

9/5

RESOURCES CENTER

Y&R leads the way among
1978's top 50 broadcast agencies

MARYWOOD COLLEGE LIBRARY
SCRANTON, PA.

Broadcasting Dec 18

The newswEEKly of broadcasting and allied arts

Our 48th Year 1978

NEWSPAPER



Sea-son's Greetings and Happy New Year from

Group One Broad-cast-ing!

Sea-son's Greetings and Happy New Year from

Group One Broad-cast-ing!

In Akron... **WAKR • WAKR-TV • WAEZ** In Dayton... **WONE • WTUE**
In Denver... **KLZ • KAZY** In Dallas... **KBOX • KMEZ**



18509 SERIALS
SERIALS LEARN
MARYWOOD COLLEGE
LEARNING RESRC CTR
SCRANTON PA 18509
DEC/79

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



SHARE OF TOTAL VIEWERS

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

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

SHARE OF TOTAL WOMEN



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

SHARE OF TOTAL MEN



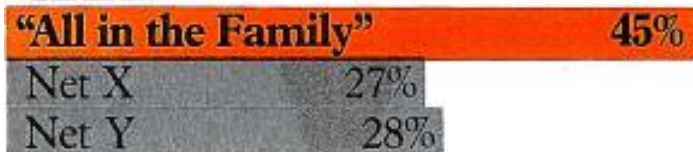
"More of Gloria's kind..."

SHARE OF 18-49 WOMEN



"More of Meathead's kind..."

SHARE OF 18-49 MEN

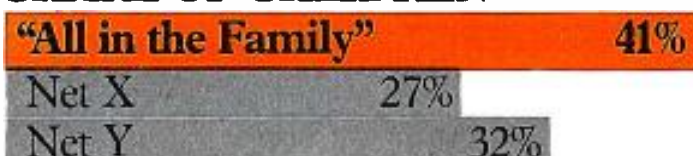


**"Even more of
them still growing kind..."**

SHARE OF TEENS



SHARE OF CHILDREN



LEARNING RESOURCES CENTER

DEC 10 1978

MARYWOOD COLLEGE LIBRARY
SCRANTON, PA.

**"Well, Archie, I'm
just glad we've had
more of everybody.
It shows we ain't
particular."**

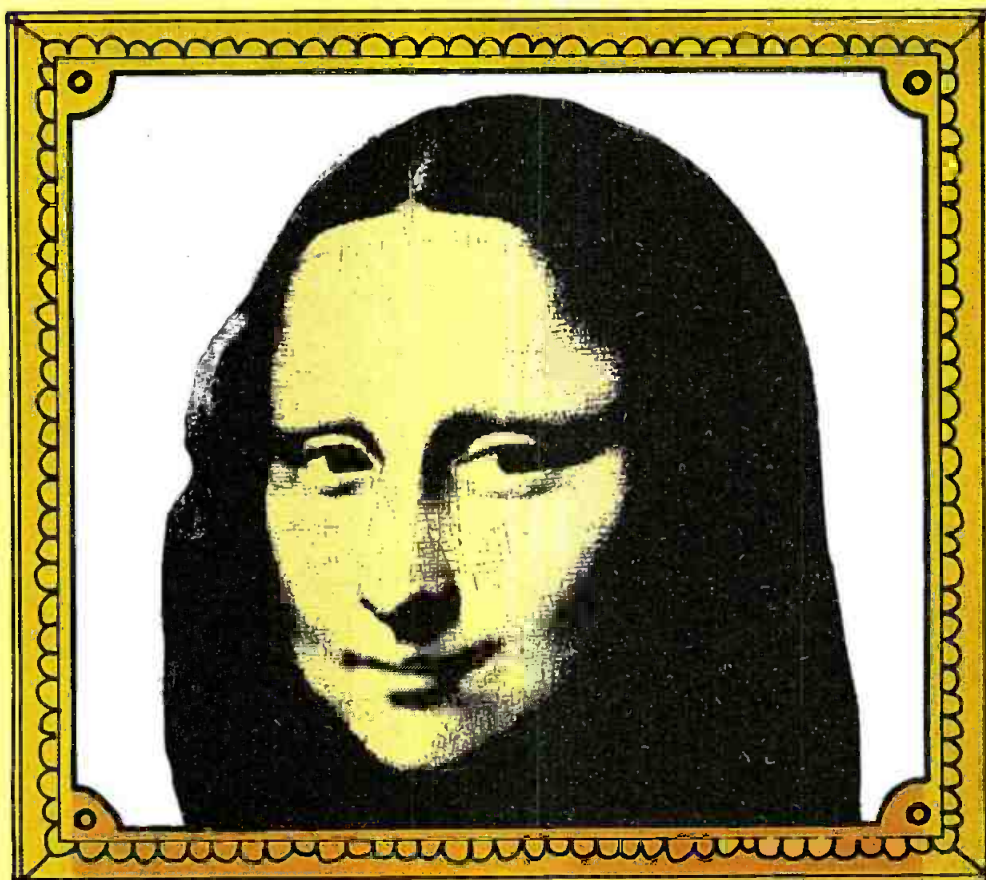
**With television's
first family...
length is strength.**

Tandem Productions'

**"All in the
Family"**



"MAKE ME LAUGH"



PRE-SOLD IN THE TOP 7 MARKETS!

The newest, funniest, comedy-game strip—
available **now** as a mid-season replacement.



Contact your Paramount Television Domestic Syndication Salesman

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

SHARE OF TOTAL WOMEN



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

SHARE OF TOTAL MEN



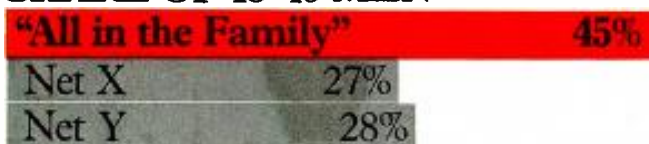
"More of Gloria's kind..."

SHARE OF 18-49 WOMEN



"More of Meathead's kind..."

SHARE OF 18-49 MEN

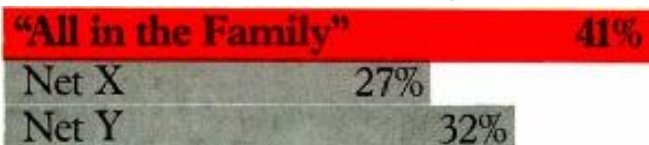


**"Even more of
them still growing kind..."**

SHARE OF TEENS



SHARE OF CHILDREN



LEARNING RESOURCES CENTER

DEC 10 1978

MARYWOOD COLLEGE LIBRARY
SCRANTON, PA.

**"Well, Archie, I'm
just glad we've had
more of everybody.
It shows we ain't
particular."**

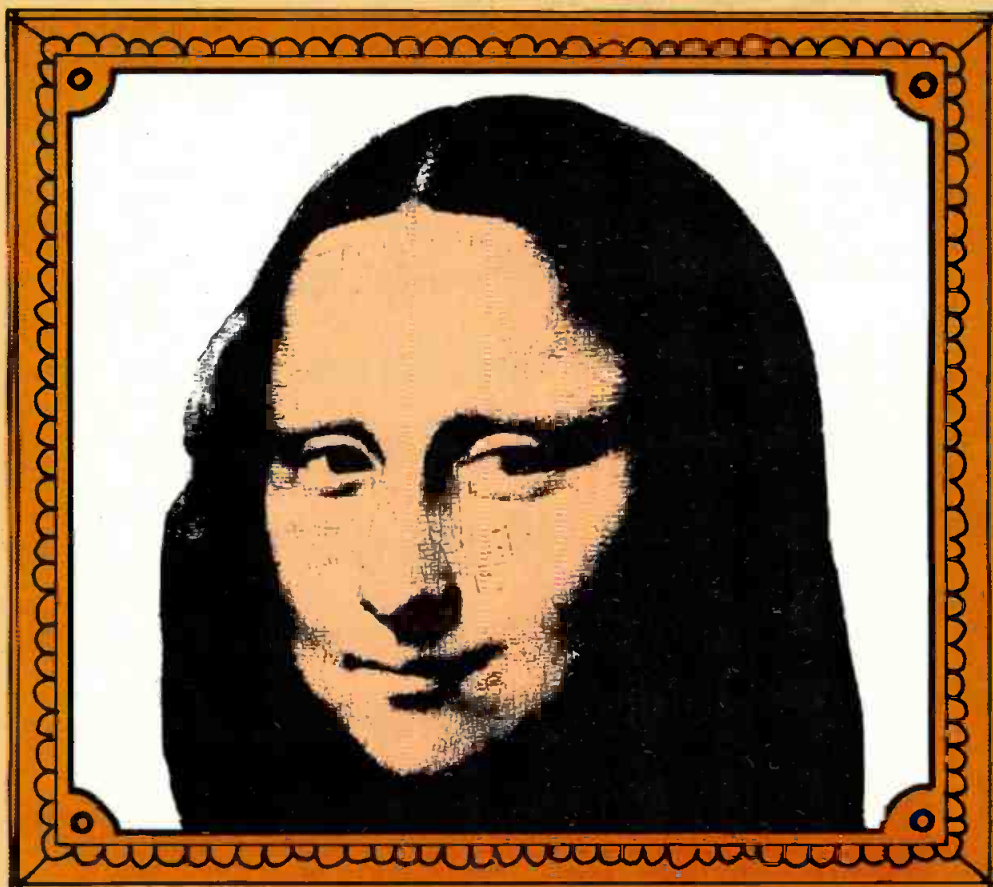
**With television's
first family...
length is strength.**

Tandem Productions'

**"All in the
Family"**



"MAKE ME LAUGH"



PRE-SOLD IN THE TOP 7 MARKETS!

The newest, funniest, comedy-game strip—
available **now** as a mid-season replacement.



Contact your Paramount Television Domestic Syndication Salesman

The Week in Brief

SPECTRUM SPECIAL □ The FCC is set to decide on two big cases: the VHF drop-in proposal and the addition of AM stations on clear-channel frequencies. **PAGE 23.**

CONCENTRATING ON CONCENTRATION □ The FTC's media symposium, which had come in for some criticism as being unbalanced toward one side of the issue, instead hears a wide range of conflicting opinion. **PAGE 24.**

TRUCE □ The NAB TV code attempts to smooth some of the feathers ruffled over its new policy on clutter. **PAGE 26.**

FIXING 'STANFORD' □ The Carter administration announces it's drafting legislation designed to protect journalists from police searches of newsrooms. **PAGE 26.**

Y&R LEADS THE WAY □ Young & Rubicam takes over as number-one agency in radio-TV billings during 1978, according to BROADCASTING's 27th annual survey of the top-50 agencies. Combined broadcast billings of those agencies exceed the 1977 total by \$780 million. **PAGE 33.**

1979 LOOKING GOOD □ A Paine Webber Mitchell Hutchins conference forecasts the coming year will be upbeat for commercial radio and TV, cable and pay TV. **PAGE 44.**

SECONDING TYRONE BROWN □ The NAB promptly and heartily endorses the FCC commissioner's call for radio deregulation by asking for a rulemaking of drastic proportions. **PAGE 48.**

DOCUMENTING THE OUCH □ The FCC is given results of another study by the NAB that pinpoints the loss of viewers and revenues by television when cable comes into the picture. **PAGE 53.**

SECURING THE HATCHES □ There was a frenzy of commercial production activity last week as labor negotiations continued in the shadow of a Dec. 19 strike deadline. **PAGE 58.**

SPOT TV'S THIRD QUARTER □ It came to \$551.3 million in spending, according to TVB. **PAGE 60.**

WHAT HOLLYWOOD WANTS □ The Caucus for Producers, Writers and Directors gives a Christmas list to Waxman



Pop Tops. This threesome, the Bee Gees, had a threesome of hits, all from the soundtrack of "Saturday Night Fever," in the top 10 of the annual "Playlist" top 100 contemporary singles. The top 50 country records reflect a trend toward a sound that appeals toward wider audiences. **PAGE 80.**

and Hollings that calls for comprehensive and drastic network restrictions. **PAGE 70.**

UP IN THE AIR □ Programers indicate they're not sure of what's ahead for them in dealing with the new breed of TV outlet, satellite-delivered superstations. **PAGE 70.**

WAIVER WAVES □ The NAB, Metromedia and MPAA attack the Arlington, Va., cable decision that granted a dispensation of the rules on distant signals. **PAGE 75.**

MAGNAVISION UNVEILED □ The Magnavox-MCA venture with a video disk system and a catalogue of programming enters the market in Atlanta. **PAGE 77.**

SHOEHORNING, SEAM LETTING □ The Daytime Broadcasters Association offers its plan of reducing AM separation and adding to both ends of the entire AM band. It envisions another 14 full-time class IV stations and full time operations for all stations. **PAGE 78.**

KEEPING CLOSE TO THE WIND □ It was 17 years ago when Peter Hoffman teamed up with his then boss, Philip McHugh, to offer a new service. The ultimate success of McHugh & Hoffman is now a matter of record, reflecting in a large part the attitudes and energies of Mr. Hoffman as president. **PAGE 105.**

Broadcast Advertising... 58	Changing Hands..... 56	Finance..... 44	Open Mike..... 20
Broadcast Journalism... 73	Closed Circuit..... 7	For the Record..... 88	Playlist..... 80
Broadcast Technology... 77	Datebook..... 14	In Sync..... 79	Profile..... 105
Business Briefly..... 8	Editorials..... 106	Media..... 48	Programing..... 66
Cablecasting..... 75	Fates & Fortunes..... 84	Monday Memo..... 12	Top of the Week..... 23

Radio only

Colgate-Palmolive □ Company features its Dynamo detergent in eight-week radio push beginning in early February. D'Arcy-MacManus & Masius, New York, will schedule spots in about 10 markets including Chicago, Minneapolis and Milwaukee. Target: women, 25-54.

