Dec. 4, 1978

Plotting the second season
Another affiliation score for ABC

Broadcasting Dec4

The newsweekly of broadcasting and allied arts

Our 48th Year 1978

It's time you joined the family!

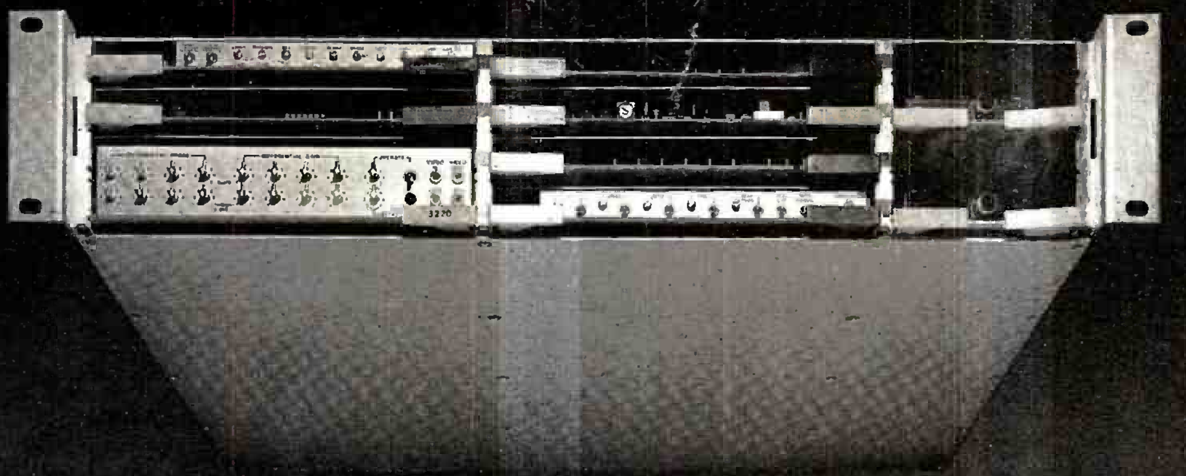
is ... the Family"
televisio ... work series in
A ... markets sold.
continue ... ining our family

Broadcasting
Dec, 4, 1978

Miami, ... ia, WKBS-TV
Boston, ... RIV-TV
Washing ... TFSB-TV
Phoenix ... e, WJXT-TV
Pittsbur ... WXIX-TV
New Yor ... sco, KBHK-TV
Detroit, ... CG-TV
Chicago, WFLD-TV
Los Angeles, KTTV
Baltimore, WMAR-TV
Denver, KWGN-TV
Minneapolis, KMSP-TV
Salt Lake City, KTVX-TV
Tampa-St. Pete, WFLA-TV
Charleston, WCIV-TV

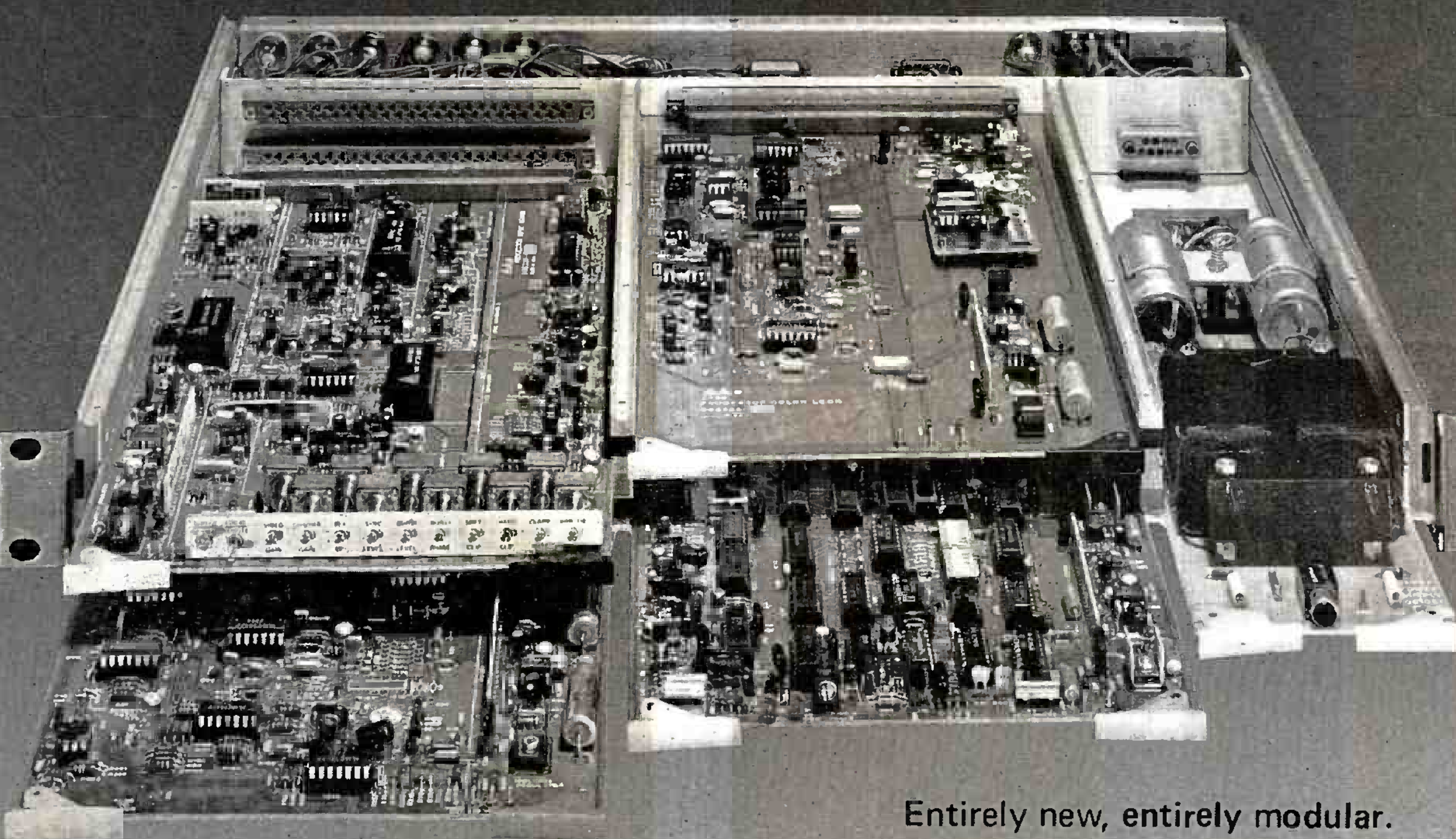
Tandem Productions'
"All in the Family"

Viacom



GRASS VALLEY GROUP NEW 3240

VIDEO PROCESSING SYSTEM



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The Week in Brief

MIDSEASON METAMORPHOSES □ ABC and NBC announce their latest prime time line-ups, both described as "aggressive." CBS keeps its cards close to the vest. **PAGE 19.**

ANOTHER JUMP TO ABC □ WRTV(TV) Indianapolis is lured away from NBC, the 20th affiliate that ABC has taken from the competition since 1976. **PAGE 20.**

TALK TURNS TO ACTION □ Frustrated after years of negotiations with ASCAP and BMI, representatives of the nation's television stations take the blanket-license issue to court. **PAGE 22.**

HERD OF 'PURPLE COWS' □ A small herd, at any rate, of exceptions are granted to the FCC's new policy on ascertainment for small market radio stations in wake of WHMI decision. **PAGE 23.**

KEEP OUT □ Broadcasters, commenting to the FCC on a proposal to regulate public service announcements, tell the commission it is overstepping its authority. **PAGE 24.**

ADVERTISERS' HELP ASKED □ Network and program executives exhort delegates at ANA annual meeting to be wary of pressure groups that want to reshape TV programing to their own preferences. Westinghouse's Baker, on other hand, urges advertisers to help clean up clutter. **PAGE 30.**

AS EXPECTED □ The FTC is overwhelmed with comments in its children's advertising proceeding. Industry restates its argument that the commission has no business regulating in that area. ACT submits reams of research to support its case for reforms. **PAGE 34.**

QUARANTINE LIFTED □ An FTC law judge tells the American Medical Association that it cannot isolate doctors from advertising. **PAGE 38.**

FARBER FRUSTRATION □ The Supreme Court refuses to review the critical First Amendment case, prompting fears that there will be an increase in the number of subpoenas served on newsmen. **PAGE 52.**

ON STAGE IN ANAHEIM □ The big Western Cable Show gets under way this week with a full program on government and business. Here's a preview of the agenda along with a complete list of the exhibitors and what they'll be offering. **PAGE 54.**

TANDEM DIVERSIFIES □ The major programer will become cable MSO with its purchase of Communications Services Inc. **PAGE 61.**

WARC WARMUP □ At a preliminary session to the 1979 conference in Geneva, the U.S. runs into some opposition to its idea for sharing spectrum space. **PAGE 62.**

GE-HITACHI MERGER □ The Justice Department says it will go to court on antitrust grounds if the companies go ahead with their plan to combine TV set manufacturing. **PAGE 63.**

IN SYNC □ RCA is to announce the launch of another Satcom satellite; a new microprocessing chip promises to speed the digital revolution in television, and diplomatic talks in Washington between the U.S. and the People's Republic of China portend a windfall for American telecommunications equipment

manufacturers. Pictured at a reception for the Chinese delegation (l to r): Dr. Jen Hsin-min, head of the group, FCC Chairman Charles Ferris, NASA Administrator Robert Frosch and John Sodolsky of the Electronic Industries Association. **PAGE 64.**

PUTTING IT TOGETHER □ Because Sony is just now getting many of its broadcast products into full production, the Tokyo-based firm felt it needed a particularly knowlegeable person to implement its marketing operations in the U.S. That's why the call went early this year to Arnold Taylor to become vice president and general manager, Sony Broadcast, New York. **PAGE 87.**

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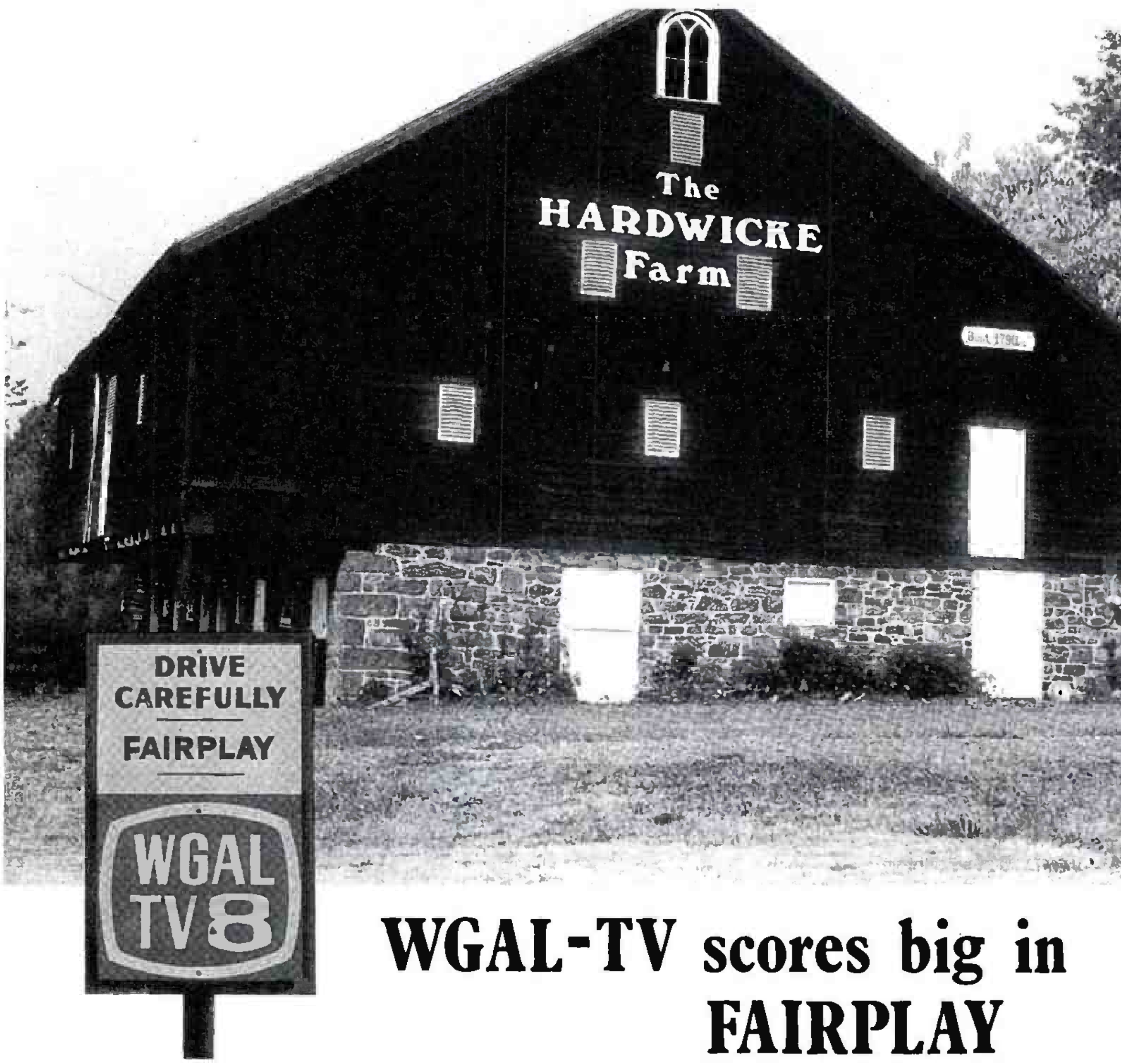
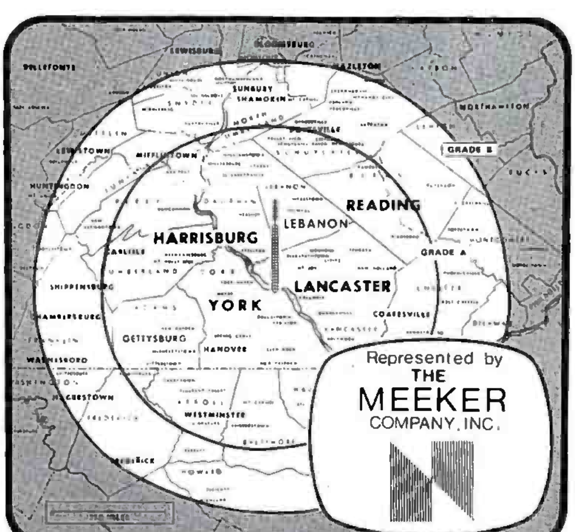


WGAL-TV scores big in FAIRPLAY



Located in the rich agricultural area of Adams County, Fairplay is just one of hundreds of prosperous Pennsylvania towns and cities which depend upon WGAL-TV to continuously deliver strong, uniform coverage to all segments of this 9-county DMA of some 1,200,000. So in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Closed Circuit®

Insider report: behind the scene, before the fact

Strain eased

Broadcasters and advertiser-agency leaders may be getting close to accommodation, at least for time being, over TV "clutter" issue. Thomas Bolger of WMTV-TV Madison, Wis., chairman of National Association of Broadcasters TV board, and Peter Spengler of Bristol-Myers, a leader of advertiser and agency anticlutter forces, got together for long talk last week. Neither would divulge details, but both sounded hopeful. Association of National Advertisers and American Association of Advertising Agencies had asked to appear at NAB TV board meeting in January (BROADCASTING, Nov. 20), but Mr. Bolger suggested, in advance of meeting with Mr. Spengler, that they withdraw request and meet, instead, with full code board in February and, if they still wish, with TV board in June—after new clutter plan has had some time to show what it will do.

Word now is that ANA-AAAA group will meet with code board in February—and there is also speculation that broadcasters are prepared to show some flexibility on main point of ANA-AAAA criticism: new plan's expansion of maximum time for nonprogram material from nine and a half minutes to 10 minutes per prime-time hour.

Missionaries

Federal Trade Commission Chairman Michael Pertschuk was spotted last week on Capitol Hill where he and aides will be spending more and more time. It's not that FTC is planning any "new and bold regulatory proposals," source says, but making sure legislators know what commission is doing. Under heavy attack from industry on its children's advertising proposal, FTC also got warnings from Congress in area where it hurts—appropriations.

Commission thinks some legislators acted on bad or partial information and is out to remedy that by making people, including Mr. Pertschuk, more available to explain positions and answer questions.

Warmup

Anne P. Jones, President Carter's choice to succeed Margita White on FCC, is beginning to familiarize herself with work she will be undertaking—to extent time in her present post as general counsel of Federal Home Loan Bank Board permits. She has been dipping into Communications Act, skimming trade magazines, and talking to FCC staff members and plans to talk to former commissioners and key staffers. Only interest group to approach her thus far is National Association of Broadcasters. NAB President Vincent Wasilewski and top assistants, Donald Zeifang and John Summers, had lunch with her several weeks ago (and, reportedly, came away favorably impressed), and her reading now includes NAB's Status Report on broadcasting issues pending before FCC and Congress.

One chore she is in no hurry to undertake is hiring personal staff. Number of commission staffers have contacted her office, but she feels it would be "presumptuous" to consider staff appointments before she is confirmed by Senate and takes commissioner's post.

Position on WARC

FCC seems likely to hold to last stated positions on UHF-land mobile sharing and on expansion of AM band, when it meets this week to consider final order in planning for World Administrative Radio Conference next year. Commission majority has formed behind position that U.S. should propose making channels 14-83 available for sharing with land mobile. (Even if proposal were adopted at WARC, commission could not provide for sharing on any of those channels without rulemaking.)

And officials indicate commission will recommend proposing expanding AM band from 1615 khz to 1800 khz on shared basis with other services and from 1800 khz to 1860 khz on exclusive basis.

Pfeiffer debut

Thursday, Nov. 23, marked first visit to FCC by NBC's new chairman, Jane Cahill Pfeiffer. She paid her respects to all seven commissioners, lunched with Commissioner Joseph Fogarty and dined with FCC's dean, Robert E. Lee. She was escorted by NBC's Washington vice president, Peter B. Kenney.

Mrs. Pfeiffer made favorable impression, according to several FCC members. Her approach was low key and in quest of knowledge and guidance.

Early signs

Although broadcasting officials will be watching this week's caucus of House Democrats for actions that might affect committee make-ups, major votes affecting Communications Subcommittee won't happen until next year when Commerce Committee Democrats caucus. There will be proposal there to limit number of subcommittees individual members can join to two, or even one. If limits were adopted, subcommittees would have easier time getting quorums than in past session, when many members spread selves over three subcommittees. But more important, subcommittees' sizes would be reduced—which would mean, think lobbyists, that panel like Communications, now with 14 independent-minded members, would be easier for Chairman Lionel Van Deerlin (D-Calif.) to control.

Hill watchers are following race for chairmanship of Subcommittee on Investigations and Oversight, panel of some consequence to broadcasting in past when retiring John Moss (D-Calif.), used it to try to reform agencies such as FCC. Representative Bob Eckhardt (D-Tex.), who people think would carry on in Mr. Moss's mold, has announced for post. But it's anticipated full committee Chairman Harley Staggers (D-W. Va.), who used to head subcommittee too before Mr. Moss deposed him, may try to regain it.

Ford on cable

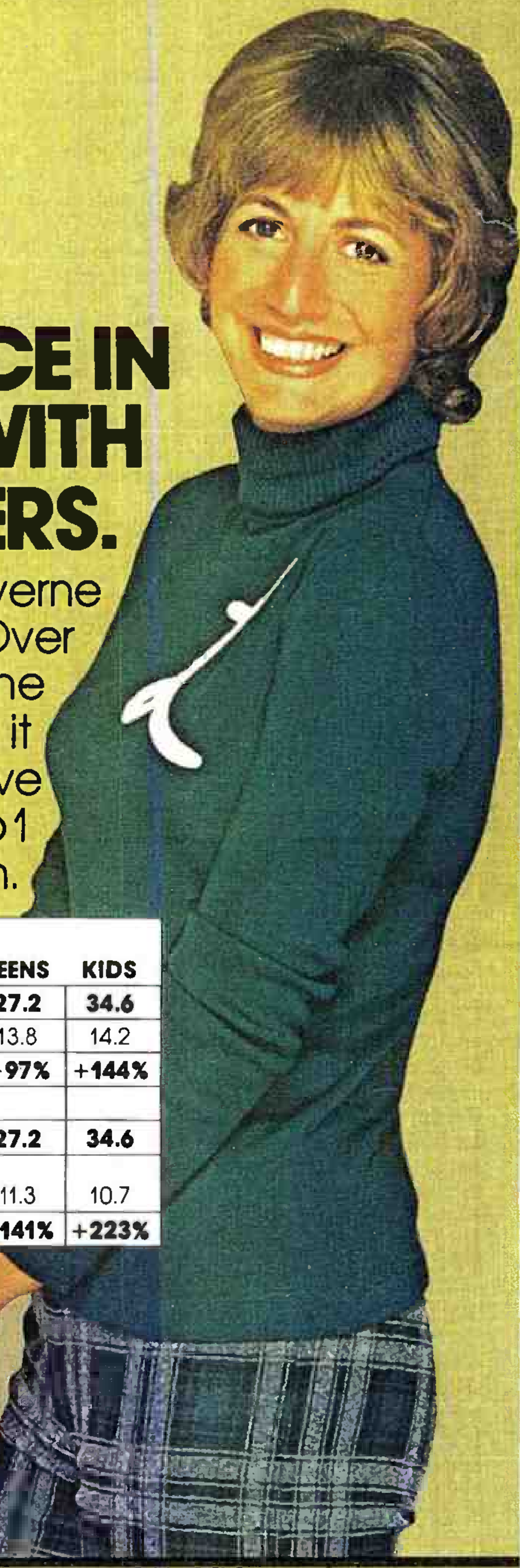
It hasn't been announced, but National Cable Television Association has booked former President Gerald R. Ford to speak at opening session of convention next year in Las Vegas (May 20-23).

Paid religion

Purchase by evangelical religious groups of broadcast time heretofore made available to religious programing at no cost is arousing concern that could be manifested in complaints to FCC and possibly Congress. Rev. Paul M. Stevens, president of Southern Baptist Radio-Television Commission, Fort Worth, intimated as much in Washington last week. He referred specifically to purchase by Texas-based James Robison Evangelistic Association of time on 100 radio stations that previously donated time to Baptist Commission.

Dr. Stevens made remarks at meeting of steering committee on commission's annual Abe Lincoln Awards. Committee, which now includes Chairman Harley O. Staggers (D-W.Va.) of House Commerce Committee, FCC Commissioner Robert E. Lee and National Association of Broadcasters President Vincent T. Wasilewski, was told that "gentlemen's agreement" on free religious time has been in effect since 1934 but is jeopardized now by conversion to paid broadcasts. Dr. Stevens emphasized his commission does no fund raising on air, unlike most religious groups that buy time.

LAVERNE



DOMINANCE IN HOUSEHOLDS WITH YOUNGSTERS.

Youngsters are among "Laverne & Shirley's" biggest fans. Over one-third of the children in the United States watched it each week…and teenagers gave "Laverne & Shirley" nearly a 2 to 1 preference over the average sitcom.

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
LAVERNE & SHIRLEY	**41.4**	**26.2**	**28.2**	**18.3**	**19.9**	**27.2**	**34.6**
AVERAGE SITCOM	23.1	14.6	14.8	11.3	11.7	13.8	14.2
THE GIRLS' ADVANTAGE	**+79%**	**+79%**	**+91%**	**+62%**	**+70%**	**+97%**	**+144%**
LAVERNE & SHIRLEY	**41.4**	**26.2**	**28.2**	**18.3**	**19.9**	**27.2**	**34.6**
AVERAGE PRIMETIME PROGRAM	21.7	13.8	13.9	12.2	12.4	11.3	10.7
THE GIRLS' ADVANTAGE	**+91%**	**+90%**	**+103%**	**+50%**	**+60%**	**+141%**	**+223%**

Source: NTI NAD HOUSEHOLDS WITH ANY PERSONS UNDER 18/
February, May, November Average/February 1976 through May 1978

&SHIRLEY

DOMINANCE IN HOUSEHOLDS WITH NO YOUNGSTERS.

"Laverne & Shirley" is not only the youngsters' favorite, it is also the choice among young adults. In households where there are no viewers under 18, it is still the overwhelming favorite over the regular primetime program.

(Ratings %)	HH	W18-49	W18-34	M18-49	M18-34
LAVERNE & SHIRLEY	**18.4**	**23.7**	**25.6**	**16.4**	**17.3**
AVERAGE SITCOM	16.7	15.0	15.3	11.9	11.7
THE GIRLS' ADVANTAGE	**+10%**	**+58%**	**+67%**	**+38%**	**+48%**
LAVERNE & SHIRLEY	**18.4**	**23.7**	**25.6**	**16.4**	**17.3**
AVERAGE PRIMETIME PROGRAM	15.7	13.8	12.7	11.4	10.6
THE GIRLS' ADVANTAGE	**+17%**	**+72%**	**+102%**	**+44%**	**+63%**

Source: NTI NAD HOUSEHOLDS WITH NO PERSONS UNDER 18/ February, May, November Average/February 1976 through May 1978

Paramount Television
A Gulf+Western Company ®

PARAMOUNT TELEVISION DOMESTIC SYNDICATION

Business Briefly

TV only

Morse □ Electronics group schedules 16-week TV campaign starting in mid-December. Mediators, New York, will arrange spots during all dayparts. Target: teen-agers and adults, 18-34.

Southwestern Bell □ Telephone company promotes business long-distance phone calls in four-month TV flight beginning in early January. D'Arcy-MacManus & Masius, St. Louis, will place spots in 31 markets during prime and late fringe time. Target: men, 25-54.

Grantree □ Retail furniture chain plans 13-week TV campaign beginning in early January. Dailey & Associates, San Francisco, will place spots in 11 markets during fringe time. Target: men and women, 18-49.

Firestone □ Tire and rubber company launches three-month TV test in early January. Sweeney & James, Cleveland, will handle spots in six markets during fringe and prime time. Target: total men.

Lincoln-Mercury □ Car dealers association arranges three-month TV buy beginning in early January. Kenyon & Eckhardt, Dearborn, Mich., will schedule spots in about 200 markets during fringe and prime time. Target: men, 25-54.

Arthur Treacher's □ Restaurant chain prepares 12-week TV push beginning in early December. Griswold-Eshleman, Cincinnati, will buy spots in about 25 markets during early and late prime time. Target: men and women, 18-49.

Cadillac □ Division of General Motors arranges first-quarter TV buy beginning in January. D'Arcy-MacManus & Masius, Troy, Mich., will pick spots in about 30 markets during news time. Target: total men.

Feldman Products □ Company features its mechanical remote TV control unit in first-quarter TV buy beginning in early January. Harvest Years Agency, New York, will seek spots in at least 15 markets during all day-parts. Target: total adults.

Levitz □ Retail furniture chain launches first-quarter TV promotion in January. Lovett Advertising (in-house agency), Miami, will select spots in about 35 markets during day, fringe and prime time. Target: adults, 25-34.

Duncan □ Toy division of Flambeu Products places first-quarter TV buy beginning in January for its Duncan Yo Yo. Duncan Toys, Milwaukee, will seek spots in about 50 markets during children's time. Target: total children.

Purex □ Drug and grocery division highlights its Doan's Pills in first-quarter TV push starting in January. D'Arcy-MacManus & Masius, San Francisco, will arrange spots in 28 markets during day and prime access time. Target: adults, 35 and over.

M&M/Mars □ Candy manufacturer slates first-quarter TV flight beginning in January for its various candy bars. D'Arcy-MacManus & Masius, New York, will seek spots in about 150 markets during fringe and prime time. Target: people, 2-49.

Minnetonka □ Toiletry group plans three-month TV flight for its soap beginning in late January. Media Corp. of America, New York, will handle spots in about 16 markets during fringe, news and day time. Target: women, 18-49.

Herbst □ Shoe manufacturer places second-quarter TV buy beginning in April for its Child Life shoes. Cranford, Johnson, Hunt Associates, Little Rock, Ark., will select spots in about 25 markets during fringe time. Target: women, 18-34.

Royal Optical □ Optical store chain plans 10-week TV drive beginning in early January. Rosenberg Co., Dallas, will schedule spots in 35 markets during day, fringe and prime-access time. Target: adults, 18-49.

Homelite □ Division of Textron places

Rep appointments

- □ KEYT(TV) Santa Barbara, Calif.: Katz Television Continental, New York.
- □ WJOI(FM) Pittsburgh, WBCS-AM-FM Milwaukee and WCCM(AM)-WCGY(FM) Lawrence, Mass.: H-R/Stone Inc.

BAR reports television-network sales as of Nov. 12

ABC $1,253,678,800 (36.4%) □ CBS 1,127,869,400 (32.7%) □ NBC $1,064,184,700 (30.9%)

Day parts	Total minutes week ended Nov. 12	Total dollars week ended Nov. 12	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.	175	$1,577,500	6,760	$49,985,300	$43,121,800	+15.9
Monday-Friday 10 a.m.-6 p.m.	1,029	19,452,900	45,901	737,045,900	670,456,100	+9.9
Saturday-Sunday Sign-on-6 p.m.	277	13,612,400	13,788	395,660,300	347,352,900	+13.9
Monday-Saturday 6 p.m.-7:30 p.m.	110	6,508,100	4,618	195,342,100	169,716,700	+15.1
Sunday 6 p.m.-7:30 p.m.	19	1,728,400	956	60,414,700	49,249,900	+22.6
Monday-Sunday 7:30 p.m.-11 p.m.	417	49,423,400	18,722	1,762,880,500	1,561,486,100	+12.9
Monday-Sunday 11 p.m.-Sign-off	227	8,130,200	10,149	244,404,100	213,410,000	+14.5
Total	2,254	$100,432,900.	100,894	$3,445,732,900	$3,054,793,500	+12.8

Source: Broadcast Advertisers Reports

two-month TV push for its chain saws starting in late February. SFM Media, New York, will arrange spots in about 35 markets during news and sports time. Target: total men.

ADA □ American Dairy Association slates two-month "Milk's the One" TV promotion beginning in late January. D'Arcy-MacManus & Masius, Chicago, will place spots in about 75 markets during early fringe and prime time. Target: people, 6-34.

Charms □ Candy manufacturer slates six-week TV campaign beginning in mid-December for its Natural Pops candy. Popofsky Advertising, New York, will seek spots during day, prime and early fringe time. Target: women, 18-49.

Pez/Haas □ Candy manufacturer starts four-week TV buy for its Pez candy in mid-January. Chalek & Dreyer, New York, will seek spots in about five markets during children's time. Target: children, 2-11.

Ortho Mattress □ Retail store chain places four-week TV flight starting early this month. Jack Lawlor Advertising, Los Angeles, will select spots in nine markets during daytime. Target: total adults.

MJB □ Food products group features its coffee in four-week TV flight beginning in early January. Carlson Leibowitz, Los Angeles, will place spots in 13 markets during daytime. Target: women, 25-54.

Merle Norman □ Cosmetics company plans four-week TV promotion starting in early January. Carlson Leibowitz, Los Angeles, will schedule spots in five markets during fringe and prime time. Target: total women.

Tandy □ Company arranges three-week TV drive for its color tile beginning late this month. Mart Advertising, Fort Worth, will place spots in about 20 markets during day and fringe time. Target: women and men, 25-49.

Sunkist Growers □ Citrus group arranges two-week TV push for its oranges beginning in mid-January. Foote, Cone & Belding/Honig, Los Angeles, will buy spots in 15 markets during day, fringe and prime time. Target: women, 25-49, and teen-agers.

Geo. A. Hormel □ Meat products group focuses on its Little Sizzlers sausages in two-week TV campaign beginning this week. BBDO, Minneapolis, is handling spots in 12 markets during fringe time. Target: men and women, 18-49.

Paramount □ Film production company places two-week TV promotion for its film "King of the Gypsies" starting this week. Diener Hauser Bates, New York, is handling spots in 80-100 markets during fringe periods and daytime. Target: adults, 18-49.

Warner Bros. □ Film company arranges one-week TV drive for its film, "Every Which Way," beginning this month. Grey, Los Angeles, will handle spots in 23 West Coast markets during fringe time. Target: adults, 18-34, and teen-agers.

Kellogg Co. □ Company sponsors CBS-TV special, *Dr. Seuss: How The Grinch Stole Christmas*, Saturday, Dec. 16 (8-8:30 p.m. NYT) through Leo Burnett. Special was originally on CBS-TV in December 1966, and has become annual tradition on the network.

Radio only

Simmons □ Furniture and mattress company begins three-month radio promotion in January. Waring & LaRosa, New York, will arrange spots in 37 markets including Cincinnati, Houston, Pittsburgh and Phoenix. Target: women, 25-49.

FMC □ Chemical division plans 13-week radio promotion for its Furadan agricultural chemical starting in early January. Marsteller, New York, will handle spots in about 40 markets. Target: men, 25 and over.

Oregon/Washington/California Pear Bureau □ Promotion group plans three-week radio campaign starting in early January. Evans/Pacific, Portland, Ore., will seek spots in 70-80 markets including Boston, Chicago, Denver, Miami, New York and Seattle. Target: women, 18-49.

Fanny Farmer □ Candy store chain begins two-week radio push this month. Singer Media, Boston, will schedule spots in Cleveland, Minneapolis and Providence, R.I. Target: women, 35 and over.

Pocket Books □ Division of Simon & Shuster prepares two-week radio flight for its pocket book "Perdido" by Jill Robinson, starting in early March. DKG Advertising, New York, will pick spots in 10 markets including Philadelphia. Target: total adults.

Whitman □ Chocolate candy manufacturer begins one-to-two-week radio drive this month. The Haworth Group, Edina, Minn., will select spots in about 12 markets including Chicago, Miami, New York and St. Louis. Target: men, 25-54.

Monday Memo®

A broadcast advertising commentary from Radford Stone, senior vice president, McCaffrey & McCall, New York

'Schoolhouse Rock': kids are sold on it; so are its advertisers

In this day of heated controversy over children's TV programing, what does it take to produce a show that kids like, educators like and critics of children's programs like?

For the pre-school set; *Sesame Street* has what it takes. And for the elementary school crowd, I am understandably pleased to say, *Schoolhouse Rock* has succeeded—a program that its sponsors also like, as evidenced by their return year after year. Past the grade-school age, you may never have seen or even heard of *Schoolhouse Rock,* which plays only on weekend mornings. Here, briefly, is what it's about.

The formula is this: sprightly three-minute animated trips to some never-never land, accompanied by a bouncy song in a modified rock genre. The action is fast, and the song makes its points with total insistence. The points are something fundamental about math, history, grammar, science or almost anything in the learning process. It's fun. It's also educational, although the child may not realize at the time that he's learning while enjoying himself.

The genesis of *Schoolhouse Rock* is an intriguing story in itself. Back in 1970, David McCall, chairman of McCaffrey & McCall, took his 11-year-old son, David Jr., on a camping trip in the Rockies. Trotting on horseback along mountain trails, young Davey kept himself entertained by singing hit songs of the Beatles, Stones and other favorite rock groups.

What puzzled the father was that even though Davey had problems remembering his multiplication tables, he had no trouble at all memorizing rock lyrics which, to many grown-ups, were about as comprehensible as Cretan Linear B.

An idea suggested itself: Set the multiplication tables to rock music.

Back in New York, Mr. McCall asked his agency's music experts to commission rock songs based on the multiplication tables. It took some doing to endow numbers with distinctive—and memorable—personalities, and a lot of musical notation went into the discard. Finally, McCaffrey & McCall's co-creative director, George Newall, suggested Bob Dorough, a talented independent composer-pianist. Mr. Dorough hit the right note and introduced two songs that tested extremely well. Tests undertaken by the prestigious Bank Street College of Education confirmed David McCall's thesis about the teaching capabilities of math set to music.

Happily, all this was going on at about

Radford Stone began his television career in the 1950's in the research department of NBC-TV. He soon moved on to the network sales division where he was initially involved with the then-new *Today* and *Tonight* shows, and subsequently with prime time sales. In 1961 he joined Ogilvy & Mather, New York, as broadcast supervisor, switching in 1963 to McCaffrey & McCall to direct advertising for ABC Television. He is a director of the agency, and president of its production subsidiary, Scholastic Rock Inc., New York.

the time that ABC Television, a McCaffrey & McCall client, set out to lead the way in children's programing. A workshop on the subject proposed by Jim Duffy, president of ABC-TV, laid the groundwork for the elimination of violence, the removal of racial and sexual stereotypes, the policing of commercial verity, the introduction of pro-social themes, and other socially desirable objectives. It also led to the network's position to substantially reduce commercial content on weekend morning programs, first by 25% and later by 21%.

Meanwhile, Tom Yohe, the other half of the agency's creative directorship, struck by the visual potential of the music and lyrics, decided to sketch out a storyboard for an animated featurette.

Song and storyboard for the prototype episode, "There is a Magic Number," were presented to Michael Eisner and other ABC-TV executives, who immediately ordered a pilot. Following their enthusiastic acceptance of the pilot, *Schoolhouse Rock* was off and running—once ABC dealt with the ticklish problem of scheduling and finding sponsors for three-minute Saturday and Sunday morning network segments.

The first of the *Rock* series, "Multiplication Rock," was contracted for by Mr. Eisner, then head of ABC's children's programing. This was followed by "Grammar Rock", nurtured by ABC's Brandon Stoddard and Mike Brockman. Squire Rushnell further broadened the concept to include American history and government. The newest addition is "Science Rock." Nearing completion are episodes on nutrition and health. All these series come under the umbrella title of *Schoolhouse Rock,* and are produced by Scholastic Rock Inc., a wholly owned production subsidiary of McCaffrey & McCall.

Schoolhouse Rock is now in its seventh season on ABC and is approaching—at this writing—its 2,000th telecast, all completely sponsored.

The series has been commended as an educational vehicle by even TV's harshest critics. It has won two Emmy awards and last season enjoyed the distinction of being the highest rated educational program for children on the tube. All told, *Rock* has received two dozen major awards—including two citations from Action for Children's Television.

When Proposition 13 was passed in California, one immediate effect was the discontinuation of summer school. To fill the void, Los Angeles noncommercial station KCET(TV) decided to boost its educational coverage. Various *Rock* segments, provided by our company and ABC, were picked to help do the job.

General Foods has been a charter, 52-week alternate sponsor since the first program was telecast on Jan. 6, 1973. The current co-sponsor is Kenner, the toy manufacturer.

All the people involved in the *Schoolhouse Rock* concept are from the advertising world. In my opinion, the success of this series can be attributed to their skill in developing the right technique to "sell" a learning method.

The talent for the show has been drawn principally from McCaffrey & McCall's own creative pool. We're pleased that several of these people have since set up their own independent companies. These include George Newall and Tom Yohe who, as Newall & Yohe Inc., are now producing children's TV programs, and Lynn Ahrens, whose Lynn Ahrens Words and Music has already become an important name in the music field.

Obviously, *Schoolhouse Rock* is an advertising success story. The two Emmy awards won by McCaffrey & McCall and its series (the only ever by an advertising agency, incidentally) certainly give validity to this claim.

Where Things Stand

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

Advertising legislation. Broadcasters saw attempt at federal regulation of utility advertising staved off in major energy bill that passed Congress in final hours this year. Provisions in House's version of legislation would have prohibited electric and natural gas utilities from passing on costs of institutional, promotional and political advertising to consumers. But final draft leaves matter up to states, which have two years to institute similar restrictions if they want. Industry argued mandatory advertising restrictions would infringe on First Amendment rights and would cause utilities to drop broadcast commercials.

AM stereo. FCC has instituted formal inquiry looking to development of standards for AM stereo broadcasting (Broadcasting, Sept. 18, 25). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Comments are due Dec. 29.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (Broadcasting, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and judge in case has refused (Broadcasting, Nov. 6). Federal Trade Commission has begun preliminary inquiry into broadcast antitrust questions (Broadcasting, July 31).

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

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

Blanking intervals. FCC in June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed in August to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23).

Broadcasting in Congress. Path was cleared last year to open House of Representatives debates to daily live broadcast coverage, but not in way satisfying to broadcast news operations. House voted 235 to 150 to control broadcast feed of its chamber proceedings itself, rather than let network pool produce it (Broadcasting, June 19). Special ad hoc committee headed by Representative Charles Rose (D-N.C.) has tried to smooth relations with networks by upgrading House TV plan and by seeking networks' advice, but networks won't cooperate ("Closed Circuit," Oct. 9). House proceedings are already available to radio broadcasters, who are permitted to pick up audio by way of House's public address system. In Senate, there was no action on similar proposals for live broadcast coverage, but that body took unprecedented step early this year of letting radio in to cover its debate on Panama Canal treaties (Broadcasting, Feb. 13 et seq.).

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. Comments were filed March 15 (Broadcasting, March 20); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry (Broadcasting, June 26). On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce next year will give cable "legislative mandate"; new Communications Act rewrite next year in House may do something along same line.

Carter use of broadcasting. President has held 40 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy last winter and one in February on Panama Canal to year-end interview with representatives of four national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media adviser Gerald Rafshoon (Broadcasting, May 29). President in September received heavy TV exposure as announcement of Mideast peace agreements broke into one of heaviest viewing nights of new season (Broadcasting, Sept. 25).

Children's advertising. Federal Trade Com-

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

mission has instituted rulemaking looking toward ban on advertising on television to children under age 8, prohibition of ads for highly sugared products and obligatory counteradvertising for sugared-product spots that are permitted (BROADCASTING, March 13). Comments on proposal were filed last week (see story, this issue). Hearings will be held Jan. 15 in San Francisco and Jan. 29 in Washington. Strongest reaction to date came from Congress, where House-Senate conference committee issued warning in report accompanying FTC appropriations bill for commission to weigh carefully First Amendment issues that attend children's proposal (BROADCASTING, Sept. 18). Committee also said it doesn't want funds spent on promulgation of trade rule, but FTC, not intending to be finished in 1979 anyway, is going ahead with inquiry. And, several industry groups were successful at court in having FTC Chairman Michael Pertschuk disqualified from inquiry on ground of bias (BROADCASTING, Nov. 6). FCC, meanwhile, has reopened its inquiry into whole spectrum of children's television (BROADCASTING, July 31).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote commercial networks last February, urging them to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced in October that Communications Act of 1934 is to be "renovated" (BROADCASTING, Oct. 16). He eschews "rewrite" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced next year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time—but he has endorsed House rewrite's license fee concept (BROADCASTING, Oct. 23). Rewrite, having undergone marathon hearings this year (those on broadcasting reported in BROADCASTING, Sept. 11), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlin (D-Calif.) next year.

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

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

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (BROADCASTING, Oct. 22). In broadcast EEO area, commission tentatively voted to amend form 395, commission's annual employment reporting form, require licensees to rank employes according to salary and identify minorities and women (BROADCASTING, Nov. 6).

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

FCC fees. Commission has begun inquiry aimed at helping it develop plan for refunding some $60 million in fees it collected illegally between 1970 and 1976 from those it regulates—$33 million is expected to be returned to broadcasters—and at developing new fee schedule based in part on spectrum use (BROADCASTING, Oct. 2). Commission also is asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, or some combination of the two. Still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed late last year (BROADCASTING, Dec. 19, 1977); second notice of inquiry was issued in September (BROADCASTING, Sept. 18).

Format changes. FCC has concluded inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. This

Continues on page 73

Datebook

■ indicates new or revised listing

This week

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

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

Dec. 7—Third annual advertising law conference, sponsored by *Federal Bar Association* and *American Advertising Federation*. Agenda topics will include children's TV advertising, the Federal Trade Commission's approach to advertising regulation, legal aspects of copy clearance, etc. Washington-Hilton, Washington.

Dec. 7—Third annual symposium of *Johns Hopkins Evening College* and *VanSant Dugdale & Co.*, Baltimore, on "Advocacy Advertising First Amendment Freedoms." Chairman will be Dr. Robert Shayon of the Annenberg School of Communications. Glass Pavilion of Johns Hopkins, Baltimore.

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

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

Also in December

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. 14-15—*Federal Trade Commission* public symposium on media concentration. Panelists on Thursday session dealing with electronic media will include Glen O. Robinson, head of U.S. delegation to World Administrative Radio Conference; George Gerbner of Annenberg School of Communications; Stanley Besen, FCC network inquiry; Robert Schmidt, National Cable Television Association, and David M. Blank, CBS Inc. Panlists on local cross-ownership session will be John A. Dimling Jr., National Association of Broadcasters, and William Gormley, State University of New York at Stony Brook. Washington Hilton, Washington.

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

■ **Jan. 8**—Deadline for entries in 39th annual Peabody Radio and Television Awards, to recognize distinguished achievement and meritorious public service by networks, producing organizations, stations and individuals. Awards are administered by the *Henry W. Grady School of Journalism and Mass Communications, University of Georgia*, Athens, Ga. 30602; (404) 542-3785.

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

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

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

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

Jan. 14-19—*National Association of Broadcasters* joint board meeting. Waltea 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 programing and advertising

Errata

Nov. 27 "Changing Hands" item (page 32) on sale of WFGL(AM)-WFMP(FM) **Fitchburg, Mass.,** incorrectly listed percentages held by buyers. Correct figures: Robin B. Martin 55% (not 51%); L. William Seidman 22% (not 13%); Ernest S. Johnston 22% (not 18%). Thomas Shine, who also is vice president-general manager of WRUN(AM)-WKGW(FM) Utica, N.Y., also owns 1%.

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. 16-18—*Cable Television Administration and Marketing Society* annual operations seminar, "Managing the Modern Cable Business Office," with sessions on advanced data hadling systems, recruiting, training and motivation. St. Francis hotel, San Francisco. Questions on program content of conference, limited to 200 registrants, may be addressed to Sheldon Satin, Sheldon Satin Associates, 342 Madison Avenue, New York, N.Y. 10017, telephone (212) 986-1300, or Trygve Myhren, American Television & Communications Corp., 20 Inverness Place East, Englewood, Colo. 80112, telephone (303) 773-3411.

Jan. 17-19—First U.S./African Telecommunications Conference, sponsored by the *Electronics Industries Association's communications division.* FCC Chief Engineer Raymond E. Spence will be keynote speaker. Nairobi, Kenya.

Jan. 18-19—*Florida Cable Television Association* midwinter conference. Plantation Inn at Crystal River, Florida Gulf Coast.

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

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

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

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

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

Jan. 24—*Ohio Association of Broadcasters* license renewal workshop. Fawcett Center, Columbus, Ohio.

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

■ **Jan. 25**—Deadline for nominations for *Sigma Delta Chi* Distinguished Service Awards. Of the 16. categories, there will be three in radio and three in television: reporting, public service in journalism and editorializing. Sigma Delta Chi Awards in Journalism, 35 West Wacker Drive, suite 3108, Chicago 60601.

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

Jan. 26-27—Advertising law conference, sponsored by *University of Alabama, District 7 of American Advertising Federation* and *Atlanta Advertising Club.* Peachtree Plaza, Atlanta.

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

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

Jan. 30-Feb. 1—Radio-Television Institute of *Georgia Association of Broadcasters* and *University of Georgia.* Speakers will include outgoing FCC Commissioner Margita White, NBC commentator David Brinkley and Jane Pauley, *Today* hostess. Georgia Center for Continuing Education, Athens.

February 1979

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

Major Meetings

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

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 programing. Cannes, France.

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

May 20-23, 1979—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, May 25-28, 1982.

May 27-June 1, 1979—*Montreux International Television Symposium and Technical Exhibit.* Montreux, Switzerland.

June 5-9, 1979—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton.

June 6-9, 1979—*Broadcast Promotion Association* 24th annual seminar. Nashville. Future seminars: June 1980, Montreal; June 1981, New York; June 1982, San Francisco; June 1983, New Orleans.

June 7-9, 1979—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

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

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

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

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

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

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

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

Feb. 2-3—*Society of Motion Picture and Television Engineers* 13th annual television conference. St. Francis hotel, San Francisco. Information: SMPTE, 862 Scarsdale Avenue, Scarsdale, N.Y. 10583.

Feb. 2-4—*Florida Association of Broadcasters* midwinter 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.

