pp., \$8.95). Others of the "greatest" include top-selling Avon Lady Edna Larsen and IBM Vice President Buck Rodgers. Sample sales advice from Mr. Bresnan: "We find a need, and then we respond to it... As for trying to sell something that people don't need, I call that hustling—which is another profession altogether... Everyone, from myself on down, goes out and knocks on doors. I can learn more by knocking on doors during a four-hour period than I can learn in a three-year period sitting in my office."

Named executive producers, motion pictures for television, NBC Entertainment, Los Angeles: **David Garcia** and **Deena Silver-Kramer**, directors in that department, and **Jane Deknatel**, director of docudramas for CBS Entertainment. **Hamilton Cloud**, from KFWB(AM) Los Angeles, joins group as associate, motion pictures for television.

George A. Sperry Jr., promotion manager, Group W Productions' *Mike Douglas Show*, named VP and general manager, Group W Productions' Television Syndication Center, Pittsburgh.



Einhorn

Eddie Elnhorn, executive producer for various sports programs on NBC-TV and former president of TVS Network, New York, named executive producer of *CBS Sports Spectacular* (Sat., 4:30-6 p.m.).

Tim Vignoles, VP of MCA-TV and managing director, London, and director of Universal Pictures TV Ltd., subsidiary of MCA, joins Columbia Pictures Television as VP in charge of United Kingdom division, based in London.

Terri Fricon, VP of Musicways Inc. and Filmways Music Publishing Inc., Los Angeles, appointed president.

Joanne Brough, program development executive for prime time dramatic series, CBS, Los Angeles, joins Lorimar Productions, Burbank, Calif., as director of creative affairs.

Jay Hoffer, VP, Hercules Broadcasting Co., Sacramento, Calif., joins KERE(AM) Denver as director of programing.

Chuck Branstetter, program director, KPCR(AM) Bowling Green, Mo., named regional program director responsible for KPCR-AM-FM and co-owned KCTV(AM)-KSCM-FM Houston, Mo.

Jim Lawson, news director for noncommercial WHSD(FM) Hinsdale, Ill., named program manager.

Jim Russell, executive producer of daily programs for National Public Radio, Washington, appointed director of public affairs programs and executive producer for Twin Cities Public Television, licensee of noncommercial KTCA-TV and KTCL-TV, both Minneapolis-St. Paul. **Paul Bosner**, freelance producer and director, Dallas, joins Twin Cities as senior director. **Donald Knox**, from noncommercial WTTW(TV) Chicago, joins stations as director of cultural affairs.

Alex Nogales, from Material Development Center, Los Angeles, joins KNXT(TV) there as producer.

Kate Kelleher, editor of BIB Publications, subsidiary of Broadcast Information Bureau, New York, joins Metromedia Producers Corp. there as advertising and promotion manager for East Coast.

Bob Kennedy, music director, WEEQ(AM) Waynesboro, Pa., joins co-owned WQVE(FM) Mechanicsburg, Pa., in same capacity. **Barry Hodge**, from WZYQ(AM) Frederick, Pa., succeeds Mr. Kennedy at WEEQ. **Tom Rush**, from

WVAM-AM-FM Altoona, Pa., joins WEEQ as production director and air personality.

Sandy Rhodes, traffic director, WGSB(AM) Geneva, Ill., named program director. **Tom Neumann**, public service director there, named music director.

Larry Nielson, from KAFY(AM) Bakersfield, Calif., joins KDKB(AM)-KDJQ-FM Mesa (Phoenix), Ariz., as production manager.

Mike Barry, sports director, WFLA-TV Tampa, Fla., joins WDIV(TV) Detroit in same capacity.

Mike Hedeon, sports reporter, WDIO-TV Duluth, Minn., named sports director and anchor.

Gil Stratton, sportscaster, KNX-AM-FM Los Angeles, assumes additional responsibilities as sportscaster on nightly news of KTTV(TV) there.

Brett McMillan, weekend sports anchor, WSLSTV Roanoke, Va., joins WIS-TV Columbia, S.C., as assistant sports director.

Jack Newsome, administrative assistant to Jacksonville, Fla., Mayor Hans Tanzler, joins noncommercial WJCT(TV) there as host of *Feed-back* program.

News and Public Affairs

Mel Kampmann, news and management consultant for McHugh & Hoffman, McLean, Va., joins WJLA-TV Washington as executive director of news. Mr. Kampmann formerly was news director for WPVI-TV Philadelphia and KRON-TV San Francisco.



Kampmann



Hall

Wilson Hall, veteran NBC anchor and reporter, joins WAST(TV) Albany, N.Y., as principal anchor and managing editor. Mr. Hall's assignments with NBC included: reporter for NBC Radio in Washington; NBC Middle East bureau chief, Beirut; bureau chief of Latin American coverage, Rio de Janeiro and reporter covering Vietnam War.

Jack Moore, executive producer, KENS-TV San Antonio, Tex., joins WSAV-TV Savannah, Ga., as news director.

Lee Schell, news director, KNTV(TV) San Jose, Calif., resigns.

Drew Phillips, field producer for ABC News, New York, joins CBS News there as producer of *60 Minutes*.

Wayne Jordan, in news department of KOIT(FM) San Francisco, appointed news and public affairs director.

Fred Barry, news director, WJON(AM) St. Cloud, Minn., joins WNFL(AM) Green Bay, Wis., in same capacity. **Jack Messmer**, news director at WCSM-AM-FM Celina, Ohio, joins WNFL as reporter.

Edward H. Shur, local news reporter,

WEAN(AM) Providence, R.I., appointed director of news at WSEA(FM) Georgetown, Del.

Dave Jefferson, in news department of WOOD-AM-FM Grand Rapids, Mich., named assistant news director. **Cindi Sutphen**, announcer, WJFM(FM) there, joins WOOD as reporter.

Connie Hicks, reporter, WCKT(TV) Miami, named co-anchor.

Dan Cullen, news director and anchor, KJEO(TV) Fresno, Calif., joins WAVE-TV Louisville, Ky., as co-anchor.

Robyn Carter, from news department of WNEW-TV New York, joins WAFF(TV) Huntsville, Ala., as noon anchor and reporter.

David A. Waterman, producer and reporter for noncommercial WSRE(TV) Pensacola, Fla., joins WTVY(TV) Dothan, Ala., as anchor.

Bob Veasey, assistant political analyst, WBBM-TV Chicago, joins station's "Fact Finder" unit as writer and field producer.

Terri Dorsey, reporter, WRDW-TV Augusta, Ga., joins WIS-TV Columbia, S.C., as reporter and photographer.

Mark Weller, intern, WITI-TV Milwaukee, joins Independent Public TV Inc., Anchorage, as reporter on *Alaska Review*, syndicated documentary program. **James Browder**, cameraman, noncommercial KTOO-TV Anchorage, named cameraman on *Alaska Review*.

Scott Richards, anchor, WLKY-TV Louisville, Ky., appointed executive producer of newsroom. **Dan Lewis**, weekend anchor there, named weeknight co-anchor. **Patrick Van Horn**, anchor and producer from KYTV(TV) Springfield, Mo., succeeds Mr. Lewis as weekend anchor.

David Campanella, news producer, WDIV-TV Detroit, joins WIVB-TV Buffalo, N.Y., as producer. **John Telich**, sportscaster, WMT-TV Cedar Rapids, Iowa, joins WIVB-TV as weekend sports anchor. **Sarah L. Lewis**, secretary to WIVB-TV sales manager, named community services director, succeeding **Joseph Koral**, who retired earlier this year.

Rick Hutto, general manager of noncommercial WSLU(FM) Canton, N.Y., joins KUAM-AM-FM-TV Agana, Guam, as announcer-newscaster-producer.

Ray Coleman, community affairs director, WTAE(AM) Pittsburgh, named community and station services director for WTAE-TV there.

Promotion and PR

Joanne Maly, from community relations department of noncommercial WCET(TV) Cincinnati, joins Taft Broadcasting there as director of corporate communications.

Melissa Huston, advertising and promotion manager, WRC(AM)-WKYS(FM) Washington, joins WRQX(FM) there director of advertising and promotion.

Pamela Cleeland, promotion director, KOME(FM) San Jose, Calif., joins KGO(AM) San Francisco in same capacity.

Marge Anthony, VP of Neil Diamond Productions, New York, joins CTV Television Network, Toronto, as director of information services.

Broadcast Technology

Joseph A. Boyd, chief executive officer of Harris Corp., Melbourne, Fla., elected chairman of board. He had been president, and will



Boyd



Hartley

be succeeded in that post by **John T. Hartley Jr.**, Harris executive VP. **Richard B. Tullis**, former board chairman, will continue as chairman of executive committee.

Richard W. Subbe, manager of television network operations, ABC, New York, named director of television network operations, broadcast operations and engineering.

Donald A. Kirk, manufacturing production supervisor, Data Processing Power Corp., joins Hughes Aircraft Co., Torrance, Calif., as supervisor of production for company's microwave communications products. **Robert A. Park**, involved in advanced spacecraft development in NASA systems division of Hughes, appointed product marketing manager for audio terminals

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in company's microwave communications products.

Al Bedross, Eastern region manager for video-tape sales of magnetic tape division of Fuji Film, New York, appointed national video-tape sales manager.

Hugh Hole, director of sales administration, Vidronics, Los Angeles, named VP.

Robert C. Stack, manager of marketing services for Telefile Computer Products, Irvine, Calif., joins Convergence Corp. there as manager of communications.

John C. Laffin, director of communications services and advertising, Rockwell International, Pittsburgh, named director of international communications.

John B. Hatch, manager of information services, Fairchild Camera & Instrument Corp., Mountain View, Calif., named director of news and information.

Robert T. Proctor, from Alabama ETV Commission, Montgomery, joins Straight Furrow Productions, video-tape production company there, as director of field operations.

Allied Fields

Sidney Harman, who resigns Dec. 1 as under secretary of commerce, will join Aspen Institute for Humanistic Studies as director of program studying quality of working life.

Officers, Dallas chapter of American Women in Radio & Television: **Terri Jones**, KCBN Advertising, president; **Susan Ziller**, Telerep, VP and president-elect; **Judy Miller**, Tracy-Locke, secretary, and **Jeanie Edens**, William Solomene & Associates, treasurer.

Frank Costa, sales director, *Clio Magazine*, New York, named national sales director, International Radio & Television Society there.

Pat Ward, director of publications and publicity for American Women in Radio & Television, Washington, joins National Association of Broadcasters there as editor of *Highlights*, association's weekly newsletter.

Philip M. Thoben, senior VP of Churchill Communications, Indianapolis, named director of business development, Firstmark Financial Corp., Indianapolis, responsible for new loans to cable television systems and radio and TV stations.

Deaths

Kiril Kirchoff, 60, local sales manager, KDNL-TV St. Louis, died Oct. 6 at Barnes hospital there following heart attack. Before joining KDNL-TV, Mr. Kirchoff was account executive and sales manager for KPLR-TV there. Survivors include his wife, Margaret, and daughter, Victoria.

John Dingethal, 56, general sales manager, WYTV(TV) Youngstown, Ohio, died Oct. 11 following heart surgery. Mr. Dingethal joined WYTV in 1977 after serving as sales manager for WUAB(TV) and WKYC-TV, both Cleveland. Survivors include his wife, Kathleen Gayer, four daughters and three sons.

Richard Hardy Tate, 31, owner and general manager, WKMK(AM) Blountstown, Fla., died Oct. 1 in automobile accident. Mr. Tate began his broadcast career as teen-ager working for his father's station, WTYS(AM) Marianna, Fla. Survivors include one son and one daughter.

Dan Dailey, 62, song-and-dance man from movie musicals of 1940's and 1950's, such as "Mother Wore Tights" and "My Blue Heaven," died Oct. 16 of anemia at his Los Angeles home after long illness. Mr. Dailey also was featured in television series, *The Governor and J.J.* in 1969 and 1970.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 9 through Oct. 13.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ **Palm Springs, Calif.**—Palm Springs Broadcasting Co. seeks 106.1 mhz, 50 kw, HAAT 145 ft. Address: 233 S. Forth St., Suite 301, Las Vegas 89101. Estimated construction cost \$98,350; first-three months operating cost \$24,836; revenue \$96,000. Format: pop. Principals: Patrick C. Clary, Las Vegas attorney. Joe F. Mackey, owner of microwave and antenna firm. Robert A. Switzer, owner of El Toro, Calif. electronics firm. Ann. Sept. 13.

■ **Palm Springs, Calif.**—Royce International Broadcasting Co. seeks 106.1 mhz, 50 kw, HAAT 485 ft. Address: 401 Watt Ave., Sacramento, Calif. 95825. Estimated construction cost \$56,337; first-year operating cost \$64,000; revenue \$30,000. Format: pop. Principal:

Edward R. Stolz, who owns KWOD(FM) Sacramento. Ann. Sept. 13.

■ **Fort Myers Beach, Fla.**—East Shore Broadcasting Corp. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 666, Riverhead, N.Y. 11901. Estimated construction cost \$164,786; first-year operating cost \$109,660; revenue \$120,000. Format: AOR. Principal: Richard Adrian, who owns WRCN-AM-FM Riverhead, N.Y. Ann. Sept. 11.

■ **Fort Myers Beach, Fla.**—Local Sound Waves Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: 433 Keenan Dr., Ft. Myers 33901. Estimated construction cost \$82,772; first-year operating cost \$138,500; revenue \$100,000. Format: easy listening. Principals: Roy Wilson, Mrs. Barbara Reynolds, Ross M. and Lawrence M. Lew (25% each). Mr. Wilson owns North Largo, Fla. radio program production firm. Mrs. Reynolds is employee of Beacon College and Faith Temple Radio. Messrs. Lew are furniture retailers in Petersburg, Fla. None has other broadcast interests. Ann. Sept. 11.

■ **Fort Myers Beach, Fla.**—Nathan L. Goetz seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: 200 Mermaid's Bight, Naples, Fla. 33940. Estimated construction cost \$127,300; first-year operating cost \$104,000; revenue \$130,000. Format: standards. Principal: owns 50% of following stations: WFAW-AM-FM Ft. Atkinson, WDLB-AM-FM Marshfield and WRDB-AM-FM Reedsburg, all Wisconsin. Ann. Sept. 11.

■ **Alexandria, Ind.**—CLW Communications Group seeks 96.7 mhz, 3 kw, HAAT 300 ft. Address: 6815 Shallowford Rd., Chattanooga, Tenn. 37421. Estimated construction cost \$66,416; first-year operating cost \$48,000; revenue \$150,000. Format: MOR/religious. Applicant is subsidiary of AMG International nonprofit, nonstock corporation which owns WHYD(AM) Columbus, Pa.; WCRJ(AM) and part of WJEE(FM) both Jacksonville, Fla. and WSCW(AM) South Charleston, W. Va. Spiros Zodiates is president, Ann. Sept. 11.

■ **French Lick, Ind.**—Willtronics seeks 100.1 mhz, 3 kw, HAAT 300 ft. Address: 3804 Ashridge Dr., Louisville, Ky. 40222. Estimated construction cost \$59,000; first-year operating cost \$47,300; revenue \$52,000. Format: C&W. Principal: Lt. Col. William Gerald Willis, Department of Defense, who has no other broadcast interests. Ann. Sept. 13.

■ ***Baton Rouge, La.**—Public Radio Inc. seeks 89.3 mhz, 100 kw, HAAT: 633 ft. Address: P.O. Box 66142, 415 Laurel St., Baton Rouge 70896. Format: variety. Applicant is nonprofit corporation, Eric DeWeese, executive director. Ann. Oct. 3.

■ **Fruitland, Md.**—Crawford Communications of Maryland seeks 105.5 mhz, 1.75 kw, HAAT 400 ft. Address: P.O. Box 98, Fruitland, Md. Estimated construction cost \$47,000; first-year operating cost \$66,080; revenue \$120,000. Format: contemporary. Principals: Joseph Powers (70%), Lindwood, N.J. broadcast equipment firm owner. James R. Campbell (30%), general manager of Manta, N.J. electrical contracting firm. Neither has other broadcast interests. Ann. Sept. 11.

■ ***Dallas, N.C.**—Gaston College seeks 91.7 mhz, 3 kw, HAAT 206 ft. Address: Highway 321, Dallas 28034. Estimated construction cost \$51,934; first-year operating cost \$38,424. Format: variety. Applicant is state community college. Ann. Oct. 3.

■ **Tillamook, Ore.**—Beaver Broadcasting System Inc. seeks 104.1 mhz, 100 kw, HAAT 2,214 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost \$105,920; first-year operating cost \$22,000; revenue \$75,000. Format: MOR. Principal: Philip Tonken, who owns KTIL(AM) Tillamook, and New York audio visual firm. Ann. Sept. 11.

■ ***Knoxville, Tenn.**—University of Tennessee seeks 90.3 mhz, 128 w, HAAT 23 ft. Address: 295 Communications Building, U of Tenn., Knoxville 37916. Estimated construction cost \$6,500; first-year operating cost \$10,000. Ann. Sept. 11.

ing cost \$1,000. Format: variety. Applicant is state university system which owns *WUOT(FM) Knoxville, *WUTM(FM) Martin and is applicant for new FM at Chattanooga. Darrel Holt is chairman of broadcast department. Ann. Oct. 3.

■ Pineville, Tenn.—Mary V. Wheeler Elementary School seeks 91.3 mhz, 1 kw, HAAT 453 ft. First-year operating cost \$19,709. Format: variety. Applicant is public school. Ann. Sept. 18.

■ Mechanicsville, Va.—Drum Communications Inc. seeks 92.7 mhz, 3 kw, HAAT 300 ft. Address: c/o WENZ, 111 N. Fort St., Richmond, Va. 23219. Estimated construction cost \$79,541; first-year operating cost \$41,000; revenue \$180,000. Format: black. Applicant owns WENZ(AM) Richmond. Ann. Sept. 11.

■ DePere, Wis.—American Communications Co. seeks 95.9 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 959, 133 N. Superior, DePere 54415. Estimated construction cost \$123,965. Format: MOR. Principal: John A. LeDuc, Green Bay, Wis. insurance salesman with real estate interests and no other broadcast interests. Ann. Sept. 11.