National Fruit Products □ Fruit products group arranges seven-week radio flight starting in late January. Richardson, Myers, Donofrio, Baltimore, will place spots in four markets including Miami. Target: women, 18-49.

Mrs. Smith's Pies □ Bakery goods group prepares six-week radio buy starting in early February. J.M. Korn & Son, Philadelphia, will buy spots in 30 markets including Denver, Chicago, Houston and Washington. Target: women, 25-54.

Bekins □ Moving and storage company schedules six-week radio promotion starting in January. Della Femina,

Travisano & Partners, Los Angeles, will pick spots in eight markets including Houston, Indianapolis and Milwaukee. Target: adults, 18-49.

Greenview □ Lawn products group slates four-to-six-week radio drive beginning in March. Handley & Miller, Indianapolis, will pick spots in 33 markets including Boston, Chicago, Cleveland and Detroit. Target: men, 35-64.

Toyota □ Car manufacturer places five-week radio campaign beginning in early January. Dancer Fitzgerald Sample, New York, will buy spots in 18 markets including Miami and San Antonio, Tex. Target: men, 18-34.

Pro Hardware □ Hardware distributor schedules three-week radio flight beginning in mid-January. Ross Roy/Compton, New York, will seek spots in 19 markets including Milwaukee, New Orleans and Salt Lake City. Target: men, 25-54.

Red Lobster □ Restaurant chain begins three-week radio push in late January.

Rep appointments

- WPSD-TV Paducah, Ky.: Blair Television, New York.
- WLOI(AM)-WCOE(FM) LaPorte, Ind.: Regional Reps Corp., Cincinnati.
- WNOW(AM)-WQXA(FM) York, Pa., and WTCR(AM)-WHEZ(FM) Ashland, Ky.-Huntington, W.Va.: Selcom Inc., New York.

D'Arcy-MacManus & Masius, St. Louis, will schedule spots in 15 markets including Oklahoma City. Target: adults, 25-54.

Great Western Savings □ Savings bank places two-week radio drive beginning late this month. Dailey & Associates, Los Angeles, will select spots in five markets including Los Angeles and San Francisco. Target: adults, 35 and over.

Anheuser-Busch □ Company features its Chelsea soft-drink in two-week radio promotion starting this week. Needham, Harper & Steers, Chicago, will select spots in six markets including New Orleans. Target: adults, 25-54.

TV only

Del Taco □ Fast food chain launches six-month TV promotion in mid-January. McCaffrey & McCall, New York, will place spots in three markets during prime and fringe time. Target: men and women, 18-34.

Valles □ Restaurant chain arranges 24-week TV campaign beginning in early January. Allied Advertising, Boston, will place spots in 16 markets during all dayparts. Target: adults 18-54.

Western Auto □ Hardware store chain launches 12-month TV campaign in January. Advertising Agency Associates, Boston, will place spots in 107 markets during all dayparts. Target: men and women, 18 and over.

General Electric □ Company places first-quarter TV buy for various appliances beginning in January. Alford Advertising, Atlanta, will schedule spots in 30 Southeast markets during day, fringe and prime time. Target: total adults.

Danola Foods □ Division of East-Asiatic Co. focuses on its Danola ham in eight-week TV promotion beginning in mid-



Janus Awards 1979

IS YOUR STATION PROUD OF ITS ECONOMICS NEWS?

If so, then it's time to enter the Ninth Annual Janus Awards Competition. The Janus Awards for Excellence in Financial News Programming are presented annually by the Mortgage Bankers Association of America (MBA) to recognize radio and television stations and networks that produce and broadcast outstanding financial and economics news programming.

A distinguished panel of judges will evaluate which entries are the most comprehensive, informative, authoritative, and interesting. Emphasis is also placed on the regularity and frequency of the programming.

The Awards will be presented March 26, 1979, at MBA's national conference in New York City. All entries must be postmarked no later than February 1, 1979.

For further information and entry form please contact:

Virginia Broome
Assistant Director
Public Relations
Mortgage Bankers Association of America
1125 15th Street, NW
Washington, D.C. 20005
(202) 785-8333

LAVERNE & SHIRLEY



*Thanks!
to all of you
from all
of us at
Paramount!*

**...AND
HAPPY NEW YEAR!**

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

Markets sold as of November 27

January. Direction Media, Los Angeles, will buy spots in 14 markets during day, fringe and prime time. Target: women, 25-49.

Seabrook Foods □ Food products group prepares two-month TV drive for its frozen vegetables beginning in mid-January. Tucker Wayne & Co., Atlanta, will buy spots in 15 markets during prime and early fringe time. Target: women, 25-54.

American Cyanamid □ Consumer products division launches seven-week TV campaign for its Lemon-Sol room deodorant in early January. Bozell & Jacobs, New York, will arrange spots in Buffalo and Rochester, N.Y., during day, fringe and prime time. Target: women, 25-54.

Arnold □ Bakery products group starts five-week TV buy in early January. Isidore, Lefkowitz, Elgort, New York, will seek spots in three markets during fringe time. Target: women, 35-49.

Amtrak □ Railroad passenger service slates five-week TV drive beginning in early January. Needham, Harper & Steers, New York, will select spots in 17 markets during fringe and prime time. Target: adults, 18 and over.

Dillards □ Department store chain arranges four-week TV push starting in January. Faulkner & Associates, Little Rock, Ark., will schedule spots in 15 markets during all dayparts. Target: women, 18 and over.

Larsen □ Food products group features its vegetables in four-week TV push beginning in late January. Campbell-Mithun, Chicago, will place spots in about 20 markets during fringe and daytime. Target: total women.

California Canners & Growers □ Manufacturer of canned fruits and vegetables highlights its Diet Delight fruit

product in four-week TV campaign beginning in late February. D'Arcy-MacManus & Masius, San Francisco, will place spots in six markets during day and prime access time. Target: women, 35 and over.

Valvoline □ Division of Ashland Oil plans one-month TV flight beginning later this month. Fahlgren & Ferriss, Cincinnati, will buy spots in 75 markets during fringe and prime time. Target: men, 25-54.

Economics Laboratory □ Company features its Electrasol dishwasher detergent in four-week TV push starting in mid-January. Warwick, Welsh & Miller, New York, will handle spots in 15 markets during prime and daytime. Target: women, 25-49.

Tastykake □ Bakery goods group plans one-month TV flight for its cakes and pies starting in early January. Lewis & Gilman, Philadelphia, will handle spots in 11 markets during children's time. Target: children, 6-11.

Riceland Foods □ Food products group features its Chef Way soybean product in one-month TV flight starting in early February. Cranford/Johnson/Hunt & Associates, Little Rock, Ark., will seek spots in 12 markets during all dayparts. Target: women, 25-54.

Jeno's □ Food products group kicks off three-week TV push for its Italian bread pizza in early January. J.F.P. & Associates, Duluth, Minn., will arrange spots in three markets during day, fringe and prime time. Target: total women.

Carter's □ Children's clothing company plans three-week TV push starting late this month. Quinn & Johnson, Boston, will arrange spots during day, prime and early fringe time. Target: women, 18-34.

Clorox □ Food products division features

its Hidden Valley Ranch salad dressing in three-week TV drive beginning in late January. Young & Rubicam, New York, will select spots in 51 markets during day and fringe time. Target: women, 25-54.

Comfort Enterprises □ Company highlights its humidifier in two-week TV buy beginning in early January. Fondren & Miller, Lancaster, Pa., will seek spots in Washington and Minneapolis-St. Paul during all dayparts. Target: adults, 25-49.

Bank of America □ Banking institution slates two-week TV buy for its savings accounts starting late this month. Grey Advertising, Los Angeles, will arrange spots in 11 markets during fringe and prime time. Target: total adults.

American Home Products □ Boyle-Midway division focuses on its Snarol insecticide in two-week TV push starting in late January. Cunningham & Walsh, New York, will schedule spots during fringe time. Target: men and women, 35 and over.

Universal Pictures □ Film production group features "The Wiz" in one-week TV flight beginning late this month. Diener Hauser Bates, New York, will handle spots in about 20 markets during early fringe and prime-access time. Target: adults, 18-34, and children, 6-11.

Quicke Manufacturing □ Automatic mop manufacturer slates two-week TV promotion beginning in late January. Keyes Martin, Springfield, N.J., will pick spots in 20-30 markets during fringe and daytime. Target: total women.

Dollar General Stores □ Discount store chain places two-week TV drive starting in mid-December. Buntin Advertising, Nashville, is buying in 14 markets during day, fringe and prime time. Target: women, 25-49.

20th Century-Fox □ Film production company features its film, "Magic," in one-week TV push starting this month. Doyle Dane Bernbach, Los Angeles, will seek spots in 25-30 markets during prime and late fringe time. Target: adults, 18-34.

Nissen Foods □ Food products group highlights its Oodles of Noodles soup in four-week TV push beginning in late January. Western International Media, Los Angeles, will handle spots in about 50 markets during day, fringe and prime-access time. Target: total women.

Famous □ Footwear manufacturer places three-week TV campaign beginning late this month. Stephan & Brady, Madison, Wis., will buy spots in 13 markets during all dayparts. Target: women, 25-49.

General Motors □ Pontiac division starts three-week TV buy in January. D'Arcy-MacManus & Masius, Troy, Mich., will select spots in 31 markets during fringe, news and prime-access time. Target: total men.

BAR reports television-network sales as of Nov. 26

ABC \$1,329,970,600 (36.3%) □ CBS \$1,201,728,700 (32.8%) □ NBC, \$1,129,113,200 (30.9%)

Dayparts	Total minutes week ended Nov. 26	Total dollars week ended Nov. 26	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.	196	\$2,326,600	7,137	\$53,938,900	\$46,459,800	+16.1
Monday-Friday 10 a.m.-6 p.m.	998	27,154,200	47,950	784,016,700	716,099,500	+9.5
Saturday-Sunday Sign-on-6 p.m.	293	13,578,600	14,381	423,969,500	369,602,400	+14.7
Monday-Saturday 6 p.m.-7:30 p.m.	110	7,736,800	4,830	208,772,900	181,052,700	+15.3
Sunday 6 p.m.-7:30 p.m.	22	2,144,500	1,001	64,542,100	52,817,600	+22.2
Monday-Sunday 7:30 p.m.-11 p.m.	420	52,109,000	19,564	1,867,991,500	1,657,762,000	+18.7
Monday-Sunday 11 p.m.-Sign-off	225	6,581,600	10,600	257,598,900	224,951,000	+14.5
Total	2,264	\$111,271,300	105,463	\$3,660,812,500	\$3,248,745,000	+12.7

Source: Broadcast Advertisers Reports

In Case Of Fire... Listen

This fall, brush fires threatened three scattered areas of Southern California. Whipped by 60 mph winds, flames rampantly jumped from one canyon to the next...mercifully avoided some houses while destroying close to 200 others...left a green grassy lawn to frame the charred remains of a home. KFI boosted its staff for 24-hour live coverage. With the traffic reporter's aerial post and the news team spread around fire sites, KFI and KOST (FM) were watchtowers for Southern California listeners.

KFI 64
KOST 103 fm
Los Angeles

COX
Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIBC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia

Represented by The Christal Company



Monday Memo[®]

A broadcast advertising commentary from Carl Uren, director of national advertising, Chevrolet, Detroit

Radio makes the most of it for Chevrolet's new-car introductions

The launch of the 1977 full-size Chevrolet was, happily, a roaring success, paving the way for the introduction of the 1978 Malibu and Monte Carlo—more product news from Chevrolet.

That brings us to 1979. And for all practical purposes, Chevrolet had no product news to speak of. Not so with our competitors across town. Ford was introducing two brand-new products—the down-sized LTD and the up-sized Mustang. Similarly, Chrysler would introduce its new full-sized cars—the St. Regis and the New Yorker.

So, if there was a year we needed to make a bold move, 1979 was that year.

That's where National Chevy Week and radio entered the scene. National Chevy Week was conceived to add wallop to Chevrolet's 1979 announcements.

It was designed to provide an exciting setting for Chevrolet dealers to move out the last of their 1978 cars and trucks. Since our 1979 announcement was an open one, it would give dealers an early jump on the sale of '79's. Dealers were also encouraged to offer used cars and truck specials—even service specials.

National Chevy Week was a big, dealership-wide event, and we wanted car prospects everywhere to know about it. We also wanted the stage to ourselves, which is why we choose the period of Sept. 15 through 23.

Traditionally, in the car business, the period immediately preceding announcement is a sleepy one. We thought we could take advantage of the sleepy people and jar the country into an early and long-lasting awareness of Chevrolet.

We knew too that for National Chevy Week to be a success, we would need the unqualified support of the Chevrolet wholesale and retail organization. I won't take the time to spell out the details of how we enlisted that support, starting with a meeting of dealer advertising association presidents early in July and ending with almost daily communications in the field as we drew near the beginning of National Chevy Week. But I will say that it left few stones unturned and certainly will serve as a model for future activities of this sort.

To further encourage dealer support, we supplied dealers and dealer associations with free radio tapes that could be run as is with space for their own tag. We also supplied them with music beds and suggested announcer copy—if they preferred to create their own spots.