Open Mike®

Clutter and coercion

EDITOR: BROADCASTING deserves a vote of thanks for the informative article in the Nov. 20 issue, "This means war: Advertising industry girds for clutter fight." In the penultimate paragraph it is reported (correctly) that "the authors" suggested the Association of National Advertisers and the American Association of Advertising Agencies might need "coercive measures." We do want to point out that this was an opinion expressed by the authors and does not reflect an ANA viewpoint. In this connection, I'm enclosing a copy of Peter Allport's Oct. 24 letter to Professor Stephen Greyser of Marketing Science Institute, which sets the record straight on this point.—*William D. Kistler, vice president, ANA, New York.*

(Mr. Allport's letter contained, among other things, the following remarks about the "coercive measures" matter: "Even if we had the power to do that (which I doubt), we would be constrained for legal reasons from the use of group pressure by buyers. As a matter of fact, we are continuing our efforts to persuade the NAB television code board to reduce the current level of clutter, but there is no threat of group coercion or retaliation if they do not act in accordance with our suggestions and urging.").

Perhaps for politics

EDITOR: Although I personally am an advocate of extensive TV coverage of political campaigns, the network election ratings in 1978 (as published in your Nov. 13 issue) along with ratings of the 1976 election and conventions lead me to think that by 1980, gavel-to-gavel convention coverage and the tradition of pre-empting all network programs on election night to present special coverage will be as much a part of TV's past as black-and-white programing.

I would now think that the networks all will be doing late-night summary coverage of the 1980 conventions (similar to what ABC News has been doing since 1968), and that on election night, the networks will show a mix of regular fare and long-form events or movies in which brief updates on election returns can be shown during breaks. Combined with a late-night wrap-up, the networks would be able to hold a larger share of viewers.

The networks must face the facts that this year their election-night coverage was watched by less than half of all persons watching television, a trend that began in 1972 and intensified in 1974 and 1976.

The alternatives for the networks would be again being beaten badly in convention-week and election night ratings in 1980 by independent stations.—*Joseph Gallant, Norwood, Mass.*

Program development

EDITOR: I suggest that Congress make available a set amount of funds in the future for public television producers, specifically to develop programing that uses the psychological techniques of commercial broadcasting, such as drama, humor, suspense and, yes, a touch of sex, with perhaps a smidgen of violence, to create educational programing that more effectively attracts and holds attention. One program that could very easily have been developed in such a manner is *All in the Family*. While being an enormous commercial success for years, its humor, it cannot be denied, gives its viewers a disdain for ignorance, prejudice, dogma, narrowness and extremism on either end of the social or political spectrum.

When a program is developed by the public broadcasting system under the above proposed procedure to the point where it attracts substantial audiences, it could be sold in its entirety as a package to the highest bidding commercial broadcaster, who, completely as a matter of self-interest and free determination, would seek the particular offering. The funds received for such programs sold to the commercial networks could then be used in turn by the public broadcasting system to develop new programs that again would be successful, if imaginative writers were used and they as educators were not disdainful of the importance of commercial programing techniques.—*Rudolph V. Lutter Jr., attorney, Broadcast Bureau, FCC, Washington.*

Broadcasting Dec 4
Vol. 95 No. 23

Top of the Week

NBC rips apart prime time for brand new start; ABC won't coast

Sure signs of Silverman show up at number-two network as it adds six new hours, three half hours; number one hopes to capitalize on its strengths to shore up its few weaknesses; CBS still in the conference room

ABC-TV and NBC-TV revealed their second season prime-time schedules last week, and the word for both was "aggressive." So much so that CBS-TV decided to think it all over, and delayed announcing its schedule until this week.

ABC avoided any outright new cancelations by putting *Carter Country* on the back burner for use next spring and converting *Donny and Marie* into *The Osmond Family Hour* to replace the already pink-slipped *Hardy Boys Mysteries* on Sunday at 7-8 p.m. NYT.

But the network will bring aboard three new half-hour comedies and one new hour adventure series that take dead aim at both its own weak spots and what it hopes will be the competition's. In addition, two continuing series were given new time periods, in all changing the complexion of the network's line-up on five nights of the week.

Of the series introductions, ABC Entertainment President Anthony Thomopoulos said, "We're trying to build new hits." Of their placement, he added, "We feel there is an audience available that is an ABC audience, and we're trying to find it."

NBC discarded every series introduced this fall, plus one introduced before then and one since, and plans to add six one-hour dramas and three half-hour comedies. "As far as we're concerned, it's really a new season," said Mike Weinblatt, president of NBC Entertainment.

The scope of NBC's changes inevitably branded its new schedule with the name of the NBC president, Fred Silverman—"Axman Silverman," as he was dubbed in the *New York Post*. Mr. Weinblatt stressed that the expanded program team Mr. Silverman has assembled at NBC should be given its due for the development crop, but also said: "I would be the first to admit that Fred Silverman is not a myth. He's an activist."

First-blush reactions from Wall Street and Madison Avenue were positive. Of ABC's changes, one advertising executive said: "They are much less complacent now. They saw that the problems everybody said were going to be problems for them in the fourth quarter turned out to be." Of NBC's sweeping revisions, another advertising executive said: "It wasn't change for change's sake. It was required."

The NBC casualties: *Grandpa Goes to Washington, Dick Clark's Live Wednesday, Who's Watching the Kids, Eddie Capra Mysteries, Sword of Justice, Lifeline, Project UFO* and *David Cassidy—Man Undercover.*

Night by night, here's how the two networks face off:

MONDAY

On Monday at 8-9 p.m., ABC replaces the temporary filler, *Lucan*, with *Salvage I*, starring Andy Griffith as the head of a trouble-shooting salvage team. The series will emphasize "man's ability to overcome the impossible (such as hauling a glacier from the North Pole to drought-struck California)," Mr. Thomopoulos said, in part to lead into the male appeal of the 11 two-hour episodes of *How the West Was Won*, which takes over for *Monday Night Football* at 9-11 p.m. NBC stands pat on the one night of the week it regularly wins.

TUESDAY

ABC stands pat on Tuesday, to no one's surprise. NBC will "go directly against the leader" at 8-9 p.m., Mr. Weinblatt said, with *Cliffhangers*, in adventure series with three segments each week patterned after "the exciting and popular Saturday matinee serials of the '40s and '50s, concluding each week with the hero in a mock-perilous situation." NBC plans to keep its Tuesday movie slot pitched toward a male audience, away from ABC's female audience. (NBC's Monday movies are to lean in the opposite direction.)

WEDNESDAY

ABC again stands pat on Wednesday, and NBC again goes for the lead-in audience with adventure, a distinctive element of its second-season strategy. In this case it's *Supertrain*, at 8-9 p.m. about "a collossal, atom-powered, ultra-modern, ultra-equipped Supertrain that speeds from coast to coast with excitement every mile." The network's 9-11 p.m. movie slot has been designated *NBC Novels for Television*, with the intention of concentrating big-name miniseries there (among them, *From Here to Eternity, Studs Lonigan, Brave New World* and *Women in White)*. "We wanted to give size to Wednesday night," said Mr. Weinblatt, "to take it out of the routine."

THURSDAY

On Thursday, NBC backs away from ABC's *Mork and Mindy*—"it's tough to take it in its first explosion," Mr. Weinblatt said—but sets its sights on CBS's aging *Waltons*. The vehicle is *Little Women*, at 8-9 p.m., a one-hour period piece that picks up where Louisa May Alcott and NBC's miniseries last fall left off.

ABC, in turn, plans to use *Mork's* strength to build a new comedy at 8:30-9 p.m., *Angie*, a variation of the poor-girl-marries-rich-man theme. *What's Happening*, formerly sheltered in that time period, moves to 8:30 p.m. Friday. ABC leaves the rest of its night intact, but plans to use the eight or nine remaining episodes of *Carter Country* to fill in next spring for *Soap*, which isn't rerun.

NBC will carry on its campaign for the young women's attention that night with *Quincy* at 9-10 p.m. and the new *Mrs. Columbo*, starring Kate Mulgrew, at 10-11 p.m.

FRIDAY

ABC gambled on its troubled Friday night schedule by replacing *Donny and Marie* to lead off at 8-8:30 p.m. with a new disco comedy derived from the film "Saturday Night Fever." Called *Makin' It* (formerly *Stayin' Alive*), it comes from the *Happy Days/Laverne and Shirley* creative family and challenges an NBC linchpin in the same time period, *Diff'rent Strokes*. Undaunted, NBC has loaded all its new comedies behind *Diff'rent Strokes*, a strategy advertisers say allows the network to weed out the losers without causing serious damage to its schedule on other nights. Mr. Weinblatt acknowledges that "the law of averages" may prevail against some of the new comedies, but he looks forward to building a comedy block there, and probably to distributing any hits to breed elsewhere.

After *Strokes* will be *Brothers and Sisters*, in the "Animal House" vein of sorority and fraternity hijinks; *Turnabout*, about a man and wife who magically change bodies, and TAT's *Hello, Larry*, starring McLean Stevenson as a radio phone-in host. *Sweepstakes*, another show from the *Happy Days/Laverne and Shirley* group, goes in at 10-11 p.m., portraying the before-and-after lives of big winners and losers.

Saturday

ABC introduces another new comedy, its title to be announced, at 8-8:30 p.m. to lead off its Saturday schedule, this one also derived from "Animal House," but a bit more directly (its producers and several of its stars worked on the film). The faltering *Welcome Back, Kotter* goes in behind it. NBC will stick with macho drama throughout the evening by hammocking the new truck-driving series, *BJ and the Bear,* between the successful *CHiPs* at 8-9 p.m. and *Rockford Files* at 10-11 p.m.

Sunday

NBC, like ABC and probably CBS, essentially stands pat on Sunday, planning to fill its 8-10 p.m. events slot primarily with theatrical films when *Centennial* runs out in mid-February. *Weekend* replaces *Lifeline* at 10-11 p.m.

ABC's Mr. Thomopoulos, acknowledging that the Sunday lead-off hour has been a traditional problem for ABC, said of the new *Osmond* variety hour's placement there, "If any show fits the connotations of that time period, it's the Osmond family." But he also said that two new shows specifically designed for that time period, *Wonderland Cove* and *Friends,* are assured of test runs in the spring. *Friends* in particular needs "some nuturing and some protection" away from the heavy firing at mid-season, he said.

The concentration of new activity from mid-January to early February, when the networks plan to stagger their second-season premieres, belies the notion that prime-time "seasons have expired; they've proliferated, but they're still well defined. The next cycle comes in March and April, although there may well be sporadic changes before then. As Mr. Weinblatt put it, "We're preparing for it [the next move in spring], and it's pretty thought out."

NBC is committed to giving short-flight runs this season to *Joe and Valerie, Hizzoner, Harris & Co., The Duke,* a Susan Anton variety series and a couple of other projects that Mr. Weinblatt declines to name. He does acknowledge, however, that not all the shows on NBC's second-season schedule have been given full 13-episode orders, but he begged off naming them. NBC also plans to have as many projects from which to choose next fall's entries as it had for second season, claimed to be 50 or so.

"We're going to keep coming," Mr. Weinblatt declared.

ABC also plans equaling its second-season inventory of about 25 projects for fall schedule-making. Besides the aforementioned Sunday lead-off projects, series promised air time in the spring of 1979 include these offerings: *The Ropers* (a *Three's Company* spin-off), *Five Women, Triangle, Doctor's Private Lives* and *Julie Farr, M.D.*

WRTV Indianapolis latest to heed ABC's siren song

It's 20th captured by ABC from other networks since prime-time ratings upheaval; Syracuse may be next to go

ABC-TV announced last week that it would be switching its primary affiliate in Indianapolis from WTHR(TV) there to WRTV(TV), the fourth major-market NBC-TV affiliate to defect and join the number-one network in the past two years. The new Indianapolis outlet is the 20th station ABC has picked up from another network since January 1976, after it moved into the leadership in prime-time ratings. The announcement of the affiliation switch was made by James Duffy, president of the television network, and Norman Walt, president of McGraw-Hill Broadcasting Co., the parent of the channel 6 station that had been with NBC for 23 years.

Reports were circulating late Friday (Dec. 1) that ABC was having conversations looking toward signing WTVH(TV) Syracuse, N.Y., a CBS affiliate on channel 5 owned by Meredith Broadcasting Corp. Larry H. Israel, president of WIXT(TV) Syracuse, the present ABC affiliate there, said he was "not aware" of an imminent switch. "I assume I'd know about it," he said. WIXT has filed a law suit against two other stations in that market charging anti-trust violations. Among allegations in the suit is one that Meredith has been holding talks with ABC (see story, page 27).

Indianapolis is the 11th largest city in the U.S. and the 20th largest television market. The ABC announcement was made two months after the network achieved another affiliation coup with the signing of KSTP-TV Minneapolis, also an NBC outlet, in the 14th largest market (BROADCASTING, Sept. 4). Other major NBC affiliates lost to ABC were KGTV(TV) San Diego (also a McGraw-Hill station) and WSOC-TV Charlotte, N.C.

The effective date of the switch has been put at "on or before May 31, 1979"—depending, in large part, on whether NBC picks up WTHR or the VHF independent (ch. 4 WTTV Bloomington) serving the Indianapolis market.

Richard L. Beesemyer, ABC vice president for affiliate relations, conducted most of the negotiations for the WRTV switch.

Although ABC has managed to pick up 11 CBS-TV affiliates in the last two years and only nine from NBC, qualitatively the NBC raids have been far more serious. As one observer put it, four of the switches have involved "very strong stations"—especially, another pointed out, the KSTP-TV situation.

Ancil Payne of King Broadcasting Co. and chairman of the NBC affiliates confided that he was "amazed" ABC has taken as few of NBC's outlets as it has. "I'm pleased we've been able to hold as many as we have," he said.

According to Mr. Walt, NBC did not seriously contest the switch-over. "I wouldn't say they tried at all," Mr. Walt said, although he did meet with the network's station relations people and Robert Mulholland, president of the television network. Mr. Walt said, however, that NBC made no "last ditch effort" to save the affiliation. NBC did ask McGraw-Hill to "consider delaying" the switch to ABC.

Mr. Walt declined to comment on the hourly compensation ABC will be paying the Indianapolis station, but he said that was not an overriding factor in its decision to swap networks.

What was his major consideration was the "judgment" that ABC would continue to lead the other networks in ratings. (The network is the leader in prime-time programs—the only area in which WRTV was not doing "quite favorably," according to Mr. Walt.)

Although, as one station representative put it, change of affiliation to a network ratings leader has little immediate impact as far as the local station's own time-selling is concerned—outside, that is, of the "relatively small portion" of station revenues generated by sales in network adjacencies—there is a potentially profitable interplay between network and local station. The station can offer the network a stronger, farther-reaching signal, for example, as "the network helps the local station get its own local programing to a larger audience."

It has been suggested that the upheaval in the network-affiliate relationship could lead to a virtual redefining of that marriage contract—that affiliates will be likely to switch networks more readily and more often in the future.

Mr. Walt, however, belittled that idea: "I can see how others could see it that way." But McGraw-Hill, he said, was looking forward to a "long-lasting relationship" with ABC and does not see "changing network affiliations the way we change access slots." Even if ABC drops from the number-one slot? Even though "we might look very foolish if NBC turns it around" and deposes the present ratings leader, he said.

The wooing of WRTV began two years ago with a serious courtship commencing over a year ago. Mr. Beesemyer, who has been involved in most of the ABC affiliate acquisitions, said such a lengthy period was "not unusual." Often, he said, an affiliate switch may take "months or even years" to be consummated. "You don't change affiliates on a whim," he remarked.

Mr. Payne seconded those sentiments. If network switching were really the case, he said, "you'd have had a fantastic change to ABC. I just don't think most management is that transitory."

Networks, he said, "can't be expected to keep a constant number-one position," and affiliates are often wiser to ride out rough network weather rather than bail

Changing partners. ABC's new deal in Indianapolis was formalized at this meeting of (l to r): Jerry R. Chapman, vice president-general manager of WRTV(TV); James E. Duffy, ABC-TV president; Norman Walt, president of McGraw-Hill Broadcasting, parent of WRTV, and Richard L. Beesemyer, affiliate relations vice president for ABC-TV.

out. "No affiliate is exactly losing money because of its network affiliation of the moment."

Basically, Mr. Beesemyer said, ABC looks at a station's "over-all strength" before it decides to court it. Of particular importance to ABC in recent times has been a local station's strength in the area of local news and public affairs.

An observer with another network who has watched the ABC developments with considerably more than a passing interest said that it seemed that the number-one network was "making an effort to get stations with strong local news." He pointed out that both KSTP-TV and WRTV were "very strong" in their local news ratings. (In announcing the switch, ABC noted that WRTV "ranks a decisive number one in news" in its market.)

Nor did Mr. Beesemyer, who insisted that ABC looked at other facets of the local station as well, deny that news was a weighty factor in its decision. The network, in an effort to beef up the ratings of its own *World News Tonight*, has encouraged its outlets to do better in their local news efforts. "A good many of them have been very receptive to this idea," he said.

But other affiliates have resisted, and, it has been suggested, those are the ones that may be in the more vulnerable positions as far as their relationships with ABC are concerned.

In an interview last month with BROADCASTING (Nov. 13), Fred Pierce, president of ABC Television, confirmed that the network was looking for a "synergistic" relationship between its news and affiliate news. He described it as a "mutuality" of interests with the local news franchises.

Although not always the case, ABC has sought out the new affiliates, meeting, as Mr. Beesemyer said, with owners over considerable spans of time. What ABC appears to be looking for are markets where it can enhance its technical stance in an area as well as increase its ratings. Taking a hypothetical situation in a mid-30's market in which the ABC channel 13 affiliate is second in prime time to a low-channel CBS, a poor third in an NBC-led evening news slot and second in daytime, Mr. Beesemyer said an affiliate change "might bear some looking into."

Another observer pointed out that the Indianapolis switch was an especially good move for ABC because it will now be able to increase its coverage to the south, west and east of Indianapolis. On the fringes of the Indianapolis coverage area—Terre Haute, Ind.; Dayton, Ohio, and Louisville, Ky.—ABC has UHF affiliates.

ABC is also known to have courted a VHF station in Dayton last year. In that, the 46th market, ABC has a UHF outlet competing against two VHF's. ABC lost out in that attempt, but network compensations in the market increased substantially as a result of the try. WHIO-TV there, for example, had an increase from $1,931 to $2,494 in its rate from CBS after the raid attempt.

In Charlotte after the WSOC-TV switch, CBS upped its compensation to WBTV(TV) from $2,278 to $2,800 in an effort to keep that station from defecting to NBC.

But network compensation only accounts for 8%-9% of station revenues, Mr. Beesemyer said, and is often not the final determinant of whether a station signs with one network or another. (The obvious exception being affiliates in the very large markets that a network simply could not afford to lose at any price, a CBS official pointed out.)

A major if not overriding factor is ratings and what a network's numbers can mean to a local station's rate card. At KSTP-TV for example, an NBC program with a 15 rating has adjacencies going for $1,000. If the station were carrying an ABC program with a 28 rating, however, Mr. Hubbard could be asking $2,300 for the same spot. Under ABC, he expects his station's revenues to jump 20%.

And for the future? According to Mr. Payne, there's a good chance the ABC bubble may burst in 1980—a heavy news year with a presidential election that is likely to boost CBS considerably and the Olympics that will be carried by NBC. "Add a couple of winning night-time shows," said Mr. Payne, "and the whole thing will change all over again."

Four stations may hang fire awaiting Jones arrival at FCC

Renewals of several outlets could hinge on whether staff can deliver order before White leaves

The FCC commissioners last week spent a day and a half in oral argument and heated debate on the fate of licenses of four stations. When they were finished, on Wednesday, it appeared that the license of one would be denied, while the others would be renewed, if only on a short-term basis in one case. But it may be too soon to say any licensees have escaped the death sentence.

The renewal application that is said to have received a thumbs-down from the commission, in a closed session at which opinion-writing instructions were given to the staff, is that of KIKX(AM) Tucson, Ariz. Its renewal application had been set for hearing on issues of alleged lack of licensee control which grew out of the staging of a false news event of the kidnapping of a KIKX disc jockey and alleged violations of equal employment opportunity rules.

The commission's vote on instructions to the staff in that case is understood to have been unanimous. But the commissioners were sharply divided on the other two cases, which involved the renewals of WHAM(AM)-WHFM(FM) Rochester, N.Y., and KGGM-TV Albuquerque, N.M., and which date back to petitions to deny filed in the early 1970's. Both cases involve programing and EEO issues. In addition, KGGM-TV faces a question of alleged misrepresentation regarding information in its renewal application, and the Rochester stations, one concerning its ascertainment effort.

The commissioners are understood to have divided 4 to 3 in favor of renewing the licenses of the Rochester stations. The same vote seems to be shaping up in favor of a short-term renewal for KGGM-TV. However, the commissioners decided to delay a vote until the staff had prepared an item.

But since Commissioner Margita White is believed to be part of the majority that also includes Commissioner Robert E. Lee, James H. Quello and Abbott Washburn, the majority cannot be considered solid. Commissioner White, whose term expired on June 30 but who can serve until her successor, Anne P. Jones, is confirmed by the Senate, is expected to leave the commission by mid-January. Thus, if the staff is not reasonably prompt in bringing the draft orders to the commission, Commissioner White might not be on hand—which could leave the deciding vote to Miss Jones.

The debate among the commissioners on the cases produced an incident indicating the limitations that his former association with the Citizens Communications Center impose on Frank Lloyd in his position as administrative assistant to Chairman Charles D. Ferris.

During the oral argument on the Rochester stations, Chairman Ferris agreed with the stations' counsel, Stanley Neustadt, that Mr. Lloyd should not participate in the proceeding since he had been with Citizens when it represented the citizen group that filed against the stations' renewals. And, in the closed meeting following the argument, he did not.

But, during the discussion of the KIKX case, he made what was described as an "emotional" argument on an EEO issue that parallels one in the Rochester case—improvement of EEO performance after designation of renewal for hearing. And when a commissioner asked how he could square his position with what was being proposed in that proceeding, one or two commissioners broke in to say it would not be appropriate for him to respond. That, and a whispered comment to Mr. Lloyd from Deputy General Counsel David Saylor, reportedly ended the matter.

TV stations quit talking, take action on blanket music licenses

All-industry committee files suit, seeks a 'clearance at the source' approach that would have nonnetwork producers paying for performance rights and reduce much of a $48-million local burden

A group of television stations filed a class-action suit against the two major music-licensing organizations last week, charging that their blanket licensing policies are monopolistic and anticompetitive.

The suit was filed on behalf of all TV stations except network O&O's by five members of the All Industry Television Stations Music License Committee. Their targets: the American Society of Composers, Authors and Publishers and Broadcast Music Inc. and all of their members and affiliates.

The suing stations asked that, pending outcome of the suit, all stations pay ASCAP and BMI at an interim rate of 20% of their 1976 payments, which they said would put their payments on a par with the networks'. That motion alone is expected to take weeks to decide.

In a conference in the chambers of Judge Lee Gagliardi of the U.S. Southern District Court in New York, where the suit was filed, attorneys were said to have agreed Thursday to an extension of current music licenses so there would be no infringements during the litigation. They also agreed in principle on a payment procedure until the 20% motion is argued and decided. Details were withheld pending signature, but informed sources said it called for continuation of payments at the old rate but with ASCAP and BMI holding 20% in escrow.

Some participants suggested that proceedings in the case be deferred pending the U.S. Supreme Court decision, expected next spring, on CBS's at-this-point successful suit for "per use" ASCAP and BMI licenses, since that case raises some of the same basic issues as the new suit. This proposal reportedly was rejected.

What the suit seeks, ultimately, is to do away with the present forms of blanket licenses, under which stations pay ASCAP and BMI percentages of station revenues no matter how much or how little ASCAP and BMI music they use and, instead, institute a so-called "clearance at the source" approach.

Under that system, the producers of nonnetwork TV programing would obtain the necessary performance licenses at the time of production. The stations would need no ASCAP or BMI licenses except for music in local originations, and they themselves would arrange for these or use music in the public domain.

In this way, leaders of the group say, stations could save a hefty share of the nearly $50 million they are currently paying annually to ASCAP and BMI—payments that they say have risen by 56% in five years even though in the same 1972-76

In Brief

ABC-TV has claimed biggest November sweep victory of any network in last five years. Prime time rating averages for combined sweeps of Arbitron and A. C. Nielsen (Nov. 1-29) were 21.5 for ABC, 18.4 for CBS-TV and 17.9 for NBC-TV. ABC said it gained 4% over its November average last year, while CBS dropped 4% and NBC 3%. ABC won 19 nights during sweep, CBS six and NBC four.

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U.S. Court of Appeals in Washington **has granted FCC rehearing** in case in which three-judge panel overruled commission decision dismissing **fairness doctrine complaint against CBS.** Court held that commission erred in not asking network to respond to complaint by American Security Council Education Foundation that CBS's coverage of national security issues in years 1972-76 was consistently imbalanced. Court scheduled oral argument Dec. 21. Court also has asked for more information in **comparative renewal case involving WESH-TV Daytona Beach, Fla.,** in which FCC is seeking rehearing. Court has asked commission to provide data on number of incumbent licensees that have not been renewed after comparative hearing or after being challenged in noncomparative hearing, since Jan. 1, 1961.

□

By two to one, **Americans favor parental control** (63%) **over government regulation** (30%) **on issue of TV advertising to children.** By almost five to one (72% to 15%) they think **companies should be allowed to speak out** on public issues in their TV advertising, and three-fourths think opposing groups should be allowed to reply—45% say in paid time, 27% in free time. To reply to "false or damaging information" in newscasts, 46% say rebuttal time should be free, 33% say it should be bought. These are among findings from nationwide studies by ORC Public Opinion Index, Opinion Research Corp., Princeton, N.J., reported by Kenneth Schwartz, vice president and managing director, at annual meeting of Association of National Advertisers (also see page 30).

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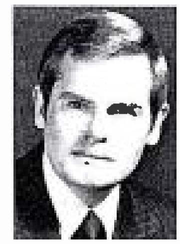
Amway Communications Inc. is expected to be exerting greater influence on operations of Mutual Broadcasting System under new management realignment announced Friday (Dec. 1) and effective immediately. Principal Mutual officers, **C. Edward Little,** president, **Gary Worth** and **Martin Rubenstein,** executive vice presidents, are joining in new executive committee to be chaired by **Dr. B. R. (Bud) Schaafsma,** vice president for policy/administration of parent Amway Corp., Ada, Mich. Mr. Little will assume responsibilities for sales and "acquisitions and future growth including owned stations." Mr. Worth will oversee technical operations, station relations and new Southwest Radio Network, Dallas. (He is expected to remain in Arlington, Va., however.) Mr. Rubenstein will be in charge of "news, sports, programing, network communications, research and data processing" in addition to his present areas of administration and finance. Dr. Schaafsma, long-time associate of Amway's owners, Jay Van Andel and Richard DeVos, will maintain base in Ada but will be in Arlington "minimum of once a week."


Schaafsma


Little


Worth


Rubenstein

period their use of ASCAP and BMI music declined by 10%.

The suit estimates that network programing represents about 75% of affiliates' airtime, with syndicated and local programs making up the rest. But it contends that TV stations—about 610 affiliates, 15 network O&O's and 99 independents—have been paying two-and-a-half times as much as the networks have: $48 million in 1976, latest year for which figures were available, as compared with $18.5 million by the networks. In addition, the complaint notes, affiliates reimburse the networks for about 50% of the fees paid by the networks to ASCAP and BMI.

Thus, the complaint alleges, under the blanket licenses "stations have been obligated to pay royalties to ASCAP and BMI which not only bear no relation to the amount of music actually utilized by the stations, but also totally fail to take into account the value of such music as is used by the stations in terms of attracting the viewing audience."

The claims are personalized by Leslie G. Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the all-industry committee, in an affidavit accompanying the complaint. WIVB-TV, one of the plaintiffs in the suit, is a CBS affiliate. In the affidavit, Mr. Arries says that over the 1972-77 period, CBS paid ASCAP and BMI an average $66,580 a year to license two-thirds of the programing carried on WIVB-TV [that is, network programing], while WIVB-TV paid them $130,000 to license the remaining one-third [the local programing]—and also paid about $33,000 a year to CBS to reimburse 50% of CBS's payments.

A small herd comes down trail of WHMI decision

FCC grants more relief to stations caught in geographic bind under new ascertainment rules for small-market stations

The FCC last week created seven more "purple cows"—stations exempt from the commission's formal ascertainment requirments. In April, it had exempted WHMI-AM-FM Howell, Mich., in what was described as a one-of-a-kind action—"a purple cow," some called it (BROADCASTING, April 10).

At issue is the experiment the commission began almost three years ago when it exempted stations in markets of less than 10,000 population that are outside any standard metropolitan statistical area (SMSA) from formal ascertainment procedures, although not from the ascertainment requirement itself. The purpose is to test the hypothesis that small-market stations know and can serve their community's needs without having to follow prescribed ascertainment procedures.

And last week, as in April, the commission majority—the vote was 4 to 2—overrode the staff's objections that granting the exemptions would jeopardize the validity of the study the commission plans to make comparing service between small-market stations inside and outside SMSA's.

Commissioner Abbott Washburn, the commissioner most vocal in support of the waiver requests, said exemptions would be "humane." Denying the requests, he said, would be the work of "regulatory robots."

Besides the seven petitions, the commission considered a petition for reconsideration of the WHMI-AM-FM action that had been filed by the National Black Media Coalition.

And the question of the coalition's right to standing in the case raised another issue of controversy. General Counsel Robert Bruce held that the coalition had standing because of its concern over the possible impact that the exemption might have on programing for minorities. His recommendation was to deny the seven new petitions and rescind the waiver granted the Howell stations.

The general counsel's position on standing appeared to outrage Commissioner James H. Quello. He said Mr. Bruce's "fabrication of a theory of standing goes in the opposite direction of where we should go." Under that theory, he said, anyone as far away as "Saipan" could participate in the proceeding simply by proclaiming an interest in it.

The stations receiving the exemptions and the SMSA's in which they are located are WHEP(AM) Foley, Ala. (Mobile), WBKV(AM) Booneville, N.Y. (Utica-Rome), WCRD(FM) Bluffton, Ind. (Fort Wayne), KDWT(AM) Stamford, Tex. (Abilene), WBMS(AM) Black Mountain, N.C. (Asheville), KDHI(AM) Twenty Nine Palms, Calif. (San Bernardino), and WSCP(AM) Sandy Creek-Pulaski, N.Y. (Syracuse).

Federal Trade Commission voted 3-0 to **appeal disqualification of Chairman Michael Pertschuk** from participation in children's advertising rulemaking. Mr. Pertschuk and Robert Pitofsky did not vote. Chairman was removed from proceeding by U.S. District Court Judge Gerhard Gesell, who ruled Mr. Pertschuk had "conclusively prejudged" factual issues (BROADCASTING, Nov. 6). **Department of Justice still must approve** commission decision to appeal.

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People's Republic of China has stopped jamming Voice of America broadcasts, according to VOA Director Peter Straus, who said that "for the first time" VOA "is not being jammed anywhere on this planet." He said it was not clear when PRC stopped jamming broadcasts, but recent increase in volume of listener mail from China indicates that government there is encouraging students to listen to VOA to **improve their comprehension of English.**

□

Plans to offer **full channel of children's programing to cable systems via satellite** are to be announced by **Warner Cable** this week at Western Cable Television Show. Chairman Gustave M. Hauser said it'll be 13 to 14 hours per day, seven days per week, with programing for children from preschoolers through teen-agers, under umbrella title, **Nickelodeon.** He said it'll be offered to all systems that have earth stations to receive it—current potential of about five million homes—with Warner charging operators 10 cents per month per subscriber. It's to start in February, when Warner starts using two RCA satellite transponders to distribute its Star Channel service.

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Teleprompter Corp. last week claimed commitments for "single largest insurance company loan over made to the cable television industry": **$80 million, 15-year loan at fixed 10% interest** rate from Aetna Life and Casualty, John Hancock Mutual Life Insurance, Massachusetts Mutual Life Insurance, Travelers Insurance and Teachers Insurance.

□

Study of radio ratings by Arbitron and Committee on Local Television and Radio Audience Measurement concludes that much of fluctuation is caused not only by changes in listening, but by sampling error in ratings themselves. It's enough of problem, says John Dimling, research vice president for National Association of Broadcasters (which funded study), that stations should not take any precipitous actions—such as firing announcer—for one bad ratings book. He says **sampling error is "fact of life,"** and can only be improved by vastly increasing sample sizes, expensive proposition.

□

U.S. officials concerned with planning for World Administrative Radio Conference meet today in effort to settle **major issue involving shortwave broadcasting.** Frequencies are on government side of spectrum; question is size of increase U.S. should propose. National Telecommunications and Information Administration says increase of 865 khz is sufficient, considering other needs (including military) for those frequencies. But Board for International Broadcasting (Radio Free Europe, Radio Liberty) is calling for increase of 1965 khz. Participants in meeting will include Glen O. Robinson, head of WARC delegation; NTIA's Henry Geller, FCC Chairman Charles D. Ferris, and officials of BIB, Department of Defense, Department of Transportation, and State Department. State Department is expected to resolve issue in next two weeks.

□

Michael R. Hanna, 67, one-time general manager of WHCU(AM) Ithaca, N.Y., later broadcast consultant before retirement to Sarasota, Fla., died Nov. 30 in Augusta, Ga., hospital where he had been taken to undergo heart surgery. He is survived by wife and four sons.

Basic issue of authority raised in PSA inquiry

Broadcasters say FCC shouldn't even be considering, much less promulgating, rules in this area; Public Media Center argues that commission has the power to act

Broadcasters, sensing government intrusion into their programing, have told the FCC it has no business regulating public service announcements.

The commission, in response to a petition last year from the Public Media Center, asked for comments on regulating PSA's as to number, duration, content, source and broadcast time. PMC said that guidelines in these areas should be adopted by the commission because they would provide the public with more PSA's from a greater diversity of sources. Guidelines, PMC said, are not so much "proscriptions against what a licensee should not do, so much as they would be modest prescriptions as to what a licensee should do."

Licensees and their representative organizations, however, thought differently.

Adoption of PSA guidelines would be an "inappropriate intrusion into the sensitive area of programing," the National Association of Broadcasters said. Metromedia said even instituting an inquiry in this area "constitutes an insidious pressure for broadcasters to conform to a standard seemingly finding favor with the regulators, which has been held to be violative of First Amendment principles." The National Radio Broadcasters Association said regulations would be an "unwarranted step toward further regulation of day-to-day programing." CBS said, "It is ironic that at the very time when there is growing concern with overregulation of broadcasting, this commission is now seriously considering imposing more regulations—particularly in an area trenching upon programing judgments and First Amendment interests."

Broadcasters, ABC said, are "concerned and mystified" that the commission would initiate this proceeding now. The FCC rejected PMC's first PSA petition, leaving regulation to the stations. Upon reconsideration, the commission again rejected specifics of the PMC petition, but then asked for comments in a general inquiry.

Metromedia said the inquiry resulted in a "wasteful exercise in time, effort and money, which might have been devoted to more productive purposes in light of the government's failure to address the threshold question of authority." NAB also questioned the FCC's authority in this area, especially in light of the First Amendment, and called the proceeding an "expensive and time-consuming exercise in futility." ABC questioned the "propriety as well as necessity" of the inquiry.

PMC said the commission already has fairness doctrine and prime time access rules, and has already said that the times of day at which PSA's are broadcast are considered at renewal time. So, it "can hardly be asserted that the commission would infringe upon the First Amendment rights of licensees by adopting guidelines to monitor their efforts and performance in this area more effectively," PMC said.

In its original petition, PMC had suggested that the FCC require that stations broadcast three PSA's during two consecutive hours of broadcast service (including prime and drive time), that at least 25% of the PSA's be "local", that no more than 20% a day be from a single entity, that PSA's on controversial subjects be allowed and that stations provide various information to the commission on their PSA's.

In its comments, PMC emphasized it was not requesting these specific regulations, but at least ones that would have similar effect. Much of its argument was that the commission had adopted similar regulations in other areas, so it could not be said the commission doesn't have regulatory authority over PSA's. Further, PMC said, many of the PSA's now broadcast are "national" in nature, and are either produced or approved by the Advertising Council, which it said maintained something of a monopoly on production of the PSA's. It is a question, PMC said, of whether broadcasters have "abdicated responsibilities in blanket—even blind—acceptance of Ad Council spots," which they said were "well-polished and non-controversial."

Among PMC supporters was the United Church of Christ, which said broadcasters prefer "ready-made public service announcements supplied by national packaging services such as the Advertising Council." These announcements, the church said, "are guaranteed to be innocuous and noncontroversial and to leave the viewers or listeners in a lethargic state."

The Advertising Council said PMC made "false and unfair" allegations, and to infer that the council has some "super influence" over broadcasters is "incorrect and cannot be supported." It is a highly competitive field open to anyone, the council said, and the demands on broadcasters for free time are "enormous and increasing."

United Way and the United Negro College Fund Inc., both of which work through the Ad Council, were concerned over PMC's suggestion that a percentage of PSA's be local. United Way said any requirement that would necessitate local production or tagging of spots to qualify them as "local" would inevitably lead to increased costs, lower quality and in many cases, lower communication effectiveness. The suggestion to limit the number of PSA's on behalf of a single entity was "not well considered," United Way said. The Negro College Fund said the Ad Council was its "most trusted adviser in the media field," and that the commission should consider that a "national" organization can have "local" impact.

The FCC inquiry, said NBC, "looks toward impermissible government control of program content and broadcaster program prerogatives. The commission should reaffirm that programing decisions must rest solely in the hands of individual licensees."

Top rating for FCC as generator of paperwork

GAO report says commission requires more reporting than any other government agency studied—30 million hours of it, mostly devoted to filling out applications

The General Accounting Office has confirmed a suspicion long harbored by broadcasters: The FCC imposes a far heavier burden on business than any other agency of government—most of it in connection with logging.

The GAO, in a report to the Congressional Joint Economic Committee, said that 14 agencies are responsible for 86% of the estimated annual paperwork hours—69 million—on which it has information.

And of the 14, the FCC is number one, responsible for 30 million hours, according to the report. No other department or agency on which GAO has data comes close. But the one imposing the second largest burden is the Department of Commerce, responsible for some seven million paperwork hours.

Not all agencies clear their requirements with GAO. One is the Internal Revenue Service, which is believed to impose a burden of 613 million hours on businesses and individuals annually.

The report says that most of the paperwork required by the FCC involves filling out applications, and that 52% of the agency's reporting requirements took more than three hours per report.

But it was the appendix breaking out the top five reporting requirements in terms of paperwork hours that reveals the element primarily responsible for the commission's number one ranking. AM and FM logging consumed more than 18 million hours, and television logging more than four million hours.

Other reporting requirements were also more burdensome than those of most other agencies figuring in the GAO report. Applications for permission to build new stations or make major changes in existing ones were said to have required two million hours of paperwork, and applications for authority to operate in the auxiliary radio broadcast service, more than 1,600,000 hours.

The commission heads another list in the report, too—one reporting the 50 most burdensome business reporting require-

The triumphant nights of Ivanhoe.

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When the SFM Holiday Network premiered with the classic MGM adventure film, **Ivanhoe,** the ratings were overwhelming. The great knight showed up on 139 stations with more than 90% coverage, and reached over six million homes!

Ivanhoe did magnificently well in markets of all sizes. Whether in fringe or prime time our triumphant knight slew the competition with a 10 rating in New York (#1 in the #1 market), a 9 rating in Chicago, a 12 rating in Philadelphia, a 10 rating in Washington, an 11 rating in Miami, a 12 rating in New Orleans, a 17 rating in Hartford and a whopping 19 rating in Detroit.* Stations and advertisers everywhere reported outstanding response to the initial offering of the SFM Holiday Network.

Following the **Lili** and **Gypsy Colt** MGM double feature this Thanksgiving, and **Journey Back to Oz** from Filmation Studios this Christmas, the SFM Holiday Network will present 9 holiday offerings during 1979 and each succeeding year: major family classics such as Rudyard Kipling's **Kim** from MGM; **The Big Fisherman** from Buena Vista; **The Phantom Tollbooth** from MGM; **Scaramouche** and **Prisoner of Zenda,** both from MGM; and many more family features from the major Hollywood studios.

If you are an advertiser or station concerned with the family audience, then the SFM Holiday Network is for you!

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Quality programming for the best of times

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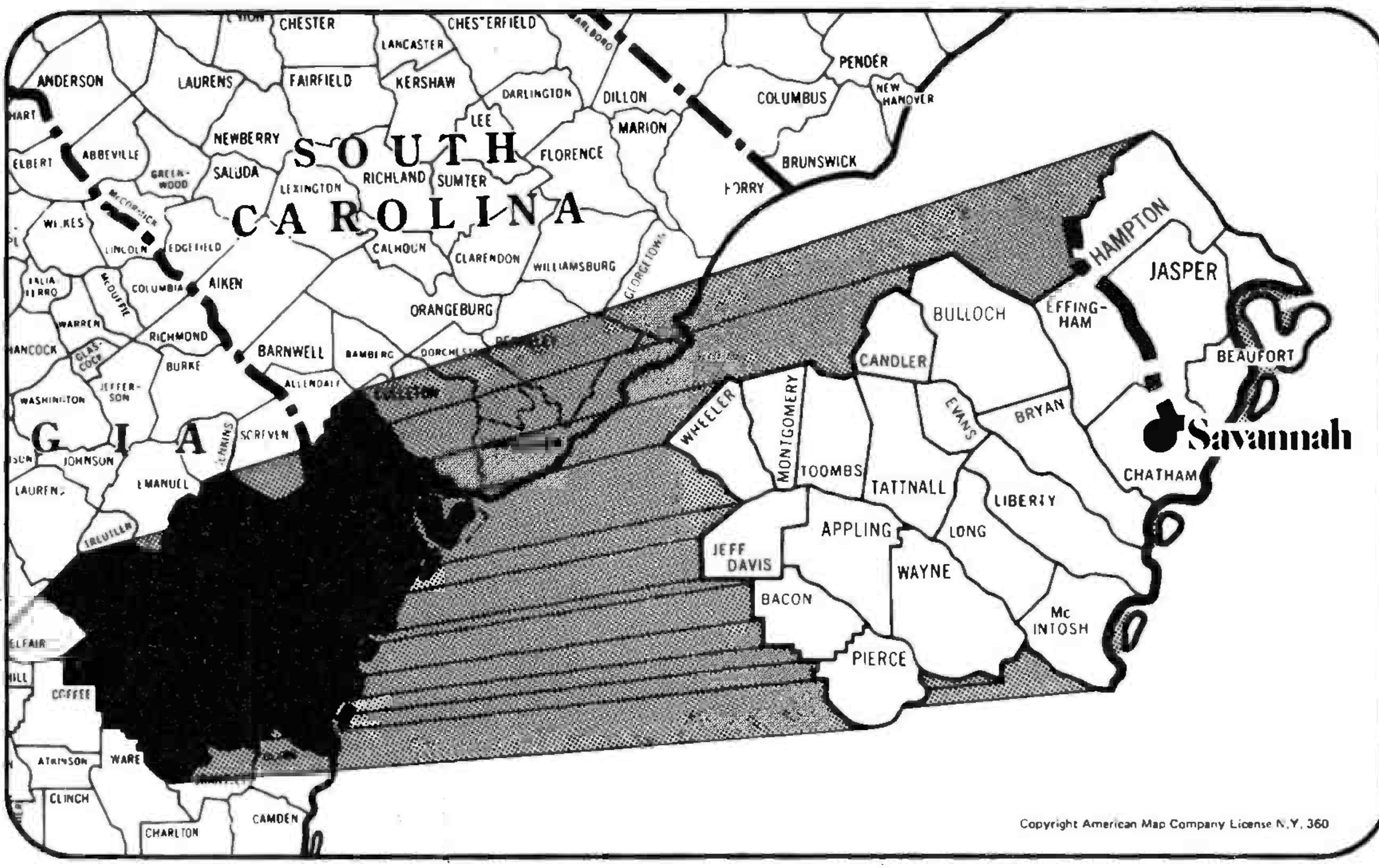
SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017 (212) 682-0760

*Source: NSI, Oct. 1978

Savannah



New Southern Leader for the 80's

Can an ADI jump from 137 to 114? Savannah's did!

With a 22% increase in TV homes in just one year, Savannah is the fastest-growing television market in the country.

We're also the #1 economic growth market in Georgia, easily surpassing state, regional and national gains. Over the past 5 years, consumer buying power in Savannah more than doubled. Between 1972 and 1977, Savannah's effective buying income increased 115%. And total retail sales (+110%), food store sales (+112%), automotive sales (+108%) and drug store sales (+148%) grew right along with it.

Our industrial base is strong and growing too. 181 manufacturers employ 16,000 people in the market. 25 new businesses are moving in this year and more are coming.

Savannah television can put you in touch with this fast-growing affluent market. For more information on how your product can grow with us, call any of Savannah's television stations today. Or contact our national sales reps.

WJCL-TV	WSAV-TV	WTOC-TV
REPRESENTED BY HR TELEVISION	AVERY-KNODEL TELEVISION	KATZ TELEVISION CONTINENTAL

Source: Sales and Marketing Management's Data Service 1978 Savannah Chamber of Commerce ments in terms of the time required for each response.

Four of its reports require from 2,000 hours (authority to build a new station or make changes in an existing one) to 5,772 hours (broadcast program logging rules). The others are AM and FM program logging rules (4,380 hours) and cable television relay service station authorization (3,200 hours).

The GAO included two caveats in the report: determining the reasonableness of burden estimates for approved requirements is a difficult job. And the accuracy of the burden estimates provided by the agencies is unknown, and the estimates are the only available measure of the reporting burden.

Syracuse TV says others are ganging up on it

WIXT files suit against Meredith and Newhouse outlets there, charging them with illegal attempts to block move of transmitter site

WIXT(TV) Syracuse, N.Y., in effect, a new boy on the block, regards the reception it has been given as unduly hostile and, as a result, has gone to court for help. It has filed suit in U.S. District Court for the northern district of New York, charging its two VHF competitors—Meredith Corp.'s WTVH and Newhouse Broadcasting's WSYR-TV—with violations of the antitrust laws, and asking that the defendants be restrained from pursuing the allegedly illegal actions. WIXT is also seeking treble damages, although the amount of alleged damages is not specified.

WIXT, which broadcasts on channel 9, came under new ownership in 1977, when a company principally owned by the Coca-Cola Bottling Co. of New York and operating under the presidency of Larry Israel, former president of the Washington Post Co., acquired it from the Outlet Co. for $11 million.

WIXT, in its complaint, notes its competitors have radio and television stations as well as publishing interests in other cities. Newhouse, in addition, owns the only morning, afternoon and Sunday newspapers in Syracuse. Their competitive positions, in terms of selling television advertising in Syracuse, are enhanced by those other holdings, WIXT says. But that is not the basis of the complaint.

WIXT alleges that Meredith and Newhouse, "acting independently of each other but in concert with unnamed co-conspirators in Syracuse," have sought to restrain competition in the sale of advertising time in Syracuse.

The allegation is based on the effort of Meredith and Newhouse to block WIXT's plan to move its transmitter to a site near theirs, in a "de facto antenna farm, four miles closer to the heavily populated parts of the greater Syracuse area" than WIXT's. WIXT says that it intends to install "the most modern circularly polarized radiation transmission system" at the new site, and adds that the new equipment, coupled with the relocation, would "significantly improve" reception of its signal "and thereby increase the likelihood" that viewers would watch its programs and commercials, rather than its competitors'.

WIXT said it has received the necessary authorization for the antenna tower from the Federal Aviation Administration. But its application for FCC approval to move its site has been blocked by a petition to deny filed by Meredith. And both defendants, it said, opposed its application to the Onondaga Zoning Board of Appeals for authority to move its transmitter.

WIXT alleges that Meredith and Newhouse encouraged "various unnamed co-conspirators to oppose" the application. The zoning board subsequently rejected the proposal, but WIXT has appealed that action to the state appeals court.