■ DePere, Wis.—DePere Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 37, DePere 54415. Estimated construction cost \$50,503; first-year operating cost \$12,221; revenue not given. Format: MOR. Principals: Mr. and Mrs. Richard S. Wilson and four others. None has other broadcast interests. Ann. Sept. 11.

TV application

■ Ventura, Calif.—KEMO-TV Inc. seeks ch. 16; ERP 5.25 kw vis., 1.05 kw aur., HAAT 755 ft.; ant. height above ground 100 ft. Address: 2500 Marin St., San Francisco 84124. Estimated construction cost \$72,650; first-year operating cost \$112,000; revenue \$150,000. Legal counsel Lawrence A. Bolby, Frederick, Md.; consulting engineer E. Harold Munn Jr. Principal: Leon A. Crosby, who owns KEMO-TV San Francisco. Ann. Oct. 5.

AM grants

■ Bentonville, Ark.—Broadcast Bureau granted JEM Broadcasting Co. 1190 khz, 250 w-D. P.O. address: Big Tree Realty Bldg., U.S. Hwy. 71, Bentonville 72712.

Estimated construction cost \$38,444; first-year operating cost \$47,125; revenue \$50,000. Format: C&W, easy listening. Principals: Elvis Lee Moody (44%), Jim Tilley (44%) and G. Ronald Rye (12%). Mr. Moody is commercial manager for KHOZ-FM Harrison, Ark. Mr. Rye owns KCAB(AM)-KWKK(FM) Dardanelle, Ark. Mr. Tilley has banking, abstracting and real estate interests. Action Oct. 5.

■ Garden City, Kan.—Broadcast Bureau granted Kanza Society Inc. 91.1 mhz, 100kw, HAAT 3527 ft. P.O. address: 412½ N. Main St., Garden City, Kan. 67846. Estimated construction cost \$130,535; first-year operating cost \$75,751. Format: variety/religious. Principals: Kanza is private, non-profit, tax-exempt membership corporation formed for purpose of operating noncommercial FM in southwest Kansas. Action Sept. 28.

■ Gorham, Me.—Broadcast Bureau granted Dirigo Communications 1590 khz, 5 kw-D, 2.5 kw-N. P.O. address: 638 Congress St., Portland, Me. 04101. Estimated construction cost \$150,270; first-year operating cost \$28,960; revenue \$180,198. Format: Variety. Principals: Frederic A. Miller and Melvin L. Stone (50% each). Mr. Miller has interests in WDCS(AM) Portland, Me. and WCAS(AM) Cambridge, Mass. Mr. Stone has interests in WRUM-AM-FM Rumford, WUGUY(AM) Bangor, all Me. and same stations as Mr. Miller. Action Sept. 28.

■ Grand Coulee, Wash.—Broadcast Bureau granted North Central Washington Broadcasters 1490 khz, 1 kw-D, 250w-N. P.O. Address: Box 188 Electric City, Wash., 99123. Estimated construction cost \$23,700; first-year operating cost \$43,260; revenue \$45,000. Format: standard pops/variety. Principals: George C. Good and Phil F. McGee, 50% each. Mr. Good is general contractor and McGee works for city, both in Grand Coulee. Neither has broadcast interests. Action Sept. 28.

FM grants

■ Victorville, Calif.—Broadcast Bureau granted Kenneth H. Orchard 103.1 mhz, 3 kw, HAAT 23 ft. P.O. address: 10131 Genesta Ave., Northridge, Calif. 91325. Estimated construction cost \$4,500; first-year operating cost \$48,900; revenue \$72,100. Format: standard pops. Principals: Mr. Orchard is engineer at KHJ(AM) Hollywood and has no broadcast holdings. Action Sept. 28.

■ Manteca, Calif.—Broadcast Bureau granted McFadden Broadcasting 96.7 mhz, 3 kw, HAAT 304 ft. P.O. address: 4300 Flintridge Drive, Bakersfield, Calif. 93308. Estimated construction cost \$12,600; first-year operating cost \$25,680; revenue \$75,000. Format: contemporary/spanish. Principals: Jack L. (80%) and Virginia Jo McFadden (20%). Married couple are proprietors of entertainer-management corporation in Bakersfield and have no broadcast interests. Action Sept. 26.

■ Gainesville, Fla.—Broadcast Bureau granted Board of Regents of University of Florida 89.1 mhz, 100 kw, HAAT 768 ft. P.O. address: 433A Stadium Building/WUFT, Gainesville, Fla. 32611. Estimated construction cost \$167,476; first-year operating cost \$106,550; revenue \$106,550. Format: classical/jazz/public affairs. Principals: applicant is state, non-profit, educational institution and licensee of *WUFT(TV)-WRUF-AM-FM Gainesville. Action Sept. 26.

■ Dubuque, Iowa—Broadcast Bureau granted Tower Power Corp. 102.3 mhz, 1.4 kw, HAAT 437 ft. P.O. address: 4 Estanolle St., Greenville, S.C. 29607. Estimated construction cost \$1,500; first-year operating cost \$41,150; revenue \$72,000. Format: Religious, music. Principals: J. R. McClure (100%) owns KHYM(AM) Gilmer with application for FM there and application for FM in Odessa, all Texas. Action Sept. 28.

■ Evansville, Ind.—Broadcast Bureau granted Southwest Indiana Public Television Inc. 88.3 mhz, 44.67 kw, HAAT 510.13 ft. P.O. address: 9201 Petersburg Rd., Evansville 47111. Estimated construction cost \$281,400; first-year operating cost \$175,800. Format: educational. Applicant is state public broadcasting authority. Action Sept. 21.

■ New Orleans—Broadcast Bureau granted Radio for the Blind and Print Handicapped Inc. 88.3 mhz, 53.6 kw, HAAT 603 ft. P.O. address: 123 State Street, New Orleans 70118. Estimated construction cost \$136,934; first-year operating cost \$140,000; revenue not given. Format: informational variety. Principal: is nonprofit, tax-exempt corporation founded to operate broadcast facilities for blind and print handicapped. Action Sept. 26.

■ Sulphur, Okla.—Lula M. Stone granted 100.9 mhz, 3 kw, HAAT 300 ft. P.O. address: 233 Rose St., Greenville, Miss. 38701. Estimated construction cost \$37,000; first-year operating cost \$50,000; revenue \$60,000. Format: variety. Principal: Mrs. Stone is housewife with no other broadcast holdings. Action Sept. 15.

■ Jackson, Tenn.—Broadcast Bureau granted Madison County Broadcasting 103.1 mhz, 3 kw., HAAT 300 ft. P.O. address: 2111 Vine St., Savannah, Tenn. 38372. Estimated construction cost not given; first-year operating cost \$32,200; revenue \$60,000. Format: soul. Principals: J. A. Baxter Jr., Gordon Bostic and Gerald W. Hunt are respectively manager of WWTX(FM) Corinth, Miss., stockholder in clothing store and shareholder in several Mississippi radio stations. Action Oct. 12.

■ Milton, W. Va.—Review Board affirmed granting WSNT Radio 106.3 mhz, 128 w, HAAT 1202 ft. P.O. address: Box 266, Milton, W. Va. 25541. Estimated construction cost \$29,280; first-year operating cost \$6,000; revenue \$40,000. Format: modern C&W. Principals: Naseeb S. (84%) and Roger G. (16%) Tweel. Tweels own part of WMOV(AM) Ravenswood and WNST(AM) Milton, both West Virginia. Action Sept. 27.

■ Morgantown, W.Va.—Broadcast Bureau granted West Virginia Educational Broadcasting Authority 90.9 mhz, 2.981 kw, HAAT 1440 ft. P.O. address: c/o C. Gregory Van Camp, Box TV-24, Morgantown 26505. Estimated construction cost \$141,345; first-year operating cost \$108,000. Format: educational, public affairs, cultural. Action Sept. 28.

TV grant

■ Salinas, Calif.—Broadcast Bureau granted Monterey County Superintendent of Schools. Seeks UHF ch. 56 (788-794 mhz); ERP 8.71 kw vis., 871 kw aur. HAAT 2,100 ft.; ant. height above ground 29 ft. P.O. address: 132 West Market Street, Salinas 93901. Estimated construction cost \$92,575; first-year operating cost \$18,000; revenue none. Legal counsel Monterey (Calif.) county counsel; consulting engineer Ken Warren, Monterey. Principal: Ray Charlson is superintendent of Monterey County Schools. Action Sept. 21.

Ownership Changes

Applications

■ WKPG(AM) Port Gibson, Miss.—Seeks assignment of license from WKPG Inc. to Donald G. Manuel for \$65,000. Seller: principally owned by Jerry A. Adams. Buyer: Mr. Manuel, who has no other broadcast interests; has agricultural machinery interests in McComb, Miss. Ann. Oct. 3.

■ KYSS-AM-FM Missoula, Mont.—Seeks transfer of control of Garden City Broadcasting Inc. from Mr. and Mrs. Chester Murphy and James Goodrich. (100% before; none after) to Garden City Broadcasting Corp. (none before; 100% after). Consideration: \$828,000. Principals: Buyer is subsidiary of Communications Investment Corp. which is principally owned by George C. Hatch and his wife, Wilda, owns KUTV(TV) Ogden, Utah, the Intermountain Network, CATV system in Idaho Falls, Idaho. Ann. Oct. 1.

Grants

■ WRLD(AM) Lanette, Ala. (AM: 1490 khz, 2 kw-D, 250w-N)—Broadcast Bureau granted assignment of license from Valley Broadcasting Co. to WRLD Inc. for \$256,429. Seller: owned (100%) by estate of Miles H. Ferguson, administered by Helen Ferguson Zachry owns 55% of WDBM(AM)-WOOD(FM) Statesville, N.C. and 20% of WJHO(AM) Opelika, Ala. Buyer: principally owned by E. L. Pearce, president, who owns 17% of WDBM(AM)-WOOD(FM) and 20% of WJHO(AM). Action Sept.

■ WSIZ(AM) Ocilla, Ga. (AM: 1380 khz)—Broadcast Bureau granted assignment of license from Oliva Broadcasting Co. to Gralean Broadcasting Co. for \$205,000. Seller: owned by George Oliva and immediate family, who own WPAX(AM) Thomasville, Ga. and have sold WAKA(AM) Gainesville, Fla. and own 80% of WERE(AM)-WGCL(FM) Cleveland. Buyer: owned by James A. (A1) Graham (75%) and O. M. McLean (25%). Mr. Graham is general manager of WUFE(AM) Baxley, Ga. Mr. McLean is practicing dentist in Baxley. Action Sept. 21.

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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

■ **WAKA(AM)** Gainesville, Fla. (AM: 1390 khz, 5kw-D)—Broadcast Bureau granted assignment of license from Oliva Broadcasting Co. to Nabco Inc. for \$285,000 plus assumption of liabilities. Seller: owned by George Oliva Jr. and immediate family, who own WPAX(AM) Thomasville, and sold WSIZ(AM) Ocilla, Ga. Buyer: principally owned by Joseph C. Schwartz, who is management consultant with Jefferson Pilot Broadcasting and Data Systems, Charlotte, N.C. Action Sept. 21.

■ **WLOB-AM-FM** Portland-Westbrook, Maine (AM: 1310 khz, 5kw-U; FM: 100.9 mhz, 30kw)—Broadcast Bureau granted assignment of license from WLOB Inc. and Japat Inc. to Portland Radio Inc. for \$800,000. Sellers: WLOB Inc. owns WAQY(FM) Springfield, and WIXY(AM) East Long Meadow, Mass. It is equally owned by Donald Wilks and Michael Schwartz, as Japat Inc. Messrs. Wilks and Schwartz are each 33.3% owners of WPET(AM)-WRQK(FM) Greensboro, N.C. Buyer: principally owned by Newport Communication Inc. which is owned by Peter W. Kuyper, Peter G. Mangone Jr., Robert Pfannuch, Rochford L. Barker and Robert F. J. Williams III (15.8% each) and Bruce Gordon (13.2%) and Michael M. Adams (7.9%). Newport owns WADK(AM) Newport, R.I. Mr. Kuyper, president of Newport and Portland Radio, is vice president, Paramount Pictures Corp., New York. Mr. Mangone is vice president, Paine Webber, Chicago. Mr. Pfannuch is president, Bell & Howell video division, Chicago. Mr. Barker owns Chicago commodities commission firm. Mr. Williams is Sr. vice president, 10-Four Productions, Los Angeles TV production firm. Mr. Gordon is Sr. vice president, Paramount. Mr. Adams is president, Los Angeles insurance agency. Action Sept. 15.

■ **KBTC(AM)-KSCM(FM)** Houston, Mo. (AM: 1250 khz, 1 kw-D; FM: 99.3 mhz, 13kw)—Broadcast Bureau granted assignment of license from Radio Co. of Texas County Inc. to Broadcasters of Texas County Inc. for \$280,000. Seller: Jeryl L. Smith and his wife, Deann (64.1%), Maurice Covert (16.1%) and William H. Duff and his wife, Edna (9.9% each). Mr. Duff owns 25% of KHAD(AM) DeSoto, Mo. No others have broadcast interests. Buyer: principally owned by J. Paul Salois and his wife, Betty, who are principals of KPCR(AM) Bowling Green, Mo. Action Sept. 20.

■ **WRBC(AM)** Jackson, Miss. (AM: 1300 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Rebel Broadcasting Co. from W. B. McCarty Sr. and Marjorie Ann Garrison et al (97% before; none after) to Tab Broadcasting Co. (3% before; 100% after). Consideration: \$581,000. Seller: owned by above mentioned and 19 others. Buyer: J. Alex Bowab, Clifton A. Thomas, Edward S. Thomas Jr. and Robert O'Brien, who have been granted transfer of control of Tab, and WKXI(FM) Jackson to WLOX Broadcasting Co. (none before; 53% after). Consideration: \$334,702. WLOX Broadcasting is owned by James S. Love III, his sisters, Mary Eliza Love McMillan and Jo Love Little, and 12 others. Corporation owns WLOX-AM-TV Biloxi, Miss. Action Sept. 15.

■ **WKOW-TV** Madison, WAOW-TV Wausaw and WXOW-TV Las Crosse, Wis.—Broadcast Bureau

granted assignment of licenses from Horizons Communications Corp. to Liberty Television Inc. for \$7,835,000 plus \$165,000 for covenant not to compete. Seller: subsidiary of Mid-continent Broadcasting Co., which owns KELO-AM-FM-TV Sioux Falls, KDLO-FM-TV Watertown-Florence and KPLO-TV Reliance, all South Dakota and recently sold WLOL-FM Minneapolis. It is owned by N. L. Benson, president; Joseph L. Floyd and Mr. and Mrs. Edmond R. Ruben. Buyer: owned by Donald E. Tykeson; president, and Durwood L. Boyles trust and 259 others. Mr. Tykson is also director of Eugene, Ore. bank. Mr. Boyles is self-employed property manager in Eugene. Liberty is diversified communications company which owns CATV systems in eight states. TV translators in Oregon and KEZI-TV Eugene. Action Sept. 21.

Facilities Changes

FM applications

■ **KSPL-FM** Diboll, Tex.—Seeks mod. of CP to change TL and SL; change trans.; make change in ant. system (increase height); change HAAT: 442.5 ft (H&V). Ann. Oct. 10.

■ **KDAB** Ogden, Utah—Seeks CP to install new aux. trans. at TL; to be operated on: 101.1 mhz ERP: 10.25kw (H&V) and HAAT: 3,742 ft. (H&V). Ann. Oct. 10.

AM actions

■ **WXLK** Pritchard, Ala.—Granted CP for 5 kw; change type trans.; remote control from studio. Action Sept. 15.

■ **KRML** Carmel, Calif.—Granted CP to make changes in ant. system (change to folded unipole). Action Sept. 26.

■ **WDAT** Ormond Beach, Fla.—Granted license covering changes. Action Sept. 14.

■ **WFSO**, Pinellas Park, Fla.—Granted license covering changes. Action Sept. 14.

■ **KGMB**, Honolulu, Hawaii—Granted license covering changes. Action Sept. 14.

■ **KISA** Honolulu—Granted CP to add nighttime power with 5 kw and correct coordinates. Action Sept. 15.

■ **WREN** Topeka, Kan.—Granted mod. of license to operate trans. by remote control. Action Sept. 13.

■ **WRPL** Charlotte, N.C.—Granted CP to increase power to 10 kw, install DA-D, change type trans. Action Sept. 26.

■ **WPNC** Plymouth, N.C.—Granted CP to increase power to 5 kw and change trans. Action Sept. 27.

■ **WSOM** Salem, Ohio—Granted license covering changes. Action Sept. 26.

■ **KRDR** Gresham, Ore.—Granted mod. of license covering change in name of licensee to: Community Pacific Broadcasting Corp.

■ **KATZ** St. Louis—Granted mod. of license to change TL. Action Sept. 13.

■ **WNPC** Newport, Tenn.—Granted mod. of CP to change SL; remote control permitted. Action Sept. 28.

■ **WDTM** Selmer, Tenn.—Returned application to change frequency to 1150 kHz and increase power to 1 kw.

■ **KANN** Ogden, Utah—Granted CP to increase power to 5 kw, change TL. Action Sept. 27.

■ **WEEO** Smithfield, Va.—Granted CP to increase power to 10 kw and change type trans. Action Sept. 22.

■ **KMWX(AM)-KFFM(FM)** Yakima, Wash.—Granted mod. of licenses covering change in name of licensee to Northwest Broadcasting Co. Action Sept. 26.

■ **WCLG** Morgantown, W. Va.—Granted license covering changes. (BL-14485).

■ **WLKE(AM)-WGGQ(FM)** Waupun, Wis.—Granted mod. of license covering change in name of licensee to Coursolle Broadcasting of Wisconsin Inc. Action Sept. 26.

FM actions

■ **WFMI** Montgomery, Ala.—Granted CP to change TL and SL; change type trans. and ant.; ERP: 98 kw (H&V); ant. ht. 490 ft. (H&V). Action Sept. 27.