Complete merchandising kits also were provided free of charge—with everything



Carl Uren, director of national advertising for Chevrolet, is a veteran of 36 years of General Motors experience. Mr. Uren began his General Motors career in 1942 at Cadillac Motor Car Division, where he had charge of service promotion and other activities. In 1946, he transferred to Fisher Body Division's public relations and advertising staff. He was named advertising manager for Fisher Body in 1957. He transferred to Chevrolet in 1959 as assistant advertising manager, was promoted to advertising manager in 1966 and to his current position Nov. 1, 1971. Prior to joining General Motors, he was assistant advertising manager for Evans Product Co.

from window trim to car toppers.

In planning our national advertising support for National Chevy Week, we quickly concluded that radio would play an important role in communicating this activity to a broad audience.

We didn't spare the horses. In fact, I'm fairly certain that the buy we made is the largest of its kind, covering, as it did, a fairly short period of time—two weeks to be exact.

We bought spot radio in large numbers, blanketing the country, to achieve huge gross-rating-point levels. We concentrated, of course, on reaching the male 25 to 54 audience.

Additionally, we ran healthy schedules on the radio networks, along with the almost 100% National Chevy Week copy in our continuing newscasts and sports franchises. It added up to the largest radio activity of its kind for an automotive advertiser.

Naturally, we supported National Chevy Week on television as well. We also ran a newspaper Sunday supplement ad on Sept.

10 to kick things off.

But in terms of the total program, radio got the lion's share of the budget. And that's only half the story.

I've mentioned that we wanted the unqualified support of our wholesale and retail organization. Perhaps the best measure of this support is one statistic: Expenditures by dealer associations and individual dealer groups in support of National Chevy Week were nearly a half million dollars greater than the factory effort. And Chevrolet's investment in National Chevy Week was substantial.

What about results? Our objective was to deliver 105,000 cars and trucks during the period of Sept. 15 through Sept. 23.

Chevrolet wound up delivering 115,975 vehicles during the period, making it the best eight-day September selling period in Chevrolet history, 55% ahead of the same period in 1978.

That's one measure of its success. What we may never know is what might have happened without National Chevy Week. I honestly believe we took some of the wind out of our competitors' announcement sails. And I think we took some of their prospects out of the market for a new car.

One thing is for sure. We taught our competitors, once again, to expect the unexpected from Chevrolet.

When will the next National Chevy Week happen? I wish I could give a definite answer. A specific marketing situation dictated the need for National Chevy Week. If there are others, they, too, will grow out of a specific need.

In the case of National Chevy Week, we had to balance the element of surprise against communicating our plans throughout the organization and the media. We frankly wanted to avoid tipping our hand to the competition, thus encouraging some competitive response.

Perhaps we were too guarded. I'm certain many of our representatives could have developed additional and more attractive merchandising tie-ins, given greater lead time.

I can say this, though, about future programs of this sort. Once stations are aware of an event like National Chevy Week, I would encourage their representatives to work closely with Chevrolet dealer associations and their agencies, individual dealers and Campbell-Ewald field men to encourage tie-ins with the national effort.

And it wouldn't hurt to throw in a merchandising idea or two. Through our experience with sports franchises and newscast sponsorships on radio, we've found this additional element of merchandising tends to make the whole package more attractive and meaningful when dealers can feel the effects of a media buy on their own showroom floor.

THE NUMBER'S UP FOR THESE COPS.

MARKETS RATING/SHARE

BALTIMORE	27/43
BOSTON	26/42
BUFFALO	24/36
CHICAGO	29/47
CINCINNATI	26/40
CLEVELAND	29/43
COLUMBUS, OHIO	22/37
DALLAS	25/39
DENVER	25/45
DETROIT	33/49
HARTFORD- NEW HAVEN	26/39
HOUSTON	22/36
INDIANAPOLIS	23/35
KANSAS CITY	27/45
LOS ANGELES	27/43
MIAMI	24/37
MILWAUKEE	25/41
MINNEAPOLIS-ST. PAUL	17/29
NASHVILLE	21/35*
NEW ORLEANS	26/39
NEW YORK	31/46
PHILADELPHIA	31/46
PITTSBURGH	27/42
PORTLAND, OREGON	21/37
PROVIDENCE	23/35
SACRAMENTO- STOCKTON	24/36
ST. LOUIS	25/39
SAN FRANCISCO	22/39
SEATTLE-TACOMA	30/51
WASHINGTON, D.C.	25/39



SOURCE: ARBITRON, OCTOBER 1978

*Metro rating, signal problems

Appearing opposite the toughest competition in five seasons,
BARNEY MILLER's popularity continues to grow. Up. **Columbia Pictures Television**



Datebook

■ indicates new or revised listing

This week

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. 20—*Federal Communications Bar Association* luncheon. Nina Cornell, chief of FCC's Office of Plans and Policy, will speak. Capitol Hilton, Washington.

Also in December

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. 18.

January 1979

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

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

Jan. 7-9—*California Broadcasters Association* midwinter meeting. Vincent Wasilewski, National Association of Broadcasters president, and author Alex Haley will speak. Palm Springs Spa hotel, Palm Springs, Calif.

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

Jan. 8—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 *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens, Ga. 30602; (404) 542-3785.

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

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

Jan. 8-12—Technical seminar on *Hughes Aircraft Co.'s* amplitude modulated link local distribution microwave equipment. Hughes Aircraft, Torrance, Calif. Information: (213) 534-2146, ext. 2763.

Jan. 9—*Nebraska Broadcasters Association* legislature dinner. NBA Hall of Fame presentation 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. 10**—Revised 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).

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

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

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

Jan. 15—New deadline for comments on FCC inquiry into children's television programming and advertising practices to revisit voluntary compliance by television broadcasters with guidelines in its Childers' 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 handling 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**—*International Radio and Television Society* newsmaker luncheon. Waldorf Astoria, New York.

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. Downtown Motor Inn, Montgomery, Ala.

Jan. 19—Open board meeting of *National Public Radio* board of directors; Mayo hotel, Tulsa, Okla. Persons wishing to participate must write NPR (2025 M St., N.W., Washington 20036) by Jan. 5.

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

Major Meetings

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

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

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

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

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

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

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

■ **Nov. 11-15, 1979**—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

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

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

Quality to start with.

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

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



RCA

TH-100. Part of the new video freedom.

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

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

Simplified edit control.

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

Video freedom is everything you need for quality television.

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

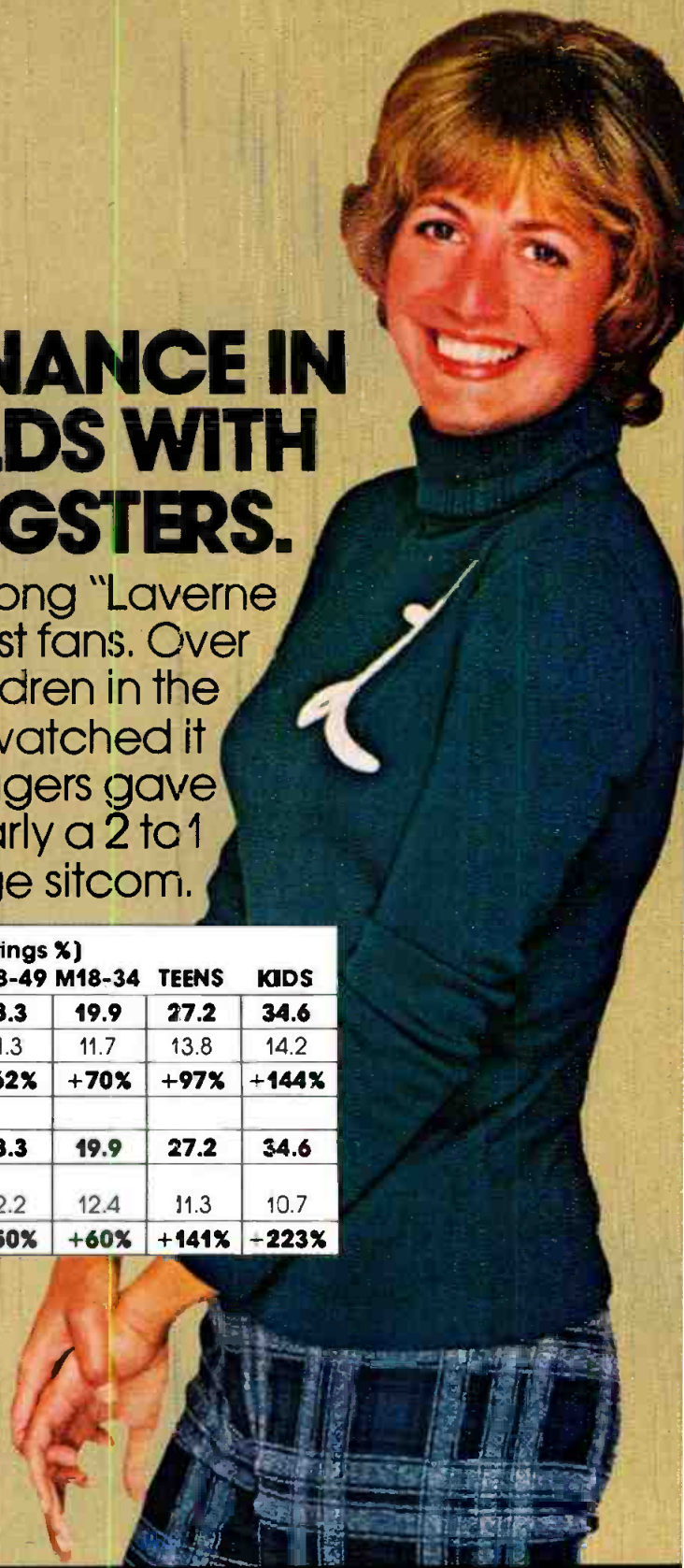
LAVERNE

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



L & 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: NTA NAD HOUSEHOLDS WITH NO PERSONS UNDER 18/
February, May, November Average/February 1976 through May 1978



**PARAMOUNT TELEVISION
DOMESTIC SYNDICATION**

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

Jan. 22—Deadline for comments in FCC inquiry 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. 24**—South Dakota Broadcasters Association legislative luncheon. Elks Club, on Route 34, East of Pierre, S.D.

Jan. 25—New Jersey Broadcasters Association mid-winter 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. 27**—Fifth annual media-law conference, sponsored by WTVJ(TV) Miami, Miami Herald and Florida Bar. Omni International hotel, Miami.

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.

Feb. 2—Deadline for entries in Charles Stewart Mott Awards competition for best education reporting in broadcast and print media. Information: Education Writers Association, P.O. Box 281, Woodstown, N.J. 08098.

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; Robert Hadl, MCA Inc.; Judge David Bazelon, U.S. Court of Appeals; and Nina Cornell, chief, FCC Office of Plans and Policy. 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 mid-

winter conference. Holiday Inn hotel and convention center, Tampa airport.

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

■ **Feb. 6**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 15—Deadline for comments to FCC on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.

Feb. 16—Religion in Media's Rim awards presentation. Convention Center, Anaheim, Calif.

Feb. 20-21—Illinois Broadcasters Association winger meeting. Forum 30 hotel, Springfield, Ill.

■ **Feb. 21-26**—International Radio and Television Society faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

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.

■ **Feb. 27**—New York Market Radio Broadcasters Association's fourth annual Big Apple Awards luncheon honoring creators of best radio commercials in New York. Hotel Americana, New York.

Feb. 27-28—Fourth annual CATV reliability conference, co-sponsored by the Society of Cable Television Engineers and the Consumer Electronics Society of the Institute of Electrical and Electronics Engineers. Denver Stouffer's Inn, Denver.

March 1979

March 1—Deadline for news and entertainment media entries for American Bar Association's Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 77 South Wacker Drive, 6th floor, Chicago 60606.

■ **March 1**—International Radio and Television Society anniversary banquet. Waldorf-Astoria, New York.

Errata

□

BROADCASTING's Dec. 11 report (page 32) of Third annual Advertising Law Conference omitted mention that event was sponsored by American Advertising Federation and Federal Bar Association.

□

Picture caption in Dec. 11 issue (page 77) erroneously identified Robert Cutts, chief of international and operations division of FCC's Office of Chief Engineer, as on staff of National Telecommunications and Information Administration.

□

"Changing Hands" item on sale of WOKS(AM) Winter Garden, Fla., in Nov. 13 issue (page 48) incorrectly listed station as daytimer on 1660 khz. Woks is full time facility on 1600 khz.

□

In last week's "Changing Hands" (page 90), buyer of KFNS-FM Oklahoma City, Kenneth Dowe, was wrongly identified as former executive vice president of Waterman Broadcasting Corp. He still holds that post and will continue to after sale approval.

March 6—Presentation dinner, Hollywood Radio and Television Society's International Broadcasting Awards for radio and television commercials. Century Plaza hotel, Los Angeles.

March 9-10—Tenth annual Country Radio Seminar. Hyatt Regency, Nashville.

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

March 14-15—Broadcast Financial Management Association/BCA board of directors meeting. Waldorf-Astoria, New York.

■ **March 16-18**—Intercollegiate Broadcasting System 40th annual convention. Shoreham Americana hotel, Washington.

March 21—Council of Churches of the City of New York's 15th annual awards buffet/reception, multimedia awards presentation for radio and TV stations. Americana hotel, New York.

■ **March 21**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

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

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

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

■ **March 30-31**—Convention of Society of Professional Journalists, Sigma Delta Chi's region 5 (Indiana, Illinois and Kentucky). Century Center, South Bend, Ind.