The petition to deny filed with the commission and the position the defendants took before the zoning board, WIXT says, both contained the "sham" allegation that the proposed relocation would cause "observable ghosts" in pictures broadcast by the defendants. It also says that the "unnamed co-conspirators," in their appearances before the zoning board, made the "sham" arguments that relocation would cause a health hazard by increasing microwave radiation in the area and that the relocation might cause an air-navigation hazard.

The actions of the defendants were said to have extended byond official bodies. WIXT alleges that Meredith "has advised or is about to advise" ABC, with which WIXT is affiliated, of WIXT's technical difficulties, in an effort to persuade the network to switch its affilition in Syracuse to Meredith's WTVH. That station is now a CBS affiliate.

Meredith and Newhouse, WIXT adds, are advising advertisers and agencies in Syracuse and elsewhere WIXT is suffering "technical deficiencies" and will "experience substantial delays or failure," in overcoming them.

WIXT says the alleged conduct restrains competition in the sale of television advertising time not only in Syracuse but in other communities where the defendants have stations and "tends to preserve defendants' unlawful domination" in those communities.

Representatives of Meredith and Newhouse last week had not yet seen the complaint. But Tom Fisher, general counsel of Meredith, said about the allegations, "Obviously, we didn't submit false testimony." A spokesman for Newhouse said that that company has not opposed the WIXT application. He noted that Newhouse had not appeared before the FCC and said the company's participation in the matter has been limited to "a brief statementt" before the Zoning Board of Appeals that the burden is on the applicant to demonstrate the relocation would not result in interference to existing facilities.

Changing Hands

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

Proposed

■ KNUS(FM) Dallas: Sold by McLendon Corp. to SJR Communications Inc. for $3,750,000. Seller is principally owned by Gordon McLendon and his father, Barton R. McLendon. This is the last of their broadcast properties; since 1972 company has sold KOST(FM) Los Angeles; KCND-TV Pembina, N.D.; KABL-AM-FM Oakland-San Francisco; WYSL-AM-FM Buffalo, N.Y., and WWWW(FM) Detroit. Buyer is subsidiary of publicly traded San Juan Racing Association. Its principal stockholders include Hyman N. Glickstein, (chairman and president), Bernard S. Needle, Sidney E. Cohn and Harry L. Gilman. SJR owns and operates 10 radio stations: WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WTMI(FM) Miami, WQAL(FM) Cleveland, WYSP(FM) Philadelphia, WJIT(AM)-WKTU(FM) New York and KRLY(FM) Houston. KNUS is on 98.7 mhz with 10 kw and antenna 520 feet above average terrain. Broker: Blackburn & Co.

■ KBBQ(AM)-KBBY(FM) Ventura, Calif.: Sold by Tri-Counties Public Service Inc. to Forrest Broadcasting Co. for $1,200,000. Seller is principally owned by William Rea, president; Marjorie and Annabelle Rea, wife and daughter, respectively, of Mr. Rea; Andy Corliss, station's vice president and general manager, and Mike Thomas, former manager. They have no other broadcast interests. Buyer is owned by Robert A. Forrest, who also owns KDON-AM-FM Salinas and KZOZ(FM) San Luis Obispo, both California. KBBQ is on 1590 khz with 5 kw full time. KBBY is on 95.1 mhz with 28 kw and antenna 314 feet above terrain. Broker: Blackburn & Co.

■ WQRC(FM) Barnstable, Mass.: Positive control of Cape Cod Broadcasting Co., licensee, sold by Richard D. Walsh and eight others to Donald P. Moore and others for $369,000. Selling group, led by Mr. Walsh, owns 56%; it is transfering stock to company president, Mr. Moore, who, after approval, will own 91% of stock (he now owns 39%). Marguerite Cooper will retain 5% interest. Another 4% will be owned by John W. Miller, station manager. Mr. Moore is applicant for new AM at Middleborough, Mass. Neither of other principals has other broadcast interests. WQRC is on 99.9 mhz with 50 kw and antenna 330 feet above average terrain.

■ WVCF(AM) Ocoee, Fla.: Sold by American Homes Stations of Florida Inc. to James S. Beattie for $250,000. Seller is owned by Louis G. Christensen (president), W.C. Logue, Dr. Paul Kessler, William Self, Ralph Roser and seven others. None has other broadcast interests. Buyer also owns WEXY(AM) Oakland Park and WETO(AM) De Land, both Florida. WVCF is 1 kw daytimer on 1480 khz.

■ WABJ(AM)-WQTE(FM) Adrian, Mich.: Controlling interest in Metrocom Inc., licensee, sold by Robert G. Liggett to Allan C. Graybiel and others for $210,050 plus $5,000 bonus and $1,000 covenant not to compete. Mr. Liggett is removing himself from corporation by selling his interest (50.25%) to other stockholders, led by Mr. Graybiel. They are local businessmen with no other broadcast interests. WABJ is on 1490 khz with 1 kw day, 250 w night. WQTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales announced last week included WMCW(AM) Harvard, Ill., and WSKV(FM) Stanton, Ky. (see "For the Record," page 70).

Approved

■ WPHL-TV Philadelphia: Sold by AVC Corp. to Colony Broadcasting Inc. for $10 million plus 10-year consulting and noncompetition agreement, contingent upon earnings, that could result in additional $5 million. Seller is hardware and textile manufacturer with no other broadcast interests. Buyer is wholly owned by Providence (R.I.) Journal Co., publisher of *Providence Journal-Bulletin,* licensee of WEAN(AM)-WPJB-FM Providence and owner of cable TV systems in five states. WPHL-TV is independent on channel 17 with 2,450 kw visual, 368 kw aural and antenna 1,080 feet above average terrain.

■ Other station sales approved last week included: WDEV(AM) Waterbury, Vt. (see "For the Record," page 71).

FCC renews U's with little local programing

Commission OK's renewal though WEZF-TV and WUTR proposed less than 5% guideline; cited are stations' staffing, money problems

Two UHF television stations that failed to meet the percentage guidelines the FCC sets for license renewals were nonetheless renewed by the commission.

The stations—WUTR(TV) Utica, N.Y., and WEZF-TV Burlington, Vt.—had proposed less than the 5% local programing from 6 a.m. to midnight that the commission uses as a standard to determine whether a television license can be renewed by the staff without review by the commissioners.

WUTR, licensed to Roy H. Park Broadcasting, proposed 3.9%, and WEZF-TV, licensed to International Television Corp., 3.3%.

However, they offered reasons for the limited proposals, which the commission accepted. They said that they suffered from staffing and financial problems.

And the commission, in renewing the licenses, said the proposals were designed to meet ascertained community needs. But it also said that the renewals should not be interpreted as guaranteeing approval of similar proposals in the future.

Canadians get sympathetic hearing on border issue

They appear with U.S. broadcasters before trade representative panel; Americans ask for change in rules or for governmental retaliation

American broadcasters, appealing for a change in Canada's law denying tax deductions to Canadian businessmen placing ads on U.S. border broadcast stations, faced an outwardly skeptical panel of the President's special trade representative last week.

The small band, representing a group of 15 U.S. broadcasters who have filed a complaint urging the President to retaliate against Canada, found they spent the major part of their two and a half hours before the panel explaining not what should be done, but rather why anything should be done at all.

Representatives of Canadian broadcasters and cablecasters, who also testified at the day-long hearing Wednesday, expressed happy surprise at the proceedings. Philip Lind, vice president of Rogers Telecommunications Ltd., a Canadian cable company in Toronto, said later that the Canadians had "approached the hearing with a somewhat jaundiced perspective. We're aware of how these things are orchestrated," he said. But they were pleased with the panel's questions and left with the feeling "that there is a good, even chance that the complaint might be dismissed," Mr. Lind said.

The U.S. broadcasters—Les Arries of WIVB-TV Buffalo, N.Y. (also speaking for the National Association of Broadcasters), Richard Wolfson and David Mintz, of Wometco Enterprises, licensee of KVOS-TV Bellingham, Wash., and Bart S. Fisher of the Washington law firm Patton, Boggs & Blow, argued that the Canadian tax law triggers presidential action mandated in the Trade Act of 1974. The law is "discriminatory," they said, because it deliberately tries to keep Canadian advertising dollars from going to American TV stations; it's "unreasonable and unjustifiable" because it permits Canada to continue receiving the services of the U.S. border stations but without compensating them; and it's "injurious" because it has caused advertising revenues on the U.S. border stations to drop from $18.9 million in 1975 to $9.2 million in 1977.

They suggested a negotiated solution to the problem, but urged that if that fails, the U.S. should retaliate against Canada by: (1) prohibiting importation of Canadian films, television shows and records into this country, or (2) making the Automotive Products Agreement between the two countries reciprocal for the United States. Mr. Fisher said the agreement has benefitted Canada with liberal duty-free treatment on imports into the U.S.

During questioning, the panel members of the special trade representative's panel, led by general counsel, Richard R. Rivers, didn't dispute the broadcasters' claim that they have been harmed by the Canadian law, but they asked repeatedly for more argument to show how Canada has violated any U.S. laws or trade agreements.

The Canadian representatives rebutted the U.S. broadcasters claims, arguing primarily that the U.S. border stations were never given the right to broadcast to (and hence make money from advertising aimed at) audiences in Canada. They argued that the Americans' operating costs are lower than for competing Canadian stations, because their regulation is less burdensome.

Representing the Canadians were: J. Ronald Mitchell of Moffat Communications Ltd., Winnipeg, Manitoba; Moses Znaimer, CITY-TV Toronto; Donald M. Smith, CHAN-TV Vancouver, B.C.; Edward S. Rogers, Jeremiah Grafstein and Philip Lind, all of Rogers Telecommunications.

How much insulation?

The FCC gets varied responses in its inquiry into trusts and nonvoting stock and how they relate to multiple ownership

The FCC has received a cautious, but mostly negative, response to its proposal to take a harder look at voting trusts and nonvoting stocks as they relate to the multiple ownership rules.

In making the proposal, the commission apparently felt existing rules and policy do not adequately cover situations where some parties might be able to influence affairs of broadcast stations. At present, commission rulings on multiple ownership cases involving voting trusts and nonvoting stocks are made on an ad hoc basis, and most broadcasters and others filing comments in the proceeding felt that procedure was adequate.

Several groups, including Capital Cities Communications, Knight-Ridder and Times Mirror (filing jointly) and ABC pointed out the commission proposal was a marked change from past procedures.

"The commission has in the past properly emphasized the concept of 'control,' not 'influence,' in the implementation of the multiple ownership rules," the joint filing said. It is their view that the commission "has no proper role in regulating 'influence' that does not approach the level of control." Influence, they said, can "spring from an almost limitless variety of sources and is a concept virtually incapable of definition."

ABC said FCC concern with corporate ownership has traditionally been primarily directed to voting interests. Often the idea of trusts and nonvoting stocks is to insulate the owner from operations of the company. ABC said, however, the factor of size of interest may be important, "since it is contrary to common sense to believe that insulation can be effective if the interest is significantly large."

Where interest does not exceed 5% and where there is an express representation that it is for investment purposes only, ABC said, the commission should accept a conventional voting trust arrangement as adequate to insulate the beneficial owner for multiple ownership purposes. A greater than 5% voting trust arrangement should be handled case by case, ABC said, with the proponent "carrying a heavy burden to convince the commission that the trust arrangement is adequate to insulate the beneficial owner."

In this manner the commission will alert the industry that a voting trust arrangement which involves a substantial interest will not be easily approved, while not excluding the possibility of approval for such an arrangement in convincing circumstances, ABC said. Sometimes nonvoting stock can be influential and sometimes not, ABC said. ABC suggested it be examined on its own facts—the larger the interest the more likely the commission will find that it is cognizable.

Capital Cities was stronger in its opposition to tampering with trusts or nonvoting stocks. "We suggest it is ... short-sighted to prohibit or limit the use of these devices, because their elimination would encumber and perhaps render impossible large-scale transactions designed greatly to further the commission's traditional diversification goals." Moreover, further disagreeing with ABC, Capital Cities said the premise underlying the FCC proposals conflicts with the theory and practice of institutional ownership of broadcast stock, "because it assumes that these nonvoting powers are comparable to voting powers. If the rules are changed in order to embody the influence concept, a significant pool of capital which these investors control will no longer be available to the broadcast industry."

The American Bankers Association and others said trusts were important tools used in the settlement of estates and other circumstances. Prohibiting them from broadcast stock ownership while probably not legal would nonetheless be "disastrous for the broadcasting industry and the national economy." Any significant changes that would further restrict the ability of institutional investors to invest in broadcast stock would "have a major impact on the ability of broadcasters to raise capital and to maintain the value of their stock in the marketplace, the ABA said.

Network, program executives united against pressure groups; broadcaster aligns with ANA on clutter issue

CBS's Jankowski, Lorimar's Rich both decry organized attempts to enlist advertiser assistance in forcing programing change; Westinghouse's Baker, on the other hand, urges advertisers to help clean up clutter, back programing innovation

The country's biggest advertisers were exhorted last week to resist efforts of pressure groups to shape TV programing to suit their own preferences—and at the same time to stand up to the networks in opposing "clutter" and in demanding better programing.

The call for help against pressure groups came from Gene F. Jankowski, president of the CBS/Broadcast Group, and Lee Rich, president of Lorimar Productions. The call for help against the networks came from Win Baker, president of Westinghouse Broadcasting's Television Station Group.

Messrs. Jankowski, Rich and Baker spoke Wednesday at the windup session of the Association of National Advertisers' three-day, 69th annual meeting, held in Scottsdale, Ariz. ANA's 400-plus member companies account for an estimated 75% of all national advertising.

Mr. Baker told the ANA that "I didn't come here today to excoriate the networks for their failings." But, he said, "mainstream advertisers should be concerned with every minute of programing that airs on American television—you make our entire system of commercial broadcasting work—and you can be effective in making it responsible."

He blamed the networks for the growth of clutter, which he said "is a windfall for the networks" and "a disaster for the advertiser," and blamed "some network programers" for "the exploitation of sex" that, he said, has replaced "violence" in network schedules.

Mr. Baker credited advertiser resistance to programs offering "gratuitous violence" with helping to end that problem, and said that "I believe you *can* make the networks more responsive to [the clutter] problem—if anyone can."

Mr. Baker recalled that Westinghouse put the networks on notice early this year that its stations would "cover" with public service or public affairs announcements any network commercials exceeding the levels that existed Jan. 1 (BROADCASTING, Jan. 16). That effort to curb network commercial expansion failed, he said, "because each of the networks threatened the Group W stations with loss of the affected program if we carried out our plan.

"We were forced to abandon this attempt at controlling further proliferation when all three networks threatened us with the loss of NFL football. Obviously, we could find no adequate substitute programing ... Our acquiescence under pressure notwithstanding, our concern in this area remains undiminished."

In telling the advertisers that he felt the National Association of Broadcasters' recent clutter-control rules are "inadequate," he had an especially receptive audience, since ANA is on record—along with the American Association of Advertising Agencies—with a similar position.

"For my money," he said, "when we talk about program time we should stick with just that—not the promos, not the voiceovers, not even the credits, just the program itself." In this, too, his position jibes with ANA's. "After all," he said, "your money is at stake here."

Mr. Baker scoffed at the statement by Robert Mulholland, president of NBC-TV, that "the viewing public commands, and the broadcasters obey" (BROADCASTING, Oct. 16).

"I wish Bob's view of the way the system works was a true one," he said, "but it's this kind of talk and this kind of thinking that led Grant Tinker [of MTM Productions] to call the current television season 'the year of the stewardess' [and] 'the worst TV season ever.'"

"Bob Mulholland's statement notwithstanding," he continued, "of course it is


Jankowski


Rich


Baker

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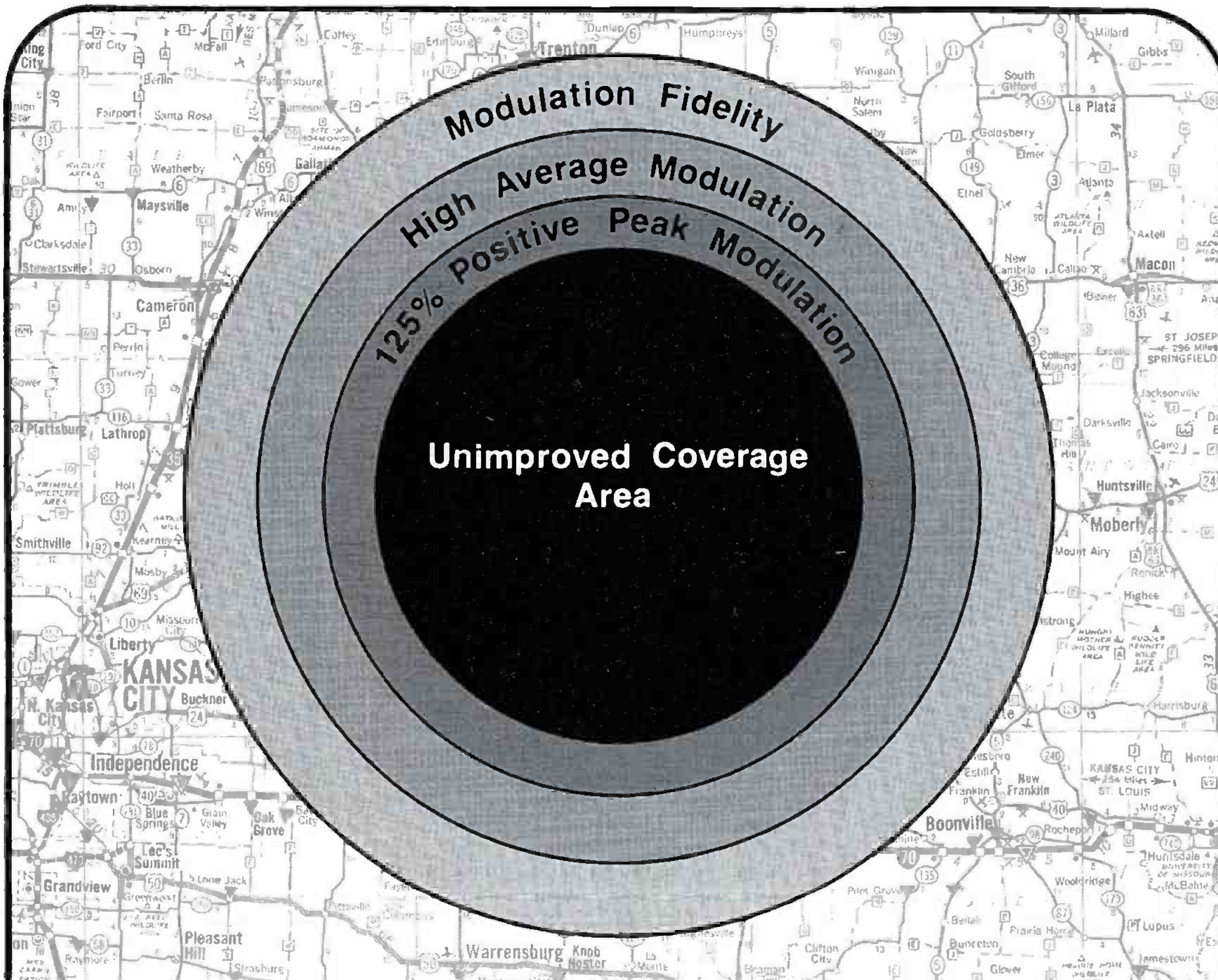

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*Harris developed and patented modulation techniques the networks' responsibility to lead the public to new dimensions of programing. John (or Jane) Q. Public never commanded CBS to gamble some years back with *All in the Family* or to move *60 Minutes* into prime time; NBC wasn't ordered by the public to go with *Little House on the Prairie* or *Holocaust*, and the public did not command ABC to try *Roots* or *Family*. The networks led the way—and that's the way it should be.

"The public has never led the way in creating new forms in any entertainment medium."

Mr. Baker took some comfort from the cancellations of such shows as *Flying High* and *American Girls*: "If we have learned anything from the current season, it is that the American public will not buy a steady diet of T&A and that sort of programing. Balance, diversity and imagination are the keys to successful network programing."

He said he hoped "a more equitable and balanced relationship" between networks and stations will come from the impending FCC investigation, initiated by Westinghouse.

"But a meaningful change will never come unless you also make yourselves heard," he told the advertisers. "I am *not* talking about censorship or threats, nor am I suggesting that you get back into the business of producing your own programing ... The networks have the potential to give us the type of varied and balanced programing that will succeed with the public. We have the responsibility to help see that they do it."

As for the future, Mr. Baker offered two choices:

"We can continue as we have done, enchanted by the siren song that says that what we have done in the past is good enough for the future, that we need not improve. If we follow that course, we will continue to encourage our viewers to seek alternatives to commercial television to satisfy their thirst for varied, balanced and better programing.

"But this need not be the future. If we take matters in hand, and respond to the needs and wants of the public, we can keep commercial television sound and healthy well into the next century, and make it an institution of which we can all be proud.

"You, the advertisers who make the system possible, have a responsibility to help make the system great. Your interests and the public good are intertwined. If commercial television is to have a future, it must respond to the needs of the public. You must see to it that it does."

CBS's Mr. Jankowski mentioned clutter only in passing in his prepared speech, concentrating on mutual advertiser and agency interests in opposing pressure groups and regulatory attacks.

He said he deplored efforts of pressure groups to get advertisers to withdraw their support "on the mistaken theory that we will cancel a movie or a special or a series because advertisers have withdrawn.

"We will not cave in to such pressure," he asserted.

"But I would be less than candid," he added, "if I did not deplore the action of the advertiser in withdrawing almost as much as I deplore the action of the pressure group."

Mr. Jankowski cited the Federal Trade Commission's proposals to restrict advertising to the young as "a fight that we're all in, and on the same side." He noted, too, that CBS had supported advertisers in some of their earlier fights, and felt it had helped to kill FTC's proposed ban on premium advertising and the FCC-FTC move against over-the-counter medical product advertising.

He also offered "a little of the CBS philosophy":

"The loss of one product category of advertising would not mean the end of broadcasting as we know it. That theory was amply demonstrated when $200 million of cigarette advertising left the air on Jan. 2, 1971.

"I should note, at least parenthetically, that the $200 million—and more—moved to other media, and that cigarette consumption is up, particularly among young people who probably never saw a cigarette commercial on television. So much for social engineering.

"What is at stake here is something bigger, a principle that affects all of us at this meeting. Briefly stated, CBS believes that if a product is legally manufactured and legally sold, it should be permitted to be legally (and truthfully) advertised ...

"If the target yesterday was over-the-counter medical products, and today it's children's television advertising, what will be tomorrow's target?

"That's why I say we're in this together. It may be a symbiotic relationship, but we do need each other, to resolve these mutual concerns."

Mr. Jankowski also tied the regulatory trends to possible trends in programing.

"If some of the activists, be they private or government, have their way," he said, "here are some of the potential results:

"The removal of some or all advertising support in the children's area will inevitably impact on both quantity and quality. With a lower financial base, children's television will not disappear, for example, but the quality of what remains will diminish.

"While the removal of advertising from other broadcast dayparts might not have a similar effect, CBS will continue to resist all efforts to remove truthful product advertising from television."

The "censorship efforts" of pressure groups, he said, form "a bigger issue."

"To remove the perceived ills of television programs would result," he said, "in a blandness unknown to any modern medium. I used the term 'perceived ills' for that is fundamental to television's problem of serving a mass audience. To remove all of the content perceived by some to be objectionable would, quite simply, destroy television.

"I am not overstating the situation. Read some of the quarter-million letters we receive each year. Less than 2% refers to that one word so dear to our critics, 'sexandviolence.' But that's a vocal 2%. Or those who object to an occasional damn, the portrayal of a black in a favorable way or an Indian in an unfavorable way. I could go on and on, but I think you understand. Bow to that sort of pressure and creativity is gone.

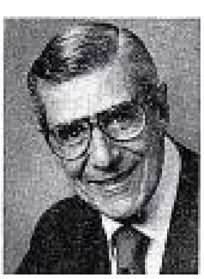
"The message is clear. There are those who, with the best of intentions, would stifle your ability to advertise as there are those who would censor our programing efforts. We're fighting those efforts on all fronts. We know that we are not alone."

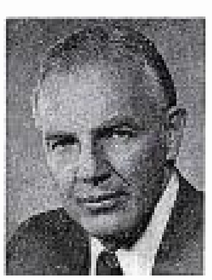
Lorimar's Mr. Rich also called on the advertisers to resist the "protests, threats and blackmail" of pressure groups, citing in particular the activities of the Parent-Teachers Association and the National Federation for Decency. Otherwise, he asked, "where does it end? Do they next tell you what to feature in your advertising? Do they tell you how to produce your commercials? Do they tell you how to write your ads?

"The problem is, they can go as far as you allow them to go."

Once pressure groups succeed, he said, "their appetites grow."

"These organizations all feel that they are self-protectors of the American public," he asserted, "and particularly the children of our land. Our children, in order to protect themselves and to learn, must be exposed to the broadest spectrum of knowledge, under the guidance of their





New leaders. Sanford Buchsbaum (l), Revlon Inc.'s senior vice president, advertising worldwide, was elected chairman of the board of the Association of National Advertisers last week at ANA's 69th annual meeting, held in Scottsdale, Ariz. He succeeds Chester R. Green of Kraft Inc.

Donald G. Goldstrom (r), vice president and director of advertising and marketing services, Armstrong Cork Co., was named vice chairman, and six new board members were elected. Peter W. Allport was re-elected president.

New directors are John H. Dowd, Hershey Foods Corp.'s Hershey Chocolate Co.; George P. Hinckley, Travelers Insurance Companies; Howard K. McIntyre, Schering-Plough Corp.'s Plough Inc.; Bryan Putman, Hallmark Cards; Thomas T. Ryan, Gillette Co., and E. W. Seay, Westinghouse Electric Corp.

Mr. Buchsbaum, the new chairman, is a past chairman of the ANA television committee and a former member of the board of governors of the International Radio and Television Society.

Is there a Donna in your life?

Not long ago she was a high-school teacher who needed her principal's permission to sing in Las Vegas.

Today Donna Fargo (she of the six gold and platinum records) sings wherever she pleases—and pleases a whole nation of viewers in the process.

Naturally, "The Donna Fargo Show" pleases them the most. For it's this new, half-hour musical series that best showcases the three-dimensional nature of her talent.

The series—now into its second 13 weeks of production—certainly shows her off as the fine contemporary singer she is.

It certainly demonstrates her gifts as a composer. She writes about 80 percent of her own material.

And—finally—it gives full rein to her magic as a major, new television star.

So it's not surprising that "The Donna Fargo Show" is already playing to enthusiastic audiences in 67 markets.

If your market isn't yet among them, you may be overlooking one of the year's most attractive new entertainments.

"The Donna Fargo Show"

An Osmond Television Production in association with Metromedia Producers Corporation.

METROMEDIA PRODUCERS CORPORATION

485 Lexington Avenue, New York, N.Y. 10017. (212) 682-9100.

parents and teachers."

Americans, Mr. Rich continued, are sophisticated about television, having lived with it for some 30 years and developed "no hesitancy whatsoever to turn it on, to turn it off or to change channels." They vote every night in this way, he said, and the results are known the next day.

"Their signals to us are so clear," he said, "that I don't know what all the hue and cry is about. What are the attacks on the networks, the attacks on the creative community, and the attacks on you, the advertiser, all about?

"Nothing gets a show off the air quicker than nobody watching. We all know that. And yes, I've heard the argument that 'I don't want my children exposed to that or to this.' What is the answer?

"The answer is, shut it off!

"If we don't use that Off switch to signal the broadcasters that change is needed in an orderly fashion, we can expect to throw away our First Amendment rights and be totally at the mercy of the vagaries of capricious, non-thought-provoking programing ...

"I say to everyone: You cannot allow a minority to determine the wishes of the majority. Groups can point out, and indeed should point out, those things that they feel are not good for us, those things that they feel are not in our best interest—things that can do us and our families harm. But at no time should they use blackmail or pressure on anyone.

"All of this is too reminiscent of the era of the House Un-American Activities Committee, the blacklisting, the violence in the name of wiping out racial prejudice in the 50's and 60's, and the violence brought about in opposition to the Vietnam War in the 60's and early 70's, and other forms of pressure which were methods of persuading people to adopt attitudes or practices regardless of what they may want. These pressures cannot, should not and will not be tolerated."

Opposing sides overwhelm FTC with comments on children's ads

Industry sticks to its oft-stated arguments that the commission has no business regulating in this area; ACT sends in reams of research to support its case

A landslide of paper descended on the Federal Trade Commission at last week's deadline for filing comments in the children's advertising proceeding. It was much more paper, in fact, than the commission staff could handle and few of the documents filed at deadline had been put on the public record late last week.

The position taken by most broadcasters was summed up by the National Association of Broadcasters, which in its comments said the FTC proposal would "deprive broadcasters, advertisers and viewers of truthful commercial messages, and, in the process, seriously disrupt the workings of the marketplace and hamper the broadcaster in his endeaver to provide quality children's programing." Further, it said, "there is absolutely no justification for establishing the FTC as a combination national nanny and bureaucratic nutritionist."

The advertising industry, which submitted a joint nonlegal document supporting the positive side of advertising to children (BROADCASTING, Nov. 27), continued to emphasize in its formal comments what it called a "biased view" by the commission. The American Advertising Federation said the staff report on children's advertising "is a hopelessly one-sided document which, by both commission and omission, presents a distorted picture of the facts and the law. In our opinion rulemaking should not be conducted in this fashion for to do so denigrates the integrity of the administrative process, creates ill will and undermines public and industry confidence."

One of the most active forces on the other side of the picture, Action for Children's Television, urged the commission to adopt trade regulation rules including a ban on all child-directed commercials "when the total viewing audience is composed of 40% or more children." ACT defines a children's program as one having an audience of 40% or more children.

ACT said the FTC should declare television advertising directed to children an unfair and deceptive trade practice because "empirical evidence has demonstrated that children are cognitively incapable of evaluating advertising claims and are thus unjustifiably manipulated and exploited by television advertisements" and because much advertising directed to children "encourages the consumption of products that can have a negative impact on health." ACT said since the "ultimate responsibility for purchase decisions lies with parents, there is no acceptable justification for targeting advertisements to children."

Besides a 200-page brief, ACT filed with the commission several cartons of data from four new ACT-commissioned studies. They purported to show, among other things, that food commercials contradict the dietary goals for the United States issued by a Senate committee on nutrition and that public service announcements and negative parental comment do not adequately counteract the "strong desire for sugary foods which TV commercials create in children."

In contrast to NAB comments which said the industry, mostly through the NAB code, regulates itself, ACT said the industry "has never effectively policed its own practices ... and that self-regulation does not provide adequate remedies to the problems addressed in the rulemaking procedure."

Analysis of child-oriented commercials suggests that children are given "little consumer information, few facts about the price, durability or nutritional value of a given product," ACT said. ACT said further that the proposed regulations are consistent with the First Amendment because it offers no protection for deceptive commercial speech: "Since it has been shown that televised advertisements directed to children are inherently deceptive ... it must be concluded that a ban on children's advertising presents no problems under the First Amendment."

The proposals, ACT said, are "a very modest step. They will not ban sugar; they will not even prohibit the advertisement of sugared foods. The rules merely attempt to prevent children from being excessively exposed to televised ads for sugared foods."

Metromedia said television has been responsive to the needs of children and that the commission cannot prohibit advertising directed to or seen by children "without producing a marked decline in the quantity and quality of children's pro-

Movie-type ratings for television?

Westinghouse's Baker reveals that MPAA system has been urged on NAB by ANA and endorses idea; code official denies consideration

The Association of National Advertisers has proposed that broadcasters set up a program classification system similar to the "G," "PG," "R"—but presumably not the "X"—ratings used by the motion picture industry.

Win Baker, president of Westinghouse Broadcasting's Television Station Group, made that disclosure during a speech at the ANA's annual meeting last week (also see page 30). He said the proposal was made to the National Association of Broadcasters last July and that it is "still under consideration" there. ANA sources confirmed that such a proposal was made and is still pending.

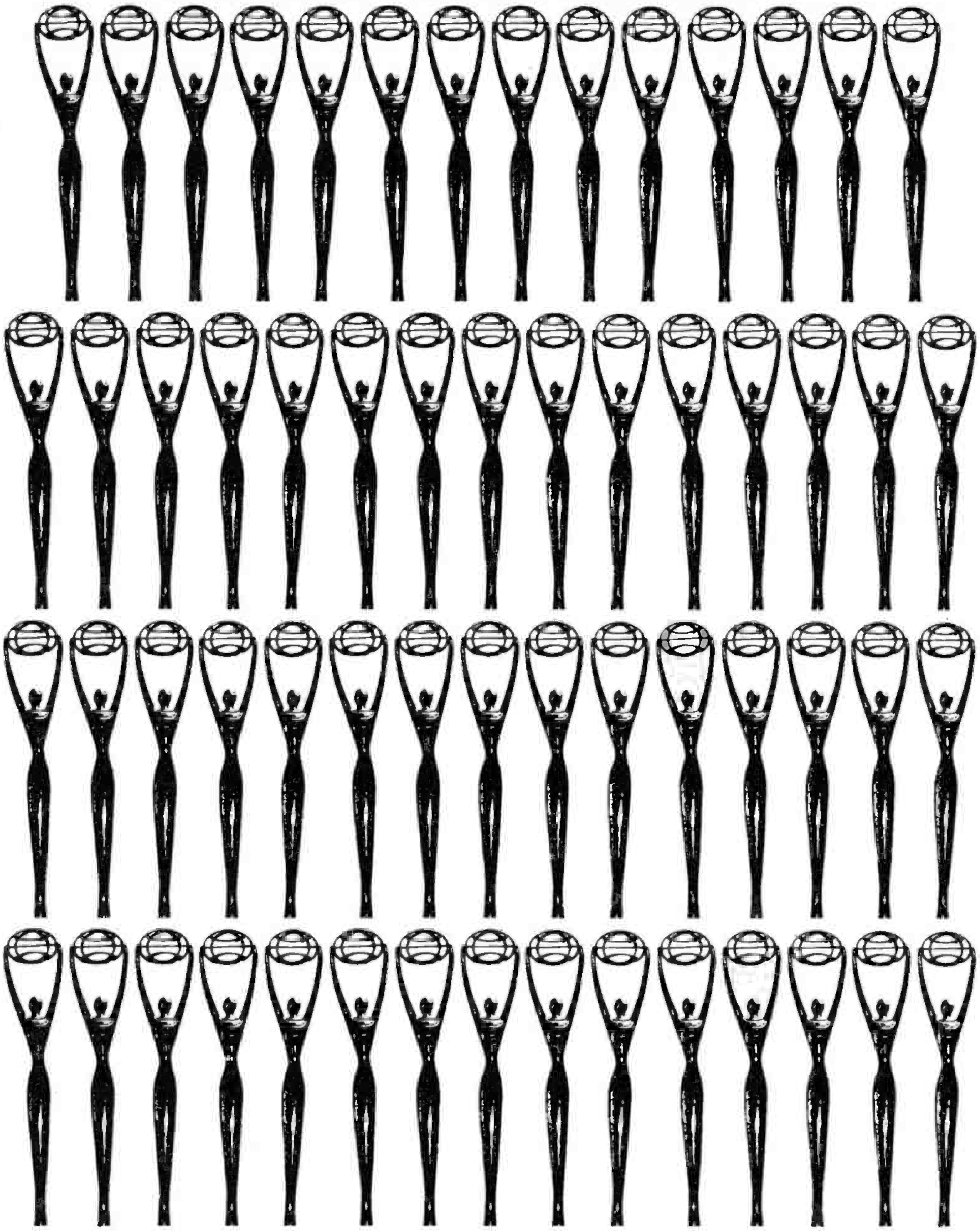
Mr. Baker praised the ANA for the move. "We at Group W," he said, "heartily endorse any worthwhile attempt to make the NAB more responsive to the needs of the public. We admire the ANA because it has proposed a system of *voluntary* self-restraint.

"Voluntary, without coercion, and with the best interest of the public in mind, the broadcasters of this nation, under this plan, would undertake to prescreen their programing and advise the public of how appropriate individual shows might be for them and the members of their families."

Westinghouse is a member of NAB but its TV stations are not subscribers to the NAB TV code, which Westinghouse says is looser than its own standards.

Richard Burch, assistant general manager for the NAB Code Authority, said in New York last week that the idea of such a ratings system has cropped up from time to time in the past, but has never been given serious discussion by NAB or the NAB TV code board. Nor is he aware of any plans to explore the suggestion in the future.

FOR BELIEVERS IN COINCIDENCE:



ALL 59 U.S. CLIO AWARD-WINNING TELEVISION COMMERCIALS FOR 1978 ORIGINATED ON FILM.

Kodak

graming. Moreover, the promulgation of children's advertising bans or restrictions would violate the free speech rights of broadcasters, advertisers and program producers as well as the rights of child and adult viewers."

Assuming, Metromedia said, that the commission does come out with a rule on children's advertising, "it should not proceed from a definition of children's programs which is based on audience composition. The existing FCC definition which focuses upon programs designed for children is the only meaningful and sensible definition." Any audience-composition approach would be "unworkable, unconstitutionally vague" and place independent stations at a disadvantage, Metromedia said.

CBS said two strains "clearly emerge" from the FTC's staff report—a concern about children's eating habits and a concern about children's relationships with their parents, both of which "converge into a more deep-seated concern about the influence of television on children's lives."

The company said it shares the concerns of the staff and petitioners about cavities, diabetes, heart disease and hypertension, "but we do not believe that, if children were eating pancakes smothered with maple syrup for breakfast or homemade ice cream after dinner, anyone would rise with righteous indignation to condemn the consumption of sugar or sugared products." American eating habits are changing, away from home-prepared meals toward "fast food" establishments featuring snack-type foods and sweetened beverages, CBS said.

"We do not believe it is the role of this commission to attempt to change or control the preferences and values of the American people. Its mission is to assure the free flow of information about available choices, not to dictate those choices."

Taking advertisements to young children off television will not stop those children from seeing and wanting a variety of things their parents would prefer them not to have, CBS said, and taking advertisements for sugared products off television will not stop children from eating candy. Television, the company said, should not be used by government for "social engineering. If the government can mandate that nutritional information must be broadcast, it can mandate that other information be broadcast," CBS said.

The Association of Independent Television Stations said the rule would "significantly decrease the amount and quality of children's programing, and would have particularly discriminatory and harmful effects upon independent television stations, which program children's and family-oriented shows as a major part of their efforts to compete with network affiliates."

In another area, NAB said the FTC staff is on "shaky ground at best" in alleging that young children are unable to understand the selling purpose or message of a commercial or that there is no consensus among the scientific community that the products targeted by the staff are special contributors to childhood tooth decay or that products advertised on television to children are highly cariogenic. NAB said the staff may not be correct in alleging that substantial evidence exists demonstrating correlations between consumption of sugared foods and tooth decay, commercials for sugared foods and tooth decay, or children's television commercials for sugared foods and children's eating habits.

"In sum," NAB said, "there is no evidentiary support for the staff's new image of the FTC as national nanny and national nutrionist rolled up in one."

Christmas gift for stations in St. Louis: strike at the newspapers

Shutdowns there boost spending, particularly by retailers, on radio and television advertising

The recent New York newspaper strike is being reprised in St. Louis where another pressmen's walkout has blacked out the two major dailies and has pushed television and radio into the limelight as vehicles of news and advertising.

The strike by pressmen at the *St. Louis Post-Dispatch* on Nov. 20 also shut down the *St. Louis Globe-Democrat*, which is printed under contract at the other newspaper's plant. An immediate effect of the labor dispute, according to one St. Louis advertising specialist, was to pour more than $300,000 into other media, principally television and radio.

"That was the first wave," he said last week. "The second wave is expected to begin some time in early December, unless a settlement is reached which seems unlikely at this time."

Television and radio station officials are agreed that the added money in the first two weeks of the strike came principally from old-line retail customers strengthening their schedules. If the strike persists, they said, they expect both established clients and those rarely in broadcast to scramble into television and radio to advertise their merchandise for Christmas shoppers.

As in New York, the St. Louis strike erupted when stations were in substantially strong sales positions. A number of St. Louis stations acknowledged that they have raised rates in conformity with their grid cards for new clients without franchises, but have attempted to hold the line for established customers.

Among retailers cited for their beefed-up advertising on television and radio during the past two weeks were Famous-Barr, Stix-Baer-Fuller, May Co., J.C. Penney, Zaire's, K-Mart, Target Stores and Sears, Roebuck.

The St. Louis pattern thus far differs from New York in that amusement firms have not rushed in to advertise their presentations. One station executive said that "St. Louis is not the tourist attraction that New York is and perhaps the amusement people are holding back until a few weeks before Christmas."

One indication of the heightened TV activity came from Harold E. Protter, vice president and general manager of KPLR-TV, who said the station's TV commercial production business "has at least doubled." (Executives at other TV stations said they were delighted to hear that because an increase in commercial production at the KPLR-TV facilities means advertisers there will be placing new business). Mr. Protter reported that through Christmas, time on KPLR-TV is more than 90% sold out.

Rod Perth, director of sales for KMOX-TV St. Louis, said early reaction to the strike came from regular customers conversant with the television medium but now there are inquiries from other advertisers. He added that KMOX-TV has expanded its 10-10:30 p.m. weekday news program to one hour (to 11 p.m.). Mr. Perth explained that the news emphasis has been revised to include more county and community news usually found in the newspapers.

Similarly, KSD-TV St. Louis has lengthened its 10-10:30 p.m. news segment to 11 p.m.; has added news inserts throughout the day and has started a one-hour program called *Sunday*, which will be carried from 11:30 a.m. to 12:30 p.m. on that day. It will feature columnist and writers from the two idled newspapers.

"We've had a spurt in business because of the strike," commented Ray Karpowicz, vice president and general manager of KSD-TV. "This year will be the best we've ever had in retail advertising."

Dick Williams, director of sales for KTVI(TV), said the station has experienced a "good increase" from regular advertisers and has taken order for new business not generally on the station. He noted that the station is virtually sold out in prime time now and said if the strike is not settled within the next week or so, new-to-TV advertisers will be knocking on the door.

From radio station reports, the amount of advertising on that medium has climbed comfortably. Robert Hyland, CBS regional vice president and general manager of the station, said KMOX(AM) already was "practically sold out," but reported the strike has brought an influx of business, mainly from regular advertisers. He said the station is trying to accommodate as many advertisers as possible.

Mr. Hyland pointed out that KMOX has not added to its news coverage because it already provides a heavy dose of news and information. But he said there have been some refinements, with addition of death notices, reading of the comics and an accent on community-oriented developments.

Edward Newsome, general manager of KSD(AM), said increased business has derived primarily from its established retail clients but believes other advertisers will come in as the strike becomes extended. He said the station is "nearly sold

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RADIO NEWS SERVICE

"The kind of news networks don't supply."

Joe Gries, General Manager, WBRE, Wilkes Barre, Pennsylvania

Like a look at what's ahead for us in 1979—developments we can expect, trends worth watching—instead of the standard recap of what happened last year. This fascinating look ahead will be part of the Monitor Radio News Service tapes soon. If you act now you can have this and other fresh, vital news features to open the new year.

Monitor meets a need

For more than 240 stations in North America and overseas, the Monitor Radio News Service meets a real need. "It's like adding three reporters," says an operations manager of a station in California. And in Atlanta, an operations director says the Monitor has ". . . consistently high quality features . . . the kind of quality service we've been looking for."

Positive audience reaction

Advertisers as well as listeners respond to the Monitor's fine reputation. A General Sales Manager in Michigan comments, "Out of all the syndicated services to come down the pike, I would say the Monitor's is by far the most professional, most interesting, and best received we've ever run."

As for selling the News Service, this same manager continues, "We've had a great deal of success in selling the News Service to a variety of clients. All of them got response. . . . We're delighted."

Here are the facts you should know

The Radio News Service is part of The Christian Science Monitor—and carries all the credibility and prestige of that award-winning daily world newspaper. Weekly tapes of 20 news and feature stories researched by Monitor correspondents—and adapted for radio by broadcast writers—are sent to client stations throughut the U.S., Canada, and overseas. You'll hear news analysis, trends, interviews, consumer tips, and stories about education, urban problems, energy solutions, and other topics of strong listener interest.

Stories range in length from 45 seconds to two minutes, many with actualities. They're already being used by stations with formats from contemporary to all-news to country, in markets of every size.

Two payment options

Client radio stations have two options for payment: Commercial time for the Monitor or a cash payment.

For more information . . .

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The Christian Science Monitor
Radio News Service
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Please send me further details about
The Christian Science Monitor Radio News Service.

Name (please print)

Title/Station/Network

Address

City State ZIP

Telephone

out," but insisted that the commercial load of 18 minutes per hour will not be increased. The station has not expanded news coverage, he said, because "our listeners tune us in for our music; we feel that if we add news they will tune us out."

Charles P. Stanley, vice president and general manager of WEW(AM), anticipates that December will be "the biggest in our history." He said the station plans to add some commercial positions to accommodate old and new retail clients.

Liquor-ad laws about to get a going-over

Forty-year-old regulations of Bureau of Alcohol, Tobacco and Firearms are put up for review

Government rules and regulations on alcoholic beverage advertising have been more or less unchanged since just after Prohibition, more than 40 years ago. But with the advent of television and for other reasons, the Bureau of Alcohol, Tobacco and Firearms decided to take a look at them.

BATF's Robert Maxwell said all federal rules and regulations governing liquor advertising are under review and the public may file comments until Jan. 13. Although comments may be on any aspect of liquor advertising, the bureau has asked specifically about a number of areas, including comparative advertising. Several months ago there was a flare-up of publicity in that area when the Federal Trade Commission asked BATF to amend its regulations to allow more comparative advertising.

At that time, BATF said companies could compare their products against other companies' products in advertising as long as they did not "disparage" the other products. Now, the bureau has asked for comment on what might constitute "disparagement." BATF also asked for help in defining "obscene and indecent" advertising and deciding between "mere puffery" and "substantial statement."

The object, BATF said, is to focus its attention on "false and/or misleading advertising" and eliminate detailed regulatory requirements.

After the public comment period, Mr. Maxwell said the bureau would "almost surely" hold hearings in several parts of the country, possibly as early as March or April of next year. After that, BATF will evaluate written and oral comments and issue a proposed rulemaking. The comment process would then start over.

Mr. Maxwell said he had no idea what direction the bureau would go—whether it would regulate further, deregulate or just tighten up the current regulations it has. In any case, he said it was an "extremely high priority" proceeding.

Other issues the bureau has said should be considered by those filing comments include the ban on the word "pure," restrictions on advertising using "sex appeal" and the use of athletes in liquor advertisements. Mr. Maxwell said BATF asked for comments on whether some press releases from liquor companies should be considered as advertising.

FTC law judge throws out AMA ban on advertising by physicians

Ruling says prohibitions were anticompetitive and harmed consumers; case must still go before the full commission

A Federal Trade Commission administrative law judge has ruled that the American Medical Association cannot bar doctors from advertising their services.

The decision was made by Judge Ernest Barnes and has been passed on to the commission. If the commission accepts Mr. Barnes's ruling, the AMA will probably appeal the decision to the U.S. Court of Appeals.

This initial decision is based on a complaint by the FTC on Dec. 19, 1975, charging the AMA, the Connecticut State Medical Society and the New Haven

American International Television

AI TV

PRESENTS

THE RACERS
ALL NEW

HOSTED by CURT GOWDY

Daytime STAR

HOSTED by JOHN GABRIEL of RYAN'S HOPE

A WEEKLY IN-DEPTH SERIES HIGHLIGHTING THE FASCINATING WORLD OF MOTOR SPORTS COMPETITION

Now in its 3rd year... with 15 brand-new 30-minute episodes

Each episode features some of the world's greatest motor sports competitors...in sports cars, stock cars, drag racers, powerboats, motorcycle or snowmobile racing. A variety of America's best racing action, finest race courses and most important racing events.

Each episode follows the drivers from the hours before the race, through its ultimate conclusion, exploring the human element of this most dangerous and demanding sport through the eyes and actions of its finest competitors. The audience witnesses the hopes, fears, triumphs and disappointments that are part of every race.