■ **WBTG** Sheffield, Ala.—Granted CP to change TL; change type antenna; make changes in antenna system (increase height); ERP: 1.75 kw (H&V); ant. 380 ft. (H&V). Action Sept. 27.

■ **KPFA** Berkeley, Calif.—Granted mod. of CP for extension of time for changes to Feb. 25, 1979. Action Sept. 28.

■ ***KUCR** Riverside, Calif.—Granted license covering changes. Action Sept. 26.

■ **KMPX** San Francisco—Granted CP to change SL; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 80 kw (H&V); add circular polarization to ant. height 1,120 ft. (H&V). Action Sept. 12.

■ ***KUNC-FM** Greeley, Colo.—Granted CP to change TL; install new trans. and ant.; change TPO; ERP: 50 kw (H&V); ant. height 570 ft. (H&V). Action Sept. 27.

■ **WELE-FM** Deland, Fla.—Granted CP to change TL and SL; change type trans. and ant.; increase ant. height; ERP: 100 kw (H&V); ant. height 590 ft. (H&V). Action Sept. 28.

■ **WAIV** Jacksonville, Fla.—Granted mod. of CP to extend completion date to March 1, 1979. Action Sept. 13.

■ **WMFQ(FM)** Ocala, Fla.—Granted CP to change TPO and ERP: 3 kw (H&V). Action Sept. 28.

■ ***WUOG(FM)** Athens, Ga.—Granted CP to change type ant. and increase height; ERP: 9.5 kw (H&V); ant. height 180 ft. (H&V). Action Sept. 28.

■ **WKLS** Atlanta, Ga.—Granted license covering changes. Action Sept. 26.

■ **KSIH** Pocatello, Idaho—Granted license covering changes. Action Sept. 25.

■ ***WBDG(FM)** Indianapolis—Granted CP to change TL and SL, install new ant.; decrease ant. height; change TPO; ERP: 400 w (H&V); ant. height: 78 ft. (H&V). Action July 31.

■ **KOFO-FM** Ottawa, Kan.—Granted CP to change type trans. and ant.; ERP: 100 kw (H&V); ant. height 330 ft. (H&V); remote control permitted. Action Sept. 27.

■ **WJRS** Jamestown, Ky.—Granted license covering changes. Action Sept.

■ **WKMO** Hodgenville, Ky.—Granted CP to change TL; increase height of ant.; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action Sept. 27.

■ ***KNLU(FM)** Monroe, La.—Granted CP to change power to 250 w; change type trans. and decrease height of ant. Action Sept. 27.

■ ***WWOZ** New Orleans—Granted mod. of CP to extend completion date to March 21, 1979. Action Sept. 14.

■ ***KTSU** Houston, Tex.—Granted CP to change; install new trans. and ant.; increase height of ant.; change TPO; 18.5 kw (H&V); ant. height 265 ft. (H&V). Action Sept. 28.

■ **KQIP** Odessa, Tex.—Granted CP to change TL and SL; change type trans., ant.; decrease ant. height: 420

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ft. (H&V); install new trans. and ant.; change TPO; ERP: 100 kw (H&V). Action Sept. 26.

■ KHYS Port Arthur, Tex.—Granted CP to change ERP to 62 kw (H&V); change type trans. and ant. Action Sept. 28.

■ KREM-FM, Spokane, Wash.—Granted CP to change TL; change type trans. and ant.; increase ant. height; ERP: 81 kw (H&V) 85 kw (max) (H&V); ant. Height: 2,080 ft. (H&V). Action Sept. 21.

■ *KPBX-FM Spokane, Wash.—Granted mod. of CP to change TL; change type trans. and increase height; ERP: 100 kw (H), 43 kw (V); ant. height 1,530 ft. (H&V). Action Sept. 27.

■ WCLG-FM Morgantown, W.Va.—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 ft. (H&V). Action Sept. 14.

■ KAOL-FM, Carrollton, Mo.—Granted mod. of license to change SL; remote control permitted. Action Sept. 26.

■ KYA Billings, Mont.—Granted CP to change TL; change type trans., ant.; increase height of ant.; ERP: 99 kw (H&V); ant. height 700 ft. (H&V); remote control permitted. Action Sept. 27.

■ *KEMC Billings, Mont.—Granted CP to change type trans.; ERP: 7 kw (H); ant. height 197 ft. (H). Action Sept. 27.

■ *WFAE Charlotte, N.C.—Granted CP to change frequency to 90.7 mhz; change TL; change type trans., ant. decrease height of ant.; ERP: 100 kw (H&V); ant. height 225 ft. (H&V). Action Sept. 27.

■ WYCH Hamilton, OH.—Granted CP to change TL and SL; change type trans., ant.; increase height of ant.; ERP: 50 kw (H&V); ant. height 500 ft. (H&V). Action Sept. 27.

■ *WYSO(FM) Yellow Springs, Ohio.—Granted CP to change name to Antioch; change frequency to 91.3 mhz; install new trans. and ant.; change TPO and ERP: 10 kw (H&V); ant. ht. 400 ft. (H&V). Action Sept. 27.

■ WCAC Anderson, S.C.—Granted CP to change type trans. and ant.; redescribe TL; make changes in ant. system; ERP: 100 kw (H&V); ant. height 310 ft. (H&V). Action Sept. 27.

■ *KUT-FM Austin, Tex.—Granted CP to change frequency to 90.5 mhz; ERP: 100 kw (H&V); ant. height: 960 ft. (H&V); change TL; install new trans. and ant.; increase ant. height; change TPO. Action Sept. 28.

TV actions

■ *KAET(TV) Phoenix, Ariz.—Granted CP to change ERP: to vis. 316 kw, aur. 47.9 kw and make changes in transmitting equipment; remote control permitted. Action Sept. 28.

■ KPHO-TV Phoenix, Ariz.—Granted request for authority to operate trans. by remote control. Action Sept. 28.

■ KAIL-TV Wailuku, Hawaii.—Granted authority to operate trans. by remote control. Action Sept. 28.

■ WCFC-TV Chicago—Granted authority to operate trans. by remote control. Action Sept. 28.

■ WJPT Jacksonville, Ill.—Granted mod. of CP to extend completion date to March 28, 1979. Action Sept. 28.

■ WTTV Bloomington, Ind.—Granted mod. of CP to change type ant. Action Sept. 28.

■ WTHR Indianapolis—Granted authority to operate trans. by remote control. Action Sept. 28.

■ WNNE Hanover, N.H.—Granted mod. of CP to make changes in ant. structure (increase height); ant. height 2,200 ft. Action Sept. 11.

■ WJPM-TV Florence, S.C.—Granted authority to operate trans. by remote control. Action Sept. 28.

■ KDLO-TV Florence, S.D.—Granted CP to change TL and type ant.; ERP: 100 kw; max. ERP: 100 kw; ant. 1,680 ft.; remote control permitted. Action Sept. 28.

■ WNSC-TV Rock Hill, S.C.—Granted authority to operate trans. by remote control. Action Sept. 28.

■ WATE-TV Knoxville, Tenn.—Granted CP to change ERP 10 100 kw; max. ERP: 100 kw; ant. height 1,490 ft.; change type trans. and install alternate main trans. at main TL. Action Sept. 28.

■ WSM-TV Nashville, Tenn.—Granted license covering changes. Action Sept. 28.

■ KCIK(TV) El Paso, Tex.—Granted mod. of CP to

extend completion date to March 28, 1979. Action Sept. 28.

■ *KBYU-TV Provo, Utah—Granted authority to operate by remote control. Action Sept. 28.

■ WISC-TV Madison, Wis.—Granted CP to change type trans.; ERP: 56.2 kw; ant. height 1,190 ft. Action Sept. 28.

Translators

New stations

■ FCC Broadcast Bureau took the following actions on Sept. 20:

■ K04JA Del Norte, Colo.—Parker Hill TV Association granted license covering new VHF TV translator.

■ W56AT Augusta, Ky.—Kentucky State Board of Education—Granted license covering new UHF TV translator.

■ W269AB Village of Babbitt, Minn.—Stereo Broadcasting Inc.—Granted license covering new FM translator.

■ W228AA Red Lake, Minn.—Oak Hills Fellowship Inc.—Granted license covering new FM translator.

■ K280AT Ely, Minn.—Stereo Broadcasting Inc. granted license covering new FM translator.

■ K69BJ Winnemucca, Nev.—Humboldt County Quinn River Area granted license covering new UHF TV translator.

■ W69AE Almond, N.Y. Board of Cooperative Educational Services of Steuben Allegany county granted license covering new UHF TV translator.

■ W59AF Spencer, N.Y.—Board of Cooperative Educational Services of Schuyler-Chemung-Tioga counties granted license covering new UHF-TV translator.

■ W56AG Franklin, Sylvania, Dillsboro and Webster, N.C.—University of North Carolina granted CP for UHF TV translator station.

■ K221AK Panguitch, Utah—Panguitch city granted license covering new FM translator.

■ K070T Glenwood, Wash.—Glenwood Television Association granted license covering new VHF TV translator.

Facilities changes

■ FCC Broadcast Bureau took the following actions on Sept. 20:

■ K06CK Redstone and Upper Crystal River Valley, Colo.—Granted license covering changes for VHF TV translator.

■ K55BD Princeton, Mo.—Granted mod. of CP to extend completion date for UHF TV translator to March 20, 1979.

■ K60AU Spickardville, Mo.—Granted mod. of CP to extend completion date for UHF TV translator to March 20, 1979.

■ K288AQ Ely, Nev.—Granted license covering changes for FM translator.

■ K11KT Genoa, Nev.—Granted license covering changes for VHF TV translator.

■ K13LC Genoa Nev.—Granted license covering changes for VHF TV translator.

■ W66AE Hawleytown, N.Y.—Granted mod. of CP to make changes in ant. system of UHF TV translator system.

■ K02HN Dutch John and Manila, Utah—Granted license covering changes for VHF TV translator.

■ K05FJ Dutch John and Manila, Utah—Granted license covering changes for VHF TV translator.

In Contest

Designated for hearing

■ Ronceverte and Lewisburg, W.Va.—FCC has designated for hearing competing applications of Radio Greenbrier Inc. at Ronceverte, and of Lewisburg FM Broadcasters at Lewisburg, to operate a new FM station in their communities on 105.5 mhz. Action Oct. 5.

Actions

■ WETT(AM) Ocean City, Md.—FCC has granted

renewal of license for WETT(AM) and approved assignment of the license from Guy R. Ayres III, Trustee in Bankruptcy for Public Service Enterprises Inc. to Coastal Telecommunications/Ocean City Corp. It rejected petition to deny assignment filed by two Ocean City residents - Edgar F. Britt and M. William Miller. Action Oct. 5.

■ WYEP-FM Pittsburgh, Pa.—FCC has rejected petition by Florence Bridges, volunteer worker at *WYEP-FM Pittsburgh, Pa., to deny renewal of the Pittsburgh Community Broadcasting Corp. license for that station. Action Oct. 5.

Petitions to deny

■ Community Coalition for Media Change filed petition to deny and intervene in assignment of license of KABL-AM-FM San Francisco. Received Oct. 2.

■ Central Broadcasting Inc. filed petition to deny assignment of license of WMJX(AM) Miami, Fla. Received Oct. 4.

■ KSLA-TV Inc. filed petition to deny (or informal objection) on reinstatement of KICH-TV Longview, Tex. Received Oct. 10.

Rulemaking

Proposed

■ FCC has begun inquiry to consider broadening program definitions for commercial broadcast stations to include new "community service" program category—noncommercial programs produced by or in conjunction with nonprofit organizations—and to expand public affairs programming to include dramatizations of local, national and international public affairs produced on noncommercial basis by nonprofit organizations (BC Doc. 78-335). Comments due Dec. 26. Replies Jan. 25. Action Oct. 5.

Action

■ FCC, in response to request by the Citizens Communications Center, extended from Oct. 12 to Nov. 27 time for filing comments and from Nov. 13 to Dec. 29 for filing replies in matter of amendment of rules relating to multiple ownership of broadcast stations and CATV systems (BC Doc. 78-239). Action Oct. 4.

Allocation

Proposed

■ Pinconning, Mich.—Broadcast Bureau has proposed assigning 100.9 mhz to Pinconning as its first FM. Action was in response to petition by David C. Schaberg to assign Channel 265A on a hyphenated basis to Standish and Pinconning, Mich. Comments due Dec. 4. Replies due Dec. 26 (BC Doc. 78-330).

Cable

Applications

■ The following operators of CATV systems have requested certificates of compliance:

■ Warwick Cable TV, for Chester, N.Y. (CAC-13664-5) commence operation.

■ UA-Columbia Cablevision of Texas, for Live Oak, Cibola, Tex. (CAC-13671-2) commence operation.

■ Continental Cablevision of Richmond, for Richmond, Va. (CAC-13691) commence operation.

■ American Cable Television, for Tempe, Ariz. (CAC-13777) changes.

■ Broward County Cable, for Oakland Park, Fla. (CAC-13816) commence operation.

■ Noblesville Cablevision, for Noblesville, Hamilton, Ind. (CAC-13817-8) commence operation.

■ Vigilante Satellite Services, for Conrad, Mont. (CAC-13819) commence operation. Utah Satellite Co., for Price, Utah (CAC-13820) Commence operation.

Other Action

■ FCC has established Oct. 20 as effective date for deregulation/elimination of CATV certificate of compliance process for new systems (CT Doc.-78-206). Ann. Oct. 11.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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Excellent opportunity for experienced radio station manager to operate AM suburban station in Texas. Top ten market. Complete resume and salary history first letter. Box N-145.

Sales Manager needed for powerful Florida major market radio station. Send resume and track record and salary requirements to Box N-170.

AM-FM combo seeking highly organized General Manager. Prefer someone with programming background, who is sensitive to sales. Must be people-sensitive, willing to be community involved, and know FCC regulations. Stations are in one of Southeast's fastest growing markets. Excellent benefits with a company that wants to expand. Salary open. EOE. Send resume to WCSC, P.O. Box 186, Charleston, SC 29402.

Executive Director for nation's only bilingual (Spanish-English) public FM station. Duties: administer station operations, including grants, fiscal management, contribution campaigns, and plan future strategies. Experience required with funding sources and public radio. Contact: Josue R. Lopez, Exec. Comm. Chairman, KBBF-FM, P.O. Box 7189, Santa Rosa, CA 95401.

Sales Manager, Boston area experience required. Your chance to move up in the market. AM 1330 617—890-1400.

Public Radio Station Manager, KWSU pioneer 5000 watt AM NPR affiliate. Master's degree and management experience required. Salary competitive. Send resume and names of three references to: Director - University Relations, Washington State University, Pullman, WA 99164. Application review begins December 1, 1978. An equal opportunity/affirmative action employer.

General Manager—Southern California Medium Market AM-FM-base plus percentage of profits plus stock. Reply Box N-96.

Security Broadcasting Corporation has a rare opening for a manager at one of its stations. If you are a successful medium market manager or a major market sales manager strong in sales, programming and audience promotion; a positive thinker and motivator you may have the necessary qualifications. Please send a complete resume to: Mr. Ed Muniz, President, 1500 Canal Street, 12th Floor, New Orleans, LA 70140.

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.

Manager for 5000 Watt AM in Southern Oklahoma. Excellent facility. Good salary, commission, plus profit sharing for right person. Contact Ron Ricord at 405—332-2074 or 405—889-3393. Must have good record in sales and leadership.

General Manager: Management of daily station operation of KCSN-FM, 3 kw stereo NPR affiliate. Involves preparation of budgets and grants proposals; provide leadership for full-time and volunteer staff, supervision of programming, production, promotion, community affairs program, facilities and equipment. Represents interest of the University as academic-teaching institution as well as fulfillment of responsibilities set forth by the FCC and C.P.B. Masters preferred in broadcast media or allied disciplines, extensive experience in radio and public broadcasting. Available January 1, 1979. Salary \$19,092 - \$23,016 yr. Send resume by November 15, 1978 to Personnel Office, Calif. State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. An Equal Opportunity. Affirmative Action, Title IX and Section 504 Employer.

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South Florida Station seeks hard sell, experienced salesperson to replace longtime salesman who is retiring. Excellent medical program, opportunity for advancement with small growing public company. Send resume Hudson Millar, WIRA, Ft. Pierce, An Air-media Station, Equal Opportunity Employer.

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50 KW Top 50 Leading Country Music Station is looking for an experienced, aggressive Salesperson. If you are willing to work hard, the rewards are waiting for you. Send complete resume, including current billings and rate card. Excellent fringe benefits. We are an Equal Opportunity Employer. Box N-191.

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KRDR, Portland, Oregon suburban station, seeks experienced radio sales person. High growth area, expanding station account list, liberal commission. Company will be expanding with station acquisitions pending before FCC. Call or send resume to Charles Banta, KRDR, P.O. Box 32, Gresham, OR 97030. EEO Employer.

It's here! It's a small market but, it's a great place to live, love and sell radio ... If you're looking for a lifetime opportunity to live in a great area and do what you do best, sell radio ... and make money doing it ... you have found it ... Wisconsin Rapids, Wisc. You must have a successful radio sales background and be willing to continue to learn, work hard and smart. Want more information? Write: Jack Gennaro, WFHR/W103, 220 First Avenue South, Wisconsin Rapids, WI 54494.

Sales Professional Needed Yesterday in Pullman, WA. Replace our top biller who retired due to illness. Call Bill Weed 509—332-6551.

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, PO Box 158, Orlando, FL 32802, Phone 305—843-5800 EOE.

Come to the sun belt. Sales Manager wanted for New Mexico city of 45,000. Must have local Sales experience in small market, be enthusiastic, well organized and a self starter. Call Chuck Wolfe, KKQQ-FM, 505—769-2108.

HELP WANTED ANNOUNCERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to 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.

Medium fringe market station seeks resumes from experienced announcers only. Need communicators—No screamers. A knowledge of music & production required. If you're looking for a home, send recent resume, along with letter stating salary requirements, background, references & play by play background, if any, to Box N-169.