April 1979

April 1—Deadline for comments in FCC inquiry on measurement techniques of television receiver noise figures. Replies are due May 1.

April 2—Deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Replies are due May 15.

April 2-5—Electronic Industries Association spring conference. Shoreham Americana hotel, Washington.

April 2-5—Canadian Cable Television Association annual convention. Sheraton Centre, Toronto.

April 3—Advertising Research Foundation public affairs conference. Washington.

April 3—New York State Broadcasters Association 25th annual meeting. Essex House, New York.

■ **April 6**—Mass communications career day conference of Eastern Kentucky University. Richmond, Ky.

April 7—Great Lakes Radio Conference of Central Michigan University chapter of Alpha Epsilon Rho for high school and college students interested in radio careers. Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

April 8-10—Annual convention of Illinois-Indiana Cable TV Association. Hilton Downtown, Indianapolis.

April 10-11—Ohio Association of Broadcasters Washington dinner and Capitol Hill salute. Hyatt Regency, Washington.

■ **April 11**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

April 11-13—Washington State Association of Broadcasters spring meeting. Thunderbird Motor Inn, Wenatchee, Wash.

April 11-13—Kentucky Broadcasters Association spring convention. Hyatt Regency, Louisville, Ky.

April 19—Missouri Broadcasters Association awards dinner. Ramada Inn, Columbia, Mo.

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

April 20-21—Texas Associated Press broadcasters

What are more and more women 18 to 49 watching every day?



We really hit the jackpot with young women our first month out.

In October one out of every two women watching EveryDay was in that choice 18 to 49 age bracket.

For a talk-variety show, that's got to be some kind of record. But having a way with women the way we do, you can bet the best is yet to come. Just watch and see. EveryDay.

GROUP W
GROUP W
PRODUCTIONS

WESTINGHOUSE BROADCASTING COMPANY
7800 Beverly Blvd., Los Angeles, CA 90036

Source: Oct. 1978 ARB. Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.

STORER BROADCASTING COMPANY announces that it is disposing of the following radio stations in order to concentrate its development and operational efforts on television broadcasting and cable television:

WHN New York City,
Class II, 1050 kHz, 50kw fulltime

WSPD Toledo, Ohio,
Class III, 1370 kHz, 5kw fulltime

WGBS/WLYF(FM) Miami, Florida
(to be sold only as a unit)

WGBS Class II, 710 kHz, 50kw fulltime
WLYF Class C, 101.5 MHz, 100 kw fulltime

Prices will be established about December 19, 1978 and announced in the January 1st issue of *Broadcasting Magazine*. The Ted Hepburn Company is broker. Terms will be cash because the proceeds will be reinvested in cable television acquisitions.

Expressions of interest should be directed in writing to:

Peter Storer, President
Storer Broadcasting Company
1177 Kane Concourse
Miami Beach, Florida 33154

or to

The Ted Hepburn Company
P.O. Box 42401
Cincinnati, Ohio 45242

To give all interested parties an opportunity to express their interest, actual negotiations will not commence until January 5, 1979, at which time Storer will contact each party evidencing such interest, before entry into a contract for sale.

Association annual convention, Sheraton, Abilene, Tex.

April 22-23—Broadcasting Day of *University of Florida* and *Florida Association of Broadcasters*, Gainesville.

April 27-28—*Oklahoma Associated Press Broadcasters Association* annual convention, Holidome, Oklahoma City.

May 1979

May 1—Deadline for comments on FCC inquiry to study problem of radio frequency interference and need for regulation to lessen such interference (General docket 78-369). Replies are due July 1.

May 2—*National Radio Broadcasters Association* radio sales day, Hyatt House (airport), Los Angeles.

Open Mike®

Also running for NAB board

EDITOR: I am sure you want to be fair to all candidates, so I presume you just overlooked my name among those seeking nomination to the National Association of Broadcasters radio board ("Closed Circuit," Nov. 27). In 1970-73 I represented District 2 (New York and New Jersey), and I am actively seeking support for the at-large seat in Class C markets.—*Philip Spencer, WCSS-AM-FM Amsterdam, N.Y.*

(The report referred only to more recent directors seeking to return. Others of Mr. Spencer's or older vintage were also omitted.)

Ranking and filing

EDITOR: We've searched objectively for some redeeming value in the FCC proposal to require public filing of staff job titles and salary rank. We've found none. This has disturbed our staff members as much as any single proposal I recall in more than 45 years of broadcasting. They consider it a gross invasion of privacy.

Contrary to quoted presumptions of the FCC chairman, salary level at small market stations is more confidential than it is in larger markets where union negotiations or more sophisticated employee relations are prevalent.

This is regulatory mischief of the worst kind. It punitively focuses on small market outlets where merit awards must be handled with delicate care and utter objectivity.—*Bob Thomas, manager/vice president, WJAG-AM-FM Norfolk, Neb.*

Charren and Nader

EDITOR: I found the reference to Peggy Charren ("Editorials," Nov. 27) as "head mother" offensive. Belittling the Ralph Nader of children's television in this manner reduces the credibility of your criticism of a significant consumer group. Surely there must be some more useful way of intelligently reviewing the policy and practice of Action for Children's Television.

Innuendos and sexist snipes are inappropriate, in bad taste and insulting to the intelligence of your readers.—*B. Feldman, independent producer, New York.*

BROADCASTING PUBLICATIONS INC.

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

Broadcasting TELEVISION

The newsworthy of broadcasting and allied arts

Executive and publication headquarters
Broadcasting-Telecasting building
1735 DeSales Street, N.W., Washington, D.C. 20036.
Phone: 202-638-1022.

Sol Taishoff, *editor*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Edwin H. James, *executive editor*.
Donald West, *managing editor*.
Rulus Crater, (New York), *chief correspondent*.
Leonard Zeidenberg, *senior correspondent*.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Randall Moskop, *associate editor*.
Mark K. Miller, J. David Crook, *assistant editors*.
Kira Greene, Robert W. Dardenne, *staff writers*.
Ellen Lief-Wellins, Harry A. Jessell,
editorial assistants.
Pat Vance, *secretary to the editor*.

YEARBOOK □ SOURCEBOOK

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

ADVERTISING

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

CIRCULATION

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

PRODUCTION

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

ADMINISTRATION

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

BUREAUS

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

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

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



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

adam
young
now
represents
KXON-TV
channel 5
SIOUX FALLS, MITCHELL
SOUTH DAKOTA

Affiliated with ABC
Television Network.



3 East 54th Street
New York, N.Y. 10022
(212) 688-5100



Offices in:
Atlanta, Chicago,
Dallas, Detroit,
Los Angeles, Memphis,
Philadelphia, Pittsburgh,
San Francisco
and St. Louis

adam young
inc

NEW ORLEANS TRADITION updated

At a time when many pioneer tv stations are celebrating their 25th anniversaries, WDSU-TV, the Cosmos station in New Orleans, is now celebrating its 30th. The oldest station in New Orleans – by nine years – blends the tradition of its famous courtyard with state-of-the-art equipment, a new transmitter, electronic news-gathering facilities, and a solid reputation for thorough news coverage that currently includes five daily newscasts and two five-minute Today Show cut-ins.

Honors for and recognition of WDSU's community service, innovative programming and industry leadership include an Emmy, the Peabody, the Sylvania and Sigma Delta Chi Distinguished Journalism awards.

New Orleans, world's third largest seaport, unites traditional charm with contemporary commerce and dynamic growth. WDSU-TV serves the tv needs of over half a million households in the area's TSA, and exemplifies the Cosmos commitment to service, staff, and station: We serve audiences with traditional thoroughness, knowledgeable staff, and the best contemporary facilities we can build or buy.



People Using Technology to Serve People

		Affiliation	Reps
WIS AM	Columbia, S.C.	NBC	McGavren-Guild
WIS-TV	Columbia, S.C.	NBC	PGW
WSFA-TV	Montgomery, Ala.	NBC	PGW
WTOL-TV	Toledo, Ohio	CBS	Blair
WDSU-TV	New Orleans, La.	NBC	Blair

The Broadcasting Company of the Liberty Corporation (NYSE)

Top of the Week

Bullet about to be bitten on two big spectrum cases

FCC to take up drop-ins for TV, what to do with clears for radio; betting is that short-spaced V's will be turned down in favor of UHF, some 150 full-time AM's added

The FCC is scheduled to consider tomorrow two rulemaking proposals of considerable potential significance to the commission's spectrum management policy. One involves the proposal to add four short-spaced VHF drop-ins to the table of allocations; the other, the question of how to increase AM service on the existing 25 clear channels.

If the commission follows the recommendations of its Broadcast Bureau, it will place its bets on UHF as the medium for providing additional television service in the country and reject the four proposed drop-ins, and it will take steps to permit the addition of possibly as many as 150 full-time AM stations on the clears and their adjacent channels.

Some commission sources last week were predicting both recommendations would be adopted. And, acceptance of the staff's recommendation in the clear channel proceeding—to strip away much of the protection the clear channel stations have had, not merely deny their request to lift the 50 kw limit on their power—would not be a surprise. Support for the proposal to permit higher power, even on the 12 clear channels not yet broken down with the appearance of II A stations, has long since eroded. Thus, additional stations on the clears would be the only means of providing additional AM service, although the staff is said to have suggested various options (for instance, limiting the addition of new stations to areas of the West).

The drop-in proposal could generate stiff debate. The proposal—which emerged after a staff analysis of a petition filed by the United Church of Christ seeking VHF drop-ins in 96 markets, is said to have two goals: providing communities that do not have them with VHF noncommercial stations and opening the door to minority ownership of VHF stations. Chairman Charles D. Ferris, who was not

on the commission when it issued the rulemaking, in March 1977 (BROADCASTING, March 14, 1977), is known to have been hoping that the staff would recommend approval of at least some drop-ins. On the other hand, two commissioners who were members when the notice was issued, Robert E. Lee and James H. Quello, dissented with a statement headed "The Stench."

Among the other commissioners who were members at the time, Abbott Washburn said he felt a proposed drop-in for Johnstown, Pa., where a black-controlled group (the Group for the Advancement of Television Service) was seeking the channel, was potentially the most "useful" one, but said he felt additional technical data was needed, and Commissioner Joseph Fogarty joined in a concurring statement issued by then-Chairman Richard E. Wiley stating that the commission should "review carefully the material" submitted in the rulemaking before making a final decision. Commissioner Margita White did not participate because of a possible conflict-of-interest problem involving her husband—a lawyer—a problem that has since been removed by his move to another law firm.

And the Broadcast Bureau's recommendation is understood to be based largely on engineering evidence. In each of the four cases—Charleston, W.Va. (ch. 11); Johnstown (ch. 8) or Altoona, Pa. (ch. 12);

Knoxville, Tenn. (ch. 8), and Salt Lake City (ch. 13)—the bureau is said to have found that the proposed drop-in not only would cause substantial interference to co-channel stations but would also be so severely affected by interference that its service area would be smaller than those of competing VHF stations.

Of the four, the Salt Lake City proposal is said to be least subject to the interference problems. However, the bureau reportedly notes that a new UHF station—KSTU(TV)—owned by group owner Springfield Television Corp.—went on the air in October, and would probably be economically damaged by the presence of an additional VHF in the market.

The staff is said to feel that a UHF in the Johnstown-Altoona market using reasonable power would do as well as a VHF and not cause interference. It noted that ABC and its UHF affiliate in Knoxville, WTVK(TV), have decided a VHF drop-in is not desirable there (although a local group has expressed its interest in the proposed drop-in). And it said the Charleston proposal would cause interference to VHF stations in several cities.

The bureau is also understood to have studied the possibility of a channel 4 drop-in in Albany, N.Y., because of some comments that were received. However, the conclusion reportedly is that such a drop-in would cause interference to stations in Boston and New York, and provide no

What else is new: rushing to judgment

In addition to the major items on drop-ins and clear channels (see adjacent story), the FCC has a mountain of other work waiting for it this week. Four meetings—the last of the year—are scheduled, one Tuesday, one Wednesday and two on Thursday. The commission won't convene again until Jan. 17, at which time it could be one member short if Commissioner Margita White leaves in anticipation of replacement by Anne Jones.

UHF gets the spotlight Wednesday. One item involves a proposed notice of inquiry aimed at improving UHF's comparability with VHF. It is said to raise questions about virtually everything but programming that would affect comparability, and reports on the plans the FCC has for spending \$750,000 Congress authorized for a UHF comparability study.

Another proposed inquiry to be considered also concerns quality of reception. It would look to rules preventing set manufacturers from meeting the commission's requirement to lower noise figures—to 12 db by 1982—by reducing a set's station-selectivity performance. The commission has noted there might be a trade-off between lower-noise figures and selectivity.

A third proposed inquiry is concerned with spectrum conservation. Its major focus would be on the results of tests of the high-performance television receiver developed by Texas Instruments that the company says reduces substantially the spectrum taboos to which UHF is subject.

The agenda for the regular meeting scheduled for Thursday lists 40 items. Most of the broadcasting and cable matters are routine, but one—of special interest to radio station licensees—involves the proposal to drop the requirement for tests for third-class radio operator licenses.

greater service than would a UHF.

The bureau reportedly says the commission should make up its mind regarding the role it sees for UHF. And there is evidence that UHF is becoming an increasingly viable force—or is at least being perceived as one: Applications for new UHF stations constitute a backlog problem. More than 100 such applications are in various stages of processing, and a number involve competing applications for the same facility.