THE RACERS is proud to have *Curt Gowdy* as its host this season. Participating with Curt each week, will be a different expert commentator—a famous race driver, or personality involved in motor sports to join Curt in calling the action.

A SERIES OF ONCE-A-MONTH 60-MINUTE TALK-VARIETY SPECIALS WITH GUEST STARS FROM THE WONDERFUL WORLD OF "SOAPS"

Over 20 million people follow "soaps"...a special fan that gives you raves and ratings

Here are the soap stars with their hair down and their spirits up! Talking about their private and TV lives. Explaining what it's like to be two people at once. Singing, performing, having fun, telling it like the audience wants it to be.

A made-to-order audience with a beautifully made show, artfully developed to capture the special qualities that make all of these performers popular soap stars. The show moves fast from performer to performance and everybody gets into the act. It's a crackling, sparkling, bubbling 60-minutes, available as a once-a-month special.

John Gabriel is the perfect host for a soap spectacular. He's starred in *Love of Life, General Hospital* and is now playing *Senecca Beaulac* on *Ryan's Hope*. He has also hosted the Hollywood-based talk show *Good Company*.

EVERYONE WINS WITH THE "RACERS" AND "DAYTIME STAR"

Screening cassettes available.

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County Medical Association Inc. with preventing or hindering competition among doctors by prohibiting them from "soliciting business by advertising or otherwise, engaging in price competition and otherwise engaging in competitive practices." Among other things, the complaint said consumers have been "deprived of information pertinent to the selection of a physician and of the benefits of competition."

One of the conclusions of the administrative law judge's decision was that the AMA, which has some 170,000 members, has "hindered, restricted, restrained, foreclosed and frustrated competition in the provision of physicians' services throughout the United States and caused substantial injury to the public."

He found that the ethical restrictions on advertising and solicitation seek to prevent any doctor from presenting his name or information about his practice to the public in any way that "sets him apart from other physicians." Through organizations, interrelationships, enforcement of ethics proscriptions and other things, the respondents have "acted in concert to restrain competition among physicians," the judge said.

Still growing strong

Statistical Research Inc., Westfield, N.J., last week issued its fall 1978 RADAR radio usage report, highlighted by additional evidence of growing listenership to FM stations and of increased listening to radio outside the home by employed women.

The study reflects an average of two four-week surveys, conducted by SRI in February-March 1978 and in September-October 1978. The network radio audience reports, showing station clearance of programs and commercials, will be released in January.

The report indicates the weekly reach for total radio among persons 12 years or older is 96%. The weekly reach is 73% for stations affiliated with ABC, CBS, Mutual or NBC. On a projected basis, according to SRI, the weekly audience for the networks is about 130 million persons and for all radio, an estimated 169 million.

Discussing the growth in FM listening, SRI said the FM share has risen from 25% of the national radio audience in 1972 to nearly 50% in 1978.

RADAR audience estimates
Monday-Sunday

Daypart	FM share of total radio usage
24 hour day	40%
6 a.m. to midnight	49%
6 a.m. to 10 a.m.	40%
10 a.m. to 3 p.m.	50%
3 p.m. to 7 p.m.	52%
7 p.m. to midnight	58%

Programing

Sweeps over; the outcome was never in doubt

ABC clinches first place with win in last week; CBS takes second while its '60 Minutes' is distinguished as top-rated show

In the waning days of the November sweep period, ABC-TV all but clinched an easy prime-time ratings victory for the month while CBS-TV held the edge over NBC-TV for second place.

Average ratings through Monday, Nov. 27, gave ABC a 20.8, CBS an 18.3 and NBC a 17.7. Local overnight ratings for Tuesday, Nov. 28 (the final night of Arbitron's sweep measurements) showed ABC trouncing all competition as usual with its powerful series line-up. NBC in turn crushed CBS with a three-hour airing of "Patton."

For the close-out of A.C. Nielsen's sweep on Wednesday, NBC placed its come back hopes on a made-for-TV movie, "Someone's Watching Me," with Lauren Hutton. CBS hoped to hold its lead with a Fat Albert cartoon special and the popular theatrical release, "Billy Jack," and ABC planned adding insult to injury with a two-hour episode of *Eight is Enough* and a Barbara Walters special.

ABC fattened its already-bulging margin with a 19.9 average rating for the week of Nov. 20-26. CBS and NBC each finished with an 18.4. Specials still sprinkled the schedules of the last two networks, although less so than in previous sweep weeks. ABC stunted not once and took Tuesday, Wednesday, Thursday, Friday and Saturday nights.

The week's top 13 programs, in fact, were all series, and CBS's *60 Minutes* led the pack—the first time a regularly scheduled news program has achieved that distinction, according to CBS. The program scored a 29.6 rating and a 45 share, five-and-a-half rating points above its season-to-date average and 16.6 rating points above its lead-in, the *CBS Evening News with Morton Dean*.

CBS research was still trying last week to find an explanation for the record performance. Against *60 Minutes,* ABC's *Hardy Boys Mysteries* had a typical 13.0 rating, while NBC's *Walt Disney,* which enjoyed a huge football lead-in, had a slightly lower than usual 17.3. Segments on *60 Minutes* that night dealt with property settlements for cohabitating but unmarried couples, Boston Pops conductor Arthur Fiedler and Communist efforts to revitalize Calcutta, India.

Sixty Minutes' victory carried the shows that followed it, *All in the Family* and *Alice,* to the number two and three positions on the week's top 10 list, followed by ABC's *Three's Company, Laverne and Shirley, Charlie's Angels* and *Happy Days,*

NBC's *Little House on the Prairie*, CBS's *M*A*S*H* and ABC's *Eight is Enough*, in that order.

All in the Family and *Alice* again crushed ABC's *Battlestar Galactica*, holding it to a 28 share. The top-rated special of the week was NBC's Steve Martin special on Wednesday, which placed 14th on the list with a 36 share.

Among the week's other notable performances:

- ABC's Tuesday-night blockbusters were held to lower-than-usual averages by NBC's 33-share segment of the miniseries, *Greatest Heroes of the Bible*, which on the previous night also scored a 33 share, and concluded with a 32 on Wednesday. That combined with ABC's series helped murder CBS's *The Pirate*, which came in with Tuesday and Wednesday shares of 25 and 24, respectively.
- Several struggling series continued tc struggle. CBS's *Paper Chase* was the least-watched show of the week with a 16 share on Tuesday; nonetheless, the network announced the program had been renewed. "We feel that *Paper Chase* is a series of quality and distinction," said Robert Daly, president of CBS Entertainment, "that there is an audience for it and that this series deserves every chance to succeed."

NBC's *David Cassidy-Man Undercover* was next to last with a 23 share on Thursday, just below that network's *Who's Watching the Kids*, which had a 22 on Friday. *Kids'* lead-in, *Diff'rent Strokes*, pulled a 28 share in its first outing against regular competition, beating ABC's 25-share *Donny and Marie* but losing to CBS's 32-share *Wonder Woman*. CBS followed *Wonder Woman* with a 31-share episode of *The Incredible Hulk*, but *Flying High* dropped to a 23 share at 10-11 p.m. NYT.

- On Sunday, ABC pulled a 30 share with its critically acclaimed TV movie about the child custody battle of a lesbian mother, "A Question of Love." NBC pulled a 33 share the same night with its disaster epic, "A Fire in the Sky."

'America Alive' dies quick death

NBC's try at a new midday format fails in ratings; games brought back

NBC-TV last week canceled its new midday series, *American Alive*, and went back to the tried and true, game shows.

The experimental, daily program, hosted by Jack Linkletter, is to have its final broadcast on Friday, Jan. 5, 1979. Replacing it will be *Jeopardy* at 12 noon-12:30 p.m. NYT (currently scheduled at 10:30-11 a.m.), and a revival entry from Goodson-Todman Productions, *Password '79*, at 12:30-1 p.m.

Another new game show, *Hollywood Secrets*, moves into *Jeopardy's* former time period. A Michael Hill-Bob Eubanks production, *Secrets* gives contestants the opportunity to "test their knowledge and instincts about some of their favorite celebrities" along with weekly panels of five guest stars. Mr. Eubanks will be host; Allen Ludden resumes his role as host of *Password*.

America Alive premiered July 24 and has been at or near the bottom of daytime ratings since, averaging a 3.2 rating and 14 share through Nov. 17. The program recently shifted to a guest-star oriented format in an attempt to reverse its fortunes, shortly after Michael Brockman, NBC's vice president of daytime programs, said it faced cancellation in January ("Closed Circuit," Oct. 9).

Local station, TAT working on TV pilot

WCVB-TV Boston's 'The Baxters' is being readied for national try

One of the major production companies in the country is teaming up with one of the minors, with hopes of turning a local weekend show into a nationally syndicated access program.

Norman Lear's TAT Communications (*One Day at a Time, The Jeffersons*) last

The Baxters

week formalized its involvement with BBI Productions (WCVB-TV Boston) to produce a pilot for a weekly series developed from *The Baxters*. The co-producers hope to have it ready by the March annual meeting of the National Association of Television Program Executives.

The Baxters was launched a couple of years ago as a five-minute feature on WCVB-TV's *New Heaven, New Earth* religious program. First a comedy/drama about a family grappling with religious issues, the segment subsequently was developed into a half-hour show going beyond spiritual issues and including audience participation.

Currently, *The Baxters* (6:30 p.m. Sundays) uses a family to dramatize issues ranging from premarital sex to the Equal Rights Amendment. That's the first live-on-tape 15 minutes or so, with the remainder providing a forum for members of a studio audience to voice their opinions. In certain cases, such as one show dealing with California's tax-cutting Proposition 13, experts are brought in for discussion.

BBI will provide its experience in drawing up the entertainment/public affairs vehicle, with TAT handling the actual production. The seed money for the project also is TAT's.

Similarly, BBI will assist TAT in clearing the program locally. In particular, BBI will service the markets, training stations how to use the studio audience.

According to a BBI spokesman, *The Baxters* has been averaging a 9 or 10 rating, second in its time period in the Boston market. He characterized the program as having a "very healthy audience," although "not a blockbuster." Credited with developing the program locally was Hubert Jessup, producer, and Bruce Marson, BBI program manager.

A first for Brando. Acting superstar Marlon Brando has been signed to appear in the final episode of ABC-TV's *Roots: The Next Generations*, scheduled to air Feb. 25, 1979. Mr. Brando, who sought a "small but meaningful role" in the miniseries, was assigned to portray George Lincoln Rockwell, the late fanatical leader of the American Nazi Party. "Roots" author Alex Haley once interviewed Rockwell for *Playboy* magazine. Rockwell had demanded his interviewer not be Jewish, according to ABC, and when Mr. Haley showed up, held him at gunpoint throughout their meeting. James Earl Jones portrays Mr. Haley in the David L. Wolper production, which marks Mr. Brando's TV debut.

So-so ratings for OPT's 'Immigrants'

Sweep-period competition from the networks keeps numbers down

While not providing the same ratings punch of its earlier projects, Operation Prime Time's latest effort, the two part *The Immigrants*, appears to have held its own against strong competition from ABC, CBS and NBC.

As the Nielsen overnight ratings for the two two-hour episodes came in, OPT backers were expressing satisfaction in light of the sweep-period programing it faced.

At WPIX(TV) New York, the MCA TV/Universal dramatization of the Howard Fast novel came in third, beating only ABC for the first telecasts of part one Nov. 20 and part two Nov. 27. It averaged a 14 rating/20 share and a 14/19 for the respective Monday 8-10 p.m. time periods. Repeats the following Tuesdays earned a 5/8 and a 4/6.

At WGN-TV Chicago, *The Immigrants* couldn't beat the networks at 8-10 p.m. and took a 15.7/21 for part one Nov. 20 and 11/16 the following day.

At KTVU(TV) San Francisco, the Tuesday, Nov. 21, scheduling of part one at 8 p.m. took second, 13.4/21, after ABC (which had *Happy Days, Laverne and Shirley, Three's Company* and *Taxi*). The following Tuesday it came in third with a 14.3/22. A Thursday, Nov. 23, repeat

Someone at the Top of the Stairs

the Next Victim

ANATOMY OF TERROR

A PLACE TO DIE

The Double Kill

THE EYES HAVE IT

Murder On The Midnight Express

THE THRILLERS

Exceptional Made-For-Television Movies

MIRROR OF DECEPTION

KILLER WITH TWO FACES

IF IT'S A MAN... HANG UP!

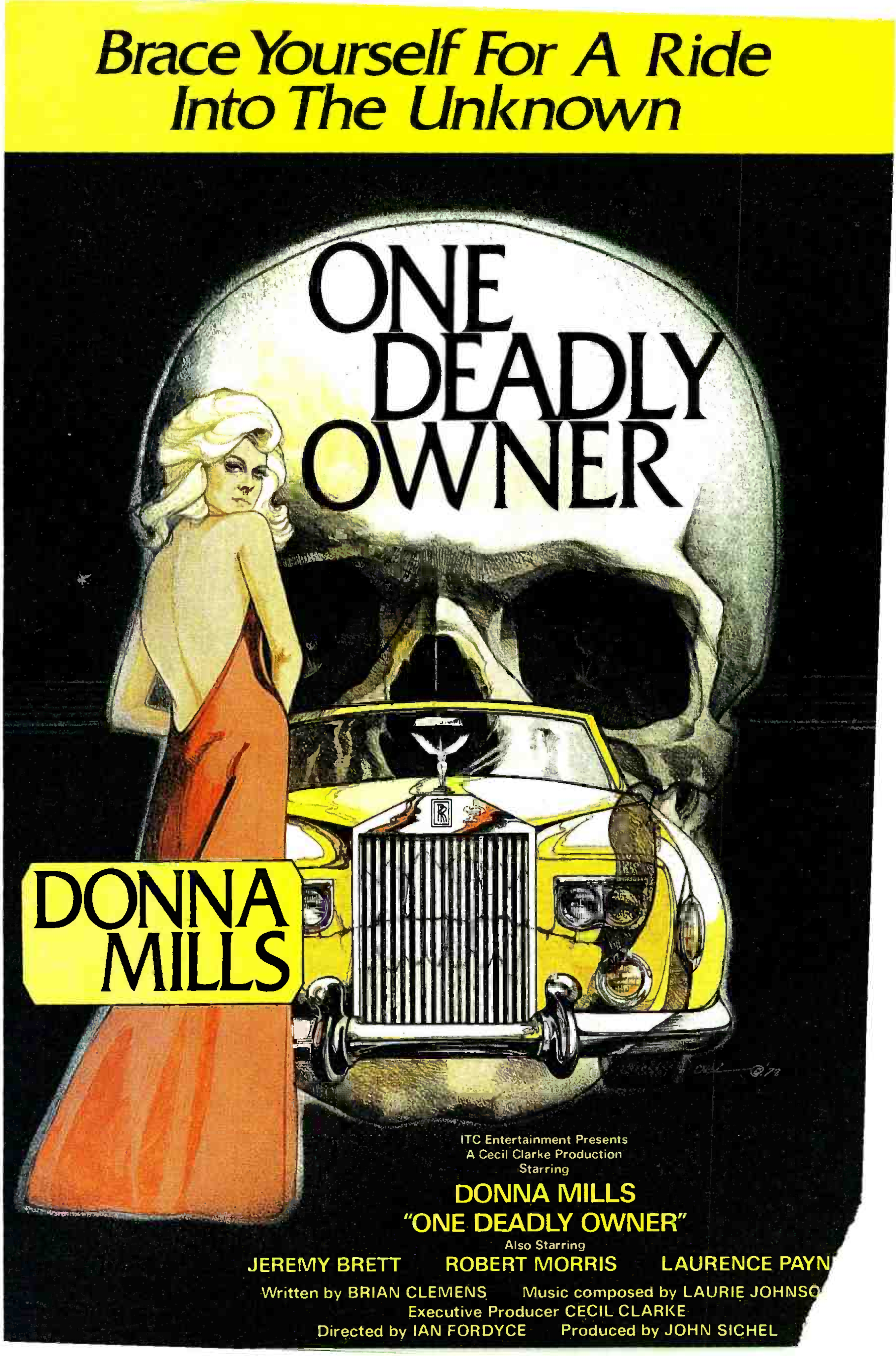
ONE DEADLY OWNER

COME OUT, COME OUT, WHEREVER YOU ARE

A Killer In Every Corner

Spell of Evil

THE DEATH POLICY


Brace Yourself For A Ride
Into The Unknown
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DEADLY
OWNER
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MILLS
ITC Entertainment Presents
A Cecil Clarke Production
Starring
DONNA MILLS
"ONE DEADLY OWNER"
Also Starring
JEREMY BRETT
ROBERT MORRIS
LAURENCE PAYN
Written by BRIAN CLEMENS
Music composed by LAURIE JOHNSO
Executive Producer CECIL CLARKE
Directed by IAN FORDYCE
Produced by JOHN SICHEL

MURDER IN MIND

MURDER MOTEL

THE SAVAGE CURSE

Not Guilty!

The Carnation Killer

I'M THE GIRL HE WANTS TO KILL

SSESSION

Suspense
Drama
Supernatural
Breathtaking
Telekinetic
Baffling
Absorbing
Eerie
Diabolical
Mystery
Spine-Tingling
Occult
Sinister
Gripping
Compelling
Intrigue
Exciting

Melody of Hate
The Killing Game
Kiss, Kiss, Kill, Kill!
The Devil's Web
Sleepwalker
Dial a Deadly Number
In the Steps of a Dead Man
Murder Is A One-Act Play
Cry Terror!
Look Back In Darkness
Appointment with a Killer
Sign it Death!
Once the Killing Starts
Screamer
Death in Small Doses
Terror From Within
Death in Deep Water
File It Under Fear
Only a Scream Away
Color Him Dead
The Fear Is Spreading

earned an 8/15; the rerun of part two was scheduled last Thursday.

How KCOP(TV) Los Angeles will fare, in the other market with overnights, remains to be seen. That station has scheduled the OPT project for later.

In at least one market, however, an early report put the OPT venture in first place. An Arbitron coincidental rating taken for WHC-TV Pittsburgh gave *The Immigrants* a 31/51 for part one Friday, Nov. 24, from 9-11 p.m., and during the same time period the following day a 33/53.

Ninety-one stations, including 25 independents, comprise the OPT line-up for *The Immigrants.*

Paramount gets serious with 'Make Me Laugh'

Paramount Television, a leader in distribution of off-network series, is branching out into first-run syndication.

Its first project in that area is *Make Me Laugh,* a daily strip. And the first takers, who also will be investing production money, are the members of the Program Development Group comprising the five Field stations, WPIX(TV) New York and KTLA(TV) Los Angeles.

The series, beginning with an initial 13-week commitment (including four reruns), is a revival of the same game-show concept ABC-TV used for a short-lived series in 1958. For contestants, the object is to keep a straight face longest while comedians perform.

However, it is the comedy, not the contest, that Paramount is banking on to draw viewers. Prize money, for example, is expected to only be $1 per second to a maximum of $180. The new version is set to start in January.

The Program Development Group is understood to be chipping in what is expected to average about $50,000 per week. However, it also is set to take a share of the revenues Paramount earns from selling *Make Me Laugh* elsewhere.

Program Briefs

Worldwide winners. International Emmy awards were presented to Canadian Broadcasting Corp. and Televise Radio Omroep Stichting of the Netherlands by International Council of the National Academy of Television Arts and Sciences. CBC won in nonfiction category for *Four Women,* about breast cancer patients. Dutch group won in fiction category for "The Fly," drama adapted from play by Guy de Maupassant.

Dancing through the skies. Metromedia Television has scheduled same-day performance, via satellite from London's Covent Garden, of "Sleeping Beauty" ballet for Dec. 16 at 8 p.m. Dance will be performed by Royal Ballet; host for show will be Mikhail Baryshnikov. Program will be aired on Metromedia's seven TV's and offered as syndicated fare; 25 stations are among first takers.

Broadcast Journalism®

Chancellor, Cronkite and Walters play down roles in Mideast talks

In accepting B'nai B'rith's Humphrey Freedom prize, they refuse to accept mantle of diplomats and insist they were doing the job of journalists

Demurrals were mixed with the acceptances last week as John Chancellor of NBC News, Walter Cronkite of CBS News and Barbara Walters of ABC News received the Hubert H. Humphrey Freedom Prize of the Anti-Defamation League of B'nai B'rith at a luncheon ceremony in New York.

They were honored for their satellite TV interviews with Egyptian President Anwar Sadat and Israeli Prime Minister Menachem Begin at the outset of the Middle East "peace initiative" a year ago. Their demurrals came in response to repeated references to their roles in diplomacy. Theatrical and motion picture producer Dore Schary, for example, said in opening the awards ceremony that "broadcast journalism at its best is public diplomacy at its best," and that these three had "accomplished more than all the diplomacy of the last 30 years."

Mr. Chancellor, first up in the alphabetical rotation, said he was "somewhat embarrased" by such talk. If their interviews helped the cause of peace, he said, that was fine, but "all we were trying to do was do our job."

Mr. Cronkite, up next, went further. "It is not our job to practice diplomacy," he said. "At no point, at any time, no matter how devoted we are to the cause of peace, was it our intention to reach the ends [that we have been credited with]. This was purely a journalistic effort. Our intent was not to further the cause of peace—it was to get the story. We did not indulge in diplomacy. We were indulging only in journalistic enterprise. And it's got to stay that way.

"If we become a part of the story we have lost a part of our credibility."

Miss Walters, too, agreed that "we must all be outside of a story." She also thanked Messrs. Chancellor and Cronkite for what she said was repeated encouragement from each of them as her career was developing.

With their medallions the three winners got equal shares in a check for $10,000—which they said they were donating to the Reporters Committee for Freedom of the Press.

Their contributions to diplomacy were not all they were praised for. Mr. Schary suggested that the three had "influenced more people than the White House, Harvard, Yale and Princeton and possibly the Bible itself."

The Egyptian and Israeli ambassadors to the U.S. were among the guests at the luncheon and spoke briefly in praise of the three correspondents, as did former Secretary of State Henry Kissinger.

Winners of the Humphrey Freedom Prize—which was presented for the first time last year, to the late Senator Humphrey—were chosen by a committee headed by Frank Stanton, chairman of the American Red Cross and former president and later vice chairman of CBS.

CBS rebuilding morning news show

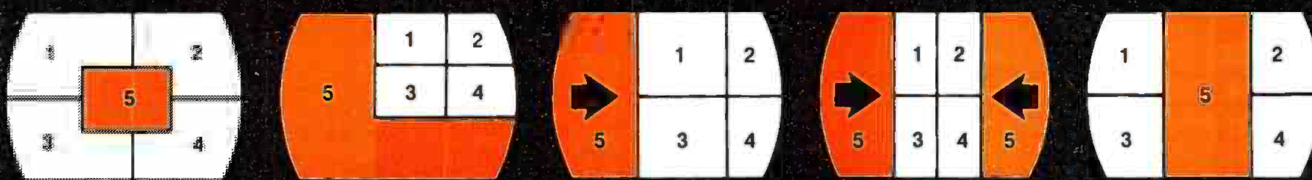
Schieffer to supplant Threlkeld and Stahl as anchor weekdays; Kuralt will step in on Sundays

Bob Schieffer, CBS News White House correspondent, will take over as anchor of the *CBS Morning News* next January, with Charles Kuralt ("On the Road") as his Sunday counterpart.

The assignments, announced last week, are part of a restructuring of the *CBS*

Disclaimers. Broadcast newspersons Barbara Walters, Walter Cronkite and John Chancellor (pictured here with Henry Kissinger) accepted awards from B'nai B'rith last week for their roles in Middle East peacemaking, but were quick to deny they deserved it.

Squeeze Play



Joystick 5 compressed asynchronous images with NEC's Dynamic Quad Split®

DQS® permits you to actually use five asynchronous sources with dynamic manipulation of the fifth source from an existing signal in the quad split, or as a discrete fifth signal. This configuration permits a far more dynamic visual presentation than four sources, while costing less and permitting duality of use. NEC's market research showed that the majority of stations and production houses considering the use of a compressed quad split function desired the expansion or manipulation of only one frame of the four, one at a time, not four frames simultaneously.

DQS is comprised of two separate NEC FS-15 Frame Synchronizers, a DVP-15 Digital Video Processor, and a DVS-154 Digital Video Compressor. The use of two Frame Synchronizers allows for either combined or separate operation of the system, permitting full-time facility utilization of the equipment, rather than only specialized production use.

DQS Extras:

★ Combines the unique asynchronous quartering features of the DVC-154 Digital Video Compressor with the NEC DVE® System.

★ The two systems combined in switcher mix/effect amplifiers permit dynamic manipulation (zoom in/out, separate H and V aspect control, etc.) to completely animate a quad split compression.

★ Allows for dynamic zooming and positioning of a complete compressed quad-split image with virtually no loss in picture detail due to NEC's unique Spatial Filtering.

★ Maximum cost efficiency in that DQS System will operate as two discrete systems when not occupied with complex five input tasks. One system permits four asynchronous quad-splits in fixed quadrants or stand-alone Frame Synchronizer functions. The second system offers the full range of DVE functions, or stand-alone Frame Synchronizer operation.

★ All five possible inputs may be equipped with TBC capability and a single Freeze Frame Option will allow the "Freeze" of the entire compressed quad-split.

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Morning News, which consistently trails NBC and ABC competition, and the launch of a 90-minute Sunday morning news show that will replace two religious shows, *Lamp Unto My Feet* and *Look Up and Live,* and *Camera Three* (BROADCASTING, Sept. 18).

Brought in earlier this year as executive producer of both the re-titled *Monday-Friday Morning* broadcasts and the new *Sunday Morning* was Shad Northshield, veteran producer with NBC News.

Lesley Stahl, co-anchor with Richard Threlkeld of the current weekday broadcast, is switching jobs with Mr. Schieffer. Mr. Threlkeld remains, but as a lead-story reporter for *Sunday Morning.*

According to Mr. Northshield, the changes, which take effect Sunday, Jan. 28, won't change the show's all-news format, but will take into account that people "function differently at 7 a.m. than they do at 7 p.m." Among other things, he said, the broadcasts will be at a "different pace and slightly more repetitious."

The weekday news program is broadcast at 7-8 a.m. (NYT) and the Sunday edition is scheduled for 10-11:30 a.m. At 7-9 a.m. weekdays, NBC has *Today* and ABC *Good Morning America.*

Under the new format, the Washington co-anchor's desk, Ms. Stahl's current slot, will be eliminated, although a strong Washington presence "definitely" will continue, Mr. Northshield said.

The New York on-camera area will move from the newsroom to a studio, complete with set and chroma key screen. The backdrop will be plexiglass panels, explained Mr. Northshield, with either symbols or words regarding news stories of the day such as "Mideast" and "Carter."

Bob Schieffer will be behind a desk, but not Charles Kuralt. That reflects the more feature-oriented direction that will be taken for *Sunday Morning,* which will include a review of what has happened in the news and what is expected to happen. Mr. Kuralt will be seated on a high stool in a less formal setting. The plexiglass panels,

Little by little. With the evening TV news ratings race in the same position it's been in for years—CBS first, NBC second and ABC third—there probably haven't been all that many jumps for joy at ABC about *World News Tonight* numbers. But the network does claim to be "encouraged" and likely, over at CBS, there's concern. For the 20 weeks since the new format replaced the *ABC Evening News* (July 10-Nov. 24), ABC shows its average rating as having gained 5.9% and its average share 5.3% over the comparable period last year. That's an 8.9 rating/20 share versus an 8.4/19. CBS, asked to compare its standing over the same periods, reported a 12.1/27 versus a 13.2/29, which translates to an 8.3% drop in ratings and a 6.9% drop in share. NBC claims 11.2/25 versus 11.4/26, smaller declines of 1.7% in ratings and 3.8% in shares.

Mr. Northshield said, will be much more visible on Sunday.

Credited with starting the ball rolling on this latest set of changes in early morning news is Bill Leonard, CBS News executive vice president and chief operating officer, who will replace Richard Salant, retiring as CBS News president next April.

Mr. Northshield said that Mr. Leonard had originally assigned him to develop the Sunday broadcast and David Horowitz, the former producer of the Monday-Friday morning news, to begin planning a revision of that program. When Mr. Horowitz moved over to produce the *CBS Evening News with Walter Cronkite,* Mr. Northshield was made executive producer of both.

Reporters' rights still up in air

Supreme Court refuses to review Farber case; Reporters Committee fears increase in number of subpoenas served on newsmen

The question of how much legal protection the First Amendment affords journalists seeking to maintain the confidentiality of sources is yet to receive a final answer. But for now, the answer would appear to be not much.

The Supreme Court last week refused to review the Farber case, in which the *New York Times* and one of its reporters, Myron Farber, were convicted of criminal and civil contempt for refusing to turn over to a New Jersey state judge Mr. Farber's notes and other records sought by attorneys for a defendant in a murder trial.

It was a series of stories by Mr. Farber that caused New Jersey authorities to reopen an investigation into the mysterious deaths of 13 patients in a hospital in Oradell, N.J., in the mid-1960's, and eventually to indict the hospital's chief of surgery, Dr. Mario Jascalevich, in the deaths of three of them. Dr. Jascalevich, who was accused of injecting the patients with an overdose of curare, a muscle relaxant, was acquitted of murder last month.

But it was the fair-trial, free-press issue that the trial generated that, at least outside New Jersey, came to overshadow the question of Dr. Jascalevich's guilt or innocence. For upholding what they said was the public interest in the First Amendment guarantee of a free press, Mr. Farber spent a total of 40 days in Bergen county jail and the *New York Times* paid $285,000 in fines.

During the trial, Dr. Jascalevich's attorneys sought Mr. Farber's files, saying they were needed to help prepare the defense of their client. When Mr. Farber and the *Times* refused, Judge William J. Arnold, who was presiding, ordered the material be supplied to him, so that he could decide what was relevant to the case.

The order was sweeping—it asked for all "documents," including "statements, pictures, memoranda, recordings and notes of interviews of witnesses." Again, Mr. Farber and the *Times* refused. They cited the First Amendment and a New Jersey shield law designed to afford journalists the privilege of protecting confidential sources. They said their position was at least entitled to a hearing.

Mr. Farber was ordered to jail, and the *Times* fined $5,000 a day, until the disclosure order was obeyed. Criminal contempt convictions were also handed down—six months in jail for Mr. Farber and a $100,000 fine for the *Times*. However, all penalties ended with the end of the trial.

The state supreme court reviewed the contempt convictions and affirmed them on a 5-to-2 vote. It held that the First Amendment and the shield law must yield to the Sixth Amendment's guarantee of a fair trial. It also rejected the *Times's* argument that it was entitled under the Fifth Amendment guarantee of due process to a hearing on the issues it had raised before the court could impose penalties for noncompliance.

However, the state court also said the shield law would in the future assure reporters of the right to withhold files from a trial judge until a preliminary determination had been made that the material could not be obtained in any other manner and that it was essential to the defense. In the Farber case, it added, those findings were already "abundantly clear" from the facts

available to Judge Arnold.

The U.S. Supreme Court's refusal to review the case was surprising in at least one respect. It was a decision of the high court in 1972 that led to the enactment of shield laws by a number of states, including New Jersey. In the case six years ago—Branzburg vs. Hayes—the Supreme Court, on a 5-to-4 vote, held that the First Amendment did not give journalists the right to refuse to testify before grand juries (BROADCASTING, July 3, 1972). However, the court, in the opinion written by Justice Byron White, said states could enact laws according journalists the privilege of refusing to disclose in a court proceeding confidential sources of information.

The court, as is customary, did not give its reasons for denying review of the Farber case. All that could be inferred from the brief order was that the minimum of four justices needed to grant review could not be mustered. Among the nine justices, William Brennan, who has disqualified himself in previous Farber case matters that reached the court, did not take part in the last decision.

Although the refusal to review merely lets the New Jersey supreme court ruling stand and does not affect the status of shield laws elsewhere, free press advocates are concerned about the message the high court is sending to courts throughout the country.

Jack Landau, director of the Reporters Committee for Freedom of the Press, said: "When the Supreme Court denies review in such a highly publicized case, they are saying they do not see any substantial problem. If there were a gross injustice, they'd take the case. The impact is so well known it will stimulate the issuance of broad subpoenas for documents. "Indeed, he noted several such subpoenas have already been issued—one by a court in California seeking *60 Minutes* outtakes from CBS for use in a narcotics case (BROADCASTING, Aug. 14).

The Radio Television News Directors Association also sees the court's refusal to review the case as jeopardizing the protection journalists assumed shield laws provided. One possible consequence is that there will be a "plethora of shield law cases in state courts" with a number of conflicting resolutions, said the statement, issued by RTNDA President Paul Davis, of WCIA-TV Champaign, Ill., Another, is that journalism will "grow more timid."

And Arthur Ochs Sulzberger, publisher of the *Times,* said it is essential that the Supreme Court rule on the issues raised in the Farber case. He also said the reporter had "operated in the best tradition of a free press and the First Amendment when he surfaced information of unexplained deaths. Further, he did his reporting under the full guarantee of a shield law passed by the New Jersey legislature but later ignored by New Jersey judges. It would seem simple logic that before a reporter goes to jail and the *Times* pays fines that there be a hearing to determine whether the shield law, which still stands on the books, is real or made of papier-mache."

Cable's eyes are on Anaheim

The annual Western Cable Show opens this week with record numbers and a full program on government and business

One of the cable television industry's big annual events, the California Cable TV Association's Western Cable Show, will be held in Anaheim, Calif., this week, offering roughly equal portions of business and government affairs.

As of last midweek, more than 1,000 people had registered for the event, which will feature its largest equipment exhibit ever. The exhibitor list shows 92 firms.

The convention is importing a sizable group of congressmen and regulators from Washington. The scheduled speakers include five people who have been closely associated with the Communications Act rewrite, introduced in the House this year: the Communications Subcommittee chairman and rewrite co-author, Lionel Van Deerlin (D-Calif.); subcommittee members Timothy Wirth (D-Colo.), Henry Waxman (D-Calif.) and Martin Russo (D-Ill.), and the subcommittee chief counsel, Harry M. (Chip) Shooshan.

Representative Charles Rose (D-N.C.) will also appear, talking about the House's plans for unprecedented live television coverage of floor proceedings next year. The broadcast advisory committee Mr. Rose heads had cleared the way for gavel-to-gavel carriage of the proceedings via satellite on cable television. Senator Daniel Inouye (D-Hawaii), a member of the Senate's Communications Subcommittee, and FCC Commissioner Tyrone Brown are also scheduled to speak.

A session with federal, state and local regulators will finish off the program's government side. The business side is highlighted by two sessions on cable and pay cable programing, one with Ted Turner of Atlanta-based Turner Communications, another featuring a long list of programing experts, including Norman Lear of Tandem Productions, which has just agreed to buy Communications Services Inc., a cable MSO (see page 61).

In addition there will be series of financial workshops focusing on accounting standards, cable's urban market and copyright payments. A series of management sessions will look at employe recruiting, employe relations and unions.

At various times, the program for system managers will run technical sessions for cable engineers, including one on cable's relationship with other communications services.

Following are exhibitors at the Western Cable Show, including booth locator numbers in the Disneyland hotel, types of equipment or service displayed and personnel in attendance. Asterisk (*) indicates new product.

Aberdeen Cable TV Supply **41-43**

11505 West Jefferson Place, Culver City, Calif. 90230
Product: Connectors, passives, transformers, aerial hardware, eight-way ground block*, lineman tools and equipment. *Personnel:* George Acker, Bill Krempasky, Mark Engler, Mark Manning, Paul Acker, Ed Bennett, Walt Butor, Milt Young.

AEL CATV Communications **91-92**

Box 552, Lansdale, Pa. 19446
Product: Series 80 amplifiers*, pay TV devices*. *Personnel:* R. Bailey, K. Siegel, G. Diefes, W. Stone.

Anixter-Pruzan **29**

4711 Golf Road, Skokie, Ill. 60076
Product: Video equipment, pay TV products*, utility products, antennas from various manufacturers including Sony, Systems Wire & Cable, Jerrold Electronics, Raychem and Gilbert. *Personnel:* Herb Pruzan, Bob Behringer, Gordon Halverson, Gene Robinson, John Egan, Steve Monson, Wayne Burress, Tony Barclay, Matt Plonsky, Ray Larsen, Gary Wilcox, Tom Robinson.

A.N.S. Inc. **148-center lounge**

9104 Moss Farm Lane, Dallas 75243
Product: Satellite transmission of KTTV(TV) Los Angeles, WGN-TV Chicago, WOR-TV New York and movie channel. *Personnel:* William McDonald, Michael Paolini, William Bauce, Frank Merklein, Charles Fredericks.

Arko Equipment **Outdoor displays**

14311 East Proctor Avenue, City of Industry, Calif. 91745
Product: Aerial bucket trucks. *Personnel:* Joseph A. Koelzer, Douglas C. Arnell, Wayne Harris, Larry Borson, Bill Barrett.

Associated Press **108-09**

50 Rockefeller Plaza, New York 10020
Product: NewsCable news service. *Personnel:* Jay Bowles, Henry Heilbrunn, Gene Foster, Mark Thayer, Jim Hood, Chip Harwood.

Avantek **60**

3175 Bowers Avenue, Santa Clara, Calif. 95051
Product: Sweep system, signal level meter, cable quality analyzer. *Personnel:* A. William Le Doux, William F. Epperly, R. C. Mullaley, Don Smith, Jim Lindauer.

B&B Towers **Outside exhibit**

Box A-D, Ajo, Ariz. 85321
Product: Steel towers. *Personnel:* Greg Blow, Pancho Magleone.

Belden Corp. **110**

2000 South Batavia Avenue, Geneva, Ill. 60134
Product: Various types of cable including fiberoptic. *Personnel:* Chuck Parker, Bill Donahue, Bill Wilmot, Matt Schultz, Dave Rucker, Sam Abernathy, Mike LaPort, Jack McCarthy, Larrie Rose.

Bestvision Home Cinema **98-99**

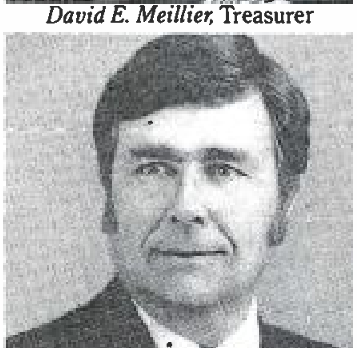
5540 West Glendale, Suite C-106, Glendale, Ariz. 85301
Product: Custom programing and marketing

A message from Nursing Home Professionals.

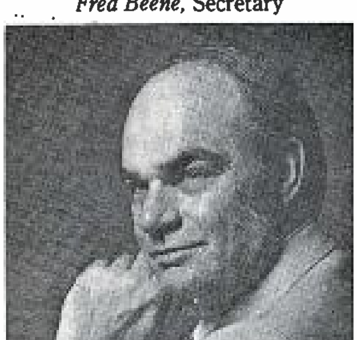
Don L. Brewer, President

Roger Lipitz, First Vice President

David E. Meillier, Treasurer



Fred Beene, Secretary



Theodore Carcich, Jr.
Immediate Past President

Health care abuses. Profit abuses. Bureaucratic fumblings. These and other attacks leveled at nursing homes have always appeared as front page news.

When these stories appear, we are just as outraged at the shame and the scandal. We abhor the tales of unsafe facilities, inadequate diets, patient neglect.

Perhaps, unwittingly, we have built a serious communications gap. A gap between what most critics believe to be the facts and what actually are the facts related to the nursing homes in our nation today.

Nursing home care is a relatively recent development in this country. From the early community-sponsored shelters that served as poor houses, the nursing home was born. Usually a small family-run home that planted the seeds for today's modern facility.

But as human life spans continued to increase, so did the problems of aging and the care for the aged and the chronically ill. So that by the early 1950's, the need to improve conditions and facilities was critical. A major growth took place, not only aided by public awareness, but by the private investment of billions of dollars for land, construction and qualified personnel.

Suddenly, the number of long-term facilities tripled from 6,500 to 25,000.

Suddenly, from 172,000 available beds in 1953, the number of beds became 1.2 million by 1973.

Today, there are 20,000,000 Americans aged 65 and over. But, as many as 600,000 need nursing care and can't get it. Because for all the growth, for all the improvements, the number of Americans needing professional health care has skyrocketed.

Where can these people go? As fast as new, modern, professionally staffed facilities are built, just as quickly the waiting lists multiply. Many remain residents of boarding houses, independent homes, some inadequate, too many unsafe.

The incidents that have stigmatized the entire health care industry are mainly focused on those homes.

But these stories mask the progress of the vast majority of AHCA members who provide a wholesome, enriching environment for their residents. We are constantly improving both the social and physical environment; we are working to build individual dignity to its highest level; we are recruiting more qualified full-time specialists, searching for methods to train and re-train doctors and nurses in geriatric care. The nursing home profession has outgrown the county poor farm. Certainly the story of progress in health care is just as valid as the story of abuse. Let's report them both.

ahca

American Health Care Association
1200 15th Street N.W. Washington D.C. 20005

The Bonneville Broadcast/Traffic/Accounting System...

KIRO TV is unbiased for it.

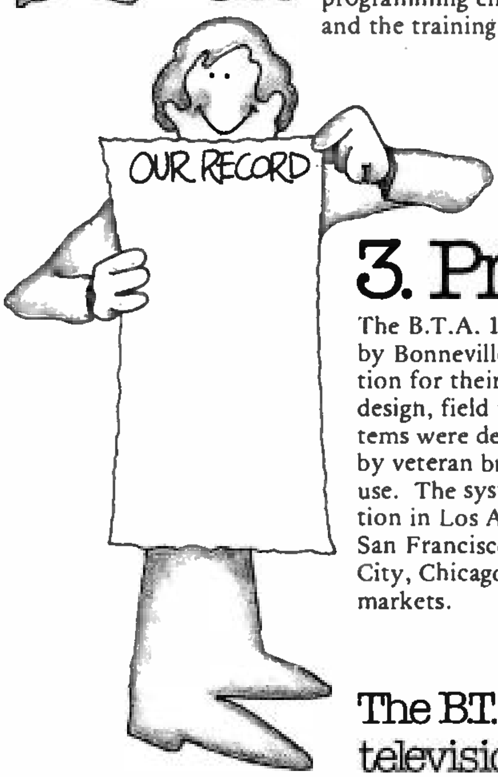
For good reason, too. The B.T.A. 101 system from Bonneville Data Systems offers many major advantages over other automated systems currently being offered to broadcasters.

1. Price

The Bonneville package is all self-contained for one price. A price which is in most cases quite attractive when compared to the cost of competitive systems. You receive the hardware, software, future programming enhancements and the training.

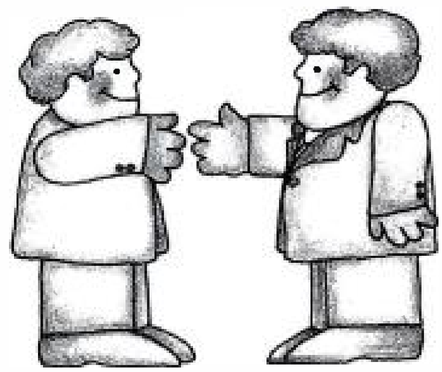
2. In House

The B.T.A. 101 system is an "in-house" rather than "on-line" system. Information is available when you want it. You control the system fully so that it becomes a valid sales, management and accounting tool.



3. Proven

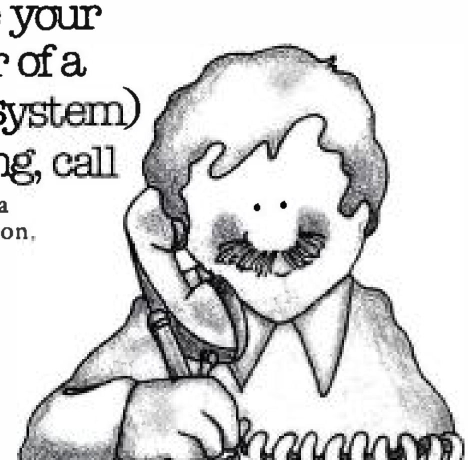
The B.T.A. 101 system was developed by Bonneville International Corporation for their broadcast properties. The design, field testing and workable systems were developed over many years by veteran broadcasters for their own use. The system is currently in operation in Los Angeles, Seattle, Hawaii, San Francisco, Salt Lake City, Kansas City, Chicago, New York and other markets.



4. Available

The Bonneville system is available right now and can be installed and on stream in your operation in a matter of weeks.

The B.T.A. 101 System could save your television station up to a quarter of a million dollars (as compared to the typical on-line system) over the next five years. If you think we're kidding, call on our nickel and ask us to prove it. We'd like to send you a printed price comparison.



BONNEVILLE DATA SYSTEMS 36 South State Street - Suite 2100
Salt Lake City, Utah 84111

Call Toll Free 1-800-453-4557 Ask for Dave Finley

for pay channel and stand-alone systems. *Personnel:* Robert Brown, Nancy Eidemiller, Joan Dotzenko, Bob Sewak, Richard Lang, Doug Cooper, Bill Ewing.

Blonder-Tongue Laboratories 120

One Jake Brown Road, Old Bridge, N.J. 08857
Product: Custom headend equipment. *Personnel:* Issac Blonder, Stan London, Bob Foste, Martin Eggerts, Wiley Steakley, George Bahne.

Broadband Engineering 149

1525 Cypress Drive, Jupiter, Fla. 33458
Product: Replacement parts for CATV amps and equipment, discrete Mod-Kits for improved amp distortion specifications, hybrid Mod-Kits for up to 35 channel operation in single channel amps without re-spacing housinge*. *Personnel:* Fred Rogers, Chuck Wise.

Cabledata 47-53

3200 Arden Way, Sacramento, Calif. 95825
Product: Data processing, including batch, terminal and on-line, back-up system for on-line computers*. *Personnel:* Rodney A. Hansen, Ray Matteson, Doyle Catlett, Vikki Knoche, Barry Hyne, Don Reiman, Marcia Keane, Lynn Seifker.

CableFacts 7-8

2444 Palumbo Drive, Lexington, Ky. 40509
Product: Computer services. *Personnel:* Norm Johnson, Bill Buntin, Brian Cooper, Jim Workman.

J. I. Case, Davis Division Outside exhibit

Box 9228, Wichita, Kan. 67277
Product: Plow equipment for laying cable underground. *Personnel:* Mark Homar, Don Sims, Randy Leis, Bill Drewes, Don Hensel, Dave Cook, J. J. Case.

Catel 31,33

1400 Stierlin Road, Mountain View, Calif. 94043
Product: Video-FM transmission system, audio simulcast for pay channels. *Personnel:* Richard Old, Frank Genochio, Gilles Vrignaud, Charles Robidart Jr., Jerry Lindholm.

C-Cor 32, 34

60 Decibel Road, State College, Pa. 16801
Product: Distribution amps, mainline passives, surge protection, mid-split amps. *Personnel:* James R. Palmer, Barbara R. Palmer, Richard C. Taylor.

CCS Hatfield Communication Products 123-24

Box 14710, Phoenix 85063
Product: Aluminum sheath coaxial cable. *Personnel:* C. Dean Taylor, Tom Heiser, Renee LaBoie.

Century III-Anaconda 104-07

3880 East Eagle Drive, Anaheim, Calif. 92807
Product: Anaconda CATV amps, Century III feed forward amps, passives, power supplies. *Personnel:* Kirk A. Hollingsworth, Larry R. Fry, Victor F. Tarbutton.

Cerro Communication Products 45

Halls Mill Road, Freehold, N.J. 07728
Product: Cable, RF devices, splitters, distribution amps, directional couplers. *Personnel:* Charles Long, Andrew Szegda, Dana Newhall, Lance Belcher, Lester Bragg, Vince Heesen, Les Forwood, James Irwin.

Columbia Pictures Pay Television 35-40

711 Fifth Avenue, New York 10022
Product: Movies, features and specials for pay TV. *Personnel:* Scott Moger, Andrea Graff, Bruce Rider, Mary Dowler.