Announcer with good voice and air personality wanted by top station in excellent market in North Carolina. EOE. Good production, First Phone, required. Send resume to Box N-183.

A Contemporary/Personality AM Station is looking for a morning person with at least 3 to 5 years experience. Must be humorous, creative and community minded. Must also be good at production. Good pay. Good benefits. Good market in the Southeast. EOE. Write Box N-186.

Contemporary night personality for ARB No. 1 in Kentucky's 3rd largest metro. (6-10 or 10-2). Level headed experienced pro. No beginners. Tapes & resumes: Ken Correll, WOMI, Box 1330, Owensboro, KY 42301.

Bright mid-day personality for contemporary station. Good voice and prod. Send tape and resume to PO., WCJW, Warsaw, NY 14569. E.O.E.

Announcer for Big Sky Radio Station, skills in air work, production, sales, and PBP helpful. Send Resume and tape to Mgr. KPWD Box 317, Plentywood, MT 59254.

Beautiful music WLGM seeks a mature afternoon drive announcer. Good production ability and recording for automation also required. Position is now open, but we will keep it open until we find desired person. Tapes and resumes to: Ron Joseph, 8th and Church Street, Lynchburg, VA 24504.

Professional Morning Drive Personality. Possible PD. Good stability. Good pay. Good market. Experienced only. WTCM, Box 472, Traverse City, MI 49684.

Talk host for number one talk station in Philadelphia. Write Lita Indzel Cohen, WWDB, 3930 Conshohocken Avenue, Phila., PA 19131.

HELP WANTED ANNOUNCERS CONTINUED

Announcer/production director. Afternoon drive air shift plus coordinate recording for five other announcers. Must have several years experience and now desire secure position, better pay and working conditions. Announcer owner can appreciate and recognize your talents. Quality Northeast Indiana MOR AM-FM Stereo, good community, schools, recreation, etc. Air check, resume, Fred Manahan, WAWK, Box 37, Kendallville, IN 46755 219-347-2400.

Florida. Openings for TOP 40 jock. Send resume, tape, salary requirements to WKXY, Box 2500, Sarasota, Florida, 33578. EOE.

Natural Sounding/Jock Production. Person needed for the fastest growing station in metro market of 1/4 million. Brand new adult top 40 format. \$625/mo. to start. Tapes and resumes to Tom Greenleigh GM, KVOG, 1506 Gibson, Ogden, UT 84404.

Operations Director plus air shift. 24-hour AM Easy Country with excellent ratings. Sharp detail and good production essential. EOE/MF. Contact Sara Crawford, GM, WHPI, Box 550, Herrin, IL 62948.

PD/AM Drive WINE, Danbury, CT. Top-rated with Pop/Adult format. Good bucks and stability in beautiful, affluent Fairfield County. If you're research and promotion minded, this one's for you. Send resume, aircheck and salary requirement to Chris Caggiano, VP/GM WINE, Box 11, Brookfield, CT 06804. No calls.

Announcer/Producer. University of Northern Iowa. Public Radio, KHKE/KUNI produce woman's interest programs, co-host, deliver news, conduct interviews, operate control boards and announce classical, Jazz and folk music. Operate two FM stereo stations from new studios with seven control rooms. Position requires B.A. or equivalent, (3rd class endorsed license), some broadcasting experience, clear, smooth authoritative delivery and good knowledge of music. Salary range \$9,893 to \$11,803 for initial 11 month appointment, plus fringe benefits. Send resume and audition tape (7 1/2 reel) by October 30, 1978 to: Raymond Harris, Personnel Services, 161 Baker Hall, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

Immediate opening for night jock for adult contemporary station. Strong on production and experience preferred. Group owned station with benefits. Send T and R to: Rod Dormire, WINC Radio, Box 3300, Winchester, VA 22601 or call 703-667-2224.

Immediate Opening for Announcer and Sales. North Carolina Coast. Modern Country Music. Call Marvin Crook - WDZD. 919-754-8171.

Experienced air personality with commitment to excellence to join a group of professionals building best small market station anywhere. In 20 months sales up 50%, quality is excellent. Must know news, engineering or sales. Major market experience desirable. Tape to KNND, 321 Main, Cottage Grove, OR 97424.

Morning Drive for high profile, entertaining, identifiable personality with strong production. Great signal, beautiful city, new facility. Tapes, resume, salary history to Doug Weldon, WKBX, Box 876, Savannah, GA 31402. 912-897-1529.

Announcer/engineer for adult contemporary FM within Chicago Metro area. Third endorsed, good voice, and experience required. Talk-show experience a plus. Excellent opportunity to join rapidly growing station. Send tape and resume to WEFA, 4 South Genesee Street, Waukegan, IL 60085. Equal Opportunity Employer.

Announcer position open with advancement opportunities. Copy writing and production ability helpful. Rapid growing market. Wonderful living conditions. Rush tape and resume to KWEL, 401 W. Missouri, Midland, TX 79701. EOE.

Major Market Radio Station needs experienced MOR announcer immediately. Must have current FCC 3rd Class Endorsed License, production, news and on air ability. Send recent tape and resume to WLTA, P.O. Box 7695, Atlanta, GA 30357. An Equal Opportunity Employer.

Good Pipes and Production a must for Midwest AM/FM Combo. Automation Experience a plus. Decent S. Rich Coolman, P.D., WGOM, P.O. Box 538, Marion, IN 46952.

Contemporary personality for 100,000 market. News and production skills a must for this team player. Tapes and resumes to Jim Leonard, Box 330, Lewiston, ME 04240.

Adult Contemporary disc jockey to work 31-hour per week board shift, plus production. Must be able to read well and have some experience (broadcast school is not considered experience.) Good facilities, good air sound, and likeable staff; semi-annual bonuses, paid insurance, etc. Tape and resume to: Bob Mays, Box 338, Madisonville, KY 42431.

Phoenix—Born again, experienced announcer with Third phone for Christian radio station. Evening shift. Personality program. Send tape and resume to Dick Lee, Family Life Radio, 2345 W. Buckeye Rd., Phoenix, AZ 85009. Phone 602-258-6717. EOE.

HELP WANTED TECHNICAL

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 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., KVWO, 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.

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.

Radio Chief Engineer for 50 K all-news operation in Washington, D.C. Group Owner. Contact Orrin McDaniels, 202-686-6225. Equal Opportunity Employer M/F.

Chief Engineer—Midwest group owned AM/FM needs experienced Chief strong on directional & FM automation. Emphasis on good audio. Must be able to direct technical staff. Excellent working conditions. EOE. Resume to Box N-135.

Combo Engineer/Annncr. Small AM-FM in Virginia. Good pay plus. E.O.E. Box N-195.

Seeking—Chief Engineer for AM and FM stations in medium sized market in the Southeast. Will be responsible for transmitter and studio equipment for both stations. Must be versed in directional operation and FCC regulations. Above average salary. Excellent company benefits. EOE. Send resume to Box N-197.

Senior Maintenance engineer with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200's. Top rated NBC small market in Rockies for the better life. Contact Cecil Cope, KIFI TV, Box 2148, Idaho Falls, ID 83401.

Sharp Chief Needed—Class IV AM with young, aggressive management and computerized automation. We'll give you the support you need to do your job right. Resumes and references to: Tom Greenleigh, G.M., KVOG, 1506 Gibson Ave., Ogden, UT 84404.

Colorado—combo DJ-Engineer, Class IV transmitter experience essential. Adult contemporary format. EOE/MF. Contact Dick Elliott, KEXO, Box 1448, Grand Junction, CO 81501.

We're looking for experienced part-time chief engineer for AM FM combination in beautiful Northern Wis. Near lakes, streams, hunting. Ideal place to retire with part-time income. Roger Utneher, P.O. Box 310, Antigo, WI 54409.

Chief Engineer—Eastern PA. Class IV non-directional Contemporary AM seeks experienced engineer. Excellent working conditions, salary, benefits. EOE. WRAW, Box 1710, Reading, PA 19603.

Maintenance Engineer, E.E. Degree preferred. At least 5 years automation experience. Must know digital technology. Excellent employee benefit program. Very modern and pleasant working conditions. Send resume to Bernie Koval, C.E. KFI/KOST, 610 South Ardmore Ave., Los Angeles, CA 9005. Equal Opportunity Employer.

WTIF Tifton, Georgia has immediate opening for Chief engineer who can announce. Send resume and full particulars to Bill Brown, WPFM, P.O. Box 1430, Panama City, FL 32401.

I've been chief here for 11 years and I'm retiring. I'd like to leave the stations in good hands. I'll be around to show you all I know to make the change easier. We've got a 5kw directional and a stereo FM with Control Data automation equipment. Our company is very sound financially. Send your resume and salary requirements to the General Manager, KMON No. 7 Holiday Village, Great Falls, MT 59405.

Chief, Experienced AM Directional FM Stereo, Automation. Some early morning announcing. Mature family person. University town, progressive. 70 miles West of Oklahoma City. Salary \$1,000 plus benefits. KWEY, Weatherford, OK 73096. Box 587. Collect Dick Johnson or Paul Buenning 405-772-5939.

Chief Engineer—Immediate opening. Fulltime AM. Details? Call Len Kinney at 914-471-2300.

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

Three Station Midwest operation is looking for a qualified chief engineer. Must have good audio and transmitter experience. Excellent working conditions and fringe benefits. Send resume and complete background to WWCA, 545 Broadway, Gary, IN 46402.

Immediate Opening. First Class Engineer/Announcer for Small Market Daytimer. 319-754-7565 Burlington, Iowa.

Chief Engineer with full maintenance responsibility for AM/FM. Will consider person ready to move up to Chief. New forming group. Send resume or phone Mr. John Frankhouser, KLLL, 1314 50th St, Lubbock, TX 79412. An Equal Opportunity Employer.

Third Ticket Chief Engineer? We've got the first, but need experienced hands-on technician. A small, but thoroughly professional company. 12K K106 FM, Beaumont, TX 713-769-2852.

HELP WANTED NEWS

News Director: News oriented, 24 hour A.M. in Western Michigan. Send resume and salary requirements to Box N-131. News car furnished. E.O.E.

Newsperson: Experience a must! Strong background in gathering and writing essential. Tape and resume to Susan Giovati, WHUT, Box 151, Anderson, IN 46015. EOE.

Experienced News Director to grow with expanding AM/FM News Operation. Currently 3 person department. Emphasis: Local news, Agri-business news, Public Affairs. If you can handle ground-floor expansion, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakersfield, CA 93301. EOE.

First openings in over two years. Major suburban news department needs aggressive, hard working newpeople with proven track records. Full and part-time available. Send tape, resume, salary history and requirements to: Brad Cupples, News Director, WFAS/WWYD, White Plains, NY 10602. No calls. EOE Employer.

News Person, small market AM/FM. Tremendous challenge and opportunity for newperson who wants to live in one of the greatest recreational areas of the West. We want an aggressive, self-starter, committed to in-depth local news. Salary negotiable. E.O.E. For interview appointment, Neil Smith, 503-882-8833.

HELP WANTED NEWS CONTINUED

News Director—Two cuts above the average, qualified journalist, dedicated to news, public and community affairs, with strong experience in investigative and street reporting leading to the ability to produce issues and document a view point. Opening is immediate to qualified experienced person. Send resume, tape, and salary requirements to: Byron Cowan, WSAC Radio, Box 70, Fort Knox, KY 40121.

News person—WROV - AM: The Contemporary leader in The Star City of The South wants a professional, aggressive news anchor/reporter. No beginners. Tapes, resumes to Jack Casey, WROV, P.O. Box 4005, Roanoke, VA 24015.

Wanted: News Director for energetic, highly respected news department at WCFR, Springfield. Must have good voice, gathering and writing skills. Please send tape, resume, and writing samples along with a cover letter to WCFR, Box 800, Springfield, VT 05156.

News Person to write, gather and deliver local news for big signal AM/FM adult contemporary-top 40 operation. Tapes, resume, writing samples, salary history to Doug Welton, WKBX, Box 876, Savannah, CA 31402. 912-897-1529. EOE.

Talk host for number one talk station in Philadelphia. Write Lita Indzel Cohen, WWDB, 3930 Conshohocken Avenue, Phila., PA 19131.

News Director: Here is your chance to get started in Broadcast Journalism. College degree with Journalism background preferred. Send tape and resume to WKXK c/o John Gregowicz, P.O. Box 327, Pana, IL 62557, or Phone 217-562-2161.

News reporter with anchor capabilities for 100 kw FM NPR Station. Background in small market reporting, government, and agriculture helpful. Salary range \$7500-\$8000, excellent benefits. Immediate opening. Send tape and resume to: PB. Greedy, Western Iowa Tech, Box 265, Sioux City, Iowa 51102. No calls. Application deadline 11/1/78. EOE, female and minority applicants encouraged.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

WAQY/WIXY Seeks Assistant Operations Manager. The person we need can, and will do it all, including airwork, copywriting, production etc. Automation exp. helpful. Tape, resume to J. Rising, WAQY, 45 Fisher, Ave. East Longmeadow, MA 01028. E.O.E.

Operations director, needed by one of Southwestern Ohio's middle of the road music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume to Box N-165.

P/T exp. commercial radio broadcasters to direct inexperienced announcers doing weekly radio shows. NYC, Phila. area residents only. 212-279-2363, 215-665-8744.

Program Coordinator for contemporary automated operation in Oregon small market AM/FM. Production skills a must. Great outdoor recreational area. Good starting salary for right person. EOE. For interview appointment, Nell Smith, 503-882-8833.

Operations Director needed by one of Northern California's top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405. EOE.

Creative Copywriter/Production Director Adult/Contemporary AM Automated country FM Light board work. Evening shift ... Create undisturbed. Production samples/resume to: J.R. Russ, Box 385 LaPorte, IN 46350, E.O.E.

San Francisco suburban adult-contemporary dynamo needs Operations Director with strong production and adult air style. Write or phone K-15 (KWUN) Concord, CA 94520. 415-685-1480.

SITUATIONS WANTED MANAGEMENT

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.

General Manager/Sales Manager—prefer Southeast or Southwest. Heavy in promotions, programming and profit. Available immediately. Box N-106.

General Manager with ability to motivate; build; and produce. Solid background; impressive track record; and desire to win. Special expertise in "Total Concept" Sales; Minority relations; and Community involvement. Top 50 Markets Only. Box N-118.

General Manager—Sales Manager Major-Medium Market. 11 of 12 years major market, all successful. Aggressive, profit and promotionally minded. Strong RAB 414-734-2838.

Station Building GM—Documented record of improving ratings, increasing sales, and enhancing image against tough competition. Sold interest in last station—available now. Box N-130.

Mature, 31, experienced broadcaster with background in classical, big band, jazz, and country music, desiring salary and position equivalent to present. Background in teaching, assistance case work and management consultation. Resume available upon request. Box N-140.

Program Director, talk/news format. Currently, assistant program director at top rated major market talk station. Looking to move to medium or other major market around first of year. 8 years radio experience. Masters degree, first phone. Program management only, no air shifts. Let's talk! Box N-148.

Profit Oriented General Manager with extensive background in AM/FM management, sales and programming. Seeking opportunity as take charge GM/GSM leader and doer. Box N-154.

General Manager, winner, track record, super heavy sales, programming, administration, management, FCC, right credentials background, searching stable position, references speak for themselves, reply in confidence. Box N-166.

Let's Talk about making your station more successful. I have the GM experience and drive you need. Yes, you may expect success. Box N-176.

GM, Am Leader, seller, recruiter, trainer, programmer, mountain climber. Available consulting or permanent. Excelsior! Box N-187.

Fifteen years highly successful background with major country music stations in programming, sales, management. Seeking exciting opportunity with responsibility. All market sizes considered. Telephone 301-882-4243.

SITUATIONS WANTED SALES

General Manager/General Sales Manager, available immediately. Major Market track record and references. Will look at any offer that makes sense. Box N-126.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Jack Itchin for first job in Radio. Professionally trained, 3rd, will relocate now. West Preferred. Contact Mark Jay Muller, 9047 Crawford, Skokie IL 60076. 312-649-9808 (9A-3P). 312-673-9047, after 4 PM.

Radio Pro—12 years announcing, 5 years Chief Engineer looking. Southeast preferred. 813-533-7580.

Educated Black female, 3rd Endorsed, seeks work in Chicago, Madison, Milwaukee. Gina Scruggs, 312-929-0705, days.

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.

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.

Hardworking, Energetic, Stable Jock with some experience plus news, copy, production, 3rd Endorsed seeks Small Market Contemporary station. Will relocate. Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591, 914-332-0323.

1st Phone people-oriented Top 40 personality. 4 years experience—Music Director, Production Director. Call 312-439-2884 after 6:00 (CST) or write Box N-153.

Desire Ohio or Mideast location. Experienced announcer with good voice and production. First Phone. Box N-163.

Experienced professional presently employed. Seeking position as announcer, music director, news writer, public relations, special promotions and community projects. Stable, steady and dependable. Free to travel. Personal interview desired. Box N-173.

Make a good station better with ten year pro. PD/M.D./Talent in Mid-West desires to return to Pennsylvania or surrounding area. Family-man, organized, detail person. Box N-189.

Good morning show For Sale. Smooth, Bright, positive entertainer. Solid Experience, 1st. Box N-199.

Experienced First Phone Announcer seeks position with station in or near the Baltimore, Washington, or Richmond markets. Currently employed. Tape available. Box N-200.

Look Here! Young disk jockey needs employment, third phone, limited experience, ready and willing. Try Me. No automation. Box M-169.

23 Years Old, Experienced, responsible. Want to locate on Coast or Lake. Contact Mike Harden 404-595-1577 after 5 p.m.

Bright, Funny Morning Man seeks Medium Market Adult Contemporary or Top 40 station. Topical humor, bits, production, 4 years experience. John Dial 312-773-2782.

Ex-Trucker, Current CW Announcer seeks position with "truckers radio." News, production, writing experience. Call David Kolman, 301-764-3577, or write 3215 Pinkney Road, Baltimore, MD 21215.

Family man wants morning or midday in small or medium market. Experienced. Gary Morgan, Route 2, Box 12E, Cameron, WI 54822.