As for the clear channel proceeding, the bureau is said to feel the commission should finally make use of the spectrum resource available on clear and adjacent channels for scores of additional full-time stations. Minorities, broadcasters now operating daytime-only stations and the public broadcasters have been clamoring for the opportunity to apply for such facilities in a band now heavily congested. The bureau is believed to recommend rejecting superpower for clear-channel stations as a means of providing additional service.

Of the 25 channels classified as clears, 13 have been broken down to the extent of having one full-time station classified as IIA placed on each of them in specific states, all of them far to the west of the dominant IA station and required to protect the dominant station's signal at night, generally to a distance of about 750 miles.

The proposal the bureau is said to favor would permit the addition of full-time stations on all clear and adjacent channels in any location where they can be engineered. The only requirement would be that they protect the dominant station and other Class II stations on their respective channels at night, again to a distance of some 750 miles.

The addition of full-time stations on channels adjacent to the clears have been barred until now because their presence would foreclose the possibility of permitting clear channel IA stations to operate with more than 50 kw. If the decision is made not to permit superpower, there would be no further need to bar full-time stations from the adjacent channels.

Although one factor in a commission decision to open the door to between 100 and 150 new stations—the exact number would depend on various technical factors—would be the policy of encouraging minority ownership of broadcast properties, the commission could not set aside frequencies for minorities. However, the commission could help minorities by taking a relaxed attitude toward rules that would otherwise militate against their entry into ownership in large markets.

The rules contain criteria designed to bar the establishment of stations in markets already well served. But the bureau notes the commission could waive those rules for minorities. And while groups dominated by whites could not be denied the right to file competing applications in such circumstances, court decisions and commission policy indicate the minority group would, other things being equal, be preferred.



Around and around on media concentration

While there are threats at FTC seminar of legislation to break up conglomerates, most participants have widely divergent views on the subject

A Republican senator-elect from South Dakota said he will introduce legislation next year to break up media conglomerates, which he said were the "most abusive monopolies" in the nation.

Speaking to the Federal Trade Commission's symposium on media concentration, Larry Pressler said his bill might limit chains to 10 papers. "Many in Congress complain of oil monopolies and other business conglomerates," he said, "but few raise voices against the more powerful media monopolies."

One other who did, also at the FTC symposium in Washington last week, was Representative Morris K. Udall (D-Ariz.), who said the Justice Department is "paralyzed," unwilling to do anything about "the avalanche towards economic concentration in this country. . . ."

In two paragraphs of a prepared speech he did not read at the symposium, Mr. Udall said the attraction of conglomerate entry into publishing was partly because of the hesitancy of the Justice Department to intercede. "I am not such an alarmist as to legislatively mandate Justice Department action in the seemingly apparent violations of the Clayton Act in the mass communications industry—though the Combined Communications-Gannett merger is almost a provocation," he said.

But audiences at the two-day FTC symposium—despite some industry complaints of a "stacked deck"—often heard at least two sides of most issues, and often more.

Commission officials had said they didn't expect (and surely didn't get) any clear directives. And, presumably mindful of Chairman Michael Pertschuk's disqualification from the children's advertising proceeding for speaking his mind, they

were cautious. For instance, organizer/promoter/moderator Heather Kirkwood said she thought things went "fine," but little else. "It's just information-gathering," she said.

A decision on action by the commission in this proceeding is still several steps away. And the next step is plowing through the record—open to comment through Jan. 15—of conflicting sets of facts in papers, speeches and studies.

One of the most obvious clashes of facts came during a session on the role of competition in the electronic media (see picture, page 28). Three professors presented summaries of their papers and a panel of five persons including David M. Blank, vice president and chief economist of CBS, commented on them.

After saying professors can sometimes be so isolated from real life that they don't really know what is going on, Dr. Blank said a paper by Stanford University economics professor Steven Wildman had "major flaws." He said the Wildman research was based on network "prices" in TV markets but for it to have any meaning it should be based on cost-per-thousand. There was something wrong with the Wildman model, he said, and the professor should go back and rework it.

Dr. Blank said another paper, by Roger G. Noll, chairman of the California Institute of Technology's division of humanities and professor of economics, was filled with "factual and interpretative errors." Professor Noll had cited massive network profits based on income against tangible assets. He said TV was the most profitable industry in the U.S., often returning 50% to 100% profits, measured against physical assets. Dr. Blank said the basis for network profits should not be based solely on tangible assets since much of the most valuable property is intangible, citing, as one example, his network's purchase of rights to "Gone With the Wind."

Opening the symposium, Chairman



Opinionators. One of the liveliest exchanges during the FTC's symposium on media concentration—a charge/countercharge between David Blank, a CBS vice president and that company's chief economist, and two professors of economics, Roger Noll of the California Institute of Technology and Steven Wildman of Stanford—occurred during this panel. The participants (l to r): Teleprompter President Russell Karp; Dr. Blank; Glen O. Robinson, a former FCC commissioner now a Virginia

Law School professor and head of the U.S. delegation to WARC '79; violence specialist George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania; Professor Noll; Stanley M. Besen, co-director of the FCC's network inquiry and Rice University professor of economics, and Professor Wildman. Not pictured: Bruce M. Owen, associate professor and director for the Center for the Study of Business Regulation at Duke University.



Chairman Pertschuk, Mrs. Kirkwood

Pertschuk said: "We are acutely aware of how much we do not yet know about both the economic and free speech implications of trends toward concentration in the media. Thus, we chose to proceed with deliberation, determined to educate ourselves and the public."

And, ideas they got. In the same panel with Dr. Blank was Bruce M. Owen, director for the Center for the Study of Business Regulation at Duke University, who suggested 10 ways to increase the number of networks. Some of them, the professor admitted in a low-key presentation, were probably politically impossible, some "exotic" and most not new.

They were "deintermixture," or putting all VHF's or UHF's in one market; creation of regional stations; forcing divestiture of network owned-and-operated stations; putting networks in a "common carrier" status to sell to all comers; promoting cable and pay television with government subsidy; limiting network affiliates to 50; limiting hours in a day a network can operate; allowing network to control more than one channel where it competes with itself (here he said number of networks won't increase but program quality and diversity might).

Speaking in that panel, former FCC Commissioner Glen O. Robinson said most people start with the premise that competition is a good thing, but the question is how much it is worth paying to get more than there is now. The Virginia Law School professor and head of the U.S. delegation to the 1979 World Administra-

tive Radio Conference said the FCC was quick to realize it made an allocation mistake putting only three strong signals in most markets. Separating VHF's and UHF's is politically infeasible, he said, and "nobody believes" drop-ins, as proposed, will make any difference. The most feasible solution to increasing competition, he said, was deregulation of cable.

Others talked about the dangers of media conglomeration. Ben H. Bagdikian, a former national news editor at the *Washington Post* and a University of California at Berkeley journalism professor, said executives of 100 corporations in the media industry "constitute a private ministry of information and culture for the United States."

The industry structure may be becoming a museum piece, said former Lyndon Johnson press secretary George E. Reedy. Divestiture in a society where everything is becoming concentrated is a "romantic" notion, Mr. Reedy said. He said the press will eventually be for making announcements, as society develops other means of communications, including newsletters, intercorporate networks and even college lectures.

John Dimling, research vice president for the National Association of Broadcasters, speaking of crossownership, cited corroborating statistics that there "is a clear trend away from concentration. What's more, under existing rules, the situation can only get better, not worse (if, indeed, concentration is bad)—because the FCC's rules ban the acquisition of stations by organizations that own newspapers co-located with the station."

Calling the symposium a "media show," Hogan & Hartson attorney Lee Loevinger said the FTC is the least appropriate agency in Washington to be entering this field. All problems presented and discussed here have been dealt with by the Justice Department's antitrust division and the FCC and "I think the FTC can only create confusion and problems." It is a field, Mr. Loevinger said, where the commission has "no experience, no expertise and no special qualifications."

Feathers ruffled over clutter are smoothed a bit

TV board will monitor new plan with ANA-AAAA, reword section on clustering, re-form committee on time standards; however, there's no agreement on 10-minute limit

A peaceable though temporary resolution of the TV clutter issue was reached last week.

Howard Eaton of Ogilvy & Mather, a leader of advertiser and agency forces critical of the National Association of Broadcasters' new clutter-control plan, said the group had received a letter from Thomas Bolger of WMTV(TV) Madison, Wis., chairman of the NAB TV board, that contained some "terrific" things:

- Agreement on joint monitoring of the new plan's performance, after it goes into effect Jan. 1, by NAB, the Association of National Advertisers and the American Association of Advertising Agencies.

- Agreement on a rewording of the plan's provision dealing with the clustering of commercials, which in its present form, Mr. Eaton said, does not say exactly what the NAB code board intended to say. The AAAA-ANA forces interpreted it as inviting clustering, which they oppose. In fact, Mr. Eaton said, the NAB intended it to permit clustering—within limits—on occasions when an advertiser wishes to cluster.

- Robert Rich of KBJR-TV Duluth, Minn., chairman of NAB's TV code board, will re-form a time standards subcommittee. The old subcommittee, which was headed by Michael Kievman of Cox Broadcasting and which developed the basics of the plan ultimately adopted by the code board and written into NAB's TV code, was disbanded when that job was done.

The biggest sticking point with the

ANA-AAAA group was not dealt with in Mr. Bolger's letter. That was the provision raising to 10 minutes, from the present nine and a half, the maximum allowable nonprogram time per prime-time hour.

Mr. Eaton said members of the ANA-AAAA group would continue to talk with NAB TV board members individually in hope of getting that point changed and also to emphasize their views on clutter in general. The ANA and AAAA would like prime-time nonprogram time reduced to nine minutes per hour and many members were incensed when, instead, it was expanded to 10 minutes.

Mr. Eaton disclosed high points of the Bolger letter after a joint meeting of the AAAA and ANA committees to consider it. Mr. Bolger sent the letter to Peter Spengler of Bristol-Myers, chairman of the ANA's clutter subcommittee, who met at length with Mr. Bolger in Madison three weeks ago to discuss their differences ("Closed Circuit," Dec. 4). Mr. Spengler is co-leader, with Mr. Eaton, of the ANA-AAAA group. Mr. Eaton is chairman of the AAAA's broadcast networks and programming committee.

Details of the joint monitoring of the code's performance, including duration and the selection of a monitor, remain to

be worked out. Discussions are expected to start shortly between the NAB Code Authority and ANA-AAAA members.

The ANA-AAAA group had come down "very strongly" against the NAB TV board's adoption of the new clutter provisions (BROADCASTING, Nov. 20). They had asked to be heard personally by the TV board at its meeting in January, hoping to get the board to reconsider. Mr. Bolger subsequently suggested they withdraw their request and meet instead with the code board in February and, if they wished, with the TV board next June, after the plan has been in effect several months.

Last week, after the ANA-AAAA discussion of the Bolger letter, Mr. Eaton said he didn't think a meeting with the TV board in January would be necessary, and suggested a meeting with the code board in February might not be. "We'll meet with them in February if it's necessary," he said.

Even though the issue of nonprogram time remained unsettled, Mr. Eaton seemed clearly pleased with progress thus far. "They've been very cooperative," he said of Mr. Bolger and other NAB leaders involved. "The door is open—it's not a closed matter—and something's moving."

Carter backs law to limit newsroom searches

Draft to come from Justice will halt police ransacking of kind Supreme Court upheld in 'Stanford Daily' case

The press, which has been feeling beleaguered by court decisions that have eliminated or reduced what it had taken to be constitutional protections, last week found a friend in the Carter administration. The Justice Department announced plans to draft legislation designed to protect journalists, print and broadcast, and other writers from the kind of search the Supreme Court has said police can make of newsrooms. And the restraints would apply to state and local police as well as federal authorities.

The proposal, said Attorney General Griffin Bell at a news conference called to announce it, is aimed at protecting confidential sources. "The media no less than law enforcement" need such sources, he said. And Philip B. Heymann, the assis-

In Brief

NBC-TV has signed affiliation agreement with channel 13 **WTNH(TV)** **Indianapolis**, currently ABC-TV affiliate, to replace channel 6 **WRTV(TV)** there when latter moves to ABC (BROADCASTING, Dec. 4). Announcement said effective date would be next spring; NBC sources said probably near end of May.

CBS-TV's Christmas specials boosted its ratings during week of Dec. 4-10 to give it **tie for first** with ABC-TV. Week's figures: ABC and CBS, 20.0, NBC 17.2. Week was seventh in row that CBS finished at least second. NBC has been third each of those weeks except for one tie with CBS. CBS filled 50% of Dec. 4-10 schedule with specials, compared to ABC's 23% and NBC's 9%. Bright spot for CBS, in addition to success of specials (including *Rudolph the Red-Nosed Reindeer*, *Bing Crosby: the Christmas Years*, *Johnny Cash Christmas Special*, *A Country Christmas* and *A Tribute to Jimmy Stewart*) was **strong second-outing performance** of the *White Shadow* at 8-9 p.m. Monday. It garnered 30 share after pulling 27 with premiere week earlier.

Representative **Paul Findley** (R-Ill.), who has acted as advocate of daytime broadcasters on Capitol Hill, **assailed NAB claim** of being impartial on daytime-clear channel controversy. "Far from being impartial, the NAB has led the attack on daytimers," he says in letter to NAB President Vincent T. Wasilewski. NAB had earlier written congressman protesting his negative characterization of association in Communications Act rewrite hearings. NAB said it supports extending daytimers' hours of operation, but said international treaties and laws of physics prevent that. Congressman said problem is one of FCC allocation and argued international treaties can be changed. Mr. Findley endorsed plan of Daytime Broadcasters Association for creating 14 new AM channels and consolidating current clear-channel assignments (see page 78).