Comm/Scope 26

Route 1, Box 199A, Catawba, N.C. 28609
Product: Parameter I, Parameter III, Copperguard and Paramedrop cable. *Personnel:* Frank Drendel, E.S. (Bill) Barbour, James E. Webb, Joe Teague, Gene Swithenbank, Gary Watson, Larry Nelson, Jerald Leonhardt.

Communications Marketing 56

2326 Tampa Avenue, El Cajon, Calif. 92020
Product: CATV research, marketing and sales promotion services, system audits and delinquent account collection. *Personnel:* Jim Bloxham, Ronald Lederer, Dr. John Landefeld, Bonnie Saiz, Dennis Thomas, John Reaves, Christine Costa, Al Szabo, Kris Ong.

Compucon 137

13749 Neutron Road, Dallas 75240
Product: Communications engineering services, microwave frequency coordination and satellite earth station placement. *Personnel:* Jerry Williamson, Bob Shannon, Rick Walker.

Comsearch 157

2936 Chain Bridge Road, Oakton, Va. 22124
Product: Satellite earth station placement, frequency coordination and RFI measurements, CARS band microwave frequency assignment, point-to-point microwave frequency coordination, computer systems software development. *Personnel:* Kurt R. Oliver, Harry L. Stemple.

ComSonics 94

Box 1106, Harrisonburg, Va. 22801
Product: Sniffer RF leakage detection system, automatic channel monitor, Armor surge protection, passive coaxial relay, CATV repair services, CATV system engineering services. *Personnel:* Carl H. Hensley Jr., Dennis Zimmerman, Glen Shomo.

Comtech Data 93

15207 North 75th Street, Scottsdale, Ariz. 85251
Product: Five meter earth station antenna system, video receiver. *Personnel:* Earle Davis, Milt Deever, Roy Ratliff, Eugene Augstine, Bob Fitting.

Delta-Benco-Cascade 102-03

124 Belfield Road, Rexdale, Ont. M9W 1G1
Product: Full line of CATV equipment including wall plates. *Personnel:* Dennis Atha, Dave Fear, Phil Allman, Willie Tack, Bob Ward, Bill Ross.

Distributed Information Processing 25

200 Park Avenue, New York 10017
Product: Automated TV listing service for CATV systems. *Personnel:* Stephen R. Keenan, W. C. Payatte, Robert R. Metz, Edward J. Nenninger, Dick Meehan, Larry Salchow.

Durnell Engineering 65,67

Highway 4 South, Emmetsburg, Iowa 50536
Product: Aerial lifts for vans. *Personnel:* Mike Hermansen, Vine Lirocchi, Jerry Barron, Ralph Pedersen, Bill Prock.

B.E. Duval Co. 150

29619 Western Avenue, San Pedro, Calif. 90732
Product: CATV and MDS equipment. *Personnel:* B.E. Duval, Gill Clinker, Charles Evans, Jim Chiddix, Steve Rose, Dave Caldwell, Bob Raynor.

Eagle Comtronics 146

Box 93, Phoenix, N.Y. 13135
Product: Scramblers/descramblers, notch filter traps, band pass filters. *Personnel:* Alan Devendorf, Jarvis Fletcher, Ken Kennedy.

Elan Enterprises 122

1740 College Lane South, Wheaton, Ill. 60187
Product: Redi-Line motor generator for standby or mobile operations. *Personnel:* Joe Johnsen Jr., Joe Johnsen Sr., Jim Johnsen.

Fort Worth Tower Outside exhibit

Box 8597, Fort Worth 76112
Product: Towers, earth stations, headend buildings. *Personnel:* Tommy Moore, Betty Moore, Fred Moore, Carl Moore.

Gamco Industries 72

291 Cox Street, Roselle, N.J. 07203
Product: Amplifiers, line extenders, parental control taps. *Personnel:* Marty Horak, Leon Poitres, Steve Grossman.

Gardiner Communications 99A

2000 South Post Oak Road, Suite 1490, Houston 77056
Product: $12,000 single channel earth station. *Personnel:* Wally Briscoe, Bill Kassemos, Cliff Gardiner.

General Cable 78-82

500 West Putnam Avenue, Greenwich, Conn. 06830
Product: Fused disk coaxial cable. *Personnel:* Rusty Asdourian, H. J. Boyd, Jim Brinkerhoff, Mann Bush, John Cavanaugh, Larry Corsello, R. M. Garner, S. Hallock, L. Hore, E. Jones, J. Kaye, Bruce Lane, Joe Masterson, Al Torpie, R. Young.

General Cable—Apparatus Division 46, 83-84

Box 666, Westminster, Colo. 80030
Product: Telsta aerial lift. *Personnel:* Van Walbridge, James McLean, Al Storch.

Gilbert Engineering 4-6

3700 North 36th Avenue, Phoenix 85019
Product: Coaxial connectors, tools, accessories. *Personnel:* Jim Moulin, Robert Spann, Robert Hayward, Don Arndt, Joe Dolan, Scotty Flink, Del Shumate, Tony Ramsey.

Gill Management Services 30

2025 Gateway Plaza, Suite 210, San Jose, Calif. 95110
Product: Customer service information services. *Personnel:* Pete Mobley, Corky Downing, Nancy Thomas.

GTE Sylvania 70

10841 Pellicano Drive, El Paso 79935
Product: Model 4041 programable converter with remote keyboard selection of 40 channels with optional descrambler. *Personnel:* Dave Cowden, Ray Pawley, Geoff Headley, Richard Covell, Mark Thomason, Charlie Auer, Bob Sherwood, Gary Cambell, Gail Bondurant, Sharon Raposa.

Home Box Office 24

Time & Life Building, 1271 Avenue of the Americas, New York 10020
Product: Pay TV service. *Product:* Bob Caird, Win Kato, Tony Cox, Cate Dera, Austin Furst, George Gilbert, Jim Heyworth, Bill Hooks, Arnie Huberman, Nick Nicholas, Tom Oliver, Bob Tenten, Matt Blank, Robbin Ahrold, Dick Maul, Larry Carlson, Bob Bedell, Jerry Levin, Linda Lee, Howard Burkat.

H. D. Hudson 14

500 North Michigan Avenue, Chicago 60611

Hughes Microwave Communications 68

3100 West Lomita Boulevard, Torrance, Calif. 90509
Product: AML multichannel transmitter, cable powered outdoor AML receiver, AML receiver redundancy system, 24-channel receivers with threshold extension, high power AML transmitter array. *Personnel:* A. H. Sonnenschein, L. E. Stanley, M. Plost, N. P. Weinhouse, N.M. Talley, B. Forte, J. Randolph, A. Heiny, J. Taglia, N. Woods, D. Couig, K. Larson, P. Purvis.

IBM 140-41

Box 1328, Boca Raton, Fla. 33432
Product: IBM system/34, 3270 on-line customer service application, system 5110. *Personnel:* Lou Ozor, Denny Sullivan, Marshall Hall, Virginia Minor, Dave McLaughlin, Len Clarke.

ICC Inc. 155, South lounge

7895 Convoy Court, Suite IXA, San Diego 92111
Product: Two-way data communications system for fire security and energy management. *Personnel:* Hugh Kolowich, Ed Palme, Mike Ellis, Bill Donner.

Intercept Corp. 64A

140 Delawanna Avenue, Clifton, N.J. 07014
Product: CATV drop materials. *Personnel:* Jay Shapson, Raymond St. Louis, Richard Richmond.

International Microwave 59

33 River Road, Cos Cob, Conn. 06807
Product: Microwave systems and components. *Personnel:* Bob Ozark, Norman Wilcox.

Jerrold Electronics 28

2200 Byberry Road, Hatboro, Pa. 19050
Product: Line extenders, switchers, demodulators, cordless converter, Starpack outdoor/indoor/addressable descrambler. *Personnel:* Frank Hickey, Fred Shuh, Colin O'Brien, Ron Polomsky, Mike Jeffers, Al Micheli, Jack Forde, Frank Spexarth, Robert C. Corrao.

Lindsey Specialty Products 156 South lounge

50 Mary Street, Lindsey, Ont. K9V 4S7
Product: Trunk and distribution amplifiers. *Personnel:* John Thomas, Bob O'Hara.

LRC Electronics 64

901 South Avenue, Horseheads, N.Y. 14845
Product: CATV connectors. *Personnel:* Keith McIntosh, Art Bodner, John McQuaid, Ben Duval, Noel Wren, Richard Richmond.

Magnavox CATV Systems 27

133 West Seneca Street, Manlius, N.Y. 13104
Product: MX-504 amp*, main line amps, line extenders, subscriber hook-up materials*, aluminum connectors*, pay TV terminals and converters*. *Personnel:* D. N. Messalingua, A. Lipp, I. Faye, W. Ewing, T. Malson, S. Roberts, J. Ostuni, T. Polis, S. Schoen.

MCE Corp. 121

2949 West Osborn Road, Phoenix 85002
Product: Cap-Tap adjustable customer taps, amps, line extenders, headend equipment. *Personnel:* Philip Merrill, Kevin P. Barry, Robert Wilson, Mary K. White, O. B. Wagner, Les McArthur.

MetroData 151

2150 North 107, Suite 120, Seattle 98133
Product: System 120 microprocessor-based display equipment. *Personnel:* Jim Baunsgard, Dick Jensen, Jim MacKenzie.

Microdyne 12

Box 1527, Rockville, Md. 20850
Product: Earth stations, frequency agile and manually tuned satellite TV receivers. *Personnel:* M. L. Bandler, George A. Bell, David L. Alvarez, Jerry Thorne.

Microwave Associates 144-45

63 Third Avenue, Burlington, Mass.
Product: Earth station receivers, FM microwave links. *Personnel:* Duke Brown, Erik Stromstead, Carl Gustaferro, John Fielek, Jon Erikson.

Mid State Communications 97

174 South First Avenue, Beech Grove, Ind. 46107
Product: Signal level meters, radiation detectors, signal transmitters, meter calibrators, signal processors, signal converters. *Personnel:* Lawrence C. Dolan, Patricia Dolan.

MSI Television 142-43

4788 South State Street, Salt Lake City 84107
Product: Character generators, news selector systems. *Personnel:* D. Kent Wright, Randy Wegner, Ivan Curtis, Darrel Paskett, Gerald Van Mondfrans.

NCTA Operators Center 26A

918 16th Street, N.W., Washington 20006
Product: Information on National Cable Television Association services. *Personnel:* Ivan Johnson, Rodney Joyce, Mary Lee Lindquist, Mark Hayes.

Oak Industries 73-77

South Main Street, Crystal Lake, Ill. 60014
Product: 30 channel fine tuned converter* converter/decoder units. *Personnel:* John Gwin, Werner Koester, Eugene Keys, Hank Sauer, Graham Stubbs, Don Diehl, Dean Buch, Art Johnson, Jack Hooper, Dick Kolarik, David Jacoby, Paul Deverman, Loris Thacker.

Powervision 60A

550 Fessler Street, El Cajon, Calif. 92020
Product: Stand-by power supply systems. *Personnel:* Donald May, Don Dion, Al Kimball, Meridith Hatrup, Bob Garner.

Prodelin 88

Box 131, Hightstown, N.J. 08520
Product: Small earth terminal sub system, coaxial cable and connectors. *Personnel:* John Morrissey, Bob Stevenson.

Pyramid Industries 117-18

Box 23169, Phoenix 85063
Product: Coaxial connectors, underground metal closures. *Personnel:* Paul Rhodes, Earl Gilbert, Lanny Gilbert, W. E. Pequignot, Harley Van de Loo.

RCA American Communications 62

201 Centennial Avenue, Piscataway, N.J. 08854
Product: Satellite television and audio distribution and transmission services via RCA Satcom I. *Personnel:* Andrew F. Inglis, Louis Donato, Ralph L. Graff, Al Parinello, Harold W. Rice, Lawrence Driscoll, Bill Kopacka, Donald E. Quinn.

RCA Cablevision Systems 71

7355 Fulton Avenue, North Hollywood, Calif. 91605
Product: CATV equipment and services. *Personnel:* Henry Duszak, Warren Reihs, Peter Chunka, Bert Arnold, Robert Schoenbeck, Robert Dojaquez, Herb Biddle, George Kanen, Ray Pastie, John Ovnick, Robert Hamell, William Lasky, Bill Mashburn, William Brantley.

Reuters 63

1212 Avenue of the Americas, New York 10036
Product: News-View two-channel news service, Racing News-View racing service. *Personnel:* Michael Blair, James Outman, Kurt Hansen, Bill Best, Charles Walther.

RMS Electronics 111-14

50 Antin Place, New York 10462
Product: Passive devices, unitaps, power passing line splitters, directional couplers, power inserters, Super-fit connectors*. *Personnel:* Arthur A. Fink, Don Edelman, Kerwin McMahon, Ray Perez, Bill Tielert.

Satori Productions 1

250 West 57th Street, Suite 2105, New York 10019
Product: Original programing for pay cable and local origination, feature films, production services. *Personnel:* Ernest Sauer, Janice DeMadona, Jody Sheff, Sandra Hall, Gary Conner, Alexis Irizarry, Alison Steele, Catherine Jirak, Sylvesta Coppex-Riddick.

Sawyer Industries 135-36

5649 Peck Road, Arcadia, Calif. 91006
Product: CATV power supplies. *Personnel:* Jim Balch, Marie Foster, Jerry Graydon, Paul Nader, Craig Pollara.

Scientific-Atlanta 125-34

3845 Pleasantdale Road, Atlanta 30340
Product: Headend electronics, distribution amps, earth stations, energy management products. *Personnel:* Jack Kelly, Howard Crispin, Jay Levergood, Ben Forrester, Danny Cornett, Alex Best, Pat Bohana, Barney Geolat, Mike Smith, Tom Smith.

Showtime Entertainment 17-22

1211 Avenue of the Americas, New York 10030
Product: Pay programing services. *Personnel:* Jeffery Reiss, Jules Haimovitz, John Sie, Daniel Prins, Steve Schulte, Lee Tenebruso, C. David Batalski, Jim Bailey, Curt Bennett, Betsy Cohn, Pat O'Neil, Reva Melniker, Terry Walby, Jon Salkin, Jim Hall, Art Gusow, J. L. Poff, Robert Mason, Dennis Ashcroft, Randy Pattison, Dianna Pattison, Sara Hanks, John Figeora.

Signal Vision 115-16

23011 Moulton Parkway C4a, Laguna Hills, Calif. 92653
Product: Coring and crimping tools, Arvin taps, AB switches and Tele-weather machine*. *Personnel:* Neil P. Phillips, Les Forwood, Jack Cauldwell, Ray Weaver, Al Phillips.

Southern Satellite Systems 89A

Box 45684, Tulsa, Okla. 74145
Product: Satellite distribution of WTCG(TV) Atlanta, KTVU(TV) Oakland, Home Theater Network and others. *Personnel:* Edward L. Taylor, Selman M. Kremer, Kip Farmer, Thelma Smith.

Systems Wire and Cable 57

3500 South 30th Street, Phoenix 85040
Product: Complete line of trunk, distribution and drop cables for cable TV. *Personnel:* N. M. Marshall, J. W. Elsasser, E. G. Langenberg, R. S. Gerber.

TEST Inc. 69

16130 Stagg Street, Van Nuys, Calif. 91409
Product: Scramble Guard security system for CATV, MATV, STV and MDS applications, high level post-amplifier for MATV systems*, MDS receive systems and accessories. *Personnel:* William Lawry, Wade Hansen, Ron Roberts, Mayes Kendrick, Paul Rebeles, Diane Hinte, Marlene Tanner.

Theta-Com CATV 85-87

Box 27548, Phoenix 85061
Product: Test equipment, distribution amps, passive devices, directional tap*. *Personnel:* Raleigh Stelle, Randy Haas, Burt Henscheid, Frank Ramberg, Carl Pehlke, Jim Luksch, Bob Jackson, Duane Crist.

Times Wire and Cable 13-16

358 Hall Avenue, Wallingford, Conn. 06492
Product: Fiberoptic cable and components, coaxial trunk, feeder and distribution cable. *Personnel:* Lawrence DeGeorge, William Lynch, Angus Patterson, Dave Massaglia, Jerry Stovall, Don Keene, Ralph Hillburn, Jim Morton, Frank Hamilton, Dr. Frank Dabby, Sol Yager.

TL Systems 119

3001 Redhill Avenue, Esplanade V Suite 207, Costa Mesa, Calif. 92626
Product: TV modulators, demodulators, pro-

cessors, FM video demodulators, FM video modulators, baseband co-channel filters*, satellite receivers*. *Personnel:* Ted Lafleur, Mary Ann Johnson, Jenny Johnson, Amy Johnson, Judy Cwertnia.

Tocom 44

3301 Royalty Row, Irving, Tex. 75062
Product: Paymate converter/descrambler, Tocom interactive system. *Personnel:* John Campbell, Michael Corboy, Sid Prothro, Sandra L. Rogers, James L. Smith.

Tomco Communications 2-3

1077 Independence Avenue, Mountain View, Calif. 94043
Product: Processors, program event timers, telemetry system. *Personnel:* Vince R. Borell, Tom Olson.

Toner Cable Equipment 23

969 Horsham Road, Horsham, Pa. 19044
Product: Computer system for small and medium size cable systems. *Personnel:* Bob Toner, Shawn, Marty Moran, Bill Haber.

Tri-Ex Tower 153

7182 Rasmussen Avenue, Visalia, Calif. 93277
Product: Communications towers. *Personnel:* Clyde Blyleven, Bonne Tullos, Don Hills.

Trinity Broadcasting

2442 Michelle, Tustin, Calif. 92680
Product: Religious programing. *Personnel:* Tim Flynn, Vickie Wilson, Frank Sanders.

TRW 138-39

14520 Aviation Boulevard, Lawndale, Calif. 90260
Product: Thin film hybrid amplifiers and high performance transistors for mainline, line extender and apartment house amplifiers. *Personnel:* Warren Gould, Bernie Lindgren, Dan Brayton, Dana Wilcox, Craig Wells, Don Feeney, Mark DeHart, Steve BiBartolomeo, Bob Keasler, Balt Villalba, Alan Tam.

Turner Communications Corp. 147

Box 4064, Atlanta 30302
Product: WTCG(TV) Atlanta. *Personnel:* Don Andersson, Terry McGuirk, Judy McClenaghan, Roger Williams.

UA-Columbia Cablevision 154

Five Fir Court, Oakland, N.J. 07436
Product: Pay programing services including Madison Square Garden Sports and Calliope. *Personnel:* Ronald Newman.

United Press International 89-90

220 East 42d Street, New York 10017
Product: Cable newswire, Newstime*. *Personnel:* Roy Mehlman, Jack Klinge, Frank Beatty, Clarence Zaitz, Ed Yotka.

Van Ladder outdoor displays

Box 709, Spencer, Iowa 51301
Product: Van mounted aerial ladder, modular fiberglass service body for compact pickup trucks. *Personnel:* Jim Baker, Harlan Bartrom, Scott Bartrom.

Video Data Systems 55

40 Oser Avenue, Hauppauge, N.Y. 11787
Product: Single/multichannel display system, news and weather system, computer managed marquee system. *Personnel:* Steve Seiden, Barry Kenyon, Bob Hall, Tony Keator, Chris Hammer, William Leventer, Charlie Seiden.

Vitek Electronics 100-01

200 Wood Avenue, Middlesex, N.J. 08846
Product: Single and multichannel pay TV traps, Tracer radiation detection devices. *Personnel:* Robert Geissler, Paul Ellman, Nikki Griffin, Carmine D'Elio.

Warner Cable 155

15 Rockefeller Center, New York 10019
Product: Pay programing. *Personnel:* Al Parinello, Jim Cavazinni, Laura Alster, Sandra Murphy, Gus Hauser.

Wavetek Indiana 95-96

66 North First Avenue, Beeech Grove, Ind. 46107
Product: Test equipment including sweep signal generators, sweep test kits, display scopes, attenuators. *Personnel:* Robert L. Welsh, Gary Gentry, Sid Fluck.

Wipco 9

1015 West Hoover, Orange, Calif. 92667

FCC releases cable employment figures

Annual accounting shows number of minorities working in industry increasing, but women decreasing

The cable television industry, long criticized for what was said to be a poor record in the employment and promotion of minorities and women, seems to be making progress in one of those categories but losing ground in the other.

The FCC last week released figures showing that females accounted for 29.1% of the cable television work force in 1977, down from the 30% level women had reached in 1976. In 1975, women accounted for 28.4%.

The number of minority employes, men and women, on the other hand, is continuing a slow but steady rise. Where minorities had accounted for 8.6% of the work force in 1975, they were up to 9.3% in 1976 and 10.9% last year.

The story is the same when the study is confined to the top four job categories—officials and managers, professionals, technicians and salespersons. Women accounted for 4.2% of the employes in those slots last year, a decline from 5.5% of the preceding year. In 1975, women accounted for 4.5% of the jobs.

As for minority men and women, they occupied 2.7% of the jobs in the top four categories in 1975, 4% of them in 1976 and 4.8% last year.

The commission, which based its figures on the annual employment forms cable systems file, estimates that over-all industry employment totals 32,000.

In one other breakdown provided by the commission, white women are shown to represent a declining percentage of the work force, while the percentage of minority women is increasing slightly. White women last year accounted for 25.8% of the industry's employes, down from 27.2% in 1976. Minority women last year represented 3.3% of the workers in the industry, up from 2.7% the year before.

Tandem moves out into ownership of cable systems

Program firm buys major MSO with over 80,000 subscribers

Tandem Productions Inc., the Norman Lear/Bud Yorkin-owned house responsible for *All in the Family* and *Sanford and Son,* among others, is buying a strong foothold in the cable industry: Communications Services Inc., a multiple system operator based in Junction City, Kan.

For an undisclosed price in a deal expected to be consummated during the first quarter of next year, Tandem will pick up some 82,000 basic cable subscribers and cable passing about 120,000 homes.

The purchase is said to mark Tandem's first major move toward diversification in an area related to, but separate from, its production arm.

Individual CSI systems, each generally a wholly owned subsidiary, span the five states of Kansas, Louisiana, Missouri, Oklahoma and Texas. Franchises currently are held for New Braunfels and Sequin, both Texas.

Operating systems in Kansas serve Grand View, Hutchinson, Junction City, Kinsley, Manhattan, Ogden, Pratt, Salina, South Hutchinson and Winfield; in Louisiana: Bunkie, Lake Charles and Oakdale; in Missouri: Nevada; in Oklahoma: Pawhuska, and in Texas: Beeville, Columbus, Eagle Lake, Gonzales, Lockhart and Yoakum.

Currently, CSI is about 40% owned by Ralph J. Weir, president, and his family; 30% by Robert K. Weary, secretary, and his family; and 10% each by Philip G. Wilcox, vice president and general manager, James D. Sunderland, vice president, and Robert D. Sunderland, director.

Seven systems managed by CSI but owned by its employes are not part of the Tandem deal. Those systems include Arkansas City, Kan., and Newkirk, Okla.

Mr. Wilcox is slated to become president and chief operating officer of the proposed Tandem MSO; Bruce R. Plankinion, CSI controller, will become executive vice president and chief operating officer. The name Communications Services Inc. is to be retained.

President and chief operating officer of Tandem is Alan Horn; chairman and chief executive officer is Jerry Perenchio.

WARC warm-up cool to idea of sharing spectrum space

Groundwork session in Geneva makes it clear nations have doubts about U.S. proposal but report does not rule out its consideration next year at conference in Geneva

The U.S., in preparing for the 1979 World Administrative Radio Conference, is not getting much support from other nations for its proposition that interservice sharing of frequencies is a desirable and necessary means of conserving spectrum space. The U.S. ran into opposition on that score during a four-week special meeting, which ended Nov. 17, that was held in Geneva to prepare the technical basis for WARC. But U.S. officials were pleased to note that the meeting's report does not close the door to the idea; it will be brought up again at WARC.

The report takes note of the sharing that has attracted particular attention in the U.S.—that between UHF television and land mobile on channels 14 through 20 in cities where those channels are not used for television. The report says geographical sharing of assignments is possible where adequate geographical separation between the two services can be maintained.

But it also says that the application of the lessons learned in the U.S. to other countries or regions should be approached "with caution." It points out that there may be differences in the television systems in use and in the planning and operating environments of each service applicable in the country involved, as well as other variations in circumstances.

But the major problem in selling the idea of sharing involves the HF (high frequency shortwave) service (3 to 30 mhz). The U.S. is pressing for sharing HF broadcasting with fixed, or point-to-point services; HF fixed with maritime mobile and HF fixed with land mobile.

Developing nations particularly are opposed to such sharing. Many use HF for internal communications, including telephone service, and few have the sophisticated knowledge and equipment needed to permit services to share frequencies. Even Europe is cool to sharing, principally because of geography—individual nations lack the land mass in which sharing could be accommodated; thus, sharing in Europe would require multinational agreements.

Nevertheless, U.S. officials who attended the Geneva meeting point out that the report does not rule out sharing. "The meeting was a success in the sense that nothing in the report will damage the U.S. position," said Samuel E. Probst, of the National Telecommunications and Information Administration. "The report can be used as a technical basis for our proposals."

What's more, the U.S. is prepared to sweeten its sharing proposal to make it more acceptable to developing countries. U.S. representatives, in informal talks with officials of those countries, suggested what for a developed nation is a radical departure from traditional procedures as a means of accommodating fixed-service assignments displaced by a reallocation of the spectrum. Under the proposal discussed, countries seeking new fixed-services assignments would be treated equally with countries already occupying those frequencies; each would be obliged to protect the other against interference. Normally, the new assignment must protect the one in place.

"The developed countries will have to swallow hard and accept it," Mr. Probst said. The U.S. is particularly concerned about strengthening its international shortwave operations—President Carter himself has set that as a goal—and the industrialized nations generally need additional maritime mobile frequencies.

Mr. Probst said representatives of developing countries were encouraging in their reaction to the U.S. idea, which they had not heard before. "Many indicated it would be OK, while others said they wanted to study it some more," he said.

Another sharing issue involves the shortage of frequency space in the fixed service for uplinks to broadcast satellites. The U.S. position is that it is technically feasible to share fixed services with low-power radar, and the technical material the U.S. provided was included in the report.

In other matters of concern to the U.S., the report from the four-week Geneva meeting:

- Said the use of shortwave frequencies would be made more efficient by the conversion of the double sideband to a single-sideband system. A single-sideband system is feasible and would occupy half the space of present systems, the report notes. The U.S. has proposed a long-range plan for conversion from double to single sideband.
- Expressed the view that limits should be placed on the amount of power on which shortwave stations operate. The U.S., concerned with what it calls the "power war" among stations—each increasing power to out-shout a rival—has proposed a 150 kw limit. The Geneva meeting was not ready to agree on that limit—some said 500 kw would be more appropriate; others said setting any particular limit would be premature—but there was agreement on the principle.

Although the meeting was called as a "technical" conference, it was not without its political overtones. On the final day of the meeting, Colombia, with some Third World backing, expressed its position that nations have sovereign rights to the space above them, including the space that would be occupied by satellites. The matter, which is expected to be debated at WARC, was not included in the report.

Knoxville drop-in comes back to life

Even though original proponent of plan to assign short-spaced V dropped idea as technically unfeasible, new group says that's not so and wants to try

The decision of South Central Broadcasting Corp., licensee of WTVK(TV) (ch. 26) Knoxville, Ky., to abandon its decade-long effort to persuade the FCC to assign a short-spaced VHF channel to the city appears to have created a vacuum that a local group now wants to fill.

The Organizing Committee for the Establishment of a Third VHF-TV Station for Knoxville, composed of nine residents of the area, has filed a pleading with the FCC asserting that "there remains substantial public support" in the area for the assignment of channel 8 to Knoxville, and that there is "at least one viable group"—itself—prepared to apply for a construction permit to build the station.

South Central, in supplemental comments in the VHF drop-in proceeding, last month said the "balance" had been tipped against another VHF in Knoxville and toward "a renewed and strengthened commitment" to the development of UHF in the area. Tipping the balance, for South Central, was the decision by ch. 10 WBIR-TV Knoxville, which now operates from the House Mountain site discussed as the proposed drop-in location, to petition the commission for permission to move its transmitter to a point closer to the city (BROADCASTING, Oct. 30).

South Central's pleading was seized by the Association of Maximum Service Telecasters as a reason the commission should terminate the drop-in proceeding without action (BROADCASTING, Nov. 6). AMST is the leading opponent of the proposal to drop short-spaced VHF channels into four cities—Charleston, W.Va., Salt Lake City and Johnstown or Altoona, Pa., in addition to Knoxville.

The Organizing Committee took issue with the comments of both. In effect, it said that the arguments South Central has made over the years remain valid.

It contended that public support for the proposed drop-in remains "enthusiastic" and that the need for one remains great because UHF television is at a technical disadvantage in competing with VHF's in the mountainous terrain. It also said that, the comments of South Central and AMST to the contrary notwithstanding, the proposed drop-in is "technically feasible and cost-beneficial."

The Organizing Committee said there is no basis for the inference that WBIR-TV's proposed move constitutes what South Central said was an "effective rejection" of House Mountain as an appropriate site; the station had operated there for 14 years, and "all available engineering evidence suggests the appropriateness of House Mountain" as a site. Furthermore, the Organizing Committee said that the drop-in site location need not be limited to House Mountain—an engineering study done for the commission concluded that there are a number of possible drop-in sites within a radius of 40 miles of the city.

And the Organizing Committee, whose work is being coordinated by Thomas R. Martin, president of the Knoxville Symphony, stresses that a drop-in would not lack for an applicant eager to operate on it. The committee said it will apply for a permit if the drop-in is approved. The committee appears to have been put together with an eye to recent commission policy declarations. All members are residents of the area, none has other media interests, and they are prepared to operate as managers and operators of the station. They include members of the faculty or governing boards of Knoxville College (a black institution) and the University of Tennessee, businessmen and professional people.

What's more, two thirds of the committee are minority group representatives or women, who will supply "at least 50% of the proposed capitalization." (No figure was given.) The committee also said it can finance the construction and operation of a station and purchase the necessary equipment.

Justice comes out against proposed GE-Hitachi merger

It says if companies go ahead with plan, it will take them to court on antitrust grounds

The Department of Justice has stepped in to block the proposed creation of a joint venture combining the U.S. television set manufacturing business of the General Electric Co. and Hitachi Ltd., of Japan. John H. Shenefield, assistant attorney general in charge of the antitrust division, notified GE last week that the department believes the proposal, if implemented, would be a violation of the antitrust laws and will challenge it in court if the parties seek to consummate the transaction.

The proposal envisages the creation of a new firm, General Television of America Inc., which would acquire all of the assets of GE's television business. GE and Hitachi would each acquire a half interest in the new company and would manage it jointly.

Mr. Shenefield said the department has concluded that the venture would eliminate "significant existing and potential competition" between the two companies in the manufacture and sale of color and black-and-white sets. Hitachi is ranked about 12th in sales of television sets in the U.S., Mr. Shenefield said, while GE is among the five leading sellers of sets in the U.S.

The venture would create "the third or fourth leading television producer" in the U.S., Mr. Shenefield said, and would "further increase concentration in the already concentrated domestic color and monochrome television markets."

Furthermore, Mr. Shenefield noted that Hitachi is the "sixth leading producer of television sets" worldwide, enjoys a considerable degree of vertical integration, and was "seriously considering" the construction of a new television plant in the U.S. before it opened its joint-venture talks with GE in mid-1977. "For these and other reasons," Mr. Shenefield said, "Hitachi appears to have the capability and incentive to attempt to increase its share of the U.S. market in the absence of the joint venture."

Mr. Shenefield expressed the department's views in what is known as a business review letter. The procedure permits companies to obtain from the department its view as to whether a proposed merger would be challenged in court as a violation of the antitrust laws.

GE said it was disappointed by the department's decision but said the company would continue "to look at means to increase the volume and profitability of its TV receiver operations." A spokesman said no decision had been made on whether to drop plans for the joint venture.

In Sync

Up and coming in broadcast technology

New bird on the way. RCA Americom, the domestic satellite division of RCA, will announce today (Dec. 4) the upcoming launch of a third Satcom satellite, a source within the corporation said last week. The official announcement will be made at corporate headquarters in New York. The RCA source declined to comment on the specifics of the planned launch or the uses to which the new satellite will be put. He did suggest, however, there may be some shuffling of the present transponder allocations in order to put like services on the same satellite. The source said that industry speculation, for example, that Satcom I was likely to become an all-cable satellite was "somewhat on target." He added that Americom intended "to serve all" of its present customers under the new arrangement. At present the 48 transponders on the two Satcoms are spread among cable, broadcast and voice and data users. □ □ □ **Western ware.** At this week's Western Cable Show in Anaheim, Calif. (see story, page 54), the CATV division of Oak Industries will introduce a new 30-channel converter with manual fine tuning. The Moduline Thirty (see picture) sells for $37.50 in lots of 5,000 and is the first in a new series of converters Oak intends to introduce during 1979 and 1980. The company is billing the new unit as an "economical" converter incorporating "capabilities previously found only in higher priced models." It will be available after Jan. 1. □ □ □ **Feeling chipper.** Several manufacturers and engineers seem to agree with the claims of TRW LSI Products in California, which says its monolithic analog-to-digital conversion chip could represent another step in the direction of an all-digital studio. Among the believers is John Lowry, president of Digital Video Systems, who says he's cut costs significantly on such products as time base correctors and frame and field synchronizers by incorporating TRW's eight-bit chips. Ralph Miller, general manager of TRW, says a $500 chip can replace "black box" module-style converters at about a third their cost. Units squeeze 20,000 components on a quarter-inch-square chip, and TRW can crank out about 100,000 a year, he said. Mr. Miller won't reveal how many have been sold in the six months they've been available, but he says "we're counting on it having quite a strong effect in increasing the digital marketplace" by making equipment more affordable. Coming next: a digital-to-analog companion converter. Coming eventually: lower prices still. □ □ □ **Satellite relations.** The governments of the United States and the People's Republic of China (PRC) are close to striking a mind-boggling satellite networking deal for the Asian giant—a voice, video and data communications system that, conservatively, could mean $150 million for American hardware manufacturers alone. The significance of that figure has not been lost on the technological heavyweights—RCA, ITT, Scientific-Atlanta and others—who made a special effort to have the right people at a Washington reception for the Chinese delegation given by the Electronic Industries Association last week. □ □ □ **From the ground up.** What the Chinese are up to is the building of a modern domestic communications system employing the absolute latest in satellite and ground station technologies. □ □ □ **Megabucks.** As one State Department official suggested, the Chinese may be looking down the road to a system with one receive-only earth station for every 25,000 persons. Most of those are expected to be built by the Chinese, under a U.S. company's license, at a plant in Nanking. But they are also thought to be looking for more than 30 U.S.-built primary earth stations for the nation's major cities. □ □ □ **It's the future.** For less technologically developed countries such as China, Brazil and India, satellites are really the only feasible way to develop communications systems, Len Stone, an ITT official, said. Indonesia has one already, and a Chinese deal for two communications satellites could well mean an opening of the flood gates for U.S. manufacturers. □ □ □ **Timing.** Robert Frosch, the administrator of NASA, the primary focus of the diplomatic talks, said last week that the Chinese were, indeed, close to buying a satellite. (Although the PRC has launch capabilities of its own, it is expected that NASA will send the bird aloft. That alone is a $30-million plus operation.) It was also suggested that the PRC may be purchasing an existing satellite—such as a Satcom, Comstar or Westar—rather than having one designed and built solely for them. The 15-member delegation is headed by Jen Hsin-min, director of the China Space Technology Research Institute, who confirmed that the PRC was looking at a "very large" order of American hardware. It's a possibility, he said, that they may be purchasing their earth stations from a number of manufacturers.

The Broadcasting Playlist™ Dec 4

Contemporary

Last week	This week	Title □ Artist	Label
1	1	*MacArthur Park* □ **Donna Summer**	Casablanca
2	2	*Don't Bring Me Flowers* □ **Streisand/Diamond**	Columbia
14	▲ 3	*My Life* □ **Billy Joel**	Columbia
8	4	*I Just Wanna Stop* □ **Gino Vannelli**	A&M
3	5	*You Needed Me* □ **Anne Murray**	Capitol
5	6	*How Much I Feel* □ **Ambrosia**	Warner Bros.
13	▲ 7	*Sharing the Night Together* □ **Dr. Hook**	Capitol
22	▲ 8	*Too Much Heaven* □ **Bee Gees**	RSO
11	9	*I Love the Night Life* □ **Alicia Bridges**	Polydor
4	10	*Hot Child in the City* □ **Nick Gilder**	Chrysalis
6	11	*Double Vision* □ **Foreigner**	Atlantic
15	12	*YMCA* □ **Village People**	Casablanca
10	13	*Ready to Take a Chance Again* □ **Barry Manilow**	Arista
23	▲ 14	*Instant Replay* □ **Dan Hartman**	Blue Sky
7	15	*Le Freak* □ **Chic**	Atlantic
21	▲ 16	*Strange Way* □ **Firefall**	Atlantic
29	▲ 17	*We've Got Tonight* □ **Bob Seger**	Capitol
18	18	*Time Passages* □ **Al Stewart**	Arista
19	19	*I'm Every Woman* □ **Chaka Khan**	Warner Bros.
9	20	*Kiss You All Over* □ **Exile**	Warner Bros.
25	21	*Hold the Line* □ **Toto**	Columbia
30	▲ 22	*(Our Love) Don't Throw It All Away* □ **Andy Gibb**	RSO
27	23	*Ooh Baby, Baby* □ **Linda Ronstadt**	Asylum
26	24	*Sweet Life* □ **Paul Davis**	Bang
28	25	*September* □ **Earth, Wind & Fire**	Columbia
20	26	*Alive Again* □ **Chicago**	Columbia
34	▲ 27	*Bicycle Race/Fat Bottomed Girls* □ **Queen**	Elektra
35	▲ 28	*Change of Heart* □ **Eric Carmen**	Arista
33	29	*New York Groove* □ **Ace Frehley**	Casablanca
17	30	*You Never Done It Like That* □ **Captain and Tennille**	A&M
39	▲ 31	*Fire* □ **Pointer Sisters**	Planet
32	32	*Get Off* □ **Foxy**	TK
12	33	*Whenever I Call You "Friend"* □ **Kenny Loggins**	Columbia
—	▲ 34	*Promises* □ **Eric Clapton**	RSO
—	▲ 35	*Lotta Love* □ **Nicolette Larson**	Warner Bros.
24	36	*Reminiscing* □ **Little River Band**	Harvest
37	37	*How You Gonna See Me Now* □ **Alice Cooper**	Warner Bros.
44	▲ 38	*The Power of Gold* □ **Fogelberg & Weisberg**	CBS
38	39	*Straight On* □ **Heart**	Portrait
36	40	*Dance (Disco Heat)* □ **Sylvester**	Fantasy
31	41	*Don't Want to Live Without It* □ **Pablo Cruise**	A&M
49	▲ 42	*Every 1's a Winner* □ **Hot Chocolate**	Infinity
43	43	*Part Time Love* □ **Elton John**	MCA
16	44	*One Nation Under a Groove* □ **Funkadelic**	Warner Bros.
—	▲ 45	*Shattered* □ **Rolling Stones**	Rolling Stones
46	46	*Macho Man* □ **Village People**	Casablanca
—	47	*A Little More Love* □ **Olivia Newton-John**	MCA
—	48	*The Gambler* □ **Kenny Rogers**	United Artists
40	49	*Boogie Oogie Oogie* □ **A Taste of Honey**	Capitol
41	50	*Blue Collar Man* □ **Styx**	A&M

Playback

Old slow hand's back. It's been a while since Eric Clapton has matched the success of *Lay Down Sally* (RSO), which peaked on "Playlist" at five last April. The follow-up single, *Wonderful Tonight,* reached only 38 in July. But his latest single, *Promises,* from the new *Backless* LP, is showing promise. This week's biggest add, it enters the chart at 34. Steve Kingston of WYRE(AM) Annapolis, Md., calls it "a good image record ... definitely mass appeal." However, many programers are not so optimistic. Echoing the opinion of others, Mark Elliott of WKRQ(FM) Cincinnati says "it's a big album, but not a big single. Given his popularity and the album sales, I'm going with it." **Country crossover.** Kenny Rogers's latest single, *The Gambler* (United Artists), grabs the number one spot on the country "Playlist" this week and enters the contemporary chart at 48 as well. The ballad has made a smooth cross-over at such stations as KILT(AM) Houston, WFIL(AM) Philadelphia, WZGC(FM) Atlanta, WLAC(AM) Nashville and WAYS(AM) Charlotte, N.C. And programers are excited about it. WAYS's Scott Slade, for one, says: "It's a great record. It has hooks that appeal to teens as well as good old basic country philosophy without country irritants." **Under the wire.** Ian Matthews just misses "Playlist" at 52 with *Shake It* (Mushroom). Jim Golden of WBSR(AM) Pensacola, Fla., affirms: "It's going to be a hit. It's easy-to-listen-to, commercial top 40." Ed Alexander of KTKT(AM) Tucson, Ariz., calls it "a really neat song, really relatable with a good beat ... a nice, happy song." **Coming up.** Nigel Olsson's *Dancin' Shoes* (Bang) is "going to be a hit," says Kerry Jackson of WGSV(AM) Guntersville, Ala. The title notwithstanding, "it's not disco," he says. "It's real pop, with a full sound."

Country

Last week	This week	Title □ Artist	Label
4	1	*The Gambler* □ **Kenny Rogers**	United Artists
3	2	*Don't You Think This Outlaw Bit...* □ **W. Jennings**	RCA
17	▲ 3	*Friend, Lover, Wife* □ **Johnny Paycheck**	Epic
1	4	*On My Knees* □ **Charlie Rich**	Epic
2	5	*Burgers & Fries* □ **Charley Pride**	RCA
15	▲ 6	*Rhythm of the Rain* □ **Jacky Ward**	Mercury
5	7	*I Just Want to Love You* □ **Eddie Rabbitt**	Elektra
13	▲ 8	*Sleep Tight, Goodnight Man* □ **Bobby Bare**	Columbia
8	9	*The Bull and the Beaver* □ **Haggard/Williams**	MCA
10	10	*That's What You Do to Me* □ **Charly McClain**	Epic
11	11	*Fadin' In, Fadin' Out* □ **Tommy Overstreet**	ABC
12	12	*Two Lonely People* □ **Moe Bandy**	Columbia
—	▲ 13	*Can You Fool* □ **Glen Campbell**	Capitol
9	14	*Break My Mind* □ **Vern Gosdin**	Elektra
6	15	*Sweet Desire* □ **Kendalls**	Ovation
14	16	*Sleeping Single in a Double Bed* □ **Barbara Mandrell**	ABC
7	17	*What Have You Got to Lose* □ **Tom T. Hall**	RCA
16	18	*Little Things Mean a Lot* □ **Margo Smith**	Warner Bros.
19	19	*Lady Lay Down* □ **John Conlee**	ABC
18	20	*Tulsa Time* □ **Don Williams**	ABC
21	21	*You've Still Got a Place in My Heart* □ **Con Hunley**	WB
23	22	*Cryin' Again* □ **Oak Ridge Boys**	ABC
24	23	*Ain't No California* □ **Mel Tillis**	MCA
25	24	*All of Me* □ **Willie Nelson**	Columbia
—	25	*Let's Take the Long Way Around the World* □ **R.Milsap**	RCA

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

Fates & Fortunes®

Media

Sherril W. Taylor, VP in charge of affiliate relations, CBS Radio Network, New York, appointed VP of development, CBS Radio. He succeeds Ben S. Lochridge, who retired.


Taylor


Griffin

Daniel K. Griffin, director of operations, WOR(AM) New York, joins WYNY(FM) there as general manager.

Ray Yorke, former general manager of Taft Broadcasting's WYNF(FM) Tampa, Fla., named to same post at NBC's WKYS(FM) Washington. **Frank Scott,** formerly general manager of both WKYS and WRC(AM) Washington, retains latter post. Replacing Mr. Yorke at WYNF is **Steve Lapa,** former station manager of Taft's WGRQ(FM) Buffalo, N.Y.

William R. Adams, general manager, WEEK-TV Peoria, Ill., named VP.

Ev Wren, head of his own radio production and consulting business, joins KLAK(AM) Denver as general manager. **Jim Teeson,** station manager, KPPL(FM) Denver, named general manager. Both stations are owned by McCoy Broadcasting Co.

Robert H. Elliott, general manager, WMEE(AM)-WMEF(FM) Fort Wayne, Ind., named VP of group owner, Federated Media.

Rich Hull, farm director of WIBW-AM-FM-TV Topeka, Kan., appointed general manager of KGBX(AM) Springfield, Mo. (stations are owned by Stauffer Communications Inc.).

Dan Miller, operations director and air personality, KOOK(AM) Billings, Mont., appointed general manager.

William Jenkins, general manager, WCTI-TV New Bern, N.C., named VP of licensee, Malrite of North Carolina Inc. **Bob Wolfe,** promotion manager, WCIA(TV) Champaign, Ill., joins WCTI-TV as program and operations manager.

Jerdan Bullard, general manager, WPTX(AM)-WMDM-FM Lexington Park, Md., joins WAAX(AM) Gadsden, Ala., in same capacity.

Sidney Spielvogel, senior commercial policy editor, broadcast standards department, NBC, New York, named commercial policy manager in that unit.

Stephen J. Solomon, director, personnel, New York, ABC Inc., named VP, corporate personnel relations.

Richard D. Rosen, supervisor on tax staff of Ernst & Ernst, Providence, R.I., joins Outlet Co. there as corporate tax manager.

George E. Castrucci, finance vice president, Taft Broadcasting Co., Cincinnati, promoted to executive VP, finance and corporate staff, with additional responsibilities for all corporate staff functions.

John Janas, assistant to president of Rollins Inc., Atlanta, who recently assumed responsibility for company's media group (BROADCASTING, Nov. 20), appointed VP.

John D. Varnier, senior VP-media director, Campbell-Ewald, Detroit, named station manager, WGEM-AM-FM-TV Quincy, Ill.

Colleen Flynn, account executive, WQTC-FM Two Rivers, Wis., named station manager of co-owned WRTR(AM) there.

Howard Lowe, operations manager, noncommercial KVIE(TV) Sacramento, Calif., named director of broadcasting. **Karl Renwanz,** operations supervisor, named manager of operations and engineering.

Patrick Nolan, broadcast producer, TR Productions, Boston, joins WQTV(TV) Boston as director of operations and production.

Rob Edwards, operations and program manager, KOST(FM) Los Angeles, joins KBRT(AM)-KBIG(FM) there as operations supervisor.

Frederic Gold, assistant director of marketing and research, WNEW-TV New York, joins Association of Independent Television Stations, New York, as research manager.

Officers elected by Greater Chicago Radio Broadcasters Association for 1978-79: **Jim Barker,** WFYR(FM), president; **Harvey Pearlman,** WMET(FM), VP; **Lois Gredell,** WBBM-FM secretary-treasurer.

League cites McGannon. Donald H. McGannon, chairman and chief executive officer of Westinghouse Broadcasting Co., received the National Urban League's 1978 Equal Opportunity Day award for his "leadership in the movement for equal opportunity and corporate social responsibility within the broadcasting industry." From left to right: James E. Burke, chairman of Johnson & Johnson; Mr. McGannon; Vernon Jordan, president of NUL; Coy G. Eklund, chairman of NUL, and James Linen, former chairman of NUL. Mr. McGannon has been a trustee of NUL for the past 10 years.

New officers, North Carolina Association of Broadcasters: **Eugene Bohi,** WGHP-TV High Point, president; **Dan Griffin,** WBIG(AM) Greensboro, president-elect; **James Goodmon,** WRAL-TV Raleigh, VP-television; **H. Wharton Winstead,** WRXO(AM)-WKRX(FM) Roxboro, VP-radio, and **Jack Starnes,** WBAG-AM-FM Burlington, secretary-treasurer.

Broadcast Advertising

Frank D. Donino, executive VP of Local Communications Inc., subsidiary of Interpublic Group of Companies, and **Stephen M. Leff,** executive VP of Interpublic Television, syndication arm of McCann-Erickson, named executive VP's of McCann, based in New York.