Experienced and Innovative broadcaster looking for combination Program Director/air shift position in small or medium market. Nine years experience in large-medium markets. Hold a B.S. from Kent State and a third class endorsed. Desire a "truly" community involved station that has "fun" with the serious business of broadcasting. Call 216-732-8383.

Creative Announcer, Production, Programmer, 2 1/2 years at present station. Looking for a better deal within 150 miles N.Y.C. Call Ken 914-856-6757 after 5 p.m.

Young Communicator Looking for on-air gig in Northeast. I'm 21, currently doing afternoon-drive news in Boston, 3 1/2 years experience in Top-Forty announcing, news, and production. 3rd Endorsed. Call Steve 617-262-3784 early morning or late evening.

Communications Degree. 2 years experience. West Coast area 1-213-383-0099.

First Phone Announcer seeking new position. Six years experience, on-air and administrative, in Small Market. Will relocate. 301-582-3678, Collect.

12 Years Experience, 1st Phone. Professional. Medium to large market desired. Call Don and leave message 213-662-6715.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, available in November. Knowledgeable in Construction, Re-construction as well as human relations. Box N-147.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief. Knows latest technology. Box N-162.

As an engineer I'm looking for a station(s) that wants and has professionals on their staff. Since my expertise is in automation I prefer an automated station in the medium or major market. I have excellent technical references. I am interested in stations in the Northeast. Robert King, 1607 Hudson Blvd, Gastonia, NC 28052. 704-865-1008. If calling, call at night.

Presently CE at top 10 market! 5 KW fulltime AM, "B" FM. But no help! Age 43, FCC First, "Ham", Second telegraph, Ship radar endorsement. Nondrinker. Now earning \$19,500. Seek CE or Assistant CE under more pleasant conditions! Meyer Gottesman, Suite 559, 102 Charles Street, Boston, MA 02114.

SITUATIONS WANTED NEWS

Third Phone DJ, good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

Ambitious, Bright, and Young female—B.A. in Theatre/Communications has interest in brdcast. journ., on-air, and sales. Desiring entry level position. Andrea Lidd. 7553 Spring Lake Dr., Bethesda, MD 20034.

Career minded anchor-reporter is seeking new challenge. Strong on news gathering and tape cutting. Five years radio experience. Prefer medium market in warm area. Box N-168.

News director, 10 years experience, seeks medium or major market radio or t.v. position. Immediate availability Robert Cohen, 219-447-2460, 2724 Stardale Dr., Fort Wayne, IN 46816.

Seeking first break at your station. UNC Graduate. BA Broadcast Journalism. Radio stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Top play-by-play announcer seeking job. Prefer California. Also production. Call Mark. 213-963-7951.

Excellent Basketball Play By Play, current Sports Director looking for larger market, college setting. Sportscasts, actualities, production, commentary. B.A. Journalism 906-774-3987.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Dedicated, Versatile announcer seeking advancement. Over 5 years experience Top Forty, news, talk show, automation and programming. Box N-133.

FM Automation Production Engineer desires same and MD position. West Coast states only. Box N-149.

Eight Years Diversified. Successful Program Director; sales; license renewal. Group owners New York, New Jersey, Pennsylvania, Florida, California preferred. Tape and detailed resume Box N-157.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager. Major market, northeast, group broadcaster with growth opportunities. Want a knowledgeable, experienced, self starter. Equal Opportunity Affirmative Action Employer. Box N-125.

Widespread communications company seeks financial manager who can establish and administer systems for radio, TV and newspaper properties and simultaneously assist top management in corporate direction and control. Reply Box N-160.

Business Manager: College degree in accounting or equivalent. Three years minimum experience. Some supervisory experience. All phases of accounting including payroll. Western New York location. EOE. Send resume and salary requirements to Box N-175.

Station Manager. Will be responsible for assisting in the planning, construction, and then the operation of a new public television station in Flint, Michigan, licensed to The University of Michigan. Will oversee all personnel, financial, administrative and programing activity of the station. The manager must have a master's degree or equivalent combination of education and experience. Must have ability to work within the local and academic communities, as well as sufficient management experience to administer the activity of the station. Resumes should be submitted by November 1, 1978. For a complete job description please contact: Professor Gregory Waters, Search Committee Chairman, Department of English, The University of Michigan-Flint, Flint, MI 48503. Affirmative Action/Equal Opportunity Employer.

WETA-TV/Channel 26 is seeking applicants for the position of Director of Production. The position includes responsibilities of the direction of the department which provides staging, lighting, scenic design, graphic art, television direction, cinematography, announcing, production activities, scheduling, broadcast supervision, and tape library services. Applicants must have minimum of five years experience in production or broadcast operations. A thorough knowledge of television production arts with experience in at least one area of production. Previous experience in budgeting, labor negotiations and contract administration very helpful. Salary: \$20,995-\$25,194. Contact: Darnell Barber, PO. Box 2626, Washington DC 20013. 703-998-2855.

HELP WANTED TECHNICAL

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, WTVC, Inc., Box 1150, Chattanooga, TN 37402.

Broadcast Engineer, 1st Phone, experienced in Remote, Studio and XMTR operations and maintenance. Send resume to Director of Engineering, Office B, WNED-TV, PO. 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.

If recently remodeled AM-FM studios, newly installed antenna equipment and \$275 per week interest you, contact us now. We're on verge of expansion into CATV. Need a Technical manager for both. Must be fully experienced! Send references first letter. Send resume to Box N-113.

Top Fifty Market TV Station needs the following: Engineers; FCC 1st ticket required, experience preferred. Director; 4 years degree in radio & television, must have experience directing News and PA programs. Equal Opportunity Employer. Send Resume to Box N-151.

Engineers. International accounting firm, with established broadcast quality color studio, is seeking a quality-minded Assistant Chief with strong maintenance ability. RCA Quads, studio cameras, and field production camera for remotes. Become involved in new studio construction in near future. Pleasant Midwest suburban location. Also an opening for a Staff Engineer who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

Engineer Supervisor. PTV Transmitter. Sioux City, Iowa. Ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Minimum Qualifications: Electronics certificate and 4 years engineering experience with supervisory responsibilities. 1st Class FCC licensure. Engineer II. Bradgate, Iowa. Operates electronic equipment, makes minor adjustments at Transmitter site. Minimum Qualifications: 1st Class FCC licensure plus 1 year experience maintaining, operating and repairing TV transmitter facility. Iowa Public Broadcasting Network, Personnel Office, PO. Box 1758, Des Moines, IA 50306 515-281-4498. An EEO/AA Employer.

Graham Junior College is seeking a full-time, experienced, Chief Engineer to oversee and maintain Television studios (Color and Black and White) and Radio studios—servicing a student body of 700. The person we seek must have a First Class License and administrative skills. The Chief Engineer reports directly to the Dean of Academic Affairs. Graham Junior College, An Equal Opportunity Employer, is a 2 year junior college specializing in communications. Submit your resume and salary history to: Margaret Carmen-Ashurst, Dean of Academic Affairs, 632 Beacon St., Boston, MA 02215. No phone calls please!

Assistant Chief—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. \$17,500 to start plus benefits. Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804-977-7082. An Affirmative Action Equal Opportunity Employer.

TV Studio Maintenance Engineer. Prefer experience with Ampex 1200, RCA-TR-70, RCA-TK-45 and Sony BVU-200. Experienced only write or phone Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. 803-278-1212. EOE.

Experienced Chief Engineer, for independent UHF Family Christian Television in South Florida. RF experience a must. Contact G. Kent Smith, WHFT, P.O. Box TV 45, Miami, FL 33169. 305-962-1700. Equal Opportunity Employer.

Immediate opening for TV maintenance engineer experienced in quad and helical VTR, color cameras and associated equipment. FCC first class license required. Excellent opportunity in the beautiful Pacific Northwest. Contact Dow Lambert, C.E., KIMA-TV, Box 702, Yakima, WA 98907. 509-575-0029. EOE.

Television Broadcast Maintenance Engineer for KXTV CBS for Sacramento. Experienced in TV operations and strong on maintenance with emphasis on digital circuitry. Advancement potential. First Phone License required. KXTV is an Equal Opportunity Employer. Resume to Don Ferguson, Chief Engineer, PO. Box 10, Sacramento 95801. 916-441-2345.

Studio/transmitter maintenance supervisor needed for Central Maryland NBC affiliate. Must have First Class FCC license and solid background and experience maintaining VTR, camera and all studio equipment, and UHF transmitter plant facilities. Contact Chief Engineer at 301-797-4400.

Assistant Manager—Engineering. Digital knowledge essential. 1st Phone. Minimum five years TV maintenance experience. Must thoroughly know 2" VTR's, TK-27 Film Chains, E.N.G. equipment (inc. TBC's, MW, and Framstore) and VHF transmitters. Ability to train, as well as supervise and assist others, is required. Send resumes to KFMB-TV, PO. Box 80888, San Diego, CA 92138. Attention: Mr. John Weigand. An Equal Opportunity Employers. M/F.

HELP WANTED NEWS

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.

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.

HELP WANTED NEWS CONTINUED

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.

Dominant V.H.F. E.O.E. wants ENG Coordinator to supervise, coordinate, edit and write live and pre-fred 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.

Weather Person—Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other. Easy delivery and warm on-air personality important. EOE. Box N-119.

Producer/Assignment Editor for top 50 Northeastern market. Equal Opportunity Employer. Send resume to Box N-120.

A Midwestern TV-Radio news department is seeking a reporter-producer, with some potential for co-anchor work. Journalism degree preferred. No beginners please. Send resume and writing samples to Box N-121. An Equal Opportunity Employer.

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

TV News Program Producer for Top 15 market, heavy on EJ and live field reports. Available November 1. Apply in writing only, with videocassette, Walt Hawver, KTRK-TV, PO Box 13, Houston, TX 77001. No phone calls.

Industrial documentary and motion picture corporation seeks accomplished broadcast journalist to write and produce industrial documentary, training and communication motion pictures. Minimum qualifications: BA/BS Degree, 5 years news reporting experience using both film and tape. Salary commensurate with experience and qualifications. Send resume and tape to: Videa, Ltd., P.O. Box G, Cedar Rapids, IA 52406.

News and Public Affairs Producer for large Public Radio Station in Midwest. Work with unit producing unique daily telephone "Call Out" program. Voice one major newscast daily. Must have highly developed interviewing skills and sincere interest in public radio. Thoroughly professional air presentation required. B.A. degree in journalism or related area desired, but work experience can be substituted. Salary to \$13,620. Application deadline November 2, 1978. Send resume and tape demonstrating interviewing and news reading skills to: Michael Boyle, Sr. Producer, WOI AM-FM, Communications Building, Ames, IA 50011.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Two Reporting Positions open Small Midwest all-E.N.G. station. \$164.50 per week to start. E.O.E. Send resume only to Box N-128.

Assignment Editor—for major group-owned station in Northeast. Two years newsgathering or production experience required. Send resume to Box N-137.

Unit Manager—for major group-owned station in Northeast. Responsible for equipment and business affairs for News Department. College degree required. Send resume to Box N-138.

We're Looking for a dynamic investigative reporter, willing to do without the on-air glory to come to top market as field producer for our investigative unit. We'll count on your ideas and experience to take a good story and turn it into a polished piece. Must be aggressive and persistent to deal with government officials we investigate. Letter and resume: Box N-142.

TV Weather/Reporter. We're an aggressive News Department with the best numbers in our Sun Belt market, looking for someone willing to back up our regular weather team and report. Knowledge of film and ENG helpful. E.O.E. Box N-144.

Managing Editor: Must have at least 5 years experience in Television News. Knowledge of production techniques, excellent reporting and writing skills. Ability to organize work and lead staff of young, aggressive reporters and photographers. Must be able to assume responsibility and provide direction. Resume, salary in first letter. An EOE Employer. Box N-159.

Weather Anchor/Environmental Reporter for progressive Midwest network affiliate. Should have knowledge of meteorology and strong air personality. Some radio work. Resumes and salary requirements to Box N-180.

Co-Anchors M/F for large, aggressive state of the art department, North Central affiliate, pleasant smaller community. \$25K. letter and resume to Box N-193.

Sports anchor, medium market Southeast. Exp. only. Must be able to shoot and edit film. Send resume to Box N-196.

Weekend sports anchor/sports reporter in medium market with major college and heavy prep sports action. Strong station commitment to sports. Box N-198.

Producer—with imagination, production flair and solid news judgment for 10 pm show. Medium market station with very strong news commitment. Box N-203.

Sports Director for Midwest ABC. Affiliate ... Must have strong television background, possess keen sports interest and knowledge, excellent writer, know production, for on-air presentation, resume, VTR cassette, writing samples to News Director, WYTV, Inc., 3800 Shady Run Road, Youngstown, OH 44502. An EOE.

Talent Search. Looking for bright, new faces for potential program development. Must have experience in on-air reporting, producing, writing, editing, and general background in television production. Must be able to travel. Please send resume and a VTR cassette of previous work experience to: Harlan Singer, 4 Moris Circle, Wayne, PA 19087.

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to WVIR-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts send cassette sample of your work to Allen Jones, P.O. Box 2009, Durham, NC 27702. E.O.E.

Position for an experienced Photographer/Writer in the News Department. Send resume and examples of work to Eric Rabe, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16602. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Field Producer—leading magazine program, top ten market, ENG knowledge a must, self-starter, grow with company, EOE, send resume to Box N-172.

TV Director—for New England network affiliate. Duties include production of local programs, remotes, promos and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Salary commensurate with ability and experience. Equal opportunity employer. Detailed resume to Box N-107.

Community Service Coordinator. Must establish residence in and be a part of Nashville's minority community, and work toward coordinating WSM-TV's on-the-air service with the needs and interests of same. Social service and/or on-the-air reportorial experience desirable. An Equal Opportunity Employer.

Promotion manager for medium market Midwest net affiliate. Must be self starter with 2-3 years writing/production background. Need experience in news promotion and use of all media. Send resume to: Al Norcott, WRAU-TV, 500 N. Stewart, Peoria, IL 61611.

Producer-Director. Take charge individual. Experience in news, music, sports, remotes and studio productions. Degree preferred. Top 30 market. An Equal Opportunity Employer. M/F. Box N-181.

Producer/Director for network affiliate in Midwest. Must be strong on commercial production, with lighting and switching experience. Equal Opportunity Employer. Send resume to Box N-194.

Program Coordinator for PTV Station—Prepares program schedules for broadcast on WOSU-TV/34 and WPBO-TV/42, supervises all information systems related to the Program Log preparation process, arranges programming acquisitions and implements Community Ascertainment data in programming decision-making. Requirements: B.A. in Mass Comm., several years experience in TV programming, preferably at PBS station, and previous supervisory experience. Starting salary: \$13,080 - \$16,080 plus benefits. Deadline: November 10. Contact: Station Manager, WOSU-TV/34, The Ohio State University, 2400 Orlentangy River Road, Columbus, OH 43210. AA/EEO employer.

Director/Producer/Commercial copywriter. Must have related commercial TV experience. Creativity, organization, and ability to work under pressure essential. Will direct live local news. Contact Dick Alvri, KEYT, Santa Barbara, CA. Minorities encouraged.

Production Manager, Top ten, N.E. Major production oriented group, net-affiliate. Candidate must have a minimum of five years commercial producing and directing experience and currently a Production Manager in middle market station. Minority candidates and women are encouraged to apply. An Equal opportunity employer. Box N-201.

Experienced TV Announcer. Pleasing on camera appearance. Must have good Production background and writing skills. Flair for creativity also necessary. Send resume and tape to Bob Johnson, Production Manager, WTVD P.O. Box 2009, Durham, NC 27702 E.O.E.

Program Director for Public Station KUID-TV who also will teach Television Production classes. Starting date: July, 1979. Closing date: March 1, 1979. Vacancy announcements and representatives available at NAEB/PACT convention or from A. R. Hook, School of Communications, University of Idaho, Moscow, ID 83843. An AA/EOE Institution.

Major University seeking news-oriented individual to produce video tape clips and PSAs, organize and host weekly radio and monthly TV shows and handle media relations. Salary \$12,252. Minimum 2 years experience, BA preferred. Send resume to Lane Stephenson, Office of Public Information, Texas A&M University, College Station, TX 77843. Equal Opportunity, Affirmative Action Employer.

Marquette University's College of Journalism is seeking a person to teach broadcast journalism courses. Ph.D. and radio news experience desirable; television news experience necessary. Tenure track appointment beginning January or August, 1979. Salary dependent upon qualifications. Submit resume to Dr. A. L. Lorenz, Chairman, Faculty Search Committee, College of Journalism, Marquette University, Milwaukee, WI 53233. An equal opportunity, affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

TV Studio Production Personnel. Previous professional TV experience required. No phone calls. Send applications to: Personnel, WDCA-TV, 5202 River Road, Washington, DC 20016, EOE.

SITUATIONS WANTED MANAGEMENT

TV Program Manager. Medium Market, mid thirties, seeks increased earning opportunity. Production excellence, program knowhow, tight operation. Box N-155.

Broadcast Group Manager with heavy TV/Radio sales and news background seeks more challenge. Have special flair for trouble shooting, negotiating, writing and renewals. Consider any challenging management position or special assistant to president in medium or major market station or group. Box N-167.

SITUATIONS WANTED NEWS

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.

Documentary news producer with strong news background in reporting, editing, on camera work desires news station southeast as producer or news reporter. Florida preferred. Box N-136.

Reporter/Anchorman with excellent credentials looking for opportunity to move up in same position. MA B.A. broadcast journalism from two major Midwest universities, also some foreign news training. Presently working in respected Midwest newsroom. Am serious minded journalist with desire to do well. Box N-146.

Aggressive young attorney with solid research, writing and investigation skills seeks position in news-investigation department. David Branfman, 1835 Law St. San Diego, CA 92109. 714-270-0911.

Thorough and Aggressive 4th generation journalist—Tireless researcher and sharp writer. If you need hard-hitting newsmen for editorially committed program, I'm seeking first on-air position or potential for such. Excellent references. BA top J school. All markets considered. James Forbes 3240 Henry Hudson Pkwy. Bronx, NY 10463. 212-549-1124.