Broadcasters' rally against over-regulation in Washington, announced by National Radio Broadcasters Association two weeks ago, **will be co-sponsored** by National Association of Broadcasters, Daytime Broadcasters Association and National Religious Broadcasters. NAB put out own news release last week announcing event, date of

which has been changed to **Feb. 28**, day when heads of state broadcast associations were already planning to be in Washington for their annual NAB gathering. NAB Chairman Donald Thurston said last week he wanted to make clear that rally wasn't NRBA's idea. It was, in fact, outgrowth of annual Washington visit of California Broadcasters Association, which NRBA President James Gabbert was helping prepare. Abe Voron, NRBA executive vice president, and Bill Carlisle, NAB vice president, government relations, make up steering committee for event.

Mr. Gabbert, meantime, has contacted every single member of Congress by mail, protesting regulation and enclosing copy of his complaint to FCC Chairman Charles Ferris about commission's proposal to require employe salary rankings on annual EEO reports. Replies range from "agree" to noncommittal to few who "disagree." One member, Representative Harold T. (Bizz) Johnson (D-Calif.), said that, after reading Mr. Gabbert's letter, he wrote his own protest of salary rankings to FCC.

CBS-TV announced premiere dates of its second season schedule late last week—with some surprises in Sunday night line-up. Two new Sunday sitcoms, *Onward and Upward* (8:30-9 p.m.) and *The Stockard Channing Show* (9:30-10 p.m.), will not premiere until March 4, 1979, network said. *Alice* moves to 9-9:30 p.m. on same date. CBS spokesman said specials and theatrical movies would fill 9-10 p.m. time period until then, specifically denying that *Mary* would be placed there. Other premieres and time-period changes are staggered between Jan. 15 and 26.

THE GRAND OLD MAN



Minnesota Broadcasters Association is promoting **Stanley E. Hubbard** of Hubbard Broadcasting for National Association of Broadcasters 1979 Distinguished Service Award. Association, which voted unanimously at its annual convention in September to advance his candidacy, has circulated professionally designed brochure on Mr. Hubbard (inset) to all NAB board members. Others under consideration include **Jack Harris**, president of KPRC-AM-TV Houston-WTVF(TV) Nashville, and

Richard Salant, president of CBS News.

tant attorney general who heads the task force that is drafting the bill, stressed it is a "First Amendment bill, not a press-only bill," for it applies to scholars, academicians and others preparing material for publication.

The proposal grew out of the Supreme Court's decision, on May 31, upholding the right of local police, armed with a search warrant, to enter without advance notice and search the newsroom of the *Stanford Daily*, a student newspaper (BROADCASTING, June 5).

The Justice Department filed a brief in the Supreme Court appeal upholding the constitutionality of the police action. However, it has now decided to act on the court's observation that those concerned about the decision could seek relief from Congress.

The "heart" of the legislative proposal announced last week, according to Mr. Bell, is a "no search" rule protecting the "work product" of anyone preparing material for dissemination to the public.

There would be two narrow exceptions to the rule. A search would be permitted where there is an imminent danger to life or chance of bodily injury, or where the individual is a suspect in the crime for which evidence is being sought.

Thus, the proposal would guard against police, armed only with search warrants, rummaging through desks and files—and possibly coming across confidential material, including the names of sources—while searching for evidence.

The proposal contains a second provision that would guard against unrestricted searches where the items being sought involve nonwork-product documentary materials—for instance, the fruits and instrumentalities of a crime, such as an extortion note—that a reporter might be holding in connection with plans to do a story. Again, there would be some exceptions.

Unlike a search warrant, which permits a general, and unannounced, search, a subpoena cannot be issued without advance notice of the specific item being sought, and can be opposed in court. The administration proposal would not affect the right of anyone to request subpoenas directed against the "work product" of journalists and others.

The proposal is getting a great deal of White House identification. A background report issued by the Office of Media Liaison said the "Carter administration has concluded that the [*Stanford Daily* case] poses a serious threat to the ability of

the press to gather information and to protect confidential sources."

The proposal received generally warm praise from journalists and members of Congress, including Senator Edward Kennedy (D-Mass.) who is slated to be chairman of the Judiciary Committee next year, although there is no certainty the proposed legislation will pass in its present form. Thirteen bills aimed at cutting back the use of search warrants were introduced in the last Congress. And all differ in at least some respects from the administration's proposal.

Senator Birch Bayh (D-Ind.), chairman of the Judiciary Subcommittee on the Constitution, author of one of the bills, said he is "encouraged" by the administration bill, but he expressed concern that it does not extend beyond journalists and writers to other third parties generally not suspected of a crime. Senator Bayh's proposal would.

The administration is reluctant to expand the reach of its proposal. Mr. Heymann said so-called "third party" searches raise questions that have not yet been answered, and that the administration is anxious to deal now with what it sees as a "First Amendment problem." That, he said, "is easier to solve."



National Association of Broadcasters' **Radio Reregulation Committee** met with FCC Commissioner **Tyrone Brown** last week to commend him for his speech calling for radio deregulation (BROADCASTING, Dec. 11). Committee Chairman Richard Chapin (I), of Stuart station group, said later he hopes commission "will act quickly" on NAB's petition for rulemaking aimed at implementing commissioner's proposals (see page 48).

Advisory boards representing **1,600 ABC Radio affiliates** have gone on record as **opposing complete rewrite** of Communications Act and as calling instead for specific amendments to act and for new FCC procedures "to help deregulate and strengthen broadcasting"; it's been submitted to Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, which is working on rewrite.

National Citizens Committee for Broadcasting (**NCCB**) last week moved to **reduce Federal Trade Commission's burden** in bringing deceptive trade practices actions. NCCB, in papers served on 50 largest national advertisers and 10 largest advertising agencies, provided them with FTC-approved synopses of prior commission determinations that specific acts and practices are unlawful. Under 1975 statute, companies

engaging in activities they know FTC has held to be unfair or deceptive can be sued directly for civil penalties. Without such notice, FTC would be required to undertake lengthy regulatory proceeding which could last years and result in no more than warning to company not to repeat unfair or deceptive action. Acts and practices that were subject of NCCB's notifications: substantiation of product claims, advertising and packaging of toys, demonstrations, endorsements and testimonials.

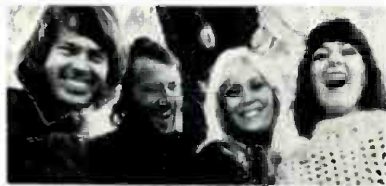
CBS-TV's *Joey and the Redhawk*, called first **miniseries for children**, averaged 6.8 rating and 20 share during its five-afternoon run Dec. 4-8 (4-4:30 p.m. NYT each day). Program it pre-empted, *Match Game*, has averaged 4.5/15. CBS's affiliate clearances were "markedly up" for pre-Christmas miniseries, from normal 139 stations in that time period to 179 for *Joey*.

FCC's Consumer Assistance Office issued reminder last week that **Minority Buyers List**—which includes minorities interested in buying broadcast stations—is **available**. Anyone who wants copy or who wants to be included on it has been directed to contact Barbara Moran at FCC's Office of Consumer Assistance, 1919 M Street, N.W., Room 258, Washington, D.C., or call (202) 632-7000.

Under reorganization to make NBC-owned FM's distinct operations from AM's: **Richard Penn**, president and general manager, **wwwf(AM)**-**wbok(FM)** Cleveland, named general manager, NBC's **wkox(FM)** Chicago; **John P. Hayes**, general manager, **kzok-AM-FM** Seattle, named general manager, NBC's **kyuu(FM)** San Francisco; **Raymond A. Yorke**, general manager, **wynf(FM)** Tampa, Fla., named general manager, NBC's **wkys(FM)** Washington. **Daniel K. Griffin** earlier had been named general manager of **wyny(FM)** New York. Stations previously had AM general manager also supervising FM.

Readers note. BROADCASTING's annual double issue—this year featuring a report on the future of broadcast technology, in addition to a recapitulation of 1978 and a look forward to 1979—will appear Jan. 1. There will be no Dec. 25 issue.

You're looking at



ABBA (STIM)



Herb Alpert



Amazing Rhythm Aces



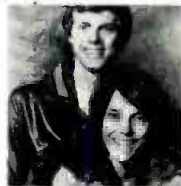
Ashford & Simpson



Elton John



Jackson Browne



Carpenters



Shaun Cassidy



Cheech & Chong



Chicago



Deodato



Neil Diamond



Al DiMeola



George Duke



Bob Dylan



Yvonne Elliman



Paul Evans



Heart



Isley Brothers



Billy Joel



Average White Band



Kenny Loggins



LTD



Steve Martin



Ronnie Milsap



Martin Mull



Graham Nash



Rolling Stones (PRS)



Chaka Khan



Salsoul Orchestra



Boz Scaggs



Gil Scott-Heron



Bob Seger & The Silver Bullet Band



Barbra Streisand



Sylvester



Lily Tomlin



Van Halen



War

*(CAPAC)

These are some of the ASCAP members who made the top 50 in the Billboard, Cashbox, and Record World year-end charts.

the sound of 1978



Bob James



Roy Ayers



Joan Baez



Boston



Brick



Judy Collins



Chick Corea



Commodores



Elvis Costello (PRS)



Andrae Crouch



John Denver



Roberta Flack



Dan Fogelberg



Foreigner



David Gates



Edwin Hawkins



Janis Ian



Rick James



Brothers Johnson



Quincy Jones



Kiss



Carole King



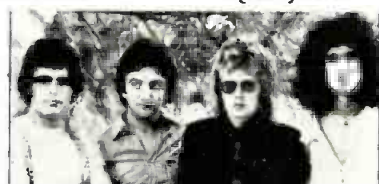
Gordon Lightfoot *



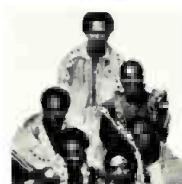
Fela Kuti



Robert Palmer (PRS)



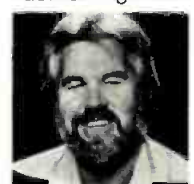
Queen (PRS)



Raydio



Chris Rea (PRS)



Kenny Rogers



Carly Simon



Bruce Springsteen



Rod Stewart



Patti Smith



Steve Miller Band



Styx



Sly and the Family Stone



Deniece Williams



Stevie Wonder

ASCAP

We've Always Had the Greats

NAB staff told to rework its rewrite position

Executive committee disagrees over general thrust and particulars

The National Association of Broadcasters executive committee last week ordered the redrafting of some parts and postponed deliberation of others of the NAB staff's proposed position on the Communications Act rewrite.

The committee reportedly gave the draft only an hour's consideration during a two-day meeting in Washington before ordering it back to the staff for more work. It thus avoided what several executive committee members said could have turned into a drawn-out negotiating session between members who are not yet in agreement on how the association should approach critical issues in the rewrite.

At least one said last week, for instance, that he can't understand the need to adopt a position before House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) and staff unveil their revised rewrite, or before Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) introduces his "omnibus amendments" to the Communications Act. Others on the executive committee are said to feel strongly that NAB should have a "positive" position now on the details of the rewrite. The apparent compromise was to have the next position proposal cast as general suggestions for action, either by the House or Senate subcommittees or by the FCC.

Another instruction, sources said, was to give the NAB board more flexible position on the rewrite's license fee concept. The staff proposal is to oppose any fee based on the value of the spectrum and to oppose dedicating fee proceeds to programs such as public broadcasting. It would support a "fair and equitable" fee to pay only the costs of regulation.

Other areas in the NAB proposal to be reworked by the staff include license renewal and spectrum allocation sections, as well as those dealing with cable and pay cable. The original draft seeks to reinstate some forms of cable regulation that have been outlawed in recent years. It would:

(1) Grant the FCC statutory authority to regulate cable as ancillary to the regulation of broadcasting "and to secure a legislative finding that cable can and does affect broadcast service"; (2) be sure that broadcasters "will continue to have exclusivity where such rights have been bargained for and paid for"; (3) give the rewrite's proposed Communications Regulatory Commission continued authority to regulate distant signal importation; (4) give the CRC authority to regulate pay cable; (5) see that there are no restrictions on broadcast and telephone company ownership of cable systems, except in specific cases where it is found to be adverse to the

public interest; (6) prohibit the owner of a cable system from controlling the programming on it.

The revised NAB proposal is to be ready for the next NAB executive committee meeting Jan. 4, after which it will be submitted for the consideration of the joint board at its annual winter meeting in Maui, Hawaii, Jan. 14-19. Following are some of the staff provisions in the original form of presentation last week:

- Change the bill's provision requiring full-time local broadcast service for every "community" in the United States to full-time local service for all the "people," thereby avoiding the suggestion that there should be hundreds of new broadcast stations. Also, seek whatever measures are available to increase full-time service for AM stations currently operating in daytime only.

- Provide for TV station license renewals where the stations' programs have met the "problems, needs and interests of the community," prohibit detailed ascertainment procedures, and prohibit consideration of ownership at renewal time for TV stations.

- Make sure the CRC can examine adverse EEO decision of other agencies against stations. Such decisions, in the bill, can be grounds for license revocation.

- Be sure the CRC doesn't have authority to adopt station ownership restrictions more stringent than exist now.