Mike Slosberg, senior VP and associate creative director, Young & Rubicam, New York, named executive VP and general manager of Wunderman, Ricotta & Kline USA, New York. Wunderman is Y&R affiliate.

Robert H. Huntington Jr., senior VP and secretary of Compton Advertising, New York, named executive VP and chief administrative officer. **Gerald Germain,** senior VP and treasurer, domestic operations, appointed chief financial officer. **John F. Mennis,** VP and controller, becomes treasurer, domestic operations.

Jean Mandel, associate media director, Waring & LaRosa, New York, named VP.


Charlesworth

E. James Charlesworth, field account director on McDonald's account, Needham, Harper & Steers, Chicago, elected senior VP. **Walter M. Perls,** group creative director in Chicago office, also elected senior VP. **William Lane,** VP-account supervisor, McCann-Erickson, New York, joins NH&S there as account supervisor.

Kenneth A. Klein, manager, corporate communications, Marsh & McLennan, New York, joins Ries Cappiello Colwell, New York, as account supervisor.

Neil Greenberg, from W.B. Doner, Baltimore, joins Eisner & Associates there as copy supervisor.

William Bowden, associate creative director, Cook, Ruef, Spann & Weiser, Columbia, S.C., named creative director.

Stanley Livingston, owner of Tulsa, Okla., design firm, joins Stephenson Advertising there as art director.

Anne Kennedy Griffin, product manager, marketing, Leeming/Pacquin division of Pfizer Inc., New York, joins DKG Advertising there as associate market research director.

Esther C. Poll, senior media buyer, Elkman Advertising, Philadelphia, joins Sumner & Berry Advertising, Dallas, as media director.

Peggy Tierney, account executive, WDGY(AM) Minneapolis-St. Paul, joins Grey Advertising there as media supervisor.

Terrence G. Parmelee, management supervisor, Meldrum & Fewsmith, Cleveland, assumes additional responsibilities as executive VP working in long-range agency planning and development.

Ted Ingersoll and **Rodney Underhill,** management supervisors, Tracy-Locke Advertising and Public Relations, Dallas, named VP's. **Jim Lucas,** from Davis, Johnson, Mogul & Colombatto, San Francisco, joins Tracy-Locke, San Francisco, as account executive. **Ed Rizzo,** VP and executive producer, Henderson Advertising, Greenville, S.C., and **Donna Mozina,** from KLAK(AM)-KPPL(FM) Denver, join Tracy-Locke, Denver, as director and assistant director of broadcast production.

David Ottey, VP television and radio production, Wells, Rich, Greene, New York, joins Kenyon & Eckhardt there as VP-associate creative director of television production.

Frank Vernon, VP-group supervisor, Cunningham & Walsh, New York, named VP-management supervisor.

Susan Lipman, from Doyle Dane Bernbach, New York, joins Air Time there as media buyer.

Catherine Ann Stowe, from KBYE(AM)-KTLS(FM) Oklahoma City, joins GKD Advertising there as media director.

Lila Moon, from sales group of *Saginaw* (Mich.) *Valley News,* joins Parker, Willox, Fairchild & Campbell Advertising there as account executive.

John Latus, account supervisor, Hoefer, Dieterich & Brown, San Francisco, named VP.

Don Patrick, VP-marketing, Gallagher Group, New York, joins Paula Green Advertising there in same capacity.

William Herrfeldt, account supervisor, Needham, Harper & Steers, Chicago, named VP.


Wolfson

George R. Wolfson, VP and general manager of Los Angeles office of Blair Radio, named VP and general manager of representative firm in New York, replacing John N. Boden, who becomes president of Blair Radio, effective Jan. 1 [BROADCASTING, Nov. 27]. Replacing Mr. Wolfson as manager in Los Angeles is **Francis C. Wilkinson,** account executive there. **Gabriel P. Dype,** VP and manager of Detroit office of Blair Television, assumes additional responsibilities as VP of Blair's Cleveland office. **Paul (Ted) Pearse,** VP-sales, Detroit, named VP and sales manager there, reporting to Mr. Dype. **Byron Elton,** graduate, Brigham Young University, Provo, Utah, named account executive in Blair's Los Angeles office. **Davy Rosenweig,** account executive, Metromedia TV Sales, New York, joins Blair's market division ABC sales team, New York, as account executive. **Jane Dowden,** account exeuctive, NBC sales team in Chicago office of Blair, transferred to Boston office as account executive. **Gary Shackelford,** also member of NBC sales team in Chicago, transferred to Jacksonville, Fla., office as account executive.

Marshal Lichstrahl, assistant sales manager, Blue sales team, Katz American Television, New York, appointed Atlanta sales manager for Katz. **Judy Strumor,** account executive, Blair Television, New York, and **Domenick Tambone,** account executive, Avery Knodel, New York, join Blue sales team of Katz in New York. **Alison Moore,** sales assistant there, named market research specialist on Katz marketing division's television sales research staff.

Tom Poulos, salesman, McGavren-Guild, New York, named Boston regional sales manager. **Jeff Silver,** salesman, Prentice Hall, New York, and **Amy Ettleison,** with sales and sales service department, WNEW-TV New York, named to M-G sales staff, New York.

Thomas Scott, film editor, WCPO-TV Cincinnati, joins Adam Young, New York, as research analyst. **Laurie Harper,** sales assistant, Tele-Rep, New York, joins Adam Young, New York, as sales trainee.

Jerry Solomon, account executive, Eastern division, ABC-TV, New York, named to newly created post of director of marketing for network.

Jack O'Hern, national sales manager, WAGA-TV Atlanta, named general sales manager.

Roger E. Hilkert, retail sales manager, WBBM(AM) Chicago, joins WTOP(AM) Washington as general sales manager.

James Macfarlan, account executive, WJAR-TV Providence, R.I., appointed national sales manager.

Georgia Hess, national sales manager, KPAM-AM-FM Portland, Ore., appointed general sales manager.

Larry Fischer, account executive, WHN(AM) New York, joins WNBC(AM) there as local sales manager. **Mimi Parsons,** account executive, WPIK(AM) Alexandria, Va., and co-owned WXRA(FM) Washington, and **George Byrd,** account executive, WPIX-FM New York, join WNBC as account executives.

Ken Bauder, local sales manager, WSFA-TV Montgomery, Ala., joins co-owned WDSU-TV New Orleans in same capacity.

Craig Harper, account executive and co-op coordinator, WEZI(FM) Memphis, named local sales manager.

Sadie Adwon, account executive, KTUL-TV Tulsa, Okla., named regional sales manager.

Richmond Bancroft, account executive, WRXL(FM) Richmond, Va., appointed sales manager.

John T. Timm, account executive, WEZW(FM) Milwaukee, named sales manager.

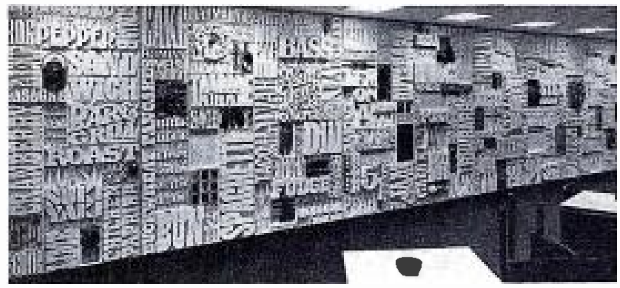
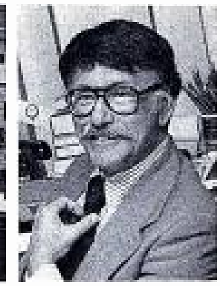
John VonRueden, general manager, KXMB-TV Bismarck, N.D., appointed regional sales manager of Western Dakota 4X TV Network, Bismarck.

Jan Kopic, sales manager for Los Angeles office of Harrington, Righter & Parsons, joins KRTH(FM) there as account executive.

Jeannie Murphy, from insurance company in Lincolnwood, Ill., joins WRAU-TV Peoria, Ill., as local account executive.

O.C. Budge, from KUTV(TV) Salt Lake City, joins sales staff of KSTU(TV) there.

Jay Tschirner, president of Sales Systems Inc., Kansas City, Mo., joins WXLO(FM) New York as sales representative.

Big year for big D. The Lou Dorfsman "Gastrotypographicalassemblage" that adorns the 20th floor cafeteria at CBS's New York headquarters has been reproduced at that city's Cooper-Hewitt Museum as an outstanding example of 20th century design. It is a 35-foot collage of kitchen objects and wood cut-outs spelling 235 gastronomical words. Additionally, Mr. Dorfsman (pictured), the senior vice president and creative director of advertising and design for the CBS/Broadcast Group, has been awarded the 1978 medal of the American Institute of Graphic Arts, and has been named co-chairman of the 29th International Design Conference in Aspen, Colo., June 17-22, 1979. Former CBS Vice Chairman Frank Stanton, presenting the AIGA award, said of him: "Whether it is a television studio set, a matchbook cover, a book, a booklet, a cafeteria wall, a paper cup, an annual report or an annual meeting, Lou has done it and done it with taste and style and integrity."

Programing

Charles Gerber, station manager of NBC-owned KNBC(TV) Los Angeles, named to new post of VP, program development, NBC Television Stations Division, based in Hollywood.

George Paris, director of daytime and syndicated program development, 20th Century-Fox, Beverly Hills, Calif., named VP of daytime and syndicated programs.

Valerie Rowley, general manager, ITC of Canada Ltd., Toronto-based subsidiary of ITC Entertainment, named VP and general manager there.

James P. Marrinan, director of finance and administration, Viacom-owned Suffolk (N.Y.) Cablevision, named director, international sales administration, Viacom Enterprises, New York.

William R. Eckenrode, production assistant, distribution department, Group W Productions' Television Syndication Center, Pittsburgh, named supervisor of distribution. **Robert Hagen,** film supervisor, Group W's KDKA-TV Pittsburgh, named supervisor of operations, Television Syndication Center.

Daniel Simon, vice president, TRG Communications, Los Angeles, named head of licensing and merchandising department, Lorimar Productions, Burbank, Calif.

Liv Wright, in pay television department of United Artists, New York, and **Mark Friedman,** director of marketing for Worldvision Enterprises, New York, named sales managers for UA pay television.

Virginia Hegge, assistant to producer on various made-for-TV movies at Universal Television, Los Angeles, named executive assistant to Tom Tannenbaum, executive VP of Columbia Pictures Television, Burbank, Calif.

Lou Palmer, sports reporter, WTIC-AM-FM Hartford, Conn., joins Entertainment and Sports Programing Network, Plainville, Conn., as director of programing.

David Bieber, program manager, WDIV(TV) Detroit, joins WJBK-TV there as director of programing. **Alan Frank,** program manager, WJZ-TV Baltimore, succeeds Mr. Bieber at WDIV.

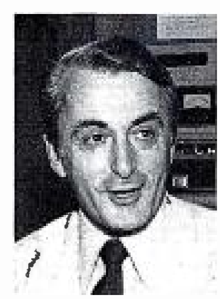
News and Public Affairs


Walden

Alan R. Walden, director of news and public affairs for NBC-owned WNBC(AM) New York, appointed director, radio news, NBC News.

Tony Brunton, executive editor for hard news broadcasts, CBS News, Radio, New York, named deputy director of news and director of special events, CBS News, Radio. **Joseph Dembo,** CBS News correspondent, anchoring *News-on-the-Hour* broadcasts on CBS Radio Network, succeeds Mr. Brunton. **Charles R. Reeves,** executive producer for CBS News, Radio, special events unit, named executive producer, news broadcasts. **Peter Wells,** executive producer, public affairs,


Brunton


Dembo


Reeves


Wells

CBS News, Radio, assumes new planning and development duties in that position.

Larry Kane, anchor, WABC-TV New York, joins WCAU-TV Philadelphia in same capacity.

Armand (Sonny) Asselin, news director, WJAR(AM) Providence, R.I., joins co-owned WTOP(AM) Washington in same capacity.

Kevin Kelly, anchor and reporter, WWLP(TV) Springfield, Mass., named assistant news director.

Charles F. Thomson, editorial writer, *Evening Bulletin,* Philadelphia, joins KYW-TV there as editorial director.

Nancy Sanders, acting assignment editor, WKBW-TV Buffalo, N.Y., named assignment editor.

Charlie Beckner, chief photographer, KGUN-TV Tucson, Ariz., named news assignments editor.

Ross Yockey, independent documentary writer and producer, joins WDSU-TV New Orleans as managing editor. **Sam Ellis,** news director and chief photographer, KTBS-TV Shreveport, La., joins WDSU-TV as chief photographer in news department.

David Nimmer, managing editor, *Minneapolis Star,* joins WCCO-TV there as reporter and writer, effective in March of 1979.

David Woodworth, in news department of KSTP-TV St. Paul, named all-night reporter and producer.

Jerry Hayes, from news department of WTVF(TV) Nashville, joins WAFF(TV) Huntsville, Ala., as weekend anchor and weekday reporter.

Pat Nilsen, from news department of KFMB-AM-FM San Diego, joins WAFF as weekend assignment editor and weekday reporter.

Scott Monahan, news director and newscaster, KTLK(AM) Denver, joins news staff of KRDO-TV Colorado Springs.

Cindy Gricus, reporter, WWBT(TV) Richmond, Va., joins WBAL-TV Baltimore as weekday weather reporter.

Promotion and PR

Bruce A. Weiner, director of promotion and information services for CBS-owned WCAU-TV Philadelphia, named director of affiliate advertising and promotion, CBS Entertainment, New York. He succeeds **Alex Kennedy,** named executive editor, press information, CBS Entertainment. Mr. Kennedy replaced **Harry V. Coren,** who reached mandatory retirement age of 65 on Nov. 30. (New retirement law, raising minimum mandatory retirement age to 70, becomes effective Jan. 1).

Gerald J. Voros, executive VP and corporate director of public relations, Ketchum, MacLeod & Grove, Pittsburgh, appointed president and chief executive officer of company's newly formed unit, Ketchum, MacLeod & Grove Public Relations. **Paul Alvarez** and **Jacob Engle,** senior VP's in Los Angeles and Pittsburgh public relations of Ketchum, respectively, named executive VP's of new unit, both based in Pittsburgh. **David Drobis,** senior VP, San Francisco, named executive VP there. **Kay Cushing,** general manager of Pittsburgh Ballet Theater, joins Ketchum, MacLeod & Grove Public Relations there as account supervisor.

Janet S. Fuhrman, director of public relations for Philadelphia Convention and Visitors Bureau, joins KYW-TV there as information services manager.

Cable

Monroe M. Rifkin, chairman and president of American Television & Communications Corp., New York, named VP of Time Inc. ATC is recently merged, wholly owned subsidiary of Time.

Nile McDonald, city manager of Urbandale, Iowa, joins Hawkeye Cablevision, Des Moines, Iowa, as executive VP.

Peter Clegg, from State Street Bank and Trust Co., Boston, joins Acton Corp., Acton, Mass., as assistant to company's president, Samuel Phillips.

Broadcast Technology

Bob Belcher, VP, Editel Inc., Los Angeles, joins Vidtronics Co., Hollywood, as general manager.

Jason Farrow, marketing communications manager, Harman Kardon, White Plains, N.Y., maker of stereo components, named manager for high fidelity and digital audio products for Sony Corp of America, New York. **Rosemarie Monaco,** advertising manager, business products division, Sony Industries, appointed director of advertising and sales promotion for

Sony video products division.

Holly Holmes, chief installer, Jefferson Data Systems, Charlotte, N.C., named installations manager.

Jon Morgan, engineer, WMAQ(AM) Chicago, joins WGSB(AM) Geneva, Ill., as chief engineer.

John Whitaker, in management post in engineering section of GTE Lenkurt, Albuquerque, N.M., appointed manager of manufacturing engineering.

Allied Fields

Jerold L. Jacobs, deputy chief of FCC's Cable Television Bureau, Washington, named acting chief of Broadcast Facilities Division. He succeeds **David S. Landis** who retired Nov. 3 after 30 years with commission.

Meredith L. Manni, film and video tape coordinator, NBC, New York, joins Arbitron television advertiser-agency sales, New York, as sales service representative.

David Teitler, graduate, Albany (N.Y.) State University, joins Starch INRA Hooper, Mamaroneck, N.Y., as research account executive in charge of Hooper Rating Service.

Rick Levy, chief engineer, WNSR(AM)-WLYN(FM) Lynn, Mass., joins Grahm Junior College, Boston, as director of engineering.

Deaths

J. Davis Danforth, 75, retired executive VP of BBDO, New York, died of heart attack in Gulf Stream, Fla., on Nov. 25. He was past chairman of American Association of Advertising Agencies. Surviving is his wife, Ethel.

Raymond E. Davis, 47, president of Firstcable Communications Inc., multiple system operator in Oregon, Ill., died Oct. 25 in light plane crash near Ashton, Ill. He had been active in cable industry since 1964 holding sales positions with Jerrold Electronics, Kaiser CATV and Theta-Com division of Hughes Aircraft until 1976 when he co-founded Firstcable, which operates four systems. Survivors include his wife, Pearl, and five children.

Richard Kelton, 38, television actor, died Nov. 27 of heart attack on Phipps Ranch near Denver while he was working in episode of NBC-TV's miniseries, *Centennial.* he also appeared in *Gunsmoke, The Waltons, Charlie's Angels* and *Quark*. Survivors include his wife, Eileen, and one son.

Lyle C. Chase, 47, unit manager and coordinator for ABC-TV New York, died Nov. 21 at Montrose Veterans hospital, Peekskill, N.Y., of cancer. Earlier in his career, he was producer-director for noncommercial WNET(TV) New York, WNYS(TV) Syracuse, N.Y. (now WIXT(TV)) and WFIE-TV Evansville, Ind. He won Emmy award in 1972 for his work on *Great American Dream Machine,* PBS series produced by WNET. Survivors include his wife, Betty, and four daughters.

Walter John McGraw II, 59, writer, director and producer for radio, died Nov. 18 at New York hospital. In 1940's and 1950's, Mr. McGraw wrote and directed documentaries for CBS and NBC. More recently he had worked as freelance writer. Survivors include his wife, Suzanne DePinna, and two children by former marriages.

John Creutz, 70, retired radio engineer for Rixon Electronics, Silver Spring, Md., died of heart attack Nov. 21 at nursing home in Hurley, Wis. Mr. Creutz was VP of Rixon, firm specializing in data communications and radio equipment. Rixon was subsidiary of Page Communications Engineers until 1957, and he had been VP of Page also. At one time, Mr. Creutz was part owner of WMFJ(AM) Daytona Beach, Fla., and WMEL(AM) Melbourne, Fla. In 1947, he was one of founders of radio engineering consulting firm, Page-Creutz, Garrison and Waldschmidt. Surviving are his wife, Ardel, and two sons.

For the Record®

As compiled by BROADCASTING based on filings, authorizations, petitons and other actions announced by the FCC during the period Nov. 20 through Nov. 24.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

TV actions

■ Jacksonville, Fla.—FCC granted Crown Broadcasting Corp. ch. 30 (566-572 mhz), ERP: 1662 kw vis., 240 kw aur., HAAT: 944 ft.; ant. height above ground 995 ft. P.O. address: 736 Gulf Life Building, Jacksonville 32207. Estimated construction cost $1,738,766, first-year operating cost $849,583; revenue $900,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Edward F. Lorentz. Principals: 21 stockholders, (none with more than 8.3%). Robert R. Bowen is president. Mr. Bowen is president of Jacksonville manufacturer and is former director of WTLV(TV) there. No stockholder has other broadcast interests. (FCC 78-787). Action Nov. 2.

FM action

■ Greenfield, Mass.—Broadcast Bureau granted Green Valley Broadcasting Co. 95.3 mhz, .315 kw, HAAT 777 ft. P.O. address: Box 910, Greenfield 01301. Estimated construction cost $71,479; first-year operating cost $31,880; revenue $50,000. Format: variety. Principals: Edward W. Skutnik (74.9%) and Robert A. Cartledge (25.1%). Mr. Skutnik is engineer with WHYN-AM-FM-TV Springfield, Mass., as is Mr. Cartledge (BP-20,592). Action Oct. 6.

FM start

■ KCKS Concordia, Kan.—Authorized program operation on 95.3 mhz, ERP: 3 kw, HAAT: 160 ft. Action Oct. 27.

FM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ *KECG(FM) El Cerrito, Calif. (BLED-1800); KRJB(FM) Monte Rio, Calif. (BLH-7812); WDMG-FM Douglas, Ga. (BLH-7820); *WIPU(FM) Fort Wayne, Ind. (BLED-1798); *WWDS(FM) Muncie, Ind. (BLED-1797); KEZS(FM) Liberal, Kan. (BLH-7822); *KRPC(FM) Owatonna, Minn. (BLED-1799); WKNZ(FM) Collins, Miss. (BLH-780803AA); KLDN(FM) Eldon, Mo. (BLH-7817); *WNAA(FM) Greensboro, N.C. (BLED-1796); WANB-FM Waynesburg, Pa. (BLH-7815); *KACC(FM) Alvin, Tex. (BLED-780828AA).

Ownership Changes

Applications

■ WAIT(AM) Chicago (820 khz, 5 kw-D)—Seeks assignment of license from WAIT Radio to Century Chicago Broadcasting Ltd. Seller is owned principally broadcast interests. Buyer: owned by Robert S. Caldwell Jr. (51%) and Joseph E. Davis (49%). Mr. Caldwell owns furniture store and has banking interests in Columbus. Mr. Davis is general manager at WMBC(AM)-WJWF(FM) Columbus (BAL-780817EC, BAPH-780817EE). Action Nov. 21.

■ KZEL-FM Eugene, Ore. (96.1 mhz, 100 kw)—Broadcast Bureau granted transfer of control of FM/96 Ltd. from Jay A. West (67.4% before, 5% after) to Jayar Communications Corp. (none before; 95% after). Consideration: $244,900 plus assumption of $350,000 in liabilities and $10,000 per year consultancy agreement for three years. Seller is owned by Jay West (67.4%) and others. Buyer is principally owned by Peter L. Townsend (12.5%), C. Robert Skinner (25%) and Jeannette T. Brophy (12.5%). (BTCH780831EC). Action Nov. 22.

■ WPHL-TV Philadelphia (ch. 17)—Broadcast Bureau granted assignment of license from AVC Corp. to Colony Broadcasting Inc. for $10 million, plus $700,000 for consultancy and $300,000 for agreement not to compete. Seller is hardware and textile manufacturer with no other broadcast interests. Buyer is wholly owned by Providence (R.I.) Journal Co., publisher of *Providence Journal-Bulletin*, licensee of WEAN(AM)-WPJB-FM Providence and owner of cable TV systems in five states. Action Nov. 16.

■ KCLR(AM) Ralls, Tex.—Broadcast Bureau granted involuntary transfer of control of KCLR Inc. from Franklin T. Wilson to Margaret G. Wilson, independent executrix of estate of Franklin T. Wilson, condition (BTC781027EA). Action Nov. 21.

■ KQPD(FM) Ogden, Utah—Broadcast Bureau granted involuntary assignment of license from The Wasatch Broadcasting Partnership to Robert C. Mohr and Doris C. McIntyre, executrix of estate of Frank C. McIntyre; condition (BALH781013EH). Action Nov. 21.

■ WDEV(AM) Waterbury, Vt. (550 khz, 5 kw-D, 1 kw-N)—Broadcast Bureau granted transfer of control of Radio Vermont Inc. from Lloyd E. Squier (65% before; 41.7% after) to Kenley Squier and Craig Parker (35% before; 58.3% after). Consideration: $46,909. Principals: Lloyd Squier is transferring control of stations to his son Kenley (who had minority interest before transfer and 43.3% after) and Mr. Parker (minority before; 15% after). Kenley Squier owns TV production firm in Waterbury, is general manager of WDEV and owns 33% of WRFB-FM Stowe, Vt. Mr. Parker owns furniture and funeral business in Waterbury (BTC780927EA). Action Nov. 21.

Summary of Broadcasting

FCC tabulations as of Sept. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,497	5	36	4,538	39	4,577
Commercial FM	3,005	2	59	3,066	140	3,206
Educational FM	938	0	35	973	80	1,053
Total Radio	8,440	7	130	8,597	259	8,836
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	8	268
VHF	94	1	7	102	4	106
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	65	1,053
FM Translators	243	0	0	243	72	315
TV Translators	3,542	0	0	3,542	459	4,001
UHF	1,126	0	0	1,126	262	1,388
VHF	2,416	0	0	2,416	197	2,613

*Special temporary authorization

**Includes off-air licenses

by Maurice Rosenfield and Milton I. Shadur (62%) as co-trustees of three different trusts. They have no other broadcast interests. Buyer is partnership formed by agreement between WAIT Radio (23%) and Century Broadcasting. Corp. (77%). Partnership (Century Chicago Broadcasting Ltd.), will own and operate WAIT(AM) as well as Century Broadcasting's WLOO(FM) Chicago. Ann. Nov. 27.

■ WGNU-FM Granite City, Ill. (106.5 mhz, 50 kw)—Seeks assignment of license from Charles H. Norman to devote his full attention to WGNU(AM). Buyer is wholly owned subsidiary of Doubleday & Co., New York publishing Co. Subsidiary's stock is voted by either Nelson Doubleday, John W. O'Donnell or John T. Sargent who are officers and major stockholders in parent company. Doubleday Broadcasting Co. is licensee of following stations: KHOW(AM) Denver; KDWB(AM) St. Paul, Minn., KDWB-FM Richfield, Minn. and KWK(AM) St. Louis. Company is also 100% stockholder of Karlo Broadcasting, licensee of KXKX(FM) Denver, and 25% owner of Community Cablevision Co., CATV system operator in Odessa, Tex. Ann. Nov. 27.

■ WMCW(AM) Harvard, Ill. (1600 khz, 500 w-D)—Seeks assignment of license from Esther Blodgett to Obed S. Borgen for $175,000. Ms. Blodgett is retiring. The buyer, Obed S. Borgen, is a Rochester, Minn., broadcaster with interest in six radio stations: KFIL-AM-FM Preston, Minn. (100%); WMIN(AM) Maplewood, Minn. (100%); WAGO(AM) Oshkosh, Wis. (93.7%); KWMB(AM) Wabasha, Minn. (100%), and WHHL Pine Castle-Sky Lake, Fla. (50%). Ann. Nov. 27.

■ WSKV(FM) Stanton, Ky. (104.9 mhz, 440 w)—Seeks transfer of control of Red River Gorge Broadcasting Co. from A. Dale Bryant (100% before; none after) to Charles E. Lynch and Jerry Little (none before; 100% after). Consideration: $130,000. Mr. Bryant is 50% owner of WEKG(AM) Jackson, Ky.; WIRV(AM) Irvine, Ky., and WJSN(AM) Jackson, now under construction. Mr. Lynch is general manager, chief engineer and an announcer for WSKV. Mr. Little is public relations officer for Farm Bureau in Jackson, Ky. They have no other broadcast interests. Ann. Nov. 27.

■ WQRC(FM) Barnstable, Mass. (99.9 mhz, 50 kw)—Seeks transfer of positive control of Cape Cod Broadcasting Co. from Richard D. Walsh Andothers 56% before; none after) to Donald P. Moore and others (44% before; 100% after). Consideration: $369,000. Principals: Mr. Walsh and eight others are transferring their holdings to company president, Mr. Moore, who, after approval, will own 91% of stock (39% originally). Marguerite Cooper is retaining her 5% interest. Remaining shares are to go to John W. Miller, station manager. Mr. Moore is applicant for new AM at Middleborough, Mass. None of other principals has other broadcast interests. Ann. Nov. 14.

■ WABJ(AM)-WQTE(FM) Adrian, Mich. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw)—Seeks transfer of control of Metrocom Inc. from Robert G. Liggett (50.25% before; none after) to Allan C. Graybiel and others (49.75% before; 100% after). Consideration: $210,050 plus $5,000 bonus and $1,000 covenant not to compete. Principals: Mr. Liggett is removing himself from corporation and selling his shares to other holders. Mr. Graybriel and nine others are presently minority stockholders of station. Group is composed of local businessmen. Ann. Nov. 17.

■ WWON-AM-FM Woonsocket, R.I. (AM: 1240 khz, 1 kw-D, 250w-N; FM: 106.3 mhz, 3 kw)—Seeks transfer of control of Woonsocket Broadcasting Co. from trustees to Susan and Nancy Hudson, and Drew and Merrett Palmer. Woonsocket is owned by The Evening Call Publishing Co. which is being reorganized to pass control to children of orignal owners. The company is owned by various trustees of Buell W. Hudson (Esther P. Hudson, Carl W. Christiansen, and Rhode Island Hospital National Bank) (50%) and trustees of Living Trust of Andrew Palmer (Andrew Palmer, his sons, Drew and Merrett, Carl W. Christiansen) (50%). Transfer is to Nancy and Susan Hudson (25% each), Drew (33-1/3%) and Merrett (16-2/3%) Palmer. In this way, each family retains 50% control. Ann. Nov. 27.

■ KANN(AM) Ogden, Utah-KILA(FM) Henderson, Nev. (AM: 1090 khz, 1 kw-D, FM: 95.5 mhz, 1 kw)—Seeks transfer of control of Faith Communications Corp from original trustees to new board of trustees. Consideration: none. Non-profit, non-stock religious corporation is establishing new board of trustees. Jack G. French, president and general manager, will continue a chief operating officer. Ann. Nov. 17.

Actions

■ *KAMB(FM) Merced, Calif. (101.5 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Central Valley Broadcasting Co. from three member board of directors to four member board. Original board of nonprofit licensee included Ken Holgate, Bob McMillen and Cleland Noret. On April 16, 1976, Jack Cauwels replaced Cleland Noret, and on June 12, 1978, Dewey Larson joined board. Mr. Larson is plant manager for manufacturer in Turlock, Calif. (BTC-8759). Action Nov. 22.

■ WBHF(AM) Cartersville, Ga.—Broadcast Bureau granted involuntary transfer of control of Frier Broadcasting Co. from Alma S. Frier to W. N. Shadden, Sr. and Trust Company Bank, executors of estate of Alma S. Frier; condition (BTC781017EA). Action Nov. 21.

■ WBSG(AM) Blackshear, Ga.—Broadcast Bureau granted involuntary transfer of control of Country Colonel Broadcasting Corp. from J. Robert Smith, Marion L. Dixon and Hogan Teater (33 1/3 percent each) to J. Robert Smith, Leona W. Dixon, executrix of estate of Marion L. Dixon and Russell Hill Teater, administrator of estate of Hogan Teater; conditions (BTC781024EA). Action Nov. 21.

■ WACR-AM-FM Columbus, Miss.—Broadcast Bureau granted assignment of license from James W. Eatherton to Broadcast Associates Inc. for $325,000. Seller: Mr. Eatherton is sole owner and has no other

Facilities Changes

TV start

■ KTLC-TV Austin, Tex.—Granted authority to operate trans. by remote control. Action Nov. 1.

AM applications

■ WOOP Danville, Ky.—Seeks mod. of CP to change TL: three miles northeast of city and 0.4 mile south of State Route 34, Danville, Ky. (BMP-14573). Ann. Nov. 13.

■ KRVB Meford, Ore.—Seeks CP to change TL. Ann. Nov. 9.

AM actions

■ KCMP Brush, Colo.—Granted CP to increase critical hours to 2.5 kw. Action October 24.

■ KQIN Burien, Wash.—Returned as unacceptable for filing application for CP to change frequency and increase power. Action Oct. 11.

In Contest

Designated for hearing

■ KJAZ(FM) Alameda, Calif. (Patrick Henry) **Renewal Proceeding:** (Doc. 78-332)—Acting Chief ALJ Lenore G. Ehrig designated ALJ John H. Conlin presiding judge; scheduled prehearing conference for Dec. 21, and hearing for Feb. 6 there. Action Nov. 8.

■ WIZR-AM-FM Johnstown, N.Y. (Street Broadcasting Corp.)—**Renewal Proceeding:** (BC Doc. 78-353-354)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Daniel M. Head presiding judge; scheduled prehearing conference for Dec. 19 and hearing for

Jan. 30 there. Action Nov. 7.

■ Ronceverte and Lewisburg, W. Va.. (Radio Greenbrier Inc. and Lewisburg FM Broadcasters) **FM Proceeding:** (BC Doc. 78-333-334)—Acting Chief ALJ Lenore G. Ehrig designated ALJ Reuben Lozner as presiding judge; scheduled prehearing conference for Dec. 8 and hearing for Jan. 22. Action Oct. 27.

Procedural rulings

■ WSLA-TV Selma, Ala. (Central Alabama Broadcasters Inc.) **TV proceeding:** (BC Doc. 78-238)—ALJ Reuben Lozner denied motion by Southern Television Corp., WKRG-TV Inc., Birmingham Television Corp. and Chapman Television of Tuscaloosa Inc. for leave to withdraw as parties respondent in this proceeding. Action Oct. 31.

■ WSLA-TV Selma, Ala. (Central Alabama Broadcasters, Inc.) **TV proceeding:** (BC Doc. 78-238)—ALJ Reuben Lozner set certain procedural dates and confirmed Feb. 6 and Feb. 20 hearing dates. Action Oct. 23.

■ Palm Springs, Calif. (Gray-Schwartz Broadcating, et al.) **FM proceeding:** (BC Docs. 78-104-106)—ALJ James K. Cullen Jr. granted joint petition by Gray-Schwartz and KPSI Radio Corp. and approved agreement; dismissed with prejudice application of Gray-Schwartz; dismissed as moot petition by KPSI to enlarge issues; and retained in hearing status applications of KPSI and Westminister Broadcasting Corp. Action Nov. 9.

■ KDRG(AM) Deer Lodge, Mont. (Deer Lodge Broadcasting Inc.) **Renewal Proceeding:** (Doc. 21398)—ALJ Daniel M. Head extended to Nov. 27 time for filing proposed findings and to Dec. 18 time for filing reply findings. Action Nov. 1.

■ WAEO(TV) Rhinelander, Wis. (Northland Television Inc.) **TV renewal proceeding:** (Doc. 21266)—Office of Opinions and Review granted request by Broadcast Bureau and extended to Nov. 15 time to respond to second petition for special relief filed by Northland. Action Nov. 3.
Initial decisions

■ Bardstown, Ky.—ALJ Lenore G. Ehrig authorized reimbursement of $12,000 in expenses to Earl Lamar CLark, pursuant to an agreement with Nelson County Broadcasting Company Inc., for withdrawal of Clark's competing application for new FM station there. Action Nov. 16.

■ WHGR(AM) Houghton Lake, Mich.—ALJ John H. Conlin granted renewal application to Sparks Broadcasting Co. Renewal application was set for hearing to determine whether WHGR engaged in fraudulent billing practices and whether it had violated technical and engineering rules. Action Nov. 15.

FCC decisions

■ San Francisco—FCC has renewed license of Bay Area Broadcasting Company, licensee of KOIT(FM) San Francisco. In doing so, it denied objections to renewal filed by Community Coalition for Media Change here, that claimed KOIT discriminates against blacks in employment, has inadequate affirmative action program and fails to program for needs of community. Action Nov. 14.

■ Hartford, Conn.—FCC upheld staff action granting Classical Radio for Connecticut Inc. and WTIC-FM Listeners' Guild (CRC) access to 1974-1977 annual financial reports of Ten Eighty Corporation for its WTIC-FM there. CRC petitioned to deny renewal, alleging that Ten Eighty's abandonment of classical music format on WTIC-FM during its license term was contrary to public interest and that classical music format was financially viable. Action Nov. 14.

■ Whiteville, N.C.—FCC rejected a petition by Ebony Enterprises Inc., license of WVOE(AM) Chadbourn, N.C., to deny Waccamaw Broadcasting Company Inc.'s license application for WOOZ(AM) Whiteville. Action Nov. 14.

Allocations

Petitions

■ Reform, Ala., Rego Broadcasting—Seeks amendment of FM table of assignments to assign 101.7 mhz to Reform, Ala. (RM-3230). Ann. Nov. 3.

■ Playa Del Rey, Calif., Thomas B. and Margrethe T. Friedman—Seeks amendment of table of assignments to assign 101.3 mhz to Los Osos-Baywood Prak, Calif. (RM-3231). Ann. Nov. 3.

Actions

■ Prescott, Ariz.—Broadcast Bureau assigned 103.9 mhz to community as its second FM. Action resulted from petition by Southwest Broadcasting Co., licensee of KYCA(AM) there. Action Nov. 21.

■ Greensboro, Ga.—Broadcast Bureau assigned 103.9 mhz to community as its first FM. Action Nov. 7.

■ Dubach, La.—Broadcast Bureau proposed assigning 97.7 mhz to community as its first FM. Action was in response to petition by Joseph P. Robillard. Comments are due Jan. 8, replies Jan. 29. Action Nov. 7.

■ Grand Rapids and Hibbing, Minn.—Broadcast Bureau proposed four alternate plans for FM assignments for those communicites: (1) assign 93.5 mhz and 101.7 mhz as second FM's for Grand Rapids and Hibbing, respectively; (2) assign 98.3 mhz and 101.7 mhz as second FM's for Grand Rapids and Hibbing, respectively; (3) substitute 96.9 mhz for 96.7 mhz at Grand Rapids and assign 104.3 mhz there as second FM, and substitute 93.9 mhz for 106.3 mhz at Hibbing and assign 104.1 mhz as its second FM; (4) assign 98.3 mhz to Grand Rapids as second FM, substitute 93.9 mhz for 106.3 mhz at Hibbing and assign 104.1 mhz there as its second FM. Comments are due Jan. 2, and replies Jan. 22. Action Nov. 3.

■ Roma-Los Saenz, Tex.—Broadcast Bureau proposed assigning 104.9 mhz to community as its first FM. Action was in response to petition by Tele View Inc., to delete 97.7 mhz from Rio Grande City, Tex., and assign it to Roma-Los Saenz. Bureau said it would instead consider assigning 104.9 mhz to latter. Comments are due Jan. 9, replies Jan. 29. Action Nov. 7.

Translators

Applications

■ Carbondale, Crystal, El Jebel, Frying Pan River Valley, Roaring Fork, all Colorado—Roaring Fork TV Association seeks new UHF TV translator on ch. 62 (TPO: 100 w, HAAT: 70 ft.) to rebroadcast KRMA-TV Denver. Ann. Nov. 14.

■ Pahrump North, Nev.—Communications Engineering Inc. seeks five VHF TV translators, chs. 7, 6, 9, 11, 13 (all TPO: 10 w, HAAT: 40 ft.) to rebroadcast KVVU Henderson, Nev., KLVX, KLAS, KROK and KSHO, all Las Vegas, respectively (BPT-TV-7810021C-7810021B-7810021D-7810021E-7810021F) Ann. Nov. 15.

■ Denning, Wash.—TV District No. 1 seeks three new VHF translators, chs. 3 (TPo: 1 w, HAAT: 100 ft.), 10 (TPO: 1 w, HAAT: 95 ft.) and 13 (TPO: 1 w, HAAT: 90 ft.) to rebroadcast KIRP-TV, KOMO-TV and KING-TV, all Seattle, respectively. Ann. Nov. 22.

Actions

■ KO3FB Snowflake, Ariz.—Porter Mountain Antenna TV Association granted CP for new VHF translator to operate on ch. 3 rebroadcasting KUAT-TV Tucson, Ariz. Action Oct. 18.

■ K02JK, K07PL Animas-Cotton City, N.M.—Hidalgo County Commissioners granted CP for new VHF translators to operate on chs. 2 and 7 rebroadcasting KGUN-TV and KOLD-TV both Tucson, Ariz., respectively. Action Nov. 24.

Cable

Service Registrations

■ The following operators of CATV systems have filed service registrations:

■ Warner Cable of Marinette/Menominee, for Peshtigo, Wis. (W10181) new system.

■ Cable TV of Jena, for Jena, La. (LA0130) new system.

■ TV Cable of Bridgeport, for Runaway, Tex. (TX0496) new system.

■ Barry Jack, for Playa Del Rey, Calif. (CA0774) new system.

■ Ellenville CATV Associates, for Woodridge, N.Y. (NY0440) add signals.

■ Crossville Cable Television Inc., for Crossville, Ala. (AL0165) new system.

■ Cablesystems of Texas Inc., for Sommerall, Tex. (TX0495) new system.

■ Barry Jack, for Westchester, Calif. (CA0775) new system.

■ H.C. Ostertag Cable Television Co., for Hellam, Pa. (PA1521) add signal.

■ Cable Television Co., for Yaupon Beach, N.C. (NC0172) new system.

■ Shirley Basin Service Co., for Shirley Basin, Wyo. (WY0086) new system.

■ Community Cablevision Inc., for Woodstock, Ill. (IL0287) new system.

■ Mansfield Cablevision Inc., for Mansfield, La. (LA0034) add signal.

■ Bantco Inc., for Brookside, Ohio (OH0016) add signal.

■ Bantco Inc., for Bridgeport, Ohio (OH0015) add signal.

■ Bantco Inc., for Colerain, Ohio (OH0017) add signal.

■ Bantco Inc., for Pease, Ohio (OH0018) add signal.

■ Ind Co. TV Cable TV, for Morefield, Ark. (AR0153) new system.

■ Ind Co. TV Cable TV, for Sulphur Rock, Ark. (AR0154) new system.

■ Ind Co. TV Cable TV, for Quail Valley, Ark. (AR0155) new system.

■ Ind Co. TV Cable TV, for Gap Road, Ark. (AR0156) new system.

■ Ind Co. TV Cable TV, for Independence, Ark. (AK0157-AR0160) new system.

■ Ind Co. TV Cable TV, for Pfeiffer, Ark. (ARO158) new system.

■ Ind Co. TV Cable TV, for Weavers Chapel, Ark. (AR0159) new system.

■ Ind Co. TV Cable TV, for Mt. Pleasant, Ark. (ARO152) new system.

■ Emco CATV Inc., for Stratton Mountain, Vt. (VT0065) add signal.

■ Lakeland Cablevision Inc., for Frazee, Minn. (MN0093) add signal.

■ Centre Video Corp., for Midland, Pa. (PA0156) add signal.

■ Columbia Cablevision, for Boone county, Mo. (MO0156) new system.

■ Grandview Cable TV, for Grandview, Wash. (WA0281) new system.

■ Sublette Cable Television Inc., for Pinedale, Wyo. (WY0087) new system.

■ Sublette Cable Television Inc., for Big Piney, Wyo. (WY0088) new system.

■ Sublette Cable Television Inc., for Marbletown, Wyo. (WY0089) new system.

■ Sublette Cable Television Inc., for La Barge, Wyo. (WY0090) new system.

■ Cass Community Antenna TV Inc., for Whitehall, Mich. (MI0317-MI0212) add signal.

■ Cass Community Antenna TV Inc., for Montague, Mich. (MI0211-MI0318) add signal.

■ South Gwinnett Cable TV, for Lilburn, Ga. (GA0227) new system.

■ Parsley Cable Co. of Lenore West Virginia, for Lenore, W.Va. (WV0568) new system.

■ Parsley Cable Co. of Lenore West Virginia, for Belo, W.Va. (WV0569) new system.

■ Parsley Cable Co. of Lenore West Virginia, for Naugatuck, W.Va. (WV0570) new system.

■ Parsley Cable Co. of Lenore West Virginia, for Maher, W.Va. (WV0571) new system.

■ Parsley Cable Co. of Oppy Ky., for Oppy, Ky. (KY0319) new system.

■ Parsley Cable Co. of Oppy Ky., for East Lonely, Ky. (KY0320) new system.

■ Parsley Cable Co. of Rawl W. Va., for Rawl, W. Va. (WV0563) new system.

■ Parsley Cable Co., for Lick Creek, W. Va. (WV0564) new system.

■ Parsley Cable Co. of Burnwell Ky., for Burnwell, Ky. (KY0318) new system.

■ Parsley Cable Co. of Sprigg W. Va., for Merrimac, W. Va. (WV0565) new system.

■ Parsley Cable Co. of Sprigg W. Va., for Sprigg, W. Va. (WV0566) new system.

■ Parsley Cable Co. of Sprigg W. Va., for Lobata, W. Va. (WV0567) new system.

■ Teleprompter Southeast Inc., for Plantation, Fla. (FL0008) add signal.

■ Alert Cable TV of North Carolina Inc., for Cary, N.C. (NC0136) add signal.

■ Alert Cable TV of North Carolina Inc., for Apex, N.C. (NC0067) add signal.

■ Alert Cable TV of North Carolina Inc., for Fuquay-Varina, N.C. (NC0066) add signal.

■ Alert Cable TV of North Carolina Inc., for Selma, N.C. (NC0063) add signal.

■ Alert Cable TV of North Carolina Inc., for Smithfield, N.C. (NC0064) add signal.

■ Alert Cable TV of North Carolina Inc., for Garner, N.C. (NC0069) add signal.

■ Alert Cable TV of North Carolina Inc., for Clayton, N.C. (NC0065) add signal.

■ Alert Cable TV of North Carolina Inc., for Wake, N.C. (NC0078) add signal.

■ Pasadena CATV Inc., for Pasadena, Tex. (TX0252) add signal.

■ Athens TV Cable of Alabama Inc., for Athens, Ala. (AL0016) add signal.

■ Ausable Communications Inc., for Dannemora, N.Y. (NY0759-60) new system.

■ Ausable Communications Inc.. for Saranac, N.Y. (NY0761) new system.

■ Uvalde Television Cable Corp., for Uvalde, Tex. (TX0503) new system.

■ Tele-vue Systems Inc., for Mountlake Terrace, Wash. (WA0228) add signal.

■ Viacom Cablevision of Dayton Inc., for Dayton, Ohio (OH0453) add signal.

■ Viacom Cablevision of Dayton Inc., for Mad River, Ohio (OH0520) add signal.

■ Cable Equities Inc., for Elgin AFB, Fla. (FL0140) add signal.

■ Cardiff Cablevision Inc., for California, Mo. (MO0158) new system.

■ Cox Cable Communications Inc., for Bibb, Ga. (GA0131) add signal.

■ Cass Community Antenna TV Inc., for Fruitland, Mich. (MI0319) add signal.

■ Teleprompter of Commerce Inc., for Delta, Tex. (TX0417) add signal.

■ The Times Mirror Co., for Oceanside, Calif. (CA0776) new system.

■ First Capitol Cablevision, for St. Charles, Mo. (MO0157) new system.

■ Stark County Communications Inc., for Bolivar, Ohio (OH0627) new system.

■ Stark County Communications Inc., for Wilkshire Hills, Ohio (OH0613) add signal.

■ Bethlehem Video Inc., for Woorheesville, N.Y. (NY0762) new system.

■ Spring Video Inc., for North Harris, Tex. (TX0502) new system.

■ Mahoning Valley Cablevision, for McDonald, Ohio (OH0597) add signal.

■ Mahoning Valley Cablevision, for Hubbard, Ohio (OH0312) add signal.

■ South-Western Cable TV Inc., for Edward, Ill. (IL0289) new system.

■ South-Western Cable TV Inc., for Collinsville, Ill. (IL0290) new system.

■ South Gwinnett Cable TV, for Sneillville, Ga. (GA0221) add signal.

■ Blue Ridge Cable Television Inc., for Mehoopany, Pa. (PA1718) new system.

■ Armstrong Utilities Inc., for Hubbard. Ohio (OH0676) new system.

■ Stark County Communications Inc., for Scio, Ohio (OHO534) add signal.

■ American Cablevision of Pennsylvania Inc., for Springfield, Pa. (PA1714) new system.

■ Watkins Glen Master Television Antenna Corp., for Reading, N.Y. (NY0757) new system.

■ Montour Falls TV Corp., for Montour, N.Y. (NY0758) new system.

■ Sjöbergs Inc., for Karlstad, Minn. (MN0167) new system.

■ Sjobergs Inc., for Deerwood, Minn. (MN0168) new system.

■ International TV Cable Corp., for Littlefork, Minn. (MN0169) new system.

■ International TV Cable Corp., for Jamison, Minn. (MN0170) new system.