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.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

British writer/director ex BBCTV. Recent arrival, US/Canadian work permits. Experienced editor and writer commercials, documentaries, current affairs. Innovative and proficient all facets television and film production. Winner top award "Best Foreign Film" Georgia International Festival. Receptive offers, willing to relocate. Box N-190.

Wanted: Responsible growth position for creative, energetic individual. 14+ years progressive TV, film & management experience. R/TV Masters plus MBA courses. Steve Krant, 631 Sacajawea, Great Falls, MT 59404, 406-727-3566.

Creative Production specialist with experience, training, and a lot of ambition. Give this recent college grad the chance to write, direct, or fill a crew position for you. Contact Paul B., 150 Westbridge, Berea, OH 44017, 216-243-2561, and help start a career.

CABLE

HELP WANTED SALES

Sales Manager with radio or cable advertising sales experience. Opportunity in expanding cable television system in Ruidoso, N.M., a mountain resort area. Phone Schloss person to person collect. 317-251-2204.

ALLIED FIELDS

HELP WANTED SALES

Stations Relations Representative. Are you an owner or manager of a Radio Station, free to travel 100% of the time and want to stay associated with the industry? Our national service organization has an immediate position available as a liaison with stations in the Northeast. Company car, expense allowance and excellent benefits. Send resume and salary history to: Box M-132.

Salesperson interested in broadcast equipment marketing. Primarily telephone soliciting from established accounts. Send resume with salary requirements. Box N-188.

Rapidly growing Pennsylvania Broadcast Electronics firm needs polished, ambitious, sales representatives with radio equipment background to handle Mid North Western and North Western region sales. Immediate opening—excellent remuneration. Call Sales Manager at 215-497-5100.

HELP WANTED TECHNICAL

Video tape engineers, maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box N-141.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager—Independent production house looking for self-starter with three year's production experience. We are looking for someone to generate production sales, maintain client contact, budget and complete production. Latest state-of-the-art equipment and technical support provided. Good opportunity for the right person. Northeast location. Send resume and salary history to Box N-161.

Production Manager for Advertising Agency. Must have experience in TV production or directing; copy writing helpful. Call or write CBS, Inc., 2510 J Street, Sacto., CA 95816, or 916-441-7482.

Commercial Director/Producer. Major Phila. videotape facility offering job for top ad pro. Requires extensive commercial experience, knowledge of tape, and ability to sell your talents to agencies. Send resume: E.J. Stewart, Inc. 388 Reed Road Broomall, PA 19008.

HELP WANTED INSTRUCTION

Radio-Television Technology Instructor/Assistant Professor term appointment (6 months); associate degree program; masters minimum, teaching experience preferred, First Class FCC required, professional broadcast experience; \$6,900 to \$8,000 for remainder of this fiscal year, depending upon qualifications and experience; contract is renewable; will also advise students and participate in faculty governance and community service; begins January 2, 1979. Send vita, transcripts, recommendations and names, addresses and phone numbers of recommenders, and letter of application to the Dean, Zanesville Campus, Ohio University, 1425 Newark Road, Zanesville, OH 43701. Search reopened. Materials must be received by November 3, 1978. O.U. is an Equal Opportunity, Affirmative Action employer.

Communications: Full-time faculty needed for spring 1979 to teach broadcast or print journalism, including Reporting Methods, Public Affairs, Broadcasting. MA minimum, professional experience essential, teaching experience desired. Position begins Jan. 15, 1979. E.O.E. Write: Ralph A. Swain, Director, Public Communications Program, Wheeling College, Wheeling, WV 26003.

Ohio State University's School of Journalism invites persons interested in graduate work at the master's level to apply soonest for positions as Teaching/Research/Administrative Associates starting Fall 1979. For application forms or information, write or call: Graduate Chairman, School of Journalism, Ohio State University, 242 West 18th Avenue, Columbus, OH 43210, phone 614-422-7438.

Two faculty positions: (1) Ph.D. for broadcast law, management, graduate courses; (2) MA/Ph.D. for announcing, writing, TV production. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. CMU is a nondiscriminatory educational institution and employer. Deadline: November 15.

TV Directing Instructor. Television production/direction courses. M.A.; professional experience preferred. Start January 22, 1979. Resume to Dr. Ned A. Shearer, Communication Arts & Sciences, Western Illinois University, Macomb, IL 61455. EOE.

Broadcasting Instructor. Specializing in radio, to teach courses, develop university and community activities in radio. Masters or strong professional experience required, and backgrounds in social or behavioral science, public radio or minority programming desired. Send resume and statement on educational approach to: Personnel Committee, Department of Communications, Blodgett Hall 113, Adelphi University, Garden City, NY 11530. Equal Opportunity/Affirmative Action Employer.

Florida College seeks Associate or full Professor of Communications to teach, and to coordinate the development of a rapidly expanding program in the electronic/film media. Professional experience in Broadcasting and publications essential. Doctorate preferred. Salary negotiable. Send resume to Chairman, Dept. of Communications, P.O. Box 248127, Coral Gables, FL 33124.

Broadcast News Teacher. A major university with a strong journalism program seeks an experienced broadcast news reporter and writer to teach television/radio/broadcast news and related courses. Emphasis will be on broadcast news reporting, writing, editing, and developing community coverage, with some attention to the technical processing of news and public affairs programming. Master's degree preferred. Assistant professor rank. Salary open. Start Aug. 21, 1979. Contact Thomas B. Littlewood, 119 Gregory Hall, University of Illinois, Urbana 61801. Phone (217) 333-0709. For full consideration, applications must be received by Feb. 1, 1979. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

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.

Wanted UHF Translators and broadcast equipment, transmitter, antennas and studio gear. 6515 Hillcroft No. 603, Houston, 77081.

Wanted: 320 ft. of 6 1/8 in. .75 01HM RCA Universal Coax. Need immediately ... Call 601-693-2933 for Ron Hale WHTV Meridian, Ms.

PC-60 CCU. Power transformer must be OK. Call collect. Dennis Bornhoft 805-922-0505.

FOR SALE EQUIPMENT

5" Air Heliax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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.

FOR SALE EQUIPMENT CONTINUED

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.

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.

Norelco PCP-90-B Color Camera. CCU. Side View Finder, Manual. Dave Castellano no 209-957-1761.

For Sale: 1000 Watt Transmitter RCA, BTF-1D, in good condition and a 140 ft. Uniform, cross section, guyed, steel tower with beacon in seven 20 ft. sections. Contact Aylett B. Coleman, WLRG-FM, Roanoke, VA. 703-989-4591.

Pre-recorded. Excellent oldies. Like new. 500 3 1/2-Min. carts; 150 4 1/2-Min. carts; 50 5 1/2-Min. carts. Purchase for less than new cart price. Call Lyle Richardson, KUDE, Oceanside, CA 714-757-1320.

Television Station moving to new facility with new equipment. Equipment in existing facility available for sale March 1979. Major items include: RCA-TR-4, TR-22, TK-27 film island. TG-3 sync generators, TVT, TVM microwaves, TK-42s; GV 1600-7G, video DAs, pulse DAs, test/signal generators, proc amp; video & waveform monitors, MCR switcher and much more. May be seen in operation at WHEC-TV, 191 East Ave., Rochester, N.Y. 14604. Contact Skip Huff 716-546-5670.

Radio transmitter for sale. Back up transmitter Gates FM-5-B 5 KW FM Stereo. \$5,000 cash or will trade for an automobile or truck of equal value. For more details call Bill Kirk 305-628-4488.

1 KW FM and AM Transmitters—Gates FM-1H3, FM-1G, BC1-FM. Cooper, 215-379-6585.

20 KW FM Transmitters—7 year old CCA, Gates FM 20B. M. Cooper, 215-379-6585.

RCA TR4HB VTR. Available now. Call 919-446-8734.

HP Spectrum Analyzer 851/8551B. Exc. Cond. Currently calibrated. \$4000.00 Call 213-541-7379.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

Phantastic Phunnies... Internationally acclaimed!! Expanded 400 one-liners issue/\$2.00! 1343-B Stratford Drive, Kent, OH 44240.

Discover the Original comedy series about radio: WHY-53. Free episode you can air. Schnrt Productions—212-527-5996.

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

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.

Successful, original comedy program wants to syndicate. Pat Barr, KSUL Radio, 1250 Bellflower Blvd. Long Beach, CA 90840.

How to move up. Announcers, newscasters, djs, anchors use our proven national professional coaching service. Cassette Critique, B2, Box 27026, Kansas City, MO 64110. 816-363-3166.

Air Check Critiques. Have your show critiqued by professional broadcaster and instructor. News, production welcome too. \$10. Send tape or cassette. Tom Honstedt, 3616 Douglas Dr., Minneapolis, MN 55422.

10 Profitable Radio Promotions. Proved successful in large and small markets. Complete details. Send \$10. to Joe Fife 775-117th Ter. N. No. 7 St. Petersburg, FL 33702.

General Managers and Sales Managers love to trace "Rock and Roll Roots" on Radio Stations across America. This weekly three hour show is bringing in up to \$1400.00 weekly from California to New York. Rock as it was—Rock as it is. Call us for free demo on "Rock and Roll Roots" 1-804-643-1893 or write P.O. Box 5367, Richmond, VA 23220. Stronger than "American Top 40"! Rock from the 50s to the 60s to Today!

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Newscasters, Get a Professional critique from a longtime New York Radio network newsmen. Send returnable tapes and news copy with fee of twenty dollars to Box 168, Springfield, NJ 07081.

RADIO

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.

Production Director Air Personality

Excellent air voice, creativity-plus, ability to conduct entertaining MOR personality show, and basic knowledge of studio equipment required. 5 years experience requested. Send resume, tape, salary requirements to Shirley Schell, WHP Radio, P.O. Box 1507, Harrisburg, Pa. 17105. EOE.

Help Wanted Programing, Production, Others Continued

GREAT OPPORTUNITY

for qualified person. Major program service organization seeking highly skilled, ambitious individual to consult adult music stations. Must have experience and background in formatting, format execution, promotion, etc. Some travel. Our staff is aware of this ad. All replies in strict confidence. EOE. Good benefits. Send qualifications to Box N-204.

Automation Programer

Large Small Market operation needs FM Automation Programer. Must have experience and good voice for production work. Now programming Adult Contemporary. Call for appointment.

(503) 882-8833
Nellie Smith

PROGRAMMER

Program consultant needs adult music (beautiful +) programmer. Must have demonstrated ability, experience in field and thorough knowledge of music and record scene. Major organization with top image. This is important position with good future for right person. Broad duties. Compensation open. All benefits. All replies confidential. EOE. Write Box N-164 with all details.

Help Wanted Management

WANTED ... STATION MANAGER

Ready to move up? Can you sell? A leader? Know FCC Regs? We are highly rated Major Eastern market Born Again station. Replies confidential, Box N-109 Broadcasting.

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 Announcers

DYNAMIC TALK HOST

Top group searching nationwide for issue oriented host who has the flair for entertainment. Top 25 Sun-belt market. All inquiries held strictly confidential. Bio, salary history, and presentation please. No tape at this time please. M/F EOE. Box N-143.

TALK HOST

Experienced moderator for key daytime slot with Philadelphia's number one talk station. Must be well versed in great variety of subjects, able to stimulate controversy, yet maintain sense of humor. Send resume, tape and rating history, if available, to Lita Indzel Cohen, WWDB, 3930 Conshohocken Avenue, Phila., Pa. 19131.

Afternoon Drive Personality

Leading medium market, Adult-Contemporary station is looking for a strong, experienced PM-drive personality. Send tape and resume to Walt Williams, WRVA, P.O. Box 1516, Richmond, Virginia 23212. An Equal Opportunity Employer.

MORNING PERSON

With Adult Appeal
To Work Afternoon Drive
And
Play Rock Music
Plus
News Director
To Direct Four-People Staff
And Dig Out Real News
Midwest Metro Contemporary.
Box N-185.
EEOO.

MORNING PERSONALITY

Male or female, send tape and resume to Bill Weaver, KLOK PO Box 21248, San Jose, CA 95951. EOE. KLOK serves ten counties in the San Francisco Bay Area.

Help Wanted Technical

CHIEF ENGINEER WTOP NEWSRADIO 15

Chief Engineer for 50 K AM in Nation's Capital. RF experience and supervisory background a necessity. Degree desirable. Send resume to Orrin McDaniels, WTOP Radio, 4646 40th Street, N.W., Washington, D.C. 20016. Equal Opportunity Employer M/F.

RADIO CHIEF ENGINEER

The Malrite Broadcasting Co. is looking for a thoroughly experienced Radio Chief Engineer. Major Market experience as Chief or Assistant is necessary for this choice position. Advancement potential is excellent. Exceptional fringe benefits including profit sharing plan.

If you are an innovative engineer with a solid background in Audio and RF Technology and have the ability to work with minimum supervision reply in confidence to James Somich, Malrite Broadcasting Co., Cleveland Plaza, Cleveland, Ohio 44115, (216) 781-3010.

Regional Sales Engineers Wanted

IGM/NTI seeks two capable and creative individuals to represent our products in the southeastern states and the south central states. Based in the Atlanta, Georgia, and the Dallas, Texas areas, these key positions require someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes salary, commission, and expenses. Interested applicants please submit a resume, in confidence, to Nick Solberg, Engineering Sales Manager, IGM/NTI 4041 Home Road, Bellingham, Washington 98225, or call 206-733-4567. Interviews will be arranged in Atlanta and Dallas. IGM/NTI is an equal opportunity employer, M/F.

Help Wanted News

Morning anchor.

50,000 watt station. We have a strong news and public affairs commitment. We need someone with strong writing and delivery skills. Public Affairs background a plus. Must have on-air experience. Major company benefits. Excellent working conditions. Send tape and resume to: John Price, News Director, WWVA Radio, 1015 Main Street, Wheeling, WV 26003.

Situations Wanted Management

ON THE BEACH AND TIRED OF IT

Broadcaster for 30 years all phases Disc Jockey to Salesman—Salesmanager to Manager—Part Owner to President of medium-sized broadcast group in both Radio and TV. Wanted—a challenging opportunity. Geography no concern. Box N-177.

STATION SOLD.

Vice-President & General Manager seeks medium to small market station with community involvement. Investment opportunity considered.

Box N-150.

THERE'S ONLY ONE WAY TO LOOK AT A SALES MANAGER

FROM 40K TO 100K PER MONTH
FROM 3K TO 30K PER MONTH
FROM 0 TO 170K PER MONTH

Look at his track record. . . . Radio or TV, small or big market, ground up to any place in between, I've got a solid background and numbers to prove it. What I'm looking for is an organization with a track record for compensating its management for the ability to produce.

Box N-124.

TELEVISION

Help Wanted News

Metereologist

True weather communicator. 6 & 10 newscasts weekdays. No. 1 News/ABC affil. No calls. Resume and tape to ND Ridge Shannon, KMBC-TV, 1049 Central, KCMO 64105.

Assignment Editor:

Top 30 market We need a smart, well organized assignment editor with previous TV assignment desk experience. Good management opportunity for the right person. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, NY. An equal opportunity employer.

CHIEF EDITORIAL WRITER

WCVB-TV seeks a person with superior journalistic skills to fill a newly created position. This position requires excellent writing skills, solid editorial judgement, and the ability to analyze complex sensitive issues and to present them forcefully and convincingly. This is a position of major responsibility for a solid professional.

This individual must possess tact and skill in dealing with the Station's editorial board and with various leaders of government and the community.

Minimum of 5 years journalism experience is essential. Knowledge of Boston and Massachusetts as well as familiarity with television production is highly desirable.

If interested, please send resume to Boston Broadcasters, Inc., 5 TV Place, Needham, MA 02192. An Equal Opportunity Employer

Help Wanted News Continued

ASSIGNMENTS/PRODUCTION REPORTING

Our midwest net aff. group owned "V" needs a news oriented desk person to assign and produce and a street reporter who can shoot and edit film. Excellent salary & benefits. We're an equal opportunity employer. Reply Box N-132.

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.

Video/Maintenance Engineer

for expanding L.A. post-production company. Must have ability to repair & maintain Sony 2850 and BVH 1000 VTRs as well as participate in design and construction of new facility. Salary commensurate with training & experience.

(213) 846-8300

Help Wanted Technical

Video TV Technician



Deere & Company, a major industrial equipment manufacturer is currently seeking a qualified Video TV Technician.

The individual we select will be responsible for the maintenance and operation of all equipment in the video studio at our Industrial Training Center. Requirements include experience in TV production and TV electronics. A knowledge of helical scan video equipment for color production is a definite plus.

We offer a competitive salary and comprehensive benefits that include paid relocation to Illinois. Send complete resume, including salary history to:

Ronald H. Like
Deere & Company
Moline, Illinois 61265

An Equal Opportunity Employer M/F

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.

BROADCAST EQUIPMENT PRODUCT MANAGERS

Due to overall corporate expansion and an increased level of worldwide business, CCA Electronics Corporation is in need of several technically qualified Radio and Television Product Managers to work at our corporate headquarters in Cherry Hill, N.J. CCA Electronics Corporation is involved in both domestic and international broadcast and communications equipment sales.

Successful candidates should have a formal technical school or an equivalent background and have at least two years of broadcast experience in a radio or television engineering job. Sales experience is desirable but not mandatory. This is an ideal job for a growth-oriented person who wants a responsible position with a major broadcast equipment manufacturer.

CCA Electronics Corporation is an Equal Opportunity Employer M/F Please reply in writing only to:

CCA ELECTRONICS CORPORATION
Box 5500 Cherry Hill, N.J. 08034

TECHNICAL DIRECTOR

This key management position affords a great career opportunity for an outstanding, highly - experienced Executive Engineer.

Assignment calls for a genuine engineering leader, a person of dedication, fully experienced in all technical areas to serve in this key management position for major group owner, AM - FM - TV.

Involved is total responsibility for management of all technical operations, plus installation, updating and maintenance of all equipment with full authority in direction of engineering personnel, all properties, reporting directly to company president.