- Prohibit any federal agency from restricting the broadcast advertising of any legally sold product and prevent the CRC from setting time standards for commercials.

- Accept the first rewrite's approach toward equal time and the fairness doctrine.

- Insert in the rewrite some safeguard against citizen groups using petitions to revoke station licenses as means for "extortion and harassment."

- Delete the authority for the CRC to establish quotas or percentages for programming or to interfere in any way with program scheduling.

- Delete the provision making it possible for Congress or the CRC to disclose financial details of broadcast operations.

High bidder for Oklahoma City U is John Blair Co.

The Oklahoma City school district is now, or soon will be, with FCC approval, \$3.5 million richer as the result of its sale of ch. 25 KOKH(TV) there to the John Blair & Co. The rep firm turned out to be the successful bidder last Thursday, when broker Dan Hayslett of Hayslett & Associates, Dallas, reported the results of a closed bidding. It is understood six bids were submitted.

The acquisition, for which an application will be filed with the FCC, would give Blair its third television station—it bought KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, for \$12 million earlier this year, but FCC approval in both cases is still pending. Blair also owns WHDH(AM)-WCOZ(FM) Boston.

The school board was in a position to sell the station, which it acquired in a bankruptcy proceeding 20 years ago, because it operates on a commercial channel. And the school board decided to sell because it felt the cost of operating the station was outrunning its benefits to the school system (BROADCASTING, Nov. 13).

Among the losing bidders were the competing applicants for the vacant channel 14 in Oklahoma City—The Outlet Co. and Trinity Broadcasting of Oklahoma City. As a result, not only will their rivalry for that frequency continue, but their plans for requesting commission approval for their joint interim operation on the frequency will proceed, and with a new urgency.

Outlet and Trinity announced on Dec. 8 their intention to seek commission approval of such an operation.

Petry TV spins off Memphis UHF as key employees buy firm

Martin F. Connelly, president, and Robert Muth, executive vice president, have swapped their controlling interest in Petry Television Inc., New York, a major station representative, for 100% ownership of Petry's subsidiary television station plus approximately \$1.6 million and the retirement of personal debts to the Petry company of \$156,470 and \$70,000, respectively. Control of the representation firm passes to a group of five executives.

Mr. Connelly has held 17% (29,218 shares) of Petry stock and Mr. Muth 12% (20,236 shares). The rest of Petry stock is held by an employees' trust, but has no voting privileges. The Connelly-Muth voting block now passes to the new controlling group of executives.

The Petry station, WPTY-TV Memphis, a ch. 24 independent that went on the air last Sept. 10, has been owned 10% by Mr. Connelly, 10% by Mr. Muth and 80% by the parent company. Transfer of full ownership to the two executives has been approved by the FCC (see page 90).

The ownership and management changes become effective on Jan. 3, 1979. The new management and ownership team comprises Art Scott, who has been vice president for sales for one of two groups, who becomes president, chief executive officer and major stockholder; David Allen, administrative vice president, who becomes executive vice president; Ed Karlick, vice president for sales for the second group, who has been designated a senior vice president and remains in charge of his group; George Blinn, a vice president and group manager, who becomes vice president for sales of the group headed by Mr. Scott, and Bill Schellenger, vice president and chief financial officer, who has been named senior vice president, finance and administration.

The announcement said that Mr. Connelly has been named chairman and Mr. Muth vice chairman of Petry Television. Their roles will be primarily advisory.

The firm is an outgrowth of Edward Petry & Co., founded in 1932 as a radio representative. It passed to present control in 1970. It bills about \$150 million a year and represents 31 TV stations.

Broadcasting's

Top 50 Agencies 1978

COMMUNICATE!

**The key to any successful rep firm
is communication.**

In order to remain the most effective communicator in the business, Torbet Radio has installed the first and only totally integrated computer in the rep industry.

The Torbet Computer provides market by market activity reports, instantaneous spot modifications and confirmations, and goal and projection analyses for all client stations. Twenty-four hours a day, the Torbet Computer helps us to effectively manage and plan your national sales efforts. Just another reason why Torbet Radio is the best communicator in the business.



Torbet Radio

New York Philadelphia Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle
Torbet Radio 1 Dag Hammarskjold Plaza New York, NY 10017 (212) 355-7705

**When you start thinking “Network,”
there are good reasons to think
“Network Radio”!**

1970-1978 TRENDS*	NETWORK TV	NETWORK RADIO
Audience Growth Trends	+22%	+38%
CPM Trends	+87%	+23%
Unit Cost Trends	+129%	+70%

...and now that you're thinking “Network Radio,”

**You ought to know that any one of
the Top 3** Non-wired Radio Networks
out-delivers every line Network!**

**Therefore, when you're planning your
next Network Radio Buy, call your Blair,
Katz, or McGavren-Guild Representative.**

Prepared by:

The McGavren-Guild Radio Network

On behalf of Network Radio

*Source: BROADCASTING, 2/6/78. Estimates based on units of 30-seconds for TV, 60 seconds for radio. Total persons 12+ for both evening network TV and network radio.

**Source: ARBITRON Nationwide Audience Estimates, April/May 1977.

1 Young & Rubicam 2 J. Walter Thompson 3 Leo Burnett 4 BBDO 5 Grey Advertising 6 Dancer-Fitzgerald-Sample 7 McCann-Erickson 8 Ted Bates 9 Ogilvy & Mather 10 Doyle Dane Bernbach 11 Foote, Cone & Belding 12 Benton & Bowles 13 D'Arcy-McManus & Masius 14 Wm. Esty 15 Needham, Harper & Steers 16 Wells Rich Greene 17 Campbell-Ewald 18 SSC&B 19 Kenyon & Eckhardt 20 Compton 21 Cunningham & Walsh 22 N W Ayer 23 Gardner 24 Campbell Mithun 25 Marschalk 26 McCaffrey & McCall 27 Bozell & Jacobs 28 Parkson 29 Della Femina, Travisano & Partners 30 C.T. Clyne 31 Ketchum MacLeod & Grove 32 Tracy-Locke 33 W.B. Doner 34 Norman Craig & Kummel 35 Ross Roy 36 Tatham, Laird & Kudner 37 Lee King & Partners 38 Arthur Meyerhoff 39 A. Eicoff 40 John Murray 41 Creamer 42 DKG 43 Warwick, Welsh & Miller 44 Scali, McCabe, Sloves 45 Eisaman, Johns & Law 46 Daniels & Charles 47 Erwin Wasey 48 Post Keyes Gardner 49 Weightman 50 Ally & Gargano

Broadcasting's Top 50 Agencies 1978

Y&R displaces JWT for first place among broadcast agencies; total billings for 1978 top '77 figure by \$780 million

Investments in television and radio by the top 50 broadcast agencies in 1978 surpassed 1977's spectacular performance by a considerable margin, spurred largely by television's continuing surge and abetted by radio's advances.

BROADCASTING's 27th annual survey of leading TV-radio agencies shows that television expenditures this year outdistanced 1977's torrid pace by an estimated \$730 million, while radio topped last year by more than \$50 million.

This year's achievements, dramatic as they are, fall somewhat short of the gain rate last year, when the top 50 broadcast agencies dwarfed 1976 expenditures by more than \$900 million. But in this era of agency cost-consciousness, a \$780 million gain is impressive.

The spotlight this year is trained on Young & Rubicam, which moved into first place among broadcast agencies, replacing J. Walter Thompson, which had been the perennial leader for 21 consecutive years ("Closed Circuit," Dec. 11). Y&R in 1978 reported total broadcast billings of \$525 million, up more than \$129 million from 1977 and topping JWT by about \$30 million.

Y&R's ascendancy is a reflection, in large part, of an agency acquisition pro-

gram conducted over the past five years. Y&R has purchased 11 agencies in recent years, including Wunderman, Ricotta & Kline, New York, which itself reports domestic billings of about \$70 million. These agencies' billings are consolidated with Y&R under the last's accounting system.

Sliding down to second place is JWT, with billings of \$495.1 million, despite a robust billings gain of \$87.5 million over 1977. In third place is Leo Burnett, with \$352 million in broadcast, followed by BBDO at \$328 million and Grey Advertising at \$260.4 million.

Increases in broadcast billings were posted by 42 agencies; five suffered declines; one remained the same and two were new to the ranking this year.

Young & Rubicam swept to the top in all but one category—spot TV billings, which was captured by JWT with \$181.8 million. Y&R was the kingpin agency in total broadcast billings (\$525 million); total TV billings (\$475.7 million); network TV billings (\$311.5 million); total radio (\$49.3 million); network radio (\$13.9 million); spot radio (\$35.4 million) and biggest broadcast gain (\$129.1 million).

Agencies, aside from Y&R and JWT, with hefty broadcast gains in 1978 were Wells, Rich, Greene, up \$69.7 million; Dancer Fitzgerald Sample, up \$57.7 million; BBDO, up \$45 million; Needham, Harper & Steers and Esty, both up \$36 million; Grey, up \$33 million, and Foote,

Cone & Belding, up \$29.5 million.

Five agencies reported declines in broadcast billings in 1978: Norman, Craig & Kummel, down \$4.3 million; Daniel & Charles, down \$3.9 million; Gardner, down \$2.1 million; Scali, McCabe & Sloves, down \$2 million, and Post-Keyes-Gardner, down \$200,000.

New to the top 50 compilation this year are Lee King & Partners, Chicago, and Creamer Inc., New York. Displaced from the list were Kelly, Nason and Rosenfeld, Sirowitz & Lawson.

Among agencies making advances in rankings were: Wells, Rich, Greene, from 22 to 16; McCaffrey & McCall, from 29 to 25; Della Femina, Travisano & Partners, from 33 to 27, and Doner from 42 to 31.

Following is an alphabetical list of the first 50 broadcast-billing agencies. Figures were obtained in the majority of cases from the agencies themselves; in others, estimates were gathered from a variety of sources.

50

Ally & Gargano □ Ally & Gargano's radio-TV billings remained unchanged from the previous year's total of \$22 million. TV billings lost \$1 million which radio picked up. Broadcast spenders active at Ally & Gargano: Federal Express, IBM, Barney's, Dunkin' Donuts and Huffman Koos. Accounts gained during the year: Huffman Koos, Piper Aircraft, Harry & David

The Broadcasting 50 top 50 advertising agencies and their 1978 radio-TV billings

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast change from 1977	Agency's rank in 1977
1. Young & Rubicam	\$525.0	\$475.7	\$311.5	\$164.2	\$49.3	\$13.9	\$35.4	58	+129.1	2
2. J. Walter Thompson	495.1	464.4	282.6	181.8	30.7	10.6	20.1	77	+87.5	1
3. Leo Burnett	352.0	338.0	244.0	94.0	14	3.0	11	60	+12.0	3
4. BBDO	328.0	298	201.5	96.5	30	7.0	23.0	63	+45.0	4
5. Grey Advertising	260.4	250.4	180.6	69.8	10.0	1.3	8.7	61	+33.0	5
6. Dancer Fitzgerald Sample	253.5	242.8	150.9	91.9	10.7	0.7	10.0	71	+57.7	7
7. McCann-Erickson	240.0	209.0	141.0	68.0	31.0	6.5	24.5	60	+14.9	8
8. Ted Bates	216.4	201.6	150.2	51.4	14.8	9.1	5.7	65	-1.2	6
9. Ogilvy & Mather	214.1	200.9	142.1	58.8	13.2	7.4	5.8	55	+10.7	9
10. Doyle Dane Bernbach	213.0	202.0	126.0	76.0	11.0		11.0	56	+27	11
11. Foote, Cone & Belding	208.7	187.1	140.5	46.6	21.6	7.8	13.8	57	+29.5	12
12. Benton & Bowles	207.9	198.4	130.0	68.4	9.5	0.3	9.2	74	+21.0	10
13. D'Arcy-MacManus & Masius	202.7	177.9	100.0	77.9	24.8	5.1	19.7	61	+23.8	13
14. Wm. Esty	187.0	166.0	109.0	57.0	21.0	9.0	12.0	68	+36.0	14
15. Needham, Harper & Steers	162.0	152.0	125.0	27.0	10.0	2.4	7.6	55	+36.0	15
16. Wells, Rich, Greene	155.0	135.0	95.0	40.0	20.0	4.0	16.0	67	+69.7	22
17. Campbell-Ewald	148.6	135.7	89.0	46.7	12.9	3.5	9.4	63	+10.4	15
18. SSC&B	118.6	113.0	88.0	25.0	5.6	2.5	3.1	69	+11.2	17
19. Kenyon & Eckhardt	110.8	100.3	58.3	42.0	10.5	3.0	7.5	72	+3.4	18
20. Compton	109.8	108.6	78.6	30.0	1.2		1.2	69	+12.1	19
21. Cunningham & Walsh	102.9	98.6	53.6	45.0	4.3		4.3	71	+5.4	20
22. N W Ayer	97.7	88.0	59.0	29.0	9.7	5.5	4.2	52	+26.7	23
23. Gardner	88.0	81.3	63.3	18.0	6.7	2.1	4.6	69	-2.1	21
24. Campbell-Mithun	69.0	56.0	14.0	42.0	13.0	1.0	12.0	52	+11.0	25
25. Marschalk	67.9	62.7	40.5	22.2	5.2	4.6	0.6	70	+9.8	24
26. McCaffrey & McCall	66.3	61.2	51.0	10.2	5.1	3.1	2.0	65	+18.7	29
27. Bozell & Jacobs	63.4	52.3	20.9	31.4	11.1	1.1	10.1	29	+12.3	27
28. Parkson	63.0	63.0	62.0	1.0				90	+19	32
29. Della Femina, Travisano & Partners	58.0	41.8	18.4	23.4	16.2	5.3	10.9	71	+15.6	33
30. C.T. Clyne	55.0	52.0	34.0	18.0	3.0		3.0	95	+9.0	30
31. Ketchum, MacLeod & Grove	52.9	44.8	24.0	20.8	8.1		8.1	33	+2.9	28
32. Tracy-Locke	45.9	42.6	27.1	15.5	3.3		3.3	59	+4.6	34
33. W.B. Doner & Co.	44.5	36.5	4.0	32.5	8.0	1.0	7.0	61	+12.5	42
34. Norman, Craig & Kummel	40.3	36.7	20.1	16.6	3.6	0.5	3.1	48	-4.8	31
35. Ross Roy	40.0	26.7	5.6	21.1	13.3	2.3	11.0	52	+0.8	35
36. Tatham, Laird & Kudner	37.9	37.3	22.0	15.3	0.6	0.2	0.4	43	+3.5	39
37. Lee King & Partners	35.8	32.3	11.3	21.0	3.5	2.1	1.4	74	—	—
38. Arthur Meyerhoff	35.4	30.3	8.9	21.4	5.1	2.5	2.6	89	+1.1	40
39. A. Eicoff & Co.	35.2	34.6	0.1	34.5	0.6		0.6	97	6.2	44
40. John Murray	35.5	33.3	18.1	15.2	2.2		2.2	85	+1	38
41. Creamer	35.0	33.0	10.0	23.0	2.0	0.1	1.9	41	—	—
42. DKG	34.8	32.8	19.3	13.5	2.0	0.5	1.5	67	+5.2	43
43. Warwick, Welsh & Miller	34.8	30.0	20.4	9.6	4.8	3.5	1.3	46	+2.7	41
44. Scali, McCabe, Sloves	34.0	30.0	20.0	10.0	4.0	.02	3.8	50	-2.0	37
45. Eisaman, Johns & Law	33.6	24.2	4.9	19.3	9.4	1.7	7.7	67	+4.6	45
46. Daniels & Charles	33.5	31.5	16.5	15.0	2.0	0.1	1.9	48	-3.9	—
47. Erwin Wasey	27.5	24.8	16.0	8.8	2.7	0.5	2.2	80	+1.9	48
48. Post Keyes Gardner	25.5	22.7	13.5	9.2	2.8	0.9	1.9	37	-0.2	47
49. Weightman	23.7	22.3	14.2	8.1	1.4	0.5	0.9	74	+2.4	50
50. Ally & Gargano	22.0	18.0	6.0	12.0	4.0		4.0	51	—	49