In Contest

■ Auxier and Floyd counties, Ky.—ALJ Reuben Lozner has ordered, in summary decision, Auxier Cablevision to cease and desist from further violation of FCC reporting requirements on its cable television system serving those counties. He found that Auxier had history of noncompliance with reporting requirements and technical standards for extended period of time. Decision becomes effective in 50 days unless there is appeal by one of parties or FCC orders review. Action Nov. 27.

Other Actions

■ WJLA-TV Washington—Granted mod. of license covering changing licensee name from The Evening Star Broadcasting Co. to WJLA Inc. Action Nov. 9.

■ WPCV(FM) Winter Haven, Fla.—Granted waiver request of rules to identify as Winter Haven-Lakeland, Fla. Action Nov. 13.

■ New Jersey—FCC has instructed its staff to prepare documents seeking increased physical presence in New Jersey by VHF television stations licensed to New York and Philadelphia. Stations involved are WABC-TV, WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV, WPIX(TV), New York, and KYW-TV, WCAU-TV and WPVI-TV, Philadelphia. Objections to their pending renewal applications were filed by New Jersey Coalition for Fair Broadcasting; Brendan Byrne, Governor of New Jersey; New Jersey Legislature, and Department of Public Advocate, State of New Jersey. Petitioners contended that stations had paid inadequate attention to New Jersey. Action Nov. 9.

■ WAAK(AM) Dallas, N.C.—Granted waiver request of rules to identify as Dallas-Gastonia, N. C. Action. Sept. 27.

■ KQWB(AM) West Fargo, N.D.—Granted waiver request of rules to identify as West Fargo-Fargo, N.D. Action Nov. 13.

■ WPCB-TV Greensburg, Pa.—Granted waiver request of rules to identify as Greensburg-Pittsburgh, Pa. Action Oct. 10.

■ FCC has proposed including in its rules criteria it uses in review of radio station applications to ensure interference protection for FCC monitoring stations. Comments due Jan. 22; replies Feb. 21. Action Nov. 6.

Where Things Stand

Continued from page 14

was contrary to several previous appeals court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (BROADCASTING, Sept. 13, 1976).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became suddenly more urgent after Washington appeals court's WESH decision in October. Senator Howard Cannon (D-Nev.), chairman of Senate Commerce Committee, told them Senate plans to act on legislation in next Congress (BROADCASTING, Oct. 30). Broadcasters' renewal fight in House, on other hand, will likely have to operate within framework of Communications Act rewrite.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, April 24). FCC has adopted policies aimed at assuring minorities path to ownership (BROADCASTING, May 22). And Small Business Administration has changed its policy to allow for loans for purchase of broadcast stations and cable systems, also seen as means of boosting minority ownership. Representative (and broadcaster) Cecil Heftel (D-Hawaii) introduced legislation in last Congress to allow SBA to exceed its $500,000 limit in loans to minority interests for purchase of broadcast or cable properties. Bill also incorporates NAB's tax-certificate proposal (BROADCASTING, Dec. 5, 1977). And, NAB and National Radio Broadcasters Association have also taken initiatives in this area: NRBA establishing program for members to help minorities learn station operation, NAB setting up task force to find funds to back new minority broadcast enterprises. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28); another all-black firm is seeking VHF WAEO-TV Rhinelander, Wis. (BROADCASTING, Sept. 25).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 28). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee has filed suit against ASCAP and BMI and their issuance of blanket licenses (see story, this issue). Broadcasters have also conferred informally with Justice Department, which is partly to consent decree governing ASCAP's operations. In network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (BROADCASTING.Oct.6).

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships.

Network standings. Prime-time ratings averages, Sept. 18-Nov. 26: ABC 20.8, NBC 18.7, CBS 17.6.

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in FM table of allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Some comments have already been filed by public radio-TV groups (BROADCASTING, Nov. 27).

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

Pay cable; pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (BROADCASTING, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10). As industry, pay cable reached 1.2 million subscribers on 440 systems in 1977. Pay subscribers represent about 15% of cable universe and produce $9 million in revenues monthly. There are three over-air pay TV stations currently telecasting: WTVG(TV) Newark, N.J., WBSC-TV Corona, Calif., and KWHY-TV Los Angeles (BROADCASTING, July 31).

Payola. FCC investigation into pay-offs to station disk jockeys is currently behind closed doors after commission last year held open hearings into allegations of payola in Washington (BROADCASTING, Feb. 21, 1977). Commission says it is looking into similar charges in other cities. In unrelated case, Nat Tarnapol and three other Brunswick Record executives won reversal of federal convictions on multicount payola charges. U.S. Appeals Court in Philadelphia has remanded case to district court, however, for new trial on count relating to alleged payola (BROADCASTING, Aug. 29, 1977).

Performer royalties. Representative Robert Kastenmeier's (D-Wis.) Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice held two hearings on Representative George Danielson's (D-Calif.) legislation to create performer royalties, which broadcasters and other users of recorded music would have to pay record performers and manufacturers (BROADCASTING, April 3 and May 29). Although bill went no further before adjournment of Congress, it is expected to come up again in next Congress. Senate, meantime, has showed no interest in bill in last two years.

Public broadcasting. Congress passed new legislation this year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programing Endowment to support public radio and TV programing. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities.

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

TV violence and sex. Following hearings before Senate Communications Subcommittee and report by House Communications Subcommittee on TV violence last year, there was no further action in Congress on issue of televised violence. But controversy, which seems to have shifted from violence to sex on TV, is still heated in private sector, where most outspoken agitator for more family programing has been national Parent Teachers Association. PTA has produced program rating guide scoring prime-time programing it thinks is offensive to children, has announced new program to create school curriculum to teach young people how to watch TV critically and says it will petition to deny license renewals of network-owned TV stations in 1979 if networks don't cut back on sex and violence. PTA also enlisted Sears, Roebuck in calling "summit" meeting of major advertisers on issue; project drew cautious reactions (BROADCASTING, June 6). Meanwhile, University of Pennsylvania's George Gerbner's annual TV violence "index" found declining volume of hard-action programing (BROADCASTING, April 3).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). Commission has established task force to draft master plan for use of UHF spectrum and major report sponsored by task force is out (BROADCASTING, Sept. 4). National UHF Broadcasters Association has held first membership meeting (BROADCASTING, March 18, 1977). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Feb. 20). Commission has adopted new, tighter noise figure standards aimed at improving UHF reception (BROADCASTING, May 22).

VHF drop-ins. This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission late last year (BROADCASTING, Dec. 19, 1977). Staff is expected to have item ready for commission in December (BROADCASTING, Sept. 11). UHF station in Knoxville, Tenn. (one of four markets), which had been seeking VHF drop-in, has changed its mind, asked commission not to assign V there (BROADCASTING, Oct. 30).

WARC. U.S. and 152 other member nations of International Telecommunication Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979. WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. FCC, for instance, already has issued eight notices of inquiry in connection with its responsibility to help prepare U.S. position in cooperation with new National Telecommunications and Information Agency. Named to head U.S. delegation is former FCC commissioner, Glen Robinson. U.S. team has come under fire from Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) and subcommittee member Harrison Schmitt (R-N.M.), who have charged that it is ill-prepared for 1979 conference (BROADCASTING, June 26). Mr. Robinson until next April will give only part time to WARC as he completes faculty commitment at University of Virginia Law School ("Closed Circuit," July 31).

WESH. FCC renewal of license for Cowles Communications's WESH-TV Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2). Court decision effectively throws into disarray commission's policy on comparative renewals, and commission will ask for rehearing by full appeals court bench. Broadcasters, meanwhile, fearing that decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (BROADCASTING, Oct. 23) and will pursue judicial and legislative remedies.

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RADIO

HELP WANTED MANAGEMENT

General Manager. West Coast high-powered FM station in small/medium market. Base plus sales and profit incentives. Growth potential to other larger station in two-station group. EOE. Reply Box Q-75.

Want More??? If you are currently a sales person, Sales Manager or Manager and are "on-the-street" type, we can offer the position of Manager and ownership without any cash investment in medium N.E. Station. Box Q-81.

Sales Manager for FM adult rocker. Motivate young staff. Live in the great Northwest and enjoy nearby college town atmosphere. Contact: Brad Lusk, KIQY, 743 Main Street, Lebanon, OR 97355.

Broadcasting: Radio Station General Manager (KRTU-FM), to teach two courses in broadcast curriculum. Ph.D. preferred. Radio management experience required. Salary: $14,000-$15,500 (9 month contract) depending on qualifications and experience. Position available immediately. Send resume to: Bill Hays, Chairman, Dept. of Journalism, Broadcasting and Film, Trinity University, 715 Stadium Drive, San Antonio, TX 78284. Closing date is December 12, 1978. An equal opportunity/affirmative action employer.

HELP WANTED SALES

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

Springfield, Illinois' fastest-growing radio station grows again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAY, 217—629-7077. EOE.

Wanted Top notch go-getter in radio sales for Northwest Florida station. Resort area. We are looking for an aggressive sales person for one of Florida's fastest growing markets. Station owned by one of the top chains in the Southeast. Send resume and sales records. We are an E.O.E. Box Q-25.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative camapigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Mid-West Family Station (EOE).

Experienced salesperson to assume responsibility for established second studio location. Minimum announcing, reliable help, good benefits, excellent earnings. Wisconsin location—Resume' to Box Q-58.

Fast-Growing California AM in dynamic SF Bay Area market looking for experienced sales person capable of billing six figures. Daytimer now, Full-time in December. Write, KWUN, Concord, CA 94520.

Help Wanted: Sales Manager—KKBC FM, Reno Nevada. Must be knowledgeable of F.C.C. Rules—must be able to motivate and train sales department E.O.E. - M/F. Salary, auto allowance and commission.

Sales Position for aggressive street fighter. Sales Management for the right person, the person selected should make $25,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

Join the sales experts in growing San Francisco Bay area market. Earn big bucks if you can hack it. Learn how the experts sell the sizzle/prepare, product winning spec copy, and close short and long term contracts, on both retail and agency level. If you're 100 percent sales radio, with plenty of drive, and want to be a true professional radio salesperson, send us your resume. M/F-EOE. Box Q-132.

Sales and Sunshine! Join us at our new Florida station and develop lucrative account list. Growth potential with aggressive company. On air and production ability a plus—strong selling a must. Box Q-141.

Southeast Florida, MOR, AM-FM adjacent to everything needs two Small Market, well organized, spec spot selling, self starting pros. Ground floor opportunity with hustling new owners, $12,000, car, incentives, benefits. EOE. Resume, references to Box P-120.

Fast growing AM Station in booming small market has excellent opportunity for ambitious salesperson. Established account list plus great benefits. The sky is the limit. Send resume to P.O. Box 915, Pulaski, VA 24301, or call 703—980-3411.

Western North Carolina—Learner and/or experienced Account Executive. Excellent opportunity for growth under progressive management. Training provided. G. Schafer, 704—632-5432 Evenings.

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.

Southern New England's dominant Beautiful Music Station seeks experienced announcer. Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzini: c/o WLKW, 1185 North Main, Providence, RI 02904. E.O.E.

WHMQ Findlay, Ohio. Contemporary Country Format. Need two bright quick learners. Male or female. 3rd Endorsed. Moving from automated to live 24 hour operation. Tape & resume to Chris Johnson, PD. EOE.

St. Cloud MN seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

WSTU in Beautiful Stuart, Florida, is seeking an experienced MOR Contemporary Announcer to join in a successful, growing organization. Good Facilities, professional staff. Send tape, resume to Ron Beckey, General Manager, WSTU, Stuart, FL 33494. E.E.O.

KEWI needs the best morning personality available. Must be able to relate to adults, and have a sense of humor. Send air check, and reasons why we should hire you. J.R. Greeley, Box 4407, Topeka, KS 66604. You may call 913—272-2122. An equal opportunity employer. M/F.

Two Announcers. One strong news, other as DJ. Both will help with copy and production. Must possess mature voice and type well. Sports background a plus. Resume and tape to WCSS, Midline Rd., Amsterdam, NY 12010.

Southern Florida Contemporary station has immediate opening for AM or PM Drive Jock with Production knowledge. Added compensation for copy and traffic experience. Sell us on your ability and we'll sell you on a better life in Florida. EOE/MF. Resumes and air check to WENY, Box 208, Elmira, NY 14902.

Looking for someone to play the hits in the nighttime at area's Number One Contemporary Station. Must have experience and talent. Excellent opportunity for right individual. Send resume and air check to WENY, Box 208, Elmira, NY 14902.

Announcer needed for Adult Contemporary in Ohio. Great place to start your career. Tapes & resumes to John Bulmer, President, WAXC, PO Box 146, Wapakoneta, OH 45895. E.O.E.

Announcer. Station needs announcer with first telephone. Experienced. Some production. Send tape, resume to: 1215 Fern Ave., St. Charles, IL 60174. EOE.

Golden opportunity for young announcers to join very professional small station in Florida. Be warm this winter and learn great radio. Send tapes to P.O. Box 10966, Baltimore, MD 21234.

Accepting applications for Announcer or Announcer-Salesperson at 5 K W near major. Applicants with references only. 314—586-8577 for mgr.

We're still looking for the right person to handle afternoon drive and production. Excellent opportunity to join a professional staff in modern studios at the area's number one station. Send aircheck, production samples, and salary requirements to Ray Brown, PD, WCOD-FM, Hyannis, MA 02601.

Announcer-Carolina's top billing small market stations. Experienced talent, and maturity necessary. Benefits plus profit sharing. EOE. Box J-99.

WKYG Parkersburg, West Virginia needs Country jock for Mid-Mornings. Experience and 3rd endorsed necessary. Tapes and resumes to Kirk McCall, P.O. Box 268, Parkersburg, WV 26101. 304—485-4565. E.O.E.

HELP WANTED TECHNICAL

Experienced Chief Engineer wanted for Eastern New York AM/FM, group-owned operation. Career opportunity for knowledgeable, hard-working engineer who feels that pride is as important as position. All benefits plus van. New transmitters for AM & FM. Excellent working conditions and associates. Whether you're working with a small town or big town operation, this could be your career opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position requires a First Class License, a strong background in DA's, transmitter and Studio Maintenance experience, and administrative abilities. Equal Opportunity Employer. Male or Female. Send replies in confidence to: Box Q-21.

If you are now an assistant and think you're ready to take over job as Chief, this might be the break you're looking for. Must be well organized, experienced with directionals, FM, Automation. Competitive salary and benefits. Call New Mexico 863-4444 for manager.

Chief Engineer for 5 KW AM Directional and 100 KW Stereo FM. Must have working knowledge of Directional Antennas, Automation, and FCC rules. Beautiful winter resort area. Contact Robert Knutson, WJMS/WIMI, Ironwood, MI. 906—932-2411.

Are You Sick and Tired of being No. 2 and no place to go or, maybe even No. 1 with no future? If this is your situation, a Small Market Group operating in Colorado, Arizona and very soon, California needs a Chief Engineer for a 5 KW AM and a brand new Automated 100 KW FM. The right person must know directionals, proofs, automation and FCC Rules and Regulations. A super future is available for the right person. Are you that person? Send resume and personal information to: Mr. D, 2715 Camino Valle Verde, Tucson, AZ 85715 or call 602—458-4313.

Religious FM Southern California needs studio/automation engineer. Latest equipment. Some board. No air. Box Q-57.

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.

WSB, Atlanta, has an immediate opening for an experienced FM engineer to take full responsibility for the technical performance of WSB-FM. A good technical background and experience with FM processors, transmitters, and automation systems are required. Very modern and pleasant working conditions. Please send resume to Phillip Robuck, WSB, 1601 West Peachtree Street, N.E., Atlanta, GA 30309 or call 404—897-7369. Equal Opportunity Employer M/F.

Chief Engineer: experienced with automation AM/FM transmitters, STL and RPU, Quality Audio, adept at studio construction. Immediate opening. Send complete resume to Norman Rivers, Technical Consultant. WLLH/WSSH, P.O. Box 1400, Lowell, MA 01853.

Help Wanted: Chief Engineer, AM/FM Stereo in Nevada. Must know digital/automation—Stereo—Directional. No beginners. Apply: General Manager KKBC/KPTL - P.O. Box 10976 Reno, NV 89510.

HELP WANTED TECHNICAL CONTINUED

All-America City expanding communications program seeking qualified applicants for positions in Electronic Equipment Maintenance. Requires 2nd class FCC license and 3 years minimum experience, including 1 year repairing modern 2-way radios. $15K+/Excellent benefits. Send resume to: Civil Service Commission of Baltimore, 111 N. Calvert Street, Baltimore, MD 21202.

Chief Engineer for public 24.5 kw Stereo FM in Southern California. Approximately $14,000 first year plus full family benefit package. Minimum of three years broadcast experience in design, installation, repair, and maintenance of equipment. Letters of intent and/or applications must be postmarked by 8 December 1978. For more information and application contact Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 South Mount Vernon Avenue, San Bernardino, CA 92410. 714—888-6511, Ext. 105. EOE.

Midwest Medium Market. Full charge chief engineer. MOR, 5KW-1KW, 3 tower nite directional. EOE. Send resume and current salary to Box Q-119.

Radio Chief Engineer. Midwestern AM-FM regional. Opening for qualified Chief. Ours being promoted to Corporate. Automation and directional requirements. Salary opens at $20,000 range. Equal Opportunity Employer. Write Box Q-120.

Chief Engineer, experienced in Directionals, FM Stereo and Automations. Openings in Baton Rouge, and Little Rock. Contact Derrell Pitcock, Director of Engineering, Security Broadcasting, 12th Floor, Grand Hotel, New Orleans, LA 70140, telephone 504—581-5777.

Announcer-Engineer wanted for gospel FM in Southwest Virginia. WGTH, P.O. Drawer 370, Richland, VA 24641.

Billings, Montana needs a First Class Engineer for 5000 watt AM Directional system. Construction on FM should start this spring. Work for Montana's leading radio station. Write or call Dan Miller, KOOK Radio 406—248-7827. P.O. Box 1276.

HELP WANTED NEWS

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range $180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

A Black Network is expanding and seeking qualified broadcast journalists for its news and sports department. Newspersons, sportscasters, and editors are needed. Please send resumes with references to Box Q-49.

Number One All News/Talk and Information on Florida's Suncoast. Reporter/Anchor, general assignment with strong local news background. Also very good commercial production a must. Tape/resume/salary to ... Jay Frank, Operations Manager, WQSA Newsradio-1220, Box 7700 Sarasota, FL 33578. Job Open Now.

KEWI seeks a morning newscaster to join our award winning news team. Conversational style is necessary. Send tape, resume and reasons why we should hire you to Mike Manns, Box 4407, Topeka, KS 66605. You may call 913—272-2122. An equal opportunity employer, M/F.

WIRE, Indianapolis looking for evening-anchor-reporter. Must be strong sounding hard-working professional for an aggressive news operation. E.O.E. Tape and resume to News Director, WIRE, 4560 Knollton Road, Indianapolis, IN 46208.

News Director with experience or schooling to gather, write, deliver. Females encouraged. Rush tape and resume to WWJM, Box 507, New Lexington, OH, 43764.

Immediate Opening for news director. Strong on human interest and actualities. MOR format & sports. Midwest, 5,000 watts. E.O.E. Call 812—425-2221.

Immediate opening for reporter in a town where a lot of news happens. Tape and resume to: Rick Cohler, KASI, Box 728, Ames, IA 50010.

NEWS PERSONS—for NEWSRADIO, WDGS, Louisville, KY SMSA ... Phone for application forms. 812—948-WDGS. EOE.

Clear Channel AM/100kw FM needs Newsperson to report and inform in Northern Iowa and Lower Minnesota. Want a reporter, not just a newsreader. Jim Forsyth, News Director, KSMN/KLSS, Box 1446, Mason City, IA 50401, 515—423-8634.

Newsperson for top local news operation in Midwest university city. Send tape, resume, writing samples to Tom Krynski, KFRU, Columbia, MO 65201.

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.

WNVY, Pensacola, Florida, needs experienced Program Director. Must be a creative leader, strong in promotional ability. Tape and resume to: G.M. 2070 North Palafox. 32501. EOE.

Production Genius needed by one of Northern California's top beautiful music stations. Must have mature voice and be capable of creating, scripting and producing imaginative radio campaigns. Ideal living and working conditions with top comensation and benefits. Send production demo and detailed resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405 EOE.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, and be able to supervise announcing staff. Competitive salary and benefits. Station located in New Mexico. Call manager 505—863-4444.

Top-40 Program Director needed in Vacation Land: Mountains, Lakes, Ocean. Top station in Maines second market. Must know the role of personality, top-40, radio in a medium market. Successful 5000 watt growth oriented station with Beautiful Music FM. Current PD promoted. Must be stable, good on air personality. Starting 11,500 - 13,500. Resume, philosophy, tape: Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. We are an Equal Opportunity Employer.

Experienced Program Director. 12-15 thousand per year. Hire-supervise program staff. Air shift. Competitive 30 thousand Midwest. Box Q-121.

98/WONE Dayton has opening for program director with administrative abilities, handling an excellent crew of people. Top benefits with highly regarded EEO Group One Broadcasting. Send full resume, tape, and all particulars to Don Kidwell, General Manager, WONE, 11 South Wilkinson Street, Dayton, OH 45402.

Program Directors for news-talk stations are needed at WOAI Radio San Antonio and KXXO Radio Tulsa. Extensive experience in talk formats and supervisory experience in any format required. Send tape, resume, and 500-word minimum paper on philosophy of talk radio to John W. Barger, Vice President, Clear Channel Communications, Inc., 1031 Navarro, San Antonio, TX 78205. EOE/MF.

Top Rates AMer in Virginia's Shenandoah Valley 12 station market seeks experienced Production/On-Air Personality for immediate opening. Will pay top dollar for right talent. Aircheck and resume to Darby James, Operations Manager, P.O. Box 2189, Staunton, VA 24401 or call 703—886-2376.

No. 1 station in Jackson, TN has immediate opening for Program Director. Prior PD experience desirable. Excellent step toward becoming a PD in a major market. Send resume and air check to Station Manager, WDXI 1310 Radio, 1 Radio Park, Jackson, TN 38301. No phone calls. EOE.

SITUATIONS WANTED MANAGEMENT

Management and Sales twenty five years with the industry deeply involved sales the fields of programing, news development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence. Box Q-2.

General Manager who can prove it, winner, track record, super heavy background in programing, sales, administration, magement. FCC radio credentials, searching stable permanent position, credentials speak for themselves. Reply in confidence. Box Q-64.

Experienced G.M.—Effective, creative administrator, accomplished at meeting ambitious sales and programming objectives. Box Q-73.

General Manager at very successful MOR station seeking challenging management position. Experienced all phases administration, sales, programming, FCC rules & regulations, license renewal, and new station application. Organized, aggressive planner. 17 years experience. Extensive community involvement. Christian family man. Prefer Southeast. Box Q-77.

13 years experience, 11 years with present company. Vice-President of Programming, GM, sales and program management. Box Q-97.

Want to make money? Enthusiastic sales manager with strong programming and promotion background ready to manage your small to medium market station. Community involved family man prefers South or Midwest but will consider all. Box Q-123.

Black Station Manager 7 years of successful medium market manager's experience. Heavy sells, programming and administration. Excellent references. Box Q-133.

Attn: Medium/Large markets—G.M. available. Heavy in programming, promotions & profit. Let's talk, 318—368-3727.

SITUATIONS WANTED SALES

Experienced, hardworking account executive seeks sales or sales managers position, 1st phone, prefer Colorado or Idaho area. Box Q-137.

General Manager/GSM available. Excellent track record. Strong administrative, leadership and agency experience. Sales oriented. Seeks affiliation with stable company for financial growth. Box Q-142.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919—483-6530.

Young Air Personality with 3rd Endorsed. Some experience. Top 40 format preferred. Will relocate anywhere immediately. Tape and resume upon request. Call 312—767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago, IL 60652.

Long Hours, hard work and low pay don't scare me since I'm willing to prove what I'm worth—Let's start with my audition tape ready for Small Markets. Call: Mike McVey, 215—925-3089 or 215—922-2530.

Broadcaster with "Background." Former Disco D.J.-Host-Manager-Entertainer. Now thoroughly broadcast-trained black performer with 3rd Endorsed. Excellent news delivery. Also sales oriented. Contact Jerome Tate at 215—849-4153 or 215—922-2797.

1st Phone—26 year old married male seeking employment with all rock station. Currently employed. 5 years experience, good team member, willing to learn more. Midwest Markets. Tapes available. Box Q-60.

Looking for good solid station on East Coast; Top pro who's done it all in medium market radio for fifteen years ... write Box Q-93.

Experienced Announcer copywriter available now. Am personality orientated but not a screamer. Will relocate. If you want a stable, "team" member I think I can help. Box Q-100.

Creative, Reliable, 4 year Radio Pro seeks positive career move. Ken 914—856-6757.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Small Market MD/PD. 1st Phone. Seeking announcing position anywhere. Excellent production and speech. Barry Scott Raines, 20-43 Elk Drive, Far Rockaway, NY 11691.

Young experienced announcer looking to move back home to the East or New England. For cassette air check write Barry Hoekstra, Box 700, Jena, LA 71342.

Excellent Sports Play-By-Play: Fluid, graphic, friendly. UCLA and USC experience all sports. F.C.C. 1st. Contact Allan Elconin. 213—785-0774 or 283-2131.

Top Grade Commercial Announcer. 25 yrs. of programming experienqe is bonus to employer. Looking for permanent job for voice—booth work, Beautiful Music, etc. 15,000 minimum. Call Lee Wilder, 401—849-7973 or 18 Shields St., Newport, RI 02840.

3rd End. Looking for all night shift at Automated FM. 3 yrs exp. Call Joe Norman 319—391-0072.

If you're a P.D. in small-town U.S.A. who "busts chops" to get the best out of your broadcast staff, I'm professionally trained, ready with tape, resume, and positive attitude. Call Angelo, 609—784-8462 or 215—922-2797.

One of a Kind—young inflation-fighting Broadcaster, Newscaster, D.J. and (former) accountant. Consider the multitude of payroll savings! Box Q-128.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, AM-DA, FM Stereo, 25 years in business, seeking warmer climate for retirement in future. Box Q-17.

Chief engineer seeks position in Southeast. Excellent references. Good on-air work, too. 304—252-0958 or Box 1731, Beckley, WV 25801.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief. Knows latest technology. Box N-162.

Engineer: Quality oriented, experienced chief seeks position. Box Q-110.

SITUATIONS WANTED NEWS

Newsperson experienced in gathering, writing, delivery, interviews, public affairs. Pleasant voice, good with tape. First phone. Prefer Southeast. Box P-111.

West or Florida only ... wanted by newsman, 4 years experience, MSJ, currently ND. Box Q-1.

Top Newscaster in medium Northeast market wants to move up. Proven ratings leader, skilled reporter, writer and editor. Ten years experience, journalism degree. Box Q-62.

Ambitious, career minded Broadcasting School, College Grad seeking full time work. Presently working part-time. Want to get to a station and settle in. PBP experience and more! For tapes, resume' call Chad Groening 513—233-4670.

We're not Bruce and Christie Jenner, but they aren't solid journalists. This husband-wife team capably writes, reports, interviews. Husband in radio, wife in media relations. Prefer radio-TV combos in medium Midwest markets. Dislike Wheaties. Box Q-129.

Baseball PBP. Young, 27, experienced, enthusiastic Sportscaster looking for Baseball PBP for 1979 season. Current Radio Sports Director—University PBP. M.S. Communications. Box Q-136.

Sports PBP Experience in basketball, football, baseball. Good interviews. I'm looking for that move up. Prefer Midwest. Box Q-138.

Willing to work hard for first break. UNC graduate, BA broadcast journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte NC 28210. 704—525-1477.

Reporter-Law. If significant stories aren't getting adequate attention, consider this: I'm a 30 year old attorney (F) who wants to cover all areas of law-related news for your station. Contact Gwyneth Jones, all Crows Nest Road, Bronxville, NY 10708 914—337-4204.

Experienced (18 months) black female broadcaster, 28, 3rd endorsed. Will relocate anywhere. Call Beryl Jackson. 215—877-6844 or 215—922-2797.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Well experienced Top 40 PD ready now. Learned from the best. Box Q-47.

Female first phone, well rounded electronics education, studio operation and production. Mature person. Can perform on-air in pinch. Flexible to your budget. Box Q-82.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing, health care and other benefits. Excellent living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good ratings and strong share in the market. Resume to Box Q-37.

Promotion manager. Must have strong promotion record, professional communication skills, research training and ability to handle greater management responsibilities. Resume and salary. Equal Opportunity Employer. Box Q-91.

General Sales Manager—Excellent opportunity for experienced sales person strong on creative leadership, innovative, pricing, and inventory knowledge and control. Equal opportunity employer. Send complete resume including salary history to Box Q-92.

Director, Operations ... For Major Midwestern Network-Owned Station. Excellent career opportunity. Must have experience managing operations and labor relations. Engineering background preferable but not necessary. College degree required. Send resume with salary history to P.O. Box 3426, Chicago, IL 60654.

Manager National Operations. Growing television facility is in need of a Manager for National Operations to co-ordinate activities of national program production and oversee budgets. Position will work closely with business office and vendors as well as project producers and unit managers. Requires degree, or experience, in business and accounting, plus two to three years experience as unit manager for national program projects, or related job experience at a major TV production facility, local station or network. Salary mid-teens. Send resume with salary history to Personnel, P.O. Box 610001, Miami, FL 33161.

HELP WANTED SALES

Account Executive: Midwest UHF TV station looking for aggressive self starting account executive with a hard hitting background in local and agency selling. Established list with super growth potential. Available the first of the year. We are an Equal Opportunity Employer. Send resume to Box Q-111.

Television Account Executive. A group-owned television station within the top 20 markets needs an experienced salesperson to handle existing account list. Experience must include a minimum of 3 years selling television time. Outstanding growth potential for a self-motivated broadcast-minded salesperson. Send resume to Broadcasting, Box Q-114.

WTPA-TV Harrisburg, PA is seeking a national salesperson with management capabilities. Must be strong in sales, traffic management. Complete details including salary, first letter to P.S. Abbott, Manager, Box 2775, Harrisburg, PA 17105. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Top quality Production House has immediate need for three maintenance engineers with heavy experience. References required. EOE. Box Q-26.

Engineer with ability and knowledge to maintain radio and television broadcast equipment. First Class FCC license required. All new radio and television studios. New TV transmitter site with four year old Harris Gates transmitter run by remote control. Some TV switching required. Wayne Pash, Tech Dir. KLOE-AM-TV, Goodland, KS 67735. P.O. Box 569, PH. 913—899-2321.

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, ENG cameras, video tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBRE-TV, Wilkes-Barre and we need good technical help and will pay for it. Contact Charles Baltimore at 717—823-3101.

TV Maintenance Supervisor, major market ABC affiliate is looking for a fully-qualified person capable of supervising eight-person maintenance crew. ENG, ACR-25's, automated switching, Harris transmitter, generally mixed plant. Degree preferred, minimum of 5-10 years experience desired. Substantial supervisory experience required. Salary negotiable. Equal Opportunity Employer. Reply Box Q-56.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607—739-3636.

Assistant Chief Engineer: Responsible for operation of studio facilities with TK-46 and TK-28 cameras, AC-25, AVR-2 and VPR-1 tape machines plus ENG/EFP equipment. Digital experience required. KOLO-TV, Box 10,000, Reno, NV 89510, 702—786-8880.

Controlroom Engineer—1st Phone required, prefer some experience, will consider beginners. Send resume to: Robert Hardie, KAMR-TV, Box 751, Amarillo, TX 79189.

Microwave/Maintenance Engineer: Responsible for microwave and translator sites, assisting with studio and transmitter maintenance. Basic digital knowledge required. KOLO-TV, Box 10,000, Reno, NV 89510, 702—786-8880. E.O.E.

WESH-TV, Orlando, Florida is accepting applications for FCC First Class licensed TV maintenance and operation technicians. One position in operations, the other in maintenance. Call Nile Hunt or Dan Long 305—645-2222, or send resume to WESH-TV, P.O. Box 7697, Orlando, FL 32804. E.O.E.

Maintenance Chief for VHF television station in Southern Maine. Applicants must have a practical knowledge for repair of quad, helical tape equipment, studio/remote cameras, transmitters etc. Must also be able to supervise the Technical Department. For more information send resume to Box P-29.

Master Control Operator: Responsible for set up and operation of all master control equipment for on air use, monitoring and control of remote control transmitter. KOLO-TV, Box 10,000 Reno, NV 89510, 702—786-8880. E.O.E.

Electronics Technician. We are seeking an experienced electronics technician who has demonstrated exceptional talent in all TV operations. Applicants should possess superior skills covering air and production switching, videotape editing and operation, audio, lighting and camera control with strong maintenance capabilities on the above equipment. A thorough knowledge of current solid state electronics is necessary as well as a valid FCC First Class Radio Telephone License. Pay scale will be commensurate with experience. References required. An Equal Opportunity Employer, M/F. Box Q-118.

Technical experienced video/audio technician to supervise technical operation of large multi-studio production facility in Southeast. Must be experienced in set up and operation of color cameras, film chains, VTR, multi-track audio equipment. Supervisory ability important. Many benefits including 3 weeks vacation, 10 holidays, free hospitalization plan. An Equal Opportunity Employer. Send detailed resume to Box Q-116.

Technical TV Maintenance Technician experienced with color studio production equipment, including quad and helical VTR's. Studio and Eng. cameras, editing systems. Many benefits including 3 week paid vacation plus 10 holidays, free hospitalization insurance. Large TV production facility in Southeast. An Equal Opportunity Employer. Box Q-117.

HELP WANTED TECHNICAL CONTINUED

Switcher/Engineer—First Class License, experience necessary. Quad and 3/4" equipped. NBC affiliate. Write or call Larry Young, Chief Engineer, WMBB-TV, Box 1340, Panama City, FL 32401, phone 904—769-2313.

Master Control Switcher for heavy production, quality oriented ABC affiliate. Must be responsible for on-air network switching, production taping and for on-air image of the station. Willing to train ex-radio people or newly licensed persons. FCC 1st phone mandatory. Resume to Tom Scanlan, VP & GM, 27 Up & Coming, WECA-TV, Box 10027, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

Broadcast TV Operations Engineer with experience in operation of studio and remote audio, set up and shading TV cameras. Maintenance helpful. Station has Fernseh cameras, Ampex VTRs and McCurdy audio boards. Send resume and salary requirements to WNED-TV, Engineering Department B, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Television Technician—Person wanted for operations and maintenance functions related to television studio and closed circuit system. A.A.S. in electronics and 3 years experience in educational and commercial television preferred. Salary negotiable. Effective Jan. 15, 1979. Submit (by Dec. 15, 1978) resume to: Dr. J. S. Gardiner, Instructional Resources Center, State University College, Oneonta, NY 13820. (Tel. 607—431-3168).

Video Engineer/Technician: Experienced in maintenance of Professional Video Studio Equipment. Quad and Helical VTR's, Projectors, Telecine, Monitors and Signal Processing Equipment. Strong Digital background preferred. Immediate vacancy in position of Engineer/Operator exists. Outstanding benefit program includes company paid retirement and free parking. Call or come to Byron Motion Pictures, Inc., 65 K Street, N.E., Washington, DC 20002. 202—789-1100.

Licensed Operator (Jackson, Michigan) Must be 18 years of age or older and hold a First Class Radio/telephone F.C.C. License. Technical schooling or experience desired. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

Assistant Chief Engineer—Knowledgeable in maintenance of studio and transmitter equipment; attractive location. Salary in mid-teens, depending on experience. Write or call Larry Young, Chief Engineer, WMBB-TV, Box 1340, Panama City, FL 32401, phone 904—769-2313.

Central Michigan University's Public Broadcasting Department is seeking a Senior Television Engineer, ST-6 to be responsible for operation, preventative maintenance, and repair of television-related apparatus. Require education equivalent to two years of television-related repair training at the college or trade school level. At least three years of regular TV broadcast experience of a qualifying nature. Must possess a valid first class FCC radio-television operator's license. Excellent fringe benefits. Salary: $5.44-$7.34/hr., with starting salary normally not to exceed $6.39/hr. Apply by December 8, 1978 to CMU, Personnel and Staff Relations, 109 Rowe Hall, Mt. Pleasant, MI 48859. CMU is a Non-discriminatory Educational Institution and Employer.

HELP WANTED NEWS

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

Reporter. Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. All-ENG, group-owned affiliate in major Sunbelt market. Box Q-33.

Chief Photographer for prestigious deep South news operation. Demonstrated ENG, Film, organizational and leadership abilities required. Resume to Box Q-61. E.O.E.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Photographer—if you're creative, like working with a mix of ENG, live shots and film, if you understand sequencing and know how to tell a story with video, if you want to work for a station that knows good photographers are rare as diamonds, write us! Medium market; Midwest VHF; EOE. Box Q-69.

Executive Producer: To produce 6 and 10 o'clock newscasts and to supervise production of other newscasts. Medium market station in Sunbelt. College degree and two years TV experience needed. Salary in the 20's. An EEO Employer. Send resume to Box Q-96.

Weather Anchor: For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meterology. Strong air presentation essential. Will work with color weather radar. Possibility of environmental reporting. Will fill quickly. Resume and salary requirements to Ron Miller, News Director, WWBT; Box 12; Richmond, VA 23201. No Calls.

Meteorologist: Wanted by Midwest ABC affiliate whose credentials regarding weather are the finest. Must be extremely accurate with TV background. No beginners. Replies to News Director, WYTV, Inc., 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Sports Anchor for progressive news organization. TV experience required. Send video tape, resume and salary requirements to Eric Rabe, News Director, WTZJ-TV, 5000 Sixth Avenue, Altoona, PA 16603.

Reporter for Florida top 40's VHF. Must have minimum of one year experience, preferably with live ENG. First letter should include salary expectations. EOE. Box Q-126.

Midwest Station Needs General Assignment Reporter. Must have news writing experience and ability to anchor newscast. Send resume/writing samples to: Box Q-130. Equal Opportunity Employer.

Combination reporter/photographers skilled in shooting and editing film and tape. Journalism/Communications degrees or comparable experience necessary. Equal opportunity employer. South Florida TV station. Send resume to Box Q-134.

Television news photographer for Florida top 40's affiliate. Must have two years experience on film and ENG. Experience with live ENG preferred. Salary expectations and tape should accompany first letter. EOE. Respond News Director, P.O. Box 1833, Orlando, FL 32802.

Executive Film and Tape Editor. Experience 3/4" videotape-film-CMX and Sony 500A. Maintain supplies, coordinate editing for five 60-minute and five 30-minute weekly newscasts. Supervise morgue. Send resume to Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Our Sports Director just signed with a Top 50 market TV station! He had no previous TV experience before joining us, but his knowledge of sports was extensive, he learned local sports fast, he could read and pronounce names like a pro, had good on-camera appearance and eye contact, worked long hours, shot ENG and edited sports tapes, and was a genuine top performer in every respect. Can you fill his shoes? You'll anchor sports at 6 for hour long newscast and again at 11 PM, and work extra for sports specials and weekend events, too. We're home of Florida State University and Florida A&M. High interest in sports year round. Casette tape and resume to Tom Scanlan, VP & GM, WECA-TV-ABC, 27 Up & Coming, Box 10027, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

No 1 news station top 60 market expanding staff. Need experienced reporters and photographers. Beginners need not apply. Tapes and resumes to Gary Long ND (KARK-TV), P.O. Box 748, Little Rock, AR.

Major Midwest Market wants experienced reporters, assignment editors and producers. Send resume and tape to Gil Amundson, WTCN-TV, 441 Boone Ave. No., MPLS, MN 55427.

S.E. Minnesota Television Station needs sportscaster for early/late newscasts. Prefer experienced applicants with Journalism Degree, capable of handling Film/E.N.G. Send resume, writing samples, tapes to News Director, KTTC-TV, 601 First Avenue S.W., Rochester, MN 55901. Equal Opportunity Employer.

Anchor/Reporter/Weathercaster needed for expanding ABC affiliate. Tapes and resumes to Don Stubbs, KSHO-TV, 3355 Valley View Blvd., Las Vegas, NV 89102.

Jacksonville, Florida just lured our weather reporter/utility announcer away from Tallahassee! Need person to deliver daily weather report at 6 and 11 PM, as well as handle stand-up commercials, booth announcing, and general on-camera production duties at growing, top quality ABC station. Will train ex-radio people, but you must have excellent speaking and reading ability, be able to ad-lib, and work well with people. Cassette tape and resume to Tom Scanlan, VP & GM, WECA-TV, 27 Up & Coming, Box 10027, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

Weather/Anchor—Leading East Coast Independent seeks vibrant weather/anchor. Must be experienced in ENG. Duties will include spot reports on the environment and light, humorous feature stories in addition to regular weeknight anchor duties. Send resume and cassette to Jim Schultz, News Director, WTTG-TV, 5151 Wisconsin Avenue, N.W., Washington DC 20016. No Phone Calls.

Senior Electronic Photog/Editor. Minimum one year's experience Electronic News Gathering. Send resume to Personnel Director, WSM, Inc. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer for weekend newscasts at prestigious deep South station. Good writing, solid judgment necessary. Street experience and some producing preferred. E.O.E. Resume to Box Q-50.

TV technician for commercial production unit. San Diego affiliate. Experience in mini-cam, film photography, editing, lighting and maintenance. Minimum 5 years experience. TV Program Director, PO Box 80888, San Diego, CA 92138. An E.O.E.

Director of Programming Position Availability. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Programming. IPBN operates an eight-station network with major production facilities and program staff headquartered at KDIN-TV, Des Moines. Director of Programming manages all programming functions including planning, development, production, acquisition, scheduling, and ascertainment. Position requires demonstrated administrative skills in budgeting, public contact, program development, grantsmanship, FCC rules, management principles, and supervision of a large and diversified staff. For position description and requirements, contact: Rod Thole, Executive Director, IPBN, P.O. Box 1758, Des Moines, Iowa 50306. Applications close January 31, 1979. An Equal Opportunity Employer.

Production Manager for aggressive, heavy production, quality oriented ABC affiliate. Essentials: Long hours, hard work, ability to follow through and manage small, hard working staff. Person selected must have highest standards for him/herself and staff, and for station's production. Must be able to effectively schedule people, equipment, and know how to work well with clients and sales staff. Complete resume to Tom Scanlan, VP & GM, 27 Up & Coming, WECA-TV, Box 10027, Tallahassee, FL 32302. Equal Opportunity/Affirmative Action Employer.

Art Director—Broadcast experience required. Well versed in art design for on-air promotion, print-layout and sales promotion. Some management experience including budget controls helpful. Resumes only to: Art Moore, 4100 City Line Avenue, Philadelphia PA 19131. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box Q-113.

SITUATIONS WANTED SALES

General Sales Manager with heavy local, regional, national agency experience. Qualified to lead, manage and motivate sales team. Seek affiliation with solid firm. Goal ... financial growth. Box Q-131.

SITUATIONS WANTED TECHNICAL

First phone, some experience, over 1700 hours of electronics training, single, 25 years, mature, available immediately as "trainee"—Anthony Pinesich, 2604 East York Street, Phila., PA 19125, 215—423-8952 or 215—922-2530.

SITUATIONS WANTED NEWS

News People Notice. Experienced reporter-producer with a fresh approach to a story or a show wants to move up to a larger Northeast market. Box Q-79.

Hardworking female reporter, BA Broadcast/Film. Experience with ENG/SOF. Looking for a professional medium market news assignment. 205—459-2468.

Female Weekend Anchor/Reporter in Top 30 wants to move up. Warm, creative, personable, and very professional. Box Q-112.

Assignment Editor, Black reporter, B.A., 6 years experience in TV. Can work with both ENG and film. Organized, and knows how to work with people. Have supervised a staff of twenty two. Box Q-124.

Radio Reporter Seeks switch to TV. Would prefer off-camera work. Excellent reporting and writing ability. Rick Lippincott 201—832-2701.

News Director/Anchor for small market network affiliate ready for anchor/reporter job in Top 50 market. Call Matthew: 315—797-5220.

SITUATIONS WANTED PRODUCTION, PRODUCTION, OTHERS

Women love me! Handsome talk/magazine pro, 3 years delivering female demographics. Interviews from politics and personalities to PTA. Box Q-54.

Associate Producer of magazine program in Top 40 market while student intern. Seeking entry level position in small/medium market. ENG experience. Excellent researcher and writer. Steve White 215—637-1451.

Recent 12 yrs. Production, program, promotion Manager. Sid Perry, 4443—3rd. Ave. N, St. Petersburg, FL 33713, 813—343-6837.

Producer—Director/Production Specialist desperately needs responsible position with outstanding organization. 7 years professional studio/remote experience. Graham Brinton, 215—664-3346.

ALLIED FIELDS

HELP WANTED TECHNICAL

Media Engineering Supervisor—The University of Michigan is seeking qualified candidates to supervise the operation and maintenance of technical equipment for the School of Dentistry telecommunications facility. Must be up to date on TBC, film editors in all formats and Quad-u-matic and PC-70 color cameras. BS in Engineering or equivalent combination of education and experience. Possession of FCC first class radio-telephone operators license preferred. Experience in production, lighting, staging and supervising technical staff. Limited computer maintenance experience necessary. Please send resume to: University of Michigan, Office of Professional and Administrative Staff Services, 1020 LSA Building, Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

Washington, D.C. TV and Radio financial management consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in pleasant surroundings plus field work. You will be working with two other engineers and with client stations. Fine progressive company in its 32nd year. Call John Bowman, Frazier, Gross & Clay, Inc. 202—966-2282.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Media Production Manager—The University of Michigan is seeking qualified candidates to manage production and scheduling activities for the TV unit of the School of Dentistry. Develop new instructional materials and supervise TV slide/tape production services. Bachelors degree in Communications or related field required. Masters degree desirable. Considerable experience in writing, producing and directing media presentations necessary. Please send resume to: The University of Michigan, Office of Professional and Administrative Staff Services, 1020 LSA Building, Ann Arbor, MI 48109. A non-discriminatory, affirmative action employer.

HELP WANTED INSTRUCTION

Stephens College, Columbia, Missouri 65215. New Communications Department has 4 tenure-track positions available: Positions demand strong commitment to liberal arts/career-based philosophy of education with equal weight being given academic and professional work credentials of instructors sought. Send letters of application including vita, experiential resumes and references available for contact to: Dr. Faye Elizabeth Smith, Head, Communications Department, Stephens College, Columbia, Missouri 65215. Deadline for submission: January 15, 1979. I. Television Instructor. Duties: Teach all TV courses. Advise individual students. Adviser to college CCTV. Producer/Director for faculty TV productions. Qualifications: Minimum M.A., M.S. in Mass Media field and minimum 2 years fulltime professional work experience in television. Salary: $13,000-14,000. II. Radio Instructor. Duties: Teach all radio courses. Advise individual students. Adviser to 10 watt FCC FM station. Producer/Director for faculty radio productions. Qualifications: Minimum M.A., M.S. in Mass Media field, 3rd Class FCC license with Endorsement, and Minimum 2 years fulltime professional work experience in radio. Salary: $13,000-14,000. III. Film Instructor. Duties: Teach all film courses. Advise individual students. Adviser to Film Workshop. Producer/Director for faculty film production. Qualifications: Minimum M.A., M.S., M.F.A. in Mass Media field, and minimum 2 years fulltime professional work experience in filmmaking. Salary: $13,-000-14,000. IV. Multi-Media Instructor. Duties: Teach mass media writing, instructional development and design, and act as, liaison for faculty/TRF production facilities. Advise individual students. Executive/Producer for multi-media learning programs for use on and off-campus. Qualifications, Interdisciplinary Ph.D. in Curriculum Development/Design and Instructional Technology, or equivalent, and minimum 3 years fulltime work experience in commercial mass media plus minimum 3 years undergraduate and adult teaching experience. Salary: $15,000-16,000. Stephens College is an Equal Opportunity Employer and actively encourages the application for these positions by women and minorities.