Qualified person will receive a top level salary, incentive compensation, and employment environment second to none.

Write, with complete resume, to Executive Personnel, Ward L. Quaal Company, Suite 370 O'Hare Plaza, 5725 East River Rd., Chicago, IL 60631.

An Equal Opportunity Employer.

TELEVISION TRANSMITTER ENGINEER

We've got mountains of opportunity!

If you enjoy working in a mountain environment and are experienced with solid state microwave and two-way VHF radio equipment, you should consider a valuable position with KNBC!

An FCC first class license and a familiarity with RCA, VHF and FL transmitter line is also necessary.

If you are qualified, please send your resume immediately to:



Employee Relations
KNBC
3000 W. Alameda Ave.
Burbank, CA 91523

We are an equal opportunity/affirmative action employer

Help Wanted Technical Continued

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.

MAINTENANCE ENGINEER

If you would enjoy a challenging and good paying position at a network affiliate in the warm, sunny mountainous Southwest, and if you are a 1st Phone, experienced general-systems maintenance person, or fully qualified with Sony ENG Maintenance (one of each needed), then send (in confidence) resume to Box N-152. An Equal Opportunity Employer.

Chief Engineer and Asst. Chief Engineer

Las Vegas CBS affiliate, KLAS-TV, is expanding its Engineering Department and invites you to be part of that growth. We are searching for a Chief Engineer with ten to fifteen years of broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your Equipment familiarity should include TK-76/BVU-100, AE600's, TCR-100, TKP-45, TK-46, and parallel GE transmitters. Also, since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farinon Microwave. If you are selected as Chief Engineer, you will be answering to the Director of Engineering and be earning in the upper 'teens. KLAS-TV is also searching for an Assistant Chief Engineer who has five to ten years in broadcasting, with the past three to five years as Assistant Chief or as a heavy studio maintenance engineer. The Assistant Chief will report to the Chief Engineer and will be earning in the mid 'teens. Please send complete resume, salary history, salary requirements, and references to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Equal Opportunity Employer

ENGINEERS

International accounting firm, with established broadcast quality color studio, is seeking a quality-minded ASSISTANT CHIEF with strong maintenance ability RCA Quads, studio cameras, and field production camera for remotes. Become involved in new studio construction in near future. Pleasant midwest suburban location. Also an opening for a STAFF ENGINEER who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-178.

Help Wanted Management

DIRECTOR OF BIAS OPERATIONS

Midwest Group-owned station.
Great Benefits. EOE.
Box N-174.

Help Wanted Programing, Production, Others

Work in the Northwest

Successful Northwest Broadcast Corporation seeks to expand in the areas of news, engineering, and production. An ideal opportunity for broadcasters in radio and television to continue their careers with an employee minded company. Experience required. EOE. Box N-122.

Help Wanted Sales

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

Situations Wanted Technical

NYC Operations Engineer

seeks permanent or temp. job as VTR operator (playback and record), studio camera man or character generator operator. Prefers San Francisco Area. A. Daniels, 2080 First Avenue, Apt. 1908, New York, N.Y. 10029.

Situations Wanted Programing, Production, Others

Producer/Air Talent

Presently Producer/Director at top 5 market independent. 8 years TV/film. M.A. Communications. 5 years in Entertainment (film/TV i.e. Carson) Looking to produce/host CA or Childrens show. Desire PTV position. Box N-134.

BROADCAST PRODUCTS DIVISION RADIO & TELEVISION FIELD SERVICE

International and Domestic Opportunities with Harris.

We are a growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, with sales now over the half billion dollar mark. Broadcast Products Division is a world leader in production, radio, and long-range equipment.

Positions, involving domestic as well as international travel, offer excellent professional growth and opportunities to use your full potential in solving total system as well as systems integration problems.

Requirements include technical strength in radio and television broadcasting, at least 3 years of related broadcast experience, and an ability to handle total problems with minimum supervision. Applicants must exhibit technical strength in transmitters acquired by three or more years of related broadcast experience and completion of at least a two year technical school. They must also have the ability to handle total technical problems with minimum supervision.

Starting salary will be commensurate with your education and related experience. Benefits are liberal and a bonus, along with full expenses, are given for international assignments. Relocation expense will assist you with your initial move. Please send your resume, including salary history data, to: R. T. Fluent, Professional Employment Supervisor, HARRIS CORPORATION, BROADCAST PRODUCTS DIVISION, P.O. Box 4290, Quincy, Illinois 62301

An Equal Opportunity Employer M/F

HARRIS



COMMUNICATIONS AND
INFORMATION HANDLING

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Business Opportunities

Investor Group

looking for participation in new or struggling TV station that needs working capital or management expertise. Reply in confidence, Box N-158.

Free Film

FREE FILMS? CALL **MODERN TV**

The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Wanted To Buy Equipment

HAVE CP FOR NEW CH55 TV STATION

Need all Audio, Video and Transmitting equipment. Interested in good used equipment. What do you have? Phone Jack Hoskins 217-528-9261 or George Yazell 217-496-2794.

Wanted To Buy Stations

Willing to Invest

Experienced major market broadcaster with \$50,000-\$100,000 to invest as part ownership or down payment in radio station. Prefer Southeast or Midwest. Box N-156.

PRINCIPAL SEEKS RADIO STATIONS

Corporation wants FM or AM/ FM stations top 100 markets, immediate action, V.P. Acquisitions. Southwest Florida Enterprises P.O. Box 35-460, Miami, FL 33135. 305/649-3000

For Sale Stations

W	Small	AM	\$215K	\$62K
NW	Small	Profitable	\$375K	\$109K
E	Small	AM	\$385K	Terms
S	Small	Fulltime	\$395K	Cash
MW	Major	FM	\$1.7MM	Cash

Atlanta, Boston, Chicago,
Dallas, Los Angeles



CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga. 30341

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

Public Notice

The City of Green Bay, Wisconsin,

is inviting proposals for a nonexclusive cable television franchise. Proposals shall be submitted in accordance with application forms available from the City Clerk. Proposals will be accepted until November 30, 1978, at City Hall, Green Bay, Wisconsin. Thereafter, applications filed will be available for public inspection during normal business hours at the office of the City Clerk. Each proposal submitted shall be accompanied by a \$100.00 non-refundable filing fee payable to the City of Green Bay.

NEED PRIZES!

If you're in a Top-100 Market, find out how you can get name brand merchandise at 20% of retail. Call or write: Melvin LaForce, The Prize Cabinet, Inc., 304 Union Arcade, Davenport, Iowa 52801. (319) 326-2023.

SAVE UP TO 50% ON 4-COLOR PROCESS TV STORY BOARDS

You save 50% or more on top quality work. Call collect or write: Bob Glenn, McGraw Color Graphics, 1615 Grand Ave., Kansas City, Mo. 64108, Tel. (816) 221-6562.



ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?

(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:

CHARLES BALTIMORE

WBRE-TV

WILKES-BARRE, PA.

(717) 823-3101

For Sale Stations Continued

PENNSYLVANIA FM

Stereo operation in metro market has steadily increasing billings and much growth potential. A good value at the asking price of \$300K with terms available. Dick Kozacko in our Elmira office can suggest how you can profit from this investment. Contact Dick for details.

THE KEITH W. HORTON CO., INC.

Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138

BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Elmira Office

Keith W. Horton
Dick Kozacko
Keith Horton, Jr.
Ken Chapin
Bill Cook

New England

Robert I. Kimel
Box 270
St. Albans, Vt. 05478
(802) 524-5963 or
(802) 524-3159

Southeast

Jerry (Chip) Chiappetta
601 Elkcam Circle
Marco Island, Fla. 33937
(813) 394-7578

FLORIDA AM OPPORTUNITY

Young daytime station in explosive growth area. New equipment. Must make sale commitment within 30 days. \$100,000 down. Terms on balance. Serious inquiries to Box N-171.

H.B. La Rue, Media Broker

RADIO · TV · CTV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/626-0385 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

NORTH CAROLINA

Major Market Full Time AM Owner Offering. Excellent Potential In Rich Growth Area. Terms to Qualified Buyer. Submit Financial Qualifications.

Box N-139.

Sale

Daytime 1 Khz AM. Building—land, small town near metro area, So. Car. 185,000 cash. Box N-3.

For Sale:

Southwest AM-FM in exceptional growth market. Best facility and No. 1 audience in market. Priced at twice gross billing. Write Box N-184.

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



BOOKS

403 AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2" x 11", illustrated. **\$12.95**

411 COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations **\$10.95**

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Broadcasting Book Division
1735 DeSales St., NW
Washington, DC 20036

Name _____

Address _____

City _____ State _____ ZIP _____

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$100).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

- Fulltimer in Northeast Alabama. Only fulltimer in market. Includes real estate. \$360,000. 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 80 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.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Stock Index

Stock symbol	Exch.	Closing Wed. Oct. 18	Closing Wed. Oct. 11	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 7/8	39	- 2 1/8	- 5.44	41 1/4	23 1/2	8	27,472	1,013,030
CAPITAL CITIES	CCB	42 1/8	43 3/4	- 1 5/8	- 3.71	75	41 3/8	12	14,230	599,438
CBS	N	54 1/4	57	- 2 3/4	- 4.82	64	43 7/8	8	28,100	1,524,425
COX	N	53 1/4	56 1/2	- 3 1/4	- 5.75	56 1/2	25 1/2	13	6,637	353,420
GROSS TELECASTING	GGG	20 1/4	20 3/4	- 1/2	- 2.40	23 7/8	13 5/8	8	800	16,200
KINGSTIP COMMUN.*	KTVV	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LN8	39 3/4	43	- 3 1/4	- 7.55	43	16 1/2	11	2,801	111,339
METROMEDIA	MET	63	65 3/4	- 2 3/4	- 4.18	71	25 1/4	11	4,815	303,345
MOONEY	MOON	4 3/4	4 3/4			5 1/2	1 7/8		425	2,018
RAHALL*	RAHL	20 1/4	20 1/4			21 1/4	8 5/8	23	1,264	25,596
SCRIPPS-HOWARD	SCRIP	50	51	- 1	- 1.96	52	30 1/2	10	2,589	129,450
STARR	SBG	12 3/4	13 1/8	- 3/8	- 2.85	13 1/2		13	1,512	19,278
STOKER	S8K	32 3/4	34 5/8	- 1 7/8	- 5.41	34 7/8	19 3/8	10	4,884	159,951
TAFT	TFB	21 1/2	24 7/8	- 3 3/8	- 13.56	24 7/8	12 1/4	8	8,498	182,707

TOTAL 104,489 4,445,510

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	12	13 5/8	- 1 5/8	- 11.92	14 7/8	3 3/4	11	1,233	14,796
AMERICAN FAMILY	AFL	N	12 5/8	13 3/4	- 1 1/8	- 8.18	17 1/8	11 3/8	6	10,536	133,017
JOHN BLAIR	BJ	N	27 1/2	30	- 2 1/2	- 8.33	31 3/8	11 1/8	7	2,427	66,742
CHARTER CO.	CHR	N	5 1/2	6	- 1/2	- 8.33	8	3 7/8	6	17,463	96,046
CHRIS-CRAFT	CCN	N	10	10			11 3/8	4 1/2	91	4,413	44,130
COCA-COLA NEW YORK	KNY	N	7 3/4	8 1/8	- 3/8	- 4.61	9 1/4	7 3/4	11	17,641	136,717
COMBINED COMM.	CCA	N	32 7/8	32 7/8			45 1/8	19	14	10,551	346,864
COWLES	CWL	N	21 5/8	22 7/8	- 1 1/4	- 5.46	25 1/4	12 1/2	20	3,969	85,829
DUN & BRADSTREET	DNB	N	34 3/4	36	- 1 1/4	- 3.47	38	26 1/4	15	27,869	968,447
FAIRCHILD IND.	FEN	N	30	33 5/8	- 3 5/8	- 10.78	35 1/4	9 1/2	9	5,708	171,240
FUQUA	FQA	N	10 7/8	12 3/4	- 1 7/8	- 14.70	13 5/8	8	6	9,396	102,181
GANNETT CO.	GCI	N	45 1/4	45 1/2	- 1/4	- .54	49	32 3/4	16	22,430	1,014,957
GENERAL TIRE	GY	N	25 7/8	27 3/4	- 1 7/8	- 6.75	30 5/8	22 3/8	5	22,710	587,621
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	22	22			24	8	8		475	10,450
HARTE-HANKS	HMN	N	43 1/2	43 1/2			48 3/4	26	28	9,080	394,980
JEFFERSON-PILOT	JP	N	31	32 5/8	- 1 5/8	- 4.98	34 1/2	26 5/8	9	23,224	719,944
MARVIN JOSEPHSON	MRVN	O	17 3/4	18 1/4	- 1/2	- 2.73	18 1/4	10 1/4	10	2,013	35,730
KANSAS STATE NET.	KSN	O	12 1/4	13	- 3/4	- 5.76	14 3/8	4 3/4	11	1,727	21,155
KNIGHT-RIDDER	KRN	N	26 7/8	28 1/8	- 1 1/4	- 4.44	28 1/8	13 1/4	12	32,798	881,446
LEE ENTERPRISES*	LEE	N	37	37			38 1/2	22 1/4	11	4,895	181,115
LIBERTY	LC	N	31 1/2	33 1/4	- 1 3/4	- 5.26	33 7/8	18	8	6,762	213,003
MCGRAW-HILL	MHP	N	22	24	- 2	- 8.33	25 3/4	15 5/8	9	24,682	543,004
MEDIA GENERAL	MEG	A	20 3/4	22	- 1 1/4	- 5.68	23 1/8	13 5/8	11	7,451	154,608
MEROITH	MDP	N	34	36	- 2	- 5.55	40 1/4	17 3/8	7	3,074	104,516
MULTIMEDIA	MMED	O	26	26			28 1/4	16 1/4	13	6,624	172,224
NEW YORK TIMES CO.	NYKA	A	29	30 1/4	- 1 1/4	- 4.13	31 5/8	15 3/4	12	11,599	336,371
OUTLET CO.	OTU	N	28 1/2	30 1/2	- 2	- 6.55	32 7/8	16 5/8	8	2,445	69,682
POST CORP.	POST	O	34	35 3/4	- 1 3/4	- 4.89	38 3/4	16 1/4	8	867	29,478
REEVES TELECOM	RBT	A	3 1/8	3 3/8	- 1/4	- 7.40	3 3/4	1 3/4	31	2,388	7,462
ROLLINS	ROL	N	19 5/8	20	- 3/8	- 1.87	24 1/4	14 7/8	10	13,407	263,112
RUST CRAFT	RUS	A	29	29 1/8	- 1/8	- .42	30 1/2	8 1/2	17	2,311	67,019
SAN JUAN RACING	SJR	N	12 5/8	13 7/8	- 1 1/4	- 9.00	14 1/8	7 5/8	23	2,509	31,676
SCHERING-PLOUGH	SGP	N	30	33 1/8	- 3 1/8	- 9.43	44 3/4	26 3/8	9	53,703	1,611,090
SONDERLING	SOB	A	24	23 3/4	- 1/4	- 1.05	24 3/8	8 3/8	9	1,105	26,520
TECH OPERATIONS	TO	A	6 5/8	7 1/8	- 1/2	- 7.01	8 3/4	2 3/8	60	1,344	8,904
TIMES MIRROR CO.	TMC	N	31 3/8	32 3/4	- 1 3/8	- 4.19	35	20 3/4	10	34,811	1,092,195
TURNER COMM.*	O	12 1/2	12 1/2			12 1/2	5			3,800	47,500
WASHINGTON POST CO.	WPO	A	44 7/8	45	- 1/8	- .27	47 5/8	21 3/4	9	8,200	367,975
WOMETCO	WOM	N	16 7/8	18	- 1 1/8	- 6.25	18 1/4	10 7/8	10	8,524	143,842

TOTAL 428,936 11,316,755

Cablecasting

ACTON CORP.	ATN	A	11 7/8	13 3/8	- 1 1/2	- 11.21	13 5/8	3 1/8	8	2,421	28,749
AMECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	46 3/4	49 5/8	- 2 7/8	- 5.79	52	19 3/4	18	4,016	187,748
ATHENA COMM.	O	4 1/2	4 1/2			5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	O	5 1/8	5 7/8	- 3/4	- 12.76	6 1/8	3 1/8	26	8,381	42,952
CABLE INFO.	O	3	3			3	1/4	15		648	1,944
COMCAST	O	12 1/2	14 1/4	- 1 3/4	- 12.28	14 1/4	3 3/4	15		1,583	19,787
COMMUN. PROPERTIES	COMU	O	15 1/2	15 1/2			15 1/2	3 5/8	18	5,018	77,779
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	31 3/4	37 1/2	- 5 3/4	- 15.33	40	17 5/8	9	7,641	242,601
GENVEE CORP.	GENV	O	13 1/2	14	- 1/2	- 3.57	15 3/4	7 1/2	5	1,121	15,133
TELE-COMMUNICATIONS	TCOM	O	17 1/4	18 3/8	- 1 1/8	- 6.12	19 1/8	2 7/8	62	5,327	91,890
TELEPROMPTER	TP	N	11 5/8	13 1/2	- 1 7/8	- 13.88	14 1/4	6 3/4	19	16,926	196,764
TEXSCAN	TEXS	O	2 3/8	2 1/2	- 1/8	- 5.00	2 7/8	1 1/4	14	786	1,866
TIME INC.	TL	N	44 5/8	48 1/2	- 3 7/8	- 7.98	50	31 3/4	9	20,450	912,581
TOCOM	TOCM	O	10	10 1/4	- 1/4	- 2.43	11	2 1/4	21	894	8,940
UA-COLUMBIA CABLE	UACC	O	33 3/4	36 1/2	- 2 3/4	- 7.53	40 1/4	15 1/2	18	1,679	56,666
UNITED CABLE TV	UCTV	O	20 1/2	22 1/2	- 2	- 8.88	24	3 7/8	20	1,915	39,257
VIACOM	VIA	N	24 7/8	27	- 2 1/8	- 7.87	27 1/8	9 1/2	15	3,795	94,400