Faculty position in Communications available September 1979 at private liberal arts college for women. Emphasis on Radio-T.V. broadcasting. Responsible for implementation and development of a career-oriented major in Communications, including an existing major in Speech Communication, working closely with faculty and students to form a flexible program in close association with Fine Arts disciplines, development of working relationships with area broadcasting centers. Ph.D. or equivalent combined with practical experience in the field. Application deadline January 23. Send resume, transcripts, and three references to Dean, Mary Baldwin College, Staunton, VA 24401. Affirmative Action/Equal Opportunity Employer.

MFA/PhD to teach film history and production. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant 48859. CMU is a non-discriminatory educational institution and employer. Deadline January 10.

The University of Texas at Austin Department of Journalism seeks an assistant professor for its Broadcast News sequence beginning in the fall of 1979. Ph.D. preferred; significant professional experience and evidence of scholarly work required. This individual will teach undergraduate radio and television newsgathering, writing and production courses and will participate in graduate programs. Salary will be commensurate with qualifications. The University of Texas is an Equal Opportunity, Affirmative Action employer. Send letter of application and resume by January 15, 1979, to: Dr. Al Anderson, Broadcast News Search, Department of Journalism, The University of Texas, Austin, TX 78712.

Faculty position in Broadcast Journalism available Fall 1979. Must be tenurable now or near future. Requires extensive news experience and demonstrated intellectual capacity through published research and criticism. Ph.D. or demonstrated equivalent. Write William Ames, School of Communications, University of Washington, Seattle, WA 98195. Deadline: February 1, 1979. The University of Washington is an equal opportunity, affirmative action 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.

Paul Schafer Wants to buy Schafer 800 Automation System. Late Model AM and FM Transmitters all sizes. Call 714—454-1154 or write Schafer International, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

5" Air Heliax Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312—266-2600.

For Sale: TR-22 VTR, TR-4 VTR, and 3 CEI-280 studio cameras. Contact Al Evans, WXON-TV, Detroit, 313—355-2901.

Low Priced Broadcast Parts—excess parts stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability at 217—222-8200, ext. 3500, 3501 or 3502. Harris Broadcast Products Division, Service Parts Department, P.O. Box 4290, Quincy, IL 62301.

Electronic Equipment Below Retail. Call or write for quote. Box 2306, Seventy West Burton Place, Chicago. 312—943-4107.

For Sale: Gates Stereo Statesman Board; 5 Channel—Modules included. Fair condition. 817—776-3900.

AM Transmitters (Used): RCA BTA-50G-50KW, Collins 21E-5KW, Gates BC5-P2-5KW, RCA BTA-1-R1-1KW, Collins 20-V3-1KW, Gates BC-1J-1KW, Gates BC-1F-1KW, Wilkinson AM-1000A-1KW, RCA BTA-250M-250 W, Gates BC-250-GY-250 W, Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

FM Transmitters: (Used): Collins 830-H1A-20KW, Gates FM-20B-20KW, Gates FM-10G-10KW, Sparta 610A-10KW, RCA-BTF-10K-10KW, Collins 830F1A-10KW, Gates FM-5G-5KW, Gates FM-5B-5KW, Gates FM-5B-5KW, Collins 830-E1A-5KW, Collins FM-1000-B-1KW, ITA FM-1000-B-1KW, Collins 830B-1B-250 W, Gates FM-250C-250 W Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314—334-6097.

IGM Automation Equipment: IGM 500 Control Center, tape transport, (2) Scully 270's Instacart 48PBM, Metrotech Logger, equipment rack. Sold as package. All in mint condition. Steve Feder, K99 Radio, 406—727-7211. Make offer.

TV Transmitter (Tuned to Channel 12). RCA TT50AHLA with sideband filter, diplexer, RF load and complete spares including tubes. Met "proof" specifications when de-activated. Where is, as is, price negotiable. Contact Dick Payne, 205—281-2900.

Please send me . . .

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Company Name

Address

Home? ☐ Yes ☐ No

City

State

Zip code

Type of Business ____________________

Title/Position ____________________

Are you or your firm engaged in cable TV operations ☐ Yes ☐ No ____________________

Signature (required) ____________________

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FOR SALE EQUIPMENT CONTINUED

Beautiful Music Service. Over 500-10½" reels with tones. $5 per reel, $2000 takes all. Steel 10½" reels with tape—$10. WTCH 1—715-524-2194.

Ikegami HL-77 batteries (2) and charger supplied with the camera. In good condition. Best offer takes all. Contact Dennis Dunbar at 413—781-2801.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904—877-9418.

Ramko Consoles Stereo—Used only one year. 8 channel main and 5 channel production board. Current price new is $3800. Cash price $3000. For details call David Green, Broadcast Consultants Corporation 703—777-8660.

PC-70 Camera, complete with Cam Head, H5 Houston Fearless Pedestal and camera cable. Monitoring Package not included. $10,000 or best offer. For information call Jim Martens, WGEM, Quincy, IL 217—222-6840.

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).

"The Radio Personality". Topical humor, biweekly. Free sample. 1509 Country Club Court; Franklin, TN 37064.

Complete show material. Page for every day. $5. per month. Advantage, Box 153, Mt. Prospect, IL 60056.

Latest Gags $15 Yearly. Free sample. Bob Makinson 417 State, Brooklyn NY 11217.

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.

Attention Jocks! Airchecks a hassle? Let us master, edit, process, dub and mail for you. Need a professional broadcast resume or a critique on your work? Write Disc Jockey Services, 908 N.W. 105th St., Suite 106, Oklahoma City, OK 73114.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303—795-3288.

Back Issue Magazines. Free list. Over 200 titles, 1890 to 1978. Send stamped envelope: Dept. BR Everybody's Bookshop, 317 West 6th, Los Angeles, CA 90014.

INSTRUCTION

1st class FCC, 6 wks., $450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 11488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312—321-9400.

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! $9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. 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. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214—352-3242.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

Public Notice

Public Broadcasting Service Board of Directors meeting 9 a.m. Friday, december 8, 1978, Ticonderoga Room, Hyatt Regency, Hotel, Washington. Discussion of PTV System planning project, reports on programming, finance, satellite and human resources development. Open to the public.

RADIO

Help Wanted Announcers

Midwest MOR

Looking for the right Mid-Day Entertainer. Must be strong on production. Great opportunity for the right person—M/F - Equal Opportunity Employer.

Box Q-90.

Help Wanted Sales

SPANISH RADIO SALES

Fine opportunity for qualified radio sales person.

SEND RESUME TO:
Gene Hogan, General Manager
KNTA Radio
P.O. Box 6528
San Jose, CA 95150

RETAIL SALES ACCOUNT EXECUTIVE CHICAGO

Our retail sales department offers an excellent opportunity for a person with media sales experience to coordinate major advertising programs for retailers making use of co-op funds and exciting promotions. The ideal candidate will have media sales background with a full understanding of radio, TV and newspaper advertising.

If you are seeking a career with individual growth potential within a major media organization coupled with both creative and monetary rewards this position could be for you. We offer an excellent salary plus commission, incentive and a full range of company benefits.

Please send resume including salary history and requirements to:

Cheryl Goepfert
Retail Sales Manager
WMAQ/NBC Radio
Merchandise Mart
Chicago, Illinois 60654

an equal opportunity employer m/f

Help Wanted Sales Continued

ACCOUNT EXECUTIVE

Move up to a major market, major facility, and major list! WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette. EOE.

Help Wanted News

MORNING DRIVE NEWSPERSON

If you've had at least 2-3 years on air experience in a contemporary format, and can relate to the 18-34 lifestyle, you may be the person we're looking for to join our solid team of pro's.

A natural, up and one to one approach is what we're looking for ... If you've got it, send it on a tape, along with a resume and salary requirements to:

Gary Berkowitz, Program Manager
92/PRO-FM
1502 Wampanoag Trail
East Providence, Rhode Island 02915
(401) 433-4200.

WPRO-FM is an Equal Opportunity Employer

Help Wanted Programing, Production, Others

MAJOR MARKET NEWS TALK/INFORMATION

We want to hear from you if you are a solid, well grounded professional News Director, Newsperson, Talk Host, Program Director or Assnt P.D. with News/Talk experience. Sell yourself with resume, tape, etc. Your material will be treated confidentially, but will not be returned. Reply to: C. Hudson, 2020 LeDroit Dr., So. Pasadena, CA 91030.

Help Wanted Technical

SONO-MAG CORPORATION (SMC)

world's largest manufacturer of broadcast automation systems has opening in its Customer Service Department, for a Field Service Engineer.

Successful candidate should have a First Phone and two or more years experience with broadcast stations and automation equipment along with a background in digital electronics. This outgoing individual would be required to relocate to Bloomington, Illinois. Travel required throughout the US while supervising the installations of SMC systems.

Send resume to: Mr. Gordon Stark, Manager, Customer Service Dept.
SONO-MAG CORPORATION
1005 W. Washington Street
Bloomington, Illinois 61701

SMC is an equal Opportunity employer.

Situations Wanted Management

GENERAL SALES MANAGER

... with nine years of major market sales management experience. Solid radio sales background. Ability to develop, motivate and lead a successful sales team. Strong retail and agency experience with references to substantiate. My career has been with one company adapting sales techniques to four different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

MAJOR MARKET

... General Manager with experience and ability. My background includes extensive sales, programming and management skills. I am dedicated to success and have achieved it on numerous occasions. If you have a station or stations which need positive leadership and professionalism I welcome the opportunity to contribute to achieving the financial rewards you seek. My qualifications are many and can be verified with multiable references. If your company can use new vitality please contact me at Box P-144.

Ready to take the next step. General Manager of AM/FM nearly a decade, management experience in all phases, all responsibilities.

THE RECORD:

	PROFIT
1969 (Year Before Me)	$25,000
1970	50,000
1971	115,000
1972	125,000
1973	180,000
1974	135,000
1975	145,000
1976	180,000
1977	195,000
1978	(est) 250,000

CAN I HELP YOU?
WHAT AM I WORTH?
Box Q-127.

Help Wanted Programing, Production, Others Continued

TV PROGRAM EXECUTIVE

Experienced TV Program Manager for midwest station. Must be able to qualify for advancement to top management position. Strong background in production, film buying, FCC rules, research, and administration. There is a future in this solid veteran broadcast group for the right person. An Equal Opportunity Employer.

A once in a lifetime opportunity. Send resume and salary requirements to Box Q-13.

TELEVISION

Help Wanted Programing, Production, Others

CO·HOST

WDVM TV Washington, DC wants the best on-air talent in the country to co-host P.M. Magazine.

It's all ENG, all on location, all entertainment. This could be the most demanding, most challenging, most satisfying show you will ever do.
You must have on-air experience...
You must be able to produce and project informative, entertaining and absorbing features...
And above all, your style and smile must win us over.

pm magazine

Send your tape and resume to:
Melanie S. Donahoe, Producer
WDVM TV
4001 Brandywine Street, NW
Washington, DC 20016

An Equal Opportunity Employer

Help Wanted Programing, Production, Others Continued

BROADCAST EXPERIENCED

Production and Engineering Personnel Needed

We are a long established Washington, D.C. radio-television recording studio significantly expanding our operation. We are looking for dedicated, quality conscious professionals with a minimum of five years broadcast experience for positions in operations, camera, audio, maintenance, etc. Excellent career opportunity with best equipment for the right people. Our product distribution is coast-to-coast. Send resume in confidence to Box Q-139.

Help Wanted Management

ADVERTISING AND PROMOTION DIRECTOR

KTVU, a San Francisco Market Television station is seeking an Advertising & Promotion Director to head a five-person department. Must show demonstrated ability in all areas of TV promotion. Creative and administrative ability a must. Send resumes to: Personnel, KTVU, 1 Jack London Sq., Oakland, CA 94607. Cox Broadcasting, An Equal Opportunity Employer. M/F.

Help Wanted Technical

PART-TIME VTR ENGINEERS

(ALL MARKETS)

Major National CCTV Co., has openings for Part-Time VTR maintenance engineers. Must have Hands-On experience with 3/4-inch equipment & possess or have access to test equipment. Good Pay & Fringe Benefits! Also interested in Microwave engineers. All replys held in confidence—Send resume to:

Bob Skidmore
First Cine-Tel Communications Corp.
1616 Walnut Street
Phil., PA 19103

Help Wanted Technical Continued

FLORIDA LIVING

R & D positions now open for Analog and/or Digital Engineers. Video experience is desirable. Excellent career growth and job satisfaction. Contact Dale Buzan, Vital Industries, Inc., 3700 NE 53rd Avenue, Gainesville, FL 32601. Tel: 904—378-1581.

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.

NEWARK 68 wtvg 60 for NEW YORK

WTVG Television is now in the planning stages for a major facility expansion. Applications are being accepted for the following newly created Engineering staff positions:

Maintenance Supervisor

Applicants must possess:
- Supervisory experience
- RCA VTR and camera maintenance experience
- First class license

Technical Operators, full-time

Technical Operators, part-time

Transmitter Technicians

Related experience and first class radiotelephone license required.

Contact Immediately:
Chief Engineer
WTVG
P.O. Box 296
West Orange, N.J. 07052

An Equal Opportunity Employer
A Wometco Station

Maintenance Technician/Engineer

Experience with IVC 9000's, Ampex Quads, Analogue Electronic Animation Equipment valuable. Career opportunity for individual with broad experience in maintenance planning and supervision. Salary commensurate with experience. Send full details in confidence to President, Dolphin Productions, 140 East 80th Street, New York, NY 10021.

Help Wanted News

TV NEWS ANCHOR

for Central Virginia's No. 1 news team. Must be qualified reporter with minimum 3 years anchor experience. Send (no phone calls) resume with salary history, and tape to: Bill Jobes, News Director, WTVR TV, 3301 W. Broad St., Richmond, VA 23230. E.O.E.

Radio Programing

SHERLOCK HOLMES
Radio Mystery Series
IS BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

CHRISTMAS MUSIC FOR AUTOMATION
SACRED SOUNDS
Call immediately for
FREE INFO 714/785-4567
11635 Richmond
Riverside CA 92505

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501—972-5884

ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101
WBRE-TV
WILKES-BARRE, PA.

Public Notice

The City of Hallandale, Florida

(Pop. 42,375) requests proposals for a multiple channel, cable television system. Proposals received until February 1, 1979. Specifications are available from the Director of Central Services, City of Hallandale, City Hall, 308 S. Dixie Highway, Hallandale, FL, 33009.

For Sale Stations

Select Media Brokers

N.C. daytimer adjacent to metro market, terms.
N.C. daytimer, terms.
Daytimer. Washington State, terms.
Pennsylvania Daytimer. Metro Market.

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

Plains	Small	AM	$160K	$46K
W	Small	AM	$215K	29%
MW	Suburban	AM/FM	$800K	$300K
W	Metro	AM/FM	$675K	Terms
MW	Major	AM/FM	$2.7MM	$521K

Atlanta, Boston, Chicago
Dallas, Los Angeles

CHAPMAN ASSOCIATES
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

COLLEGETOWN AM . . . *Fulltimer. Only AM in attractive northeast college community. Over 30 successful years profiting absentee owners. This is a fine unit operation in a good market area. Asking price is $650,000 with 29% down and payout over several years to qualified buyer. Real estate is included. Contact Keith Horton, Jr. at Elmira office for details.*

THE KEITH W. HORTON CO., INC.
Post Office Box 948 · Elmira, NY 14902 · (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

Offices
New York
New England
Delaware
Georgia
Florida
California

H.B. La Rue, Media Broker

RADIO . TV . CATV . APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104 **415/673-4474**
East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y. 10022 **212/288-0737**

Single market—Southwest. Class A—FM. Real estate and fully equipped. Excellent opportunity for future growth with owner-operator. Priced $200,000—Terms.

Norman Fischer & Co.
Box 5308
Austin, TX
78763
512—452-6489

Virginia Highlands:

Day/CL 4 AM; CLA FM; Good market, great potential; only station in county, $285,000 cash and terms; send financial qualification principals only. Reply Box Q-115.

MIDWEST MEDIA COMMUNICATION BROKERS/CONSULTANTS

Specializing in Small and Medium Markets. Complete Facility Appraisals.

WALTER L. SWAIN
EDWARD W. ROEHLING BROKERS
317—932-3964,
932-3965

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
5944 Luther Lane, Suite 401
Dallas, TX 75225
214-696-1353

SHERMAN and BROWN ASSOC.
MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475 Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers

213/828-0385
Suite 214
11681 San Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

MEDIA BROKERS
APPRAISERS
RICHARD A.
SHAHEEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312·467·0040

- **Overseas property. New equipment. Automation. $420,000.**
- **S.E. daytimer. $225,000.**
- **AM/FM in Kentucky. $360,000. Terms.**
- **AM/FM in New Hampshire. Real Estate. Profitable. $460,000.**
- **Daytimer. Ethnic. SE North Carolina. $120,000**
- **Fort Worth-Dallas area. Fantastic coverage. Billing $500,000. Make offer.**
- **N.C. Daytimer. Real estate. Growing market. $400,000. Terms.**
- **FM in Central Pa. $225,000. Very liberal terms.**
- **Daytimer Southern Kentucky. Only station in county. $240,000.**

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615—756-7635 24 HOURS

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

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.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Broadcasting

	Stock symbol	Exch.	Closing Wed. Nov. 29	Closing Tues. Nov. 21	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ABC	ABC	N	36	36 1/8	- 1/8	- .34	41 1/4	23 1/2	8	27,472	988,992
CAPITAL CITIES	CCB	N	38 1/2	40 3/8	- 1 7/8	- 4.64	75	38 1/2	11	14,300	550,550
CBS	CBS	N	51	52 3/4	- 1 3/4	- 3.31	64	43 7/8	8	28,100	1,433,100
COX	COX	N	53 1/2	53 1/2			56 1/2	25 1/2	13	6,667	356,684
GROSS TELECASTING	GGG	A	18	17 1/4	+ 3/4	+ 4.34	23 7/8	13 5/8	7	800	14,400
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	34 3/4	34 3/4			43	16 1/2	10	2,789	96,917
METROMEDIA	MET	N	52	51 1/2	+ 1/2	+ .97	71	25 1/4	9	5,134	266,968
MOONEY	MOON	O	4 3/4	4 1/2	+ 1/4	+ 5.55	5 1/2	1 7/8		425	2,018
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	O	44 1/2	44	+ 1/2	+ 1.13	52	30 1/2	9	2,589	115,210
STARR	SBG	M	12	12 1/4	- 1/4	- 2.04	13 1/2		12	1,512	18,144
STORER	SBK	N	30	29 3/8	+ 5/8	+ 2.12	34 7/8	19 3/8	9	4,893	146,790
TAFT	TFB	N	18 5/8	18	+ 5/8	+ 3.47	24 7/8	12 1/4	7	8,508	158,461
									TOTAL	104,915	4,179,459

Broadcasting with other major interests

	Stock symbol	Exch.	Closing Wed. Nov. 29	Closing Tues. Nov. 21	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ADAMS-RUSSELL	AAR	A	9 1/2	9	+ 1/2	+ 5.55	14 7/8	3 3/4	9	1,233	11,713
AMERICAN FAMILY	AFL	N	9 3/8	10 1/8	- 3/4	- 7.40	17 1/8	9 3/8	4	10,536	98,775
JOHN BLAIR	BJ	N	22 1/8	22 1/2	- 3/8	- 1.66	31 3/8	11 1/8	5	2,447	54,139
CHARTER CO.	CHR	N	5	5 3/8	- 3/8	- 6.97	8	3 7/8	6	17,941	89,705
CHRIS-CRAFT	CCN	N	8 1/2	7 3/8	+ 1 1/8	+ 15.25	11 3/8	4 1/2	77	4,413	37,510
COCA-COLA NEW YORK	KNY	N	6 1/2	6 3/8	+ 1/8	+ 1.96	9 1/4	6 1/8	9	17,641	114,666
COMBINED COMM.	CCA	N	29 3/4	30	- 1/4	- .83	45 1/8	19	13	10,308	306,663
COWLES	CWL	N	16 7/8	17 1/2	- 5/8	- 3.57	25 1/4	12 1/2	15	3,969	66,976
DUN & BRADSTREET	DNB	N	34 5/8	33 7/8	+ 3/4	+ 2.21	38	26 1/4	15	27,886	965,552
FAIRCHILD IND.	FEN	N	25	25 1/4	- 1/4	- .99	35 1/4	9 1/2	7	5,708	142,700
FUQUA	FQA	N	8 3/8	8 3/4	- 3/8	- 4.28	13 5/8	8	5	12,661	106,035
GANNETT CO.	GCI	N	42 5/8	43 1/4	- 5/8	- 1.44	49	32 3/4	15	22,430	956,078
GENERAL TIRE	GY	N	24 5/8	23 1/4	+ 1 3/8	+ 5.91	30 5/8	22 3/8	5	22,710	559,233
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.		O	22	22			24	8	8	475	10,450
HARTE-HANKS	HHN	N	21	21 1/2	- 1/2	- 2.32	24 3/8	13	13	9,104	191,184
JEFFERSON-PILOT	JP	N	30	30 3/4	- 3/4	- 2.43	34 1/2	26 5/8	8	23,134	694,020
MARVIN JOSEPHSON	MRVN	O	14 1/2	13 1/4	+ 1 1/4	+ 9.43	14 1/2	8 1/4	8	2,516	36,482
KANSAS STATE NET.	KSN	O	10 5/8	11	- 3/8	- 3.40	14 3/8	4 3/4	10	1,727	18,349
KNIGHT-RIDDER	KRN	N	23 3/4	23 3/4			28 1/8	13 1/4	11	32,797	778,928
LEE ENTERPRISES***	LEE	N	22 3/4	21 5/8	+ 1 1/8	+ 5.20	22 3/4	11 1/8	7	7,371	167,690
LIBERTY	LC	N	28 1/2	27 1/4	+ 1 1/4	+ 4.58	33 7/8	18	7	6,762	192,717
MCGRAW-HILL	MHP	N	23 1/4	23	+ 1/4	+ 1.08	25 3/4	15 5/8	10	24,753	575,507
MEDIA GENERAL	MEG	A	19	19			23 1/8	13 5/8	10	7,451	141,569
MEREDITH	MDP	N	27 1/8	27 1/4	- 1/8	- .45	40 1/4	17 3/8	6	3,082	83,599
MULTIMEDIA	MMED	O	23 3/4	23	+ 3/4	+ 3.26	28 1/4	16 1/4	11	6,630	157,462
NEW YORK TIMES CO.	NYKA	A	25	25 1/4	- 1/4	- .99	31 5/8	15 3/4	10	11,599	289,975
OUTLET CO.	OTU	N	22	22 1/8	- 1/8	- .56	32 7/8	16 5/8	6	2,445	53,790
POST CORP.	POST	O	14 1/4	14 1/4			19 3/8	8 1/8	3	1,824	25,992
REEVES TELECOM	RBT	A	2 3/8	2 1/2	- 1/8	- 5.00	3 3/4	1 3/4	24	2,388	5,671
ROLLINS	ROL	N	17 5/8	18 7/8	- 1 1/4	- 6.62	24 1/4	14 7/8	9	13,407	236,298
RUST CRAFT	RUS	A	29	27 5/8	+ 1 3/8	+ 4.97	30 1/2	8 1/2	17	2,311	67,019
SAN JUAN RACING	SJR	N	11	11 1/4	- 1/4	- 2.22	14 1/8	7 5/8	20	2,509	27,599
SCHERING-PLOUGH	SGP	N	28 1/4	28 1/8	+ 1/8	+ .44	44 3/4	26 3/8	8	53,580	1,513,635
SONDERLING	SDB	A	23 3/4	23 5/8	+ 1/8	+ .52	24 3/8	8 3/8	9	1,105	26,243
TECH OPERATIONS	TO	A	4 7/8	5 3/8	- 1/2	- 9.30	8 3/4	2 3/8	44	1,344	6,552
TIMES MIRROR CO.	TMC	N	27 1/4	28	- 3/4	- 2.67	35	20 3/4	8	34,811	948,599
TURNER COMM.*		O	16	16			16	5		3,800	60,800
WASHINGTON POST CO.	WPO	A	43 3/8	43 3/8			47 5/8	21 3/4	9	8,134	352,812
WOMETCO	WOM	N	13 7/8	14	- 1/8	- .89	18 1/4	10 7/8	8	8,524	118,270
									TOTAL	436,238	10,303,431

Cablecasting

	Stock symbol	Exch.	Closing Wed. Nov. 29	Closing Tues. Nov. 21	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)
ACTON CORP.	ATN	A	9 1/8	10	- 7/8	- 8.75	13 5/8	3 1/8	6	2,421	22,091
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.*		O	4 1/2	4 1/2			5 1/2	1/8		2,125	9,562
BURNUP & SIMS	BSIM	O	4 1/8	4 1/4	- 1/8	- 2.94	6 1/8	3 1/8	21	8,381	34,571
CABLE INFO.		O	2 1/4	2 1/4			3	1/4	11	648	1,458
COMCAST		O	11	9 3/4	+ 1 1/4	+ 12.82	14 1/4	3 3/4	13	1,617	17,787
COMMUN. PROPERTIES	COMU	O	15 5/8	15 3/8	+ 1/4	+ 1.62	15 3/4	3 5/8	18	5,018	78,406
ENTRON	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	27 1/4	28	- 3/4	- 2.67	40	17 5/8	8	7,641	208,217
GENEVE CORP.	GENV	O	13	12 1/4	+ 3/4	+ 6.12	15 3/4	7 1/2	5	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	15 3/8	15 1/8	+ 1/4	+ 1.65	19 1/8	2 7/8	55	5,327	81,902
TELEPROMPTER	TP	N	10 3/4	10 3/4			14 1/4	6 3/4	17	16,931	182,008
TEXSCAN	TEXS	O	1 3/4	1 1/2	+ 1/4	+ 16.66	2 7/8	1 1/4	10	786	1,375
TIME INC.	TL	N	39 5/8	40 3/4	- 1 1/8	- 2.76	50	31 3/4	8	20,505	812,510
TOCOM	TOCM	O	6 1/4	6 1/4			11	2 1/4	13	993	6,206
UA-COLUMBIA CABLE	UACC	O	32 1/2	35 1/2	- 3	- 8.45	40 1/4	15 1/2	18	1,679	54,567
UNITED CABLE TV	UCTV	O	23	20 1/2	+ 2 1/2	+ 12.19	24	3 7/8	22	2,047	47,081
VIACOM	VIA	N	25 5/8	25	+ 5/8	+ 2.50	27 1/8	16 5/8	15	3,799	97,349
									TOTAL	83,218	1,673,089

	Stock symbol	Exch.	Closing Wed. Nov. 29	Closing Tues. Nov. 21	Net change in week	% change in week	1978 High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali-zation (000)
Programing											
COLUMBIA PICTURES	CPS	N	20	20 3/8	- 3/8	- 1.84	24 1/2	7 3/8	4	9,749	194,980
DISNEY	DIS	N	37 1/2	37 3/4	- 1/4	- .66	47 5/8	32 1/4	13	32,397	1,214,887
FILMWAYS	FWY	N	13 3/4	13 1/2	+ 1/4	+ 1.85	17	6 7/8	9	4,113	56,553
FOUR STAR			2	2			2 1/8	1/2	20	666	1,332
GULF + WESTERN	GW	N	12 3/8	13 1/8	- 3/4	- 5.71	18 3/8	10 1/4	4	48,177	596,190
MCA	MCA	N	39 1/2	49 3/4	- 10 1/4	- 20.60	59 3/4	32	7	18,619	735,450
MGM	MGM	N	37 3/4	36 7/8	+ 7/8	+ 2.37	54	16	13	14,551	549,300
TRANSAMERICA	TA	N	15 1/4	15 1/8	+ 1/8	+ .82	19	13 1/4	5	66,475	1,013,743
20TH CENTURY-FOX	TF	N	28 3/4	29 1/8	- 3/8	- 1.28	39 3/8	10	3	7,907	227,326
VIDEO CORP. OF AMER		O	5	5			9 3/4	3 1/2	10	988	4,940
WARNER	WCI	N	45 3/4	42 7/8	+ 2 7/8	+ 6.70	56 7/8	25 3/4	8	14,054	642,970
WRATHER	WCO	A	11 5/8	12 1/8	- 1/2	- 4.12	14 7/8	4 1/2	28	2,303	26,772
									TOTAL	219,999	5,264,443
Service											
BBDO INC.	BBDO	O	30 3/4	32	- 1 1/4	- 3.90	38 3/4	22 1/2	8	2,513	77,274
COMSAT	CQ	N	38 1/4	39 3/8	- 1 1/8	- 2.85	48 3/4	28 3/4	11	10,000	382,500
DOYLE DANE BERNBACH	DOYL	O	16 1/4	17	- 3/4	- 4.41	31	16 1/4	4	1,776	28,860
FOOTE CONE & BELDING	FCB	N	17 7/8	18 1/8	- 1/4	- 1.37	23 1/8	14 3/4	6	2,538	45,366
GREY ADVERTISING	GREY	O	29	30	- 1	- 3.33	34	16 1/2	4	624	18,096
INTERPUBLIC GROUP	IPG	N	33	32 1/4	+ 3/4	+ 2.32	39 1/4	22 1/2	7	2,387	78,771
MCI COMMUNICATIONS	MCIC	O	3 3/4	3 1/2	+ 1/4	+ 7.14	5 3/4	7/8	38	20,361	76,353
MOVIELAB	MOV	A	2 3/4	2 5/8	+ 1/8	+ 4.76	3 3/4	1	13	1,414	3,888
MPO VIDEOTRONICS	MPO	A	4 1/8	4 3/8	- 1/4	- 5.71	65 3/8	4	5	520	2,145
A. C. NIELSEN	NIELB	O	23 5/8	24 1/8	- 1/2	- 2.07	28 1/2	18 7/8	11	10,980	259,402
OGILVY & MATHER	OGIL	O	20	20 1/4	- 1/4	- 1.23	56 1/2	20	7	3,610	72,200
TPC COMMUNICATIONS	TPCC	O	8 3/8	8 5/8	- 1/4	- 2.89	10 1/2	2 1/4	16	899	7,529
J. WALTER THOMPSON	JWT	N	22 3/8	22	+ 3/8	+ 1.70	32 7/8	15 1/8	6	2,649	59,271
WESTERN UNION	WU	N	16 1/4	15 3/4	+ 1/2	+ 3.17	21 1/4	15 1/2	7	15,177	246,626
									TOTAL	75,448	1,358,281
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	6 1/2	6 1/4	+ 1/4	+ 4.00	10 1/4	2 3/8	5	1,672	10,868
AMPEX	APX	N	14 3/8	14 1/2	- 1/8	- .86	19 1/4	7 3/8	12	11,371	163,458
ARVIN INDUSTRIES	ARV	N	13 1/8	13 1/4	- 1/8	- .94	22 1/2	12 1/2	3	5,959	78,211
CCA ELECTRONICS	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4	4			5 3/4	1 3/4	9	2,127	8,508
COHU	COH	A	3 1/8	3 1/8			5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	15 1/4	14 3/8	+ 7/8	+ 6.08	27 1/4	13 1/2	7	2,030	30,957
EASTMAN KODAK	EASKD	N	57	58 7/8	- 1 7/8	- 3.18	86 3/4	42	12	161,376	9,198,432
FARINON	FARN	O	9	10	- 1	- 10.00	16 1/2	8	9	4,782	43,038
GENERAL ELECTRIC	GE	N	48 3/4	49 3/4	- 1	- 2.01	56 5/8	44 1/2	10	184,581	8,998,323
HARRIS CORP.	HRS	N	29 3/8	29 5/8	- 1/4	- .84	35 3/4	19 7/8	14	25,189	739,926
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8			2 5/8	1/4		2,701	4,389
M/A COM, INC.	MAI	N	31 3/8	30 1/4	+ 1 1/8	+ 3.71	41 7/8	20 1/4	14	1,320	41,415
3M	MMM	N	58 5/8	60 1/2	- 1 7/8	- 3.09	64 3/4	43 1/2	14	116,473	6,828,229
MOTOROLA	MOT	N	39 1/8	40 3/8	- 1 1/4	- 3.09	56 7/8	34 1/4	10	28,544	1,116,784
N. AMERICAN PHILIPS	NPH	N	27 1/8	26 1/8	+ 1	+ 3.82	36	24 1/2	6	12,033	326,395
OAK INDUSTRIES	OAK	N	23 1/2	23 1/2			36	9 5/8	24	1,801	42,323
RCA	RCA	N	25 1/2	26	- 1/2	- 1.92	33 5/8	22 3/4	7	74,819	1,907,884
ROCKWELL INTL.	ROK	N	32 5/8	32 1/4	+ 3/8	+ 1.16	37 1/4	28 1/4	6	33,900	1,105,987
RSC INDUSTRIES	RSC	A	2 5/8	2 3/4	- 1/8	- 4.54	4	1 5/8	15	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	29 7/8	30	- 1/8	- .41	35 5/8	16 3/4	14	2,471	73,821
SONY CORP.	SNE	N	7 7/8	7 7/8			10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	43	44 3/4	- 1 3/4	- 3.91	68 1/2	28 1/4	13	17,995	773,785
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 1/8	8 3/4	+ 3/8	+ 4.28	12 3/4	6 1/2	24	4,200	38,325
VARIAN ASSOCIATES	VAR	N	13 3/4	14 1/4	- 1/2	- 3.50	21	13	9	6,838	94,022
WESTINGHOUSE	WX	N	16 7/8	16 7/8			24 1/2	16 1/4	5	86,582	1,461,071
ZENITH	ZE	N	13 1/4	13 1/8	+ 1/8	+ .95	28	11 3/8	33	18,800	249,100
									TOTAL	986,635	34,710,260
									GRAND TOTAL	1,906,453	57,488,963

Standard & Poor's 400 Industrials Average 104.29 105.50 −1.21

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

*Stock did not trade on Wednesday, closing price shown is last traded price.
**No P/E ratio is computed, company registered net loss.
***Stock split.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Helping Sony's East meet the West of the U.S. broadcasting engineer

William Arnold Taylor—vice president and general manager, Sony Broadcast, New York; b. Sept. 1, 1937, Las Vegas; Port Arthur College, Port Arthur, Tex., 1957-58; chief engineer, WRJW(AM) Picayune, Miss., 1958-59; engineer, Southeastern Signal Corps School, U.S. Army, Fort Gordon, Ga., 1959-62; engineer, WJBF-TV Augusta, Ga., 1961-62, KOA-TV Denver, 1963-64; WVUE(TV) New Orleans, 1964-65; field service engineer, Northeast region, audio visual systems, Ampex Corp., New York, 1965; sales engineer, 1967-73; product manager, Redwood City, Calif., 1973-76; senior product manager, 1976-77; national sales manager, 1977; assistant vice president and general manager, Sony Broadcast, January, 1978; present position since March 1978; m. Lavina Keeth; children—Steven, 18; Susanne, 11.

How did a self-effacing engineer who started his career at a Picayune, Miss., radio station end up heading the U.S. broadcast equipment division of a giant Japanese conglomerate? And what does a man whose roots are in Midland, Tex., do in the modern office building where Sony of America is headquartered, just off New York's Fifth Avenue and high above Central Park?

Arnold Taylor, vice president and general manager of Sony Broadcast, probably wouldn't put it quite this way, but it seems a large part of his job is to bring an American touch to that foreign company's marketing efforts here—to help shrink the distance between Tokyo and, say, Toledo.

"Primarily, I think Sony was looking for someone who had enough knowledge in broadcasting to come in and run the broadcast operation in a fashion that broadcasters could understand, and for someone who could understand broadcasters," is the way Mr. Taylor describes it. Characteristically, he tags on at the end of the explanation, "I don't know how you put that into words without it sounding pompous."

Mr. Taylor needn't worry about sounding pompous. He's the type that, when asked what his greatest talent is, will answer, "Gee, I never thought about it in those terms." He is instead a quiet man, careful of what he says to strangers ("I don't want to offend anybody," he says during in an interview, glancing at the tape recorder), who at the same time seems to enjoy informal jawboning. In short, he prefers the easy-going approach.

"I'm one of those people who happens to believe that the reason I work is to support my family," he says. "That doesn't mean I don't like my job; I couldn't live without working, and I like to very much. But I believe in keeping a balance—because if I'm happy at home, I'm happy at work. If I'm unhappy at home, it diminishes my attention at work."

Since joining Sony from Ampex earlier this year, Mr. Taylor has devoted much of his attention to getting the company's sales operation moving at full force. Because Sony is just now getting many of its broadcast products into production, Mr. Taylor says that last year was Sony's "first significant organized entry into the marketplace, and this year was the first really concerted effort, because we have the products available. Even though we've been in [the U.S. broadcast] business three years, if all you're selling is U-matics, you're pretty limited. But if you continue to develop one-inch [video recording] machines, for example, and then computer editing systems and cameras [and time base correctors and time code generators], it makes you a major contender."

In fact, Sony's emphasis during the last few years on the development of new broadcast products—notably, the one-inch recorders—has left it with the reputation among many as the "butterfly of the industry," as one engineer put it, being more interested in testing new technologies on the broadcast market than in backing them up for the long haul.

Mr. Taylor, if pressed, will acknowledge that Sony has had some back-up problems in the past. But he says that the establishment of the company's broadcast arm as a division of the company has given it the independence necessary to tackle such problems. This area has been high on his list of priorities. Since taking over, he's strengthened the company's on-site repair capabilities, added a 24-hour customer hot line, spun off the replacement parts operation into an independent group with its own computer system and expanded the service force to employ, at this point, 39 engineers.

Like Mr. Taylor himself, the engineers were chosen for their knowledge of the business their customers are in. "Essentially what I've done," Mr. Taylor says, "is to get people from the industry into key support positions throughout our division, so we know what the requirements are for support and so we have the people who are capable of providing it. I think that's one of the key areas for us. I could have 25 people out there who are not from our industry and not be able to give the kind of support that comes from half a dozen people who are knowledgeable, both about the products and what is required. So our major effort has been in that direction."

Mr. Taylor has been in the business long enough to have learned something about what its needs are. He caught the electronics bug early by visiting an uncle who was chief engineer for a radio station. In high school he dated a girl whose father owned a radio and phonograph repair shop, and ended up working for him. Later he worked in one of the first TV repair shops in Texas, and finally dropped out of his engineering studies to get into the real thing at WRJW(AM) Picayune, Miss. His duties there included filling in for the two announcers on their days off, but by the time he left the Southeastern Signal Corps at Fort Gordon, Ga., he was chief of maintenance for its 11-channel closed-circuit TV system.

He rose through the sales ranks at Ampex, and during his tenure as product manager there ("a very crucial position," said one engineer), oversaw the development and marketing of such products as quadraphonic video recording heads, the AVR-1 and AVR-3 two-inch quadraphonic VTR, the EDM-1 computer editing system and the ACR-25 two-inch video cassette recorders. As senior product manager, he took charge of all product management for two-inch VTR's, broadcast cameras and editing systems, he said.

So how is Mr. Taylor doing in his new job? Well, his work space at Sony—more a cubicle than an office—seems more fitting to his style than to his responsibilities: He says Sony Broadcast's gross sales this year stand at just under $30 million, at least two-and-a-half times what they were in 1977.

But one of his major customers, Julius Barnathan, president of ABC's broadcast operations and engineering division, gives Mr. Taylor high marks. "He's excellent," Mr. Barnathan said. "He's a man of his word, and he understands your problems and tries to deal with them. He makes it easier to do business with Sony."

Editorials

No friends in court

The U.S. Supreme Court's refusal to review the Myron Farber case provides a bleak ending to a courageous stand that Mr. Farber and his employer, the *New York Times*, took on a matter of principle affecting all journalists. Mr. Farber has spent 40 days in jail, and the *Times* has spent more than half a million dollars in fines and legal fees, all apparently to no avail. Reporters now stand stripped of defense against inspection of their most private records.

The lower courts have asserted that when a journalist's First Amendment rights conflict with a criminal defendant's Sixth Amendment rights to a fair trial, the First Amendment loses. Another provision of the Bill of Rights also took a beating in the court that sentenced Mr. Farber to a jail term that could have run to six months and fined his paper a total of $285,000. It is the Eighth Amendment which still reads: "Excessive bail shall not be required, nor excessive fines imposed, nor cruel and unusual punishments inflicted."

The Supreme Court that rejected the Farber case last week is the same court that earlier this year, in the *Stanford Daily* case, enormously expanded police power to search for criminal evidence believed to be in the possession of innocent third parties (BROADCASTING, June 5). In that case, the high court stretched the Fourth Amendment, which prohibits "unreasonable searches and seizures," to approve official ransacking of any premises including newsrooms.

The Burger court is giving news media little choice but to turn to Congress for a restoration of rights that we thought had been conferred by constitutional amendment back in 1791.

A settlement

The resolution that UNESCO adopted two weeks ago on the role and responsibility of news media suffers variously from ambiguity, vagueness and a literary disorder best described as terminal bureaucrat-ese. It is, however, less defective than the draft that it replaced and a considerable improvement over the original that the Soviet Union introduced back in 1970. There may be something to be said for the slow gestation of international compromises.

At least the final document omitted references to government controls that were approvingly included in earlier versions. To that extent, the U.S. and other Western nations that support journalistic freedom may justifiably say that their view prevailed at the Paris meeting. It is however, excessive to claim, as did John Reinhardt, director of the International Communication Agency and head of the U.S. delegation to this UNESCO conference, that the compromise resolution was a "triumph of goodwill." George Beebe, on leave as associate publisher of the *Miami Herald* to head the World Press Freedom Committee, which has monitored the UNESCO deliberations, was closer to the mark in saying of the resolution: "We do not consider this a victory."

We have no doubt that Mr. Beebe is troubled by the basic "declaration on fundamental principles concerning the contribution of the mass media to strengthening peace and international understanding, to the promotion of human rights and to countering racialism, apartheid and incitement to war."

That, we would agree with Mr. Beebe, is a seductive corruption of the true mission of the print and broadcast press. However desirable peace, international understanding and human rights, and however abhorrent racialism, apartheid and incitement to war, the journalistic mission is neither to promote nor to suppress. It is to illuminate.

Similarly, the role of government—any government—in its relation to the press is neither to promote nor to suppress, according to the principles that the U.S. is obligated by its Constitution to defend. The role of government is benign: to do nothing to abridge the freedom of speech or of the press.

Strict constitutionalists would say that the U.S. was probably wrong to endorse the charter that established UNESCO a generation or two and several wars ago. The charter states in its second paragraph that UNESCO will strive to "promote the free flow of ideas by word and image."

Change "promote" to "pass no law or take no act abridging," and the UNESCO charter would come closer to the American ideal. Still, the language of the charter is not only clearer but also more tuned to journalistic principles than that of the resolution that UNESCO has now passed. The 146 UNESCO nations could have saved a lot of time and travel expense by sticking with the simple statement of the charter.

Next round

The difficulties encountered by UNESCO in reaching a compromise on a resolution concerning world news coverage may be expected to be magnified when approximately the same cast of nations assembles for the World Administrative Radio Conference of 1979. At WARC '79, the stakes will be higher.

The UNESCO resolution has no force of law. Individual nations may go on indulging in abuses of journalistic freedom without meaningful sanction from outside. At WARC, however, things will be different. There, the paths of transmission for a multitude of communications services, of which journalism is one small part, will be divided internationally.

At the Paris conference of UNESCO, the Soviet bloc and the Third World could afford at the end to vote for the compromise resolution in the knowledge it posed no threat to their systems. They will be less disposed to settle for frequency distributions that they think deprive them and favor the West.

WARC '79 will test the negotiating stamina and sophistication of the U.S. delegation, which, we trust, will be more worldly than the delegation that appraised the UNESCO resolution as a triumph of goodwill. At WARC the play will be for keeps, with winners winning and losers truly losing.

Drawn for BROADCASTING by Jack Schmidt

"Super news, boss. We're getting great results from our 'Advertise on radio' spots we bought on television."

WSB is a Winner

For an unprecedented 13th consecutive year, WSB Radio has won the Associated Press Pacemaker Award for the best Class-A News Operation in Georgia. During the past year, the News Voice of the South also has received:

- AP Awards for Editorials, Sports Reporting, Feature Stories, Public Affairs and Documentaries.
- United Press International Awards for Editorials and News Programs.

WSB Radio also picked up another Freedoms Foundation Award, the top Abe Lincoln Award and dozens of other plaques, trophies and citations for news and public affairs. Year after Year, WSB Radio is a winner!

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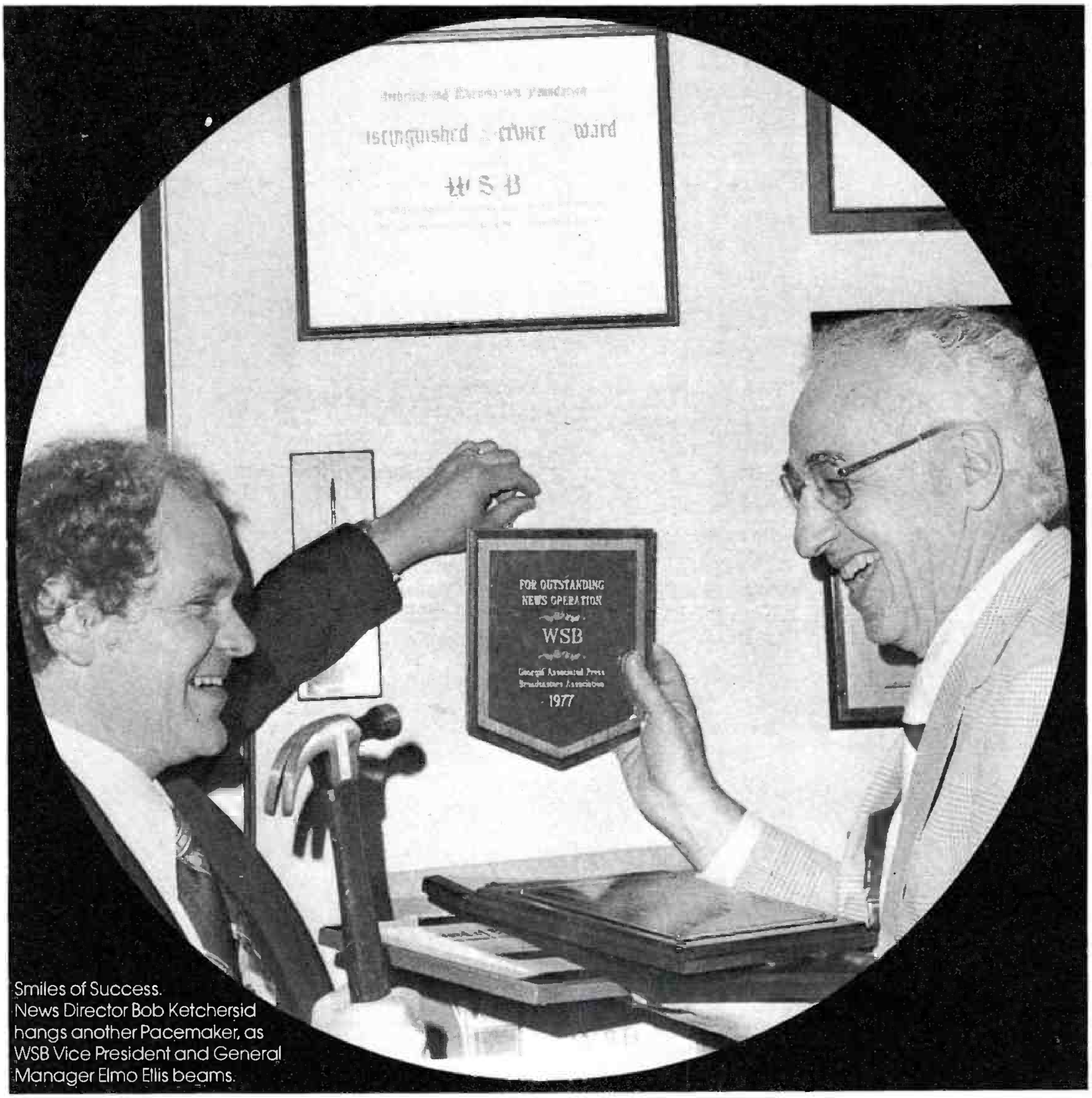

Smiles of Success.
News Director Bob Ketchersid hangs another Pacemaker, as WSB Vice President and General Manager Elmo Ellis beams.