TOTAL 86,905 2,032,045

	Stock symbol	Exch.	Closing Wed. Oct. 18	Closing Wed. Oct. 11	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Programing											
COLUMBIA PICTURES	CPS	N	21 1/2	22 3/4	- 1 1/4	- 5.49	24 1/2	7 3/8	5	9,749	209,603
DISNEY	OIS	N	41 1/8	43 1/8	- 2	- 4.63	47 5/8	32 1/2	14	32,380	1,331,627
FILMWAYS	FWY	N	13 7/8	15 1/2	- 1 5/8	- 10.48	17	6 7/8	9	4,113	57,067
FOUR STAR			1 3/4	1 1/2	+ 1/4	+ 16.66	1 3/4	1/2	18	666	1,165
GULF + WESTERN	GW	N	13 3/4	14 5/8	- 7/8	- 5.98	18 3/8	10 1/4	5	48,215	662,956
MCA	MCA	N	51 1/2	55 1/2	- 4	- 7.20	59 3/4	32	9	18,619	958,878
MGM	MGM	N	42 5/8	48 5/8	- 6	- 12.33	54	16	14	14,551	620,236
TRANSAMERICA	TA	N	17 1/2	18 1/4	- 3/4	- 4.10	19	13 1/4	6	66,781	1,168,667
20TH CENTURY-FOX	TF	N	34 1/8	35 3/4	- 1 5/8	- 4.54	39 3/8	10	4	7,907	269,826
VIDEO CORP. OF AMER		O	6 1/2	7 1/2	- 1	- 13.33	9 3/4	3 1/2	13	988	6,422
WARNER	WCI	N	45	49 1/4	- 4 1/4	- 8.62	56 7/8	25 3/4	8	14,458	650,610
WRATHER	WCO	A	12 3/8	14 1/4	- 1 7/8	- 13.15	14 7/8	4 1/2	29	2,303	28,499
TOTAL										220,730	5,965,556

Service

BBDO INC.	BBDO	O	32 1/2	34 1/2	- 2	- 5.79	38 3/4	22 1/2	8	2,513	81,672
COMSAT	CQ	N	41 3/8	44 7/8	- 3 1/2	- 7.79	48 3/4	28 3/4	12	10,000	413,750
DOYLE DANE BERNBACH	DOYL	O	19 1/4	19 7/8	- 5/8	- 3.14	31	16 3/4	5	1,776	34,188
FOOTE CONE & BELDING	FCB	N	21	21 7/8	- 7/8	- 4.00	23 1/8	14 3/4	7	2,538	53,298
GREY ADVERTISING	GREY	O	32 1/2	32 1/2			34	16 1/2	4	624	20,280
INTERPUBLIC GROUP	IPG	N	37	38 7/8	- 1 7/8	- 4.82	39 1/4	22 1/2	8	2,387	88,319
MCI COMMUNICATIONS	MCIC	O	4	4 7/8	- 7/8	- 17.94	5 3/4	7/8	40	20,361	81,444
MOVIELAB	MOV	A	3 1/2	3 3/4	- 1/4	- 6.66	3 3/4	1	16	1,414	4,949
MPO VIDEOTRONICS	MPO	A	5 3/8	6	- 5/8	- 10.41	65 3/8	4	6	520	2,795
A. C. NIELSEN	NIELB	O	25 3/4	27 1/2	- 3/4	- 2.72	28 1/2	18 7/8	12	10,832	289,756
OGILVY & MATHER	OGIL	O	24 3/4	25 3/4	- 1	- 3.88	56 1/2	23 1/4	8	3,610	89,347
TPC COMMUNICATIONS	TPCC	O	9 1/2	10 1/2	- 1	- 9.52	10 1/2	2 1/4	18	899	8,540
J. WALTER THOMPSON	JWTT	N	27 1/8	28	- 7/8	- 3.12	32 7/8	15 1/8	7	2,649	71,854
WESTERN UNION	WU	N	17 3/4	19 1/8	- 1 3/8	- 7.18	21 1/4	15 3/4	7	15,177	269,391
TOTAL										75,300	1,509,583

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8 1/4	9 1/2	- 1 1/4	- 13.15	10 1/4	2 3/8	7	1,672	13,794
AMPEX	APX	N	15 3/4	16 7/8	- 1 1/8	- 6.66	19 1/4	7 3/8	13	10,928	172,116
ARVIN INDUSTRIES	ARV	N	16 1/4	17	- 3/4	- 4.41	22 1/2	14 1/2	4	5,959	96,833
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	5	5 3/4	- 3/4	- 13.04	5 3/4	1 3/4	11	2,127	10,635
COMU	COM	A	4	4 1/4	- 1/4	- 5.88	5 1/2	2 1/8	12	1,733	6,932
CONRAC	CAX	N	19 1/4	22	- 2 3/4	- 12.50	27 1/4	19 1/4	9	2,030	39,077
EASTMAN KODAK	EASKO	N	62 1/8	65 3/8	- 3 1/4	- 4.97	86 3/4	42	13	161,376	10,025,484
FARINON	FARN	O	12 1/2	14 1/4	- 1 3/4	- 12.28	16 1/2	8	12	4,754	59,425
GENERAL ELECTRIC	GE	N	51 3/8	53 3/8	- 2	- 3.74	56 5/8	44 1/2	10	184,581	9,482,848
HARRIS CORP.	HRS	N	31 3/4	35 3/4	- 4	- 11.18	35 3/4	19 7/8	15	24,717	784,764
HARVEL INDUSTRIES	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	1 7/8	2	- 1/8	- 6.25	2 5/8	1/4		2,701	5,064
M/A COM. INC.	MAI	N	33 1/4	36	- 2 3/4	- 7.63	41 7/8	20 1/4	15	1,320	43,890
3M	MMM	N	59 1/4	62 1/8	- 2 7/8	- 4.62	64 3/4	43 1/2	14	115,265	6,829,451
MOTOROLA	MOT	N	42 1/4	45 3/8	- 3 1/8	- 6.88	56 7/8	34 1/4	11	28,544	1,205,984
N. AMERICAN PHILIPS	NPH	N	29 1/2	32 5/8	- 3 1/8	- 9.57	36	24 3/4	6	12,033	354,973
OAK INDUSTRIES	OAK	N	29 3/8	36	- 6 5/8	- 18.40	36	9 5/8	30	1,801	52,904
RCA	RCA	N	27 3/4	29 3/4	- 2	- 6.72	33 5/8	22 3/4	8	74,817	2,076,171
ROCKWELL INTL.	RDK	N	36 1/8	37 1/4	- 1 1/8	- 3.02	37 1/4	28 1/4	7	33,900	1,224,637
RSC INDUSTRIES	RSC	A	3 1/4	3 3/4	- 1/2	- 13.33	4	1 5/8	18	2,412	7,839
SCIENTIFIC-ATLANTA	SFA	A	32	35 5/8	- 3 5/8	- 10.17	35 5/8	16 3/4	15	2,429	77,728
SONY CORP.	SNE	N	7 1/2	7 5/8	- 1/8	- 1.63	10 3/8	7	13	172,500	1,293,750
TEKTRONIX	TEK	N	45 1/2	47 7/8	- 2 3/8	- 4.96	68 1/2	28 1/4	14	17,995	818,772
TELEMATION	TLMT	O	1 3/4	1 1/2	+ 1/4	+ 16.66	2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 1/4	10 5/8	- 1 3/8	- 12.94	12 3/4	6 1/2	24	4,200	38,850
VARIAN ASSOCIATES	VAR	N	17 1/2	19 1/2	- 2	- 10.25	21	14 3/4	11	6,838	119,665
WESTINGHOUSE	WX	N	20	22 1/2	- 2 1/2	- 11.11	24 1/2	16 1/4	6	86,582	1,731,640
ZENITH	ZE	N	14 1/2	16	- 1 1/2	- 9.37	28	11 3/8	36	18,818	272,861
TOTAL										984,459	36,850,524

GRAND TOTAL 1,900,819 62,119,973

Standard & Poor's 400 Industrials Average 111.37 116.30 -4.93

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by Broadcasting. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through Broadcasting's own research. Earnings
figures are exclusive of extraordinary
gains or losses.

NBC's Jane Pfeiffer: making overachieving seem ever so easy

Jane Cahill Pfeiffer rates an ability to get things done as probably her most notable skill, and people who have worked with and for her agree it is exceptional. She makes it sound simple: "You understand a problem and just go and try to fix it."

She has been addressing and fixing problems of one kind or another, for a living, for more than 20 years. In her new job as chairman of NBC she has acquired a new set. NBC's basic problem is poor ratings; her assignment in the fixing of it is to take some of the load off President Fred Silverman so that he, noted as a program fixer above all else, can concentrate on programing.

"I see my job," she says, "as helping Fred with whatever he feels I can be helpful with, and relieving him of the day-to-day responsibilities for Washington relations, legal affairs and employee relations."

There are some who think, because she has top-flight connections both in Washington and across the country, that she was hired essentially to be a lobbyist and spokesperson, and that other assignments are secondary. But NBC executives who have worked closely with her say she is making her influence felt elsewhere, too, and that she does it with an approach that, as one put it, "is relaxed and easy to work with and gets to the heart of the matter." "She's plain and simple," one source said, "has no pretensions, no ego, she's not trying to prove anything and she doesn't engage in one-upmanship—which in this business is a refreshing change." Her basic contributions, he speculated, will come from "a knowledge and judgment of corporate management and how to run a big company in all of its phases—and a broader view than many executives have."

The NBC chairmanship makes her the highest-ranking woman executive in broadcasting (and probably the highest paid; her predecessor, Julian Goodman, received \$300,000 in 1977, and she is believed to match that level), but she already had a reputation for accomplishment, achieved primarily at IBM. She started there as a systems engineering trainee in 1955, shortly after graduation from the University of Maryland and following a short time in training to be a nun. She taught customer courses in computer programing and worked in customer accounts for a couple of years and then entered IBM's space program.

"That," she recalls, "was back when no one really understood space"—even before the Russian Sputnik put this coun-



Jane Pennington Cahill Pfeiffer—chairman, NBC, and member, RCA board of directors; b. Sept. 29, 1932, Washington; AB, speech and drama, University of Maryland, 1954; with IBM 1955-66 in various capacities, starting as systems engineering trainee and including two years as head of space-tracking system in Bermuda; White House Fellow, on leave from IBM, 1966; assistant to IBM Chairman Thomas J. Watson Jr., 1967-70; secretary, IBM management review committee, 1970-71; director of communications, IBM, 1971; VP and director of communications and government relations, IBM, 1972-76; independent consultant, 1976 until appointment to present post Oct. 4; m. Ralph A. Pfeiffer Jr., June 3, 1975; 10 stepchildren.

try on a crash program for space exploration. She grew up with the space program, and was in charge of the space-tracking center in Bermuda for two years.

In 1966 she took a leave of absence from IBM to become a White House Fellow, part of a program designed to help business and government understand each other better. When she returned to IBM in 1967 she was made assistant to Chairman Thomas J. Watson Jr., now chairman of the executive committee, who calls her "one of the ablest executives I've ever known," combining "luster, warmth and charm along with her great wisdom."

Three years later she was named secretary of the management review committee, IBM's policy-making body. Because it dealt with the analysis and solving of high-level problems "across the whole spectrum of the company," Mrs. Pfeiffer says, "this was one of the most broadening assignments anyone could have."

She didn't stop there. In 1971 she was made IBM's director of communications and a year later was elected vice president and put in charge of both communications and government relations—a job in which, during the next four years, she also expanded her activities with educational,

public service and government-industry groups as well as her list of high-level government contacts.

She resigned from IBM and set up her own consultancy in 1976, the year after she married Ralph A. Pfeiffer Jr., IBM senior vice president and chairman of IBM's Americas Far East Corp. She was afraid, she said, that their two IBM jobs would keep them apart more than together. In the marriage she acquired 10 stepchildren, six girls and four boys, children of her husband by a former marriage. They range in age from 29 to 11.

During the consultancy period she was offered one job she didn't accept: that of first woman secretary of commerce in the Carter administration. She turned it down because she wanted to be with her husband and also because she had recently undergone surgery for thyroid cancer—a problem that both she and NBC say has been resolved.

The job she did accept, with NBC, originated when she called on Kenneth W. Bilby, RCA executive vice president, corporate affairs. She was soliciting a corporate donation to the University of Notre Dame. They had known each other before, and after a chat he thought she might help RCA as a consultant and arranged a luncheon with RCA President Edgar H. Griffiths. She was ultimately retained to work on trade with the People's Republic of China, corporate responsibility matters and other questions. (And yes, she did get the contribution for Notre Dame.)

When Mr. Griffiths was casting about for help with NBC's ratings problems, she mentioned that she had known Fred Silverman since his days at CBS-TV, when she had helped bring IBM into television on such programs as *Face the Nation*, *Much Ado About Nothing* and *Don Quixote*. She got the assignment to sound him out about moving to NBC, which she did at a breakfast meeting. After he moved over last June, she was assigned at his request to spend her RCA consultancy time—about a third of her working time—assisting him. From that it was on to the chairmanship and a seat on the RCA board on Oct. 4.

Mrs. Pfeiffer would like to see television inform more—"as a busy person. I'd be lost without television"—and she thinks it will. "New technology will give us more competition, which is marvelous," she says. "Competition brings out the best."

Her own goal as a person, she says, "is to make maximum use of the skills I have in a constructive way. Some of my friends may disagree, but I consider myself a fairly simple person. Life is no more than the opportunity to do the best you can in whatever circumstances you find yourself."

The real agenda

If FCC Commissioner Margita White has outraged some of her colleagues by the candid appraisal of their intentions that she delivered publicly last week, it is because the truth can hurt. Mrs. White's speech, reported in detail elsewhere in this issue, was a carefully considered summation of conclusions that she has reached during something more than two years on the commission. It has become evident to her that under present auspices, the FCC is headed toward more regulation of broadcasting, not less, and she documented her conclusions vividly.

It was in the nature of a farewell address, although Mrs. White may remain at the agency until her successor is confirmed by Senate action that cannot come until the next Congress is convened. It will not make life easier for her in the rest of her tenure on the FCC. It is, however, a text that may be usefully studied by Anne Jones, who has been nominated to succeed Mrs. White. Miss Jones, who professes an interest in deregulation, will get a clear idea of what faces her if she reads her predecessor's speech.

Double trouble

However it may prefer to spend its time in other ways—making an honest dollar, for example—the broadcasting establishment had better leave plenty of flexibility in its 1979 calendar for trips to Washington and Capitol Hill. On the House side, where the action has been concentrated in the Congress that just ended, there will be a rewrite of the rewrite of the Communications Act of 1934 to contend with. On the Senate side, "omnibus amendments" to the act are now promised—a second front to be defended by broadcasters who have not been doing very well on the first front.

As if wholesale revisions of the basic law regulating communications were not enough to run up the broadcasters' Washington hotel bills, Senator Ernest F. Hollings has also promised that his Communications Subcommittee will delve deeply into television programming and advertising addressed to the young.

As outlined by Senator Hollings to the Atlanta conference of the National Association of Broadcasters last week, the "omnibus amendments" that he will introduce to update the Communications Act may not be as radical as the rewrite that Lionel Van Deerlin has made his life's work in the House. They will, however, provoke their share of apprehension.

Journalistically minded broadcasters will oppose Senator Hollings's insistence on the retention of the fairness doctrine and of equal-time requirements for all candidates below the presidential level. All broadcasters will be concerned by the senator's hint of an inclusion of performance standards in the law. They will also resist his proposed imposition of spectrum users' fees without any discernible trade-off in the direction of deregulation.

There are some, however, who may see in the senator's late-blooming interest in Communications Act reform a possibility for more congenial legislation than is promised by Mr. Van Deerlin's House Communications Subcommittee. In his speech to the NAB last week, Senator Hollings made direct reference to the recent appellate-court reversal of the FCC's comparative renewal standards in the WESH-TV case (BROADCASTING, Oct. 2) and implied an interest in restoring to licensees a measure of the security that the WESH-TV decision has taken from them. Mr. Hollings is too cagey a politician, however, to have done more than titillate his NAB audience at this time.

Whether the legislative exertion is to be called a rewrite or omnibus amendments, the point for broadcasters to realize is that

extensive review of the existing law is now certain in both houses of Congress. If that is so, perhaps the broadcasters will want to revise their strategy, which has been entirely defensive until now. Is anybody working on the broadcasters' behalf to draft legislation that will modernize the Act of 1934 without imposing new and unrealistic regulatory burdens? Isn't there something to be gained from the affirmative presentation of omnibus amendments that will equally protect the public's and the broadcasters' interests?

The NAB has called a summit meeting of broadcast leaders for Oct. 24 to discuss what to do about the WESH-TV decision. Perhaps the agenda ought to be enlarged to discuss what to do about the amendment or rewrite of the Communications Act.

Missionary work isn't over

An extended shutdown of a city's newspapers, such as the one in effect in New York since Aug. 8, tends to ignite a spark of hope among local broadcasters. They stand to get a windfall in retail advertising, and many do, and with the windfall comes to some an expectation that this time—finally, at last—retailers will realize how well spent their broadcast dollars have been and will keep a sizable chunk in radio or TV, or both, after the papers get back on the street again. Others, perhaps remembering similar expectations that didn't produce much in the past, hold little hope for significant gains beyond whatever share of the windfall they may obtain.

Reason and experience suggest that broadcasters should derive some long-term gains from the current New York strike—but not as many as the optimists hope for. Retail sales have held up, and for some stores reportedly have increased, despite the absence of customary newspaper advertising. That point will not escape smart retailers—not those in New York or those in other cities, either. At the same time it must be recognized that retail advertising staffs are still weighted heavily on the side of newspapers. It takes many more people to prepare and place newspaper ads on the scale that retailers use, and staff weight inevitably influences media weight.

This imbalance is less extreme than it used to be, as retailers have gradually increased their reliance on TV and radio. No doubt the trend will continue, perhaps given an extra push by experience in the current strike. But it is a slow process. Whatever their advances, broadcasters still face a big selling job.



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