and Pentax. Accounts resigned: Pan American World Airways and Fiat Motors of America.

22

N W Ayer □ Ayer showed a substantial \$26.7 million increase in broadcast billings during the year. TV billings took the lead with a gain of \$23 million—\$14 million in network and \$9 million in spot. Radio billings showed an increase of \$5.6 million over last year's levels.

Major accounts with heavy broadcast spending include: AT&T, Avon, Bahamas Ministry of Tourism, Carrier air conditioners, De Beers Consolidated Mines, duPont, General Motors and Nestle. Accounts added during the year: Pan Am, Seven-Up, American Cancer Society, Dana, IT Corp. and Thrifty Corp. Accounts resigned: Texaco, Double Tree Inn, Old National Bank Corp., Olympia Brewing, Pacific Pearl Seafoods, Puget Sound Power & Light Co. and St. Regis Paper Co.

8

Ted Bates □ Broadcast investment at Bates increased slightly by \$1.2 million, as the agency's slice of its TV-radio share of billings went from 67% last year to 64.7%. Among major accounts that departed during the year were Standard Brands, Conair and Chase Manhattan Bank. Acquired during the year were Thompson Medical and American Cyanamid (Breck Division). In the latter part of this year,



In New York, Seven Equals One.

Channel Seven, that is.

During the course of this year, WABC-TV has achieved a higher average quarter hour share of total adult viewers than any other Metropolitan New York television station.*

We've been getting a 25 share compared to a 21 for WCBS-TV and a 20 for WNBC-TV.

So on the average, 514,000 homes in the tri-state area are tuned to WABC-TV, giving us a total adult audience of 675,000 people.

With those figures, it's easy to see that Channel Seven is number one on the dial.

WABC-TV 
NEW YORK

*Source: Rating books, year to date (Jan., Feb., March, May, July, Oct.). Nielsen sign-on to sign-off (7AM-1AM, Sun.-Sat.) and Arbitron sign-on to sign-off (6AM-2AM, Sun.-Sat.). All audience information subject to qualification available on request.

Bates made a news splash when it announced it had agreed to acquire Campbell-Mithun Inc., which has billings of an estimated \$140 million (BROADCASTING, NOV. 6). During 1978 the heavy Bates spenders on television and radio included Bristol-Myers, Breck, Carter-Wallace, Colgate-Palmolive, Hertz, ITT Continental Baking, Mars Inc., Matsushita Electric of America, Maybelline, Nabisco, National Airlines, Ocean Spray, Warner-Lambert and Prudential.

4

BBDO □ The agency added an estimated \$45 million in billings during the year as it acquired new accounts including E. I. duPont de Nemours (corporate), Dean Witter Reynolds, Pepsi-Cola (Pepsi Light) and various product assignments from Campbell Soup, General Electric and Gillette. Lost during 1978 were products from such accounts as American Cyanamid, George A. Hormel, Miller-Morton and Pillsbury. Contributing to BBDO's heavy investment in radio and television were H&R Block Co., Block Drug, Dodge Division of Chrysler, Quaker Oats, RJR Foods, Scott Paper, Vick Chemical, Standard Oil of California, Campbell Soup, Gillette, Black & Decker, Delta Airlines, Western Airlines and Life Savers.

12

Benton & Bowles □ The agency increased its TV-radio billings by \$21 million in 1978, abetted by the acquisition of broadcast-oriented accounts including Fiat Motors, Jos. Schlitz Brewing (malt liquor), Quality Bakers of America Co-Operative and Home Savings and Loan Association of California. Lost during the year were Champion International and Hasbro Industries. B&B clients with TV program sponsorship during 1978 were AMF (sports shows), Texaco (Bob Hope specials), General Foods (specials) and Procter & Gamble (specials, movies and prime access programs). Major broadcast advertisers for B&B in 1978 were P&G, General Foods, Vick Chemical, Texaco, Continental Airlines, Hardee's, Standard Brands, Norwich, AMF, Schlitz and S. C. Johnson & Son.

27

Bozell & Jacobs □ During the year Bozell & Jacobs added \$12.3 million in TV-radio billings. TV showed a major gain of \$10.8 million in billings from the previous year with a slight gain of \$1.5 million in radio billings. Bozell & Jacobs picked up over 25 new accounts this year; included in the roster are Club Med, White Labs, Quaker 100% Natural cereal, Allen Aircraft, Iberia Air Lines, Drackett, Vickers Petroleum, Amurrol and Holiday Inn (food and beverage division). Accounts resigned: Skil Corp., Goldblatts, Better Homes & Gardens and Arthur Treacher's.

3

Leo Burnett U.S.A. □ Burnett's growth pace was slowed in 1978 after registering increases in broadcast advertising of \$38 million in 1977 and \$60 million in 1976. This year's gain, though comparatively modest, was still a comfortable \$12 million. During the year, Burnett picked up Seven-Up and Steak and Ale

Biggest spenders

Total broadcast billings

Young & Rubicam \$525.0 million

Total TV billings

Young & Rubicam \$475.7 million

Network TV billings

Young & Rubicam \$311.5 million

Spot TV Billings

J. Walter Thompson \$181.8 million

Total radio billings

Young & Rubicam \$49.3 million

Network-radio billings

Young & Rubicam \$13.9 million

Spot-radio billings

Young & Rubicam \$35.4 million

Biggest broadcast gain

Young & Rubicam \$129.1 million

Restaurants of America business while relinquishing Royal Crown and Jos. Schlitz Brewing. Burnett's long list of accounts in television include Kimberly-Clark, Maytag, Mrs. Smith's (Eggo), Memorex, Nestle, Pillsbury, Procter & Gamble, RCA, Revlon, Seven-Up, Star-Kist, Swift, Union Carbide and Union Oil. Radio billings came from Harris Trust, Kellogg, Maytag, Memorex, Seven-Up, Union Carbide and United Airlines.

17

Campbell-Ewald □ Estimated TV-radio billings rose by \$10.4 million during the year, covering both C-E spending and expenditures of Clinton E. Frank and Tinker Campbell-Ewald, whose billings are counted with Campbell's. An Interpublic agency, Campbell-Ewald has a large roster of TV-radio advertisers. Those contributing to the 1978 total were Goodyear Tire & Rubber, Chevrolet, A.C. Delco, General Motors Acceptance, Borden Foods, Rockwell, Libbey-Owens Ford, Burroughs and Detroit Edison. Via Clinton E. Frank, C-E had billings from Kraft, Stokely-Van Camp, International Air Bahama, Continental Oil and Drexel Heritage Furniture. Tinker Campbell-Ewald contributed billings from Heublein, Coca-Cola (foods division) and Citicorp.

24

Campbell-Mithun □ Campbell-Mithun added \$11 million to its broadcast billings this year. Total TV billings rose \$9 million and radio billings rose \$2 million. Accounts active in broadcast spending include Litton, West Bend, Kroger, American Egg Board, Tonka, Land O'Lakes, G. Heilman and Dairy Queen. Accounts added to C-M's roster this year: IDS, Econo Car, Wausau Homes, Munsingwear/Vassarette, Barton Brands, Holly Hobby, GTE, Professional Mixers and Winter Garden. The only major account lost was John Morrell.

30

C.T. Clyne □ This New York-based agency showed an increase of \$9 million in total broadcast billings for 1978. TV billings rose from \$44 million in 1978 to \$52 million this year. Radio billings showed a slight gain of \$1 million from the previous year. Substantial

spenders in broadcast include: Whitehall, Boyle Midway, J.P. Stevens, A.E. Staley, Arm & Hammer, Purdue and Thompson Medical. Accounts obtained during the year: Arm & Hammer (baking soda and new products) Purdue, Thompson Medical, Dry & Clear (medicated ointment) and Predictor pregnancy test.

20

Compton □ Gains of \$12.1 million were made in broadcast billings this year, attributed to a \$13.1 million jump in TV but a loss of \$1 million in radio. TV spot billings rose \$13.6 million from the previous year. Clients with major activity in spot TV this year included Procter & Gamble, United States Steel, American Motors, Johnson & Johnson, Norcliff and Jones Dairy Farm. Added to Compton's roster this year: P&G (test product), American Motors (Concord, Pacer, Gremlin) and Sheraton. Clients dropped in 1978: Mrs. Paul's Kitchens, Consolidated Cigar and Iberia Airlines.

41

Creamer □ This agency is new to the top 50 listing this year, as it added more than \$15 million in billings in 1978 and its total rose to an estimated \$85 million. Creamer is not a top-heavy broadcast agency however, with only 41% of its billings in broadcast media. Its growth was spurred this year by landing the Sheraton and P&C Food Markets accounts. Substantial broadcasting spending was forthcoming this year from Speidel, Alcoa, Sheraton, Stouffer's, Reed Candy, Equibank, Rhode Island Hospital Trust and Caloric (home appliances).

21

Cunningham & Walsh □ During the year C&W added \$5.6 million to its broadcast billings from the previous year, attributed largely to TV activity which gained \$5.3 million. Accounts active in TV areas included: American Home Foods, Andrew Jergens, Beecham, Boyle Midway, California Milk Producers Advisory Board, C. B. Fleet, Connecticut General Insurance, Fireman's Fund Insurance, Folger, Jos. Schlitz, Lea & Perrins, Mem, Quantas Airways, Sterling Drug, and Yellow Pages. New accounts picked up this year: C.F. Mueller, Bank of California and Federated Brokers. Accounts lost this year: American Motors, Kobrand Corp. and Liggett & Myers.

6

Dancer-Fitzgerald-Sample □ Dancer swelled its TV-radio total this year by almost \$58 million, powered by a new account spree. During 1978 the agency snared Olympia Brewing, Westclox, Chase Manhattan Bank, Collins & Aikman (fabrics and carpets), Ciba-Geigy, four Toyota Dealer Groups, Shulton (Tobacco men's fragrances), Cruise Lines International Association, Morrison & Knudson (international development and construction), Hinomoto (tractors) and Hoya Lens. It lost Hunt-Wesson products during the year. On D-F-S's roster of broadcast-active clients are CPC International (Hellmann's/Best Foods products), Duracell Products, Hanes (hosiery), Life Savers, Procter & Gamble, Toyota Motors Sales U.S.A., General

**SEVEN'S
BEST
MEMO**

TO: Petry Company Staff
DATE: December 15, 1978
SUBJECT: **1978 National Billing**

The Petry staff were major contributors to a prosperous 1978 for WJLA-TV.

I just want to thank you for your hard work and dedication that made this year such a good one.

From the WJLA-TV staff . . . we wish you Seven's Best seasons greetings.

Thank you.



James D. Boaz
Director of Marketing



Mills, Olympia Brewing, Peter Paul, Schick and Foremost Foods.

13

D'Arcy-MacManus & Masius □ Another banner year in 1978 for D'Arcy. In 1977 the agency soared over 1976 by more than \$40 million in TV-radio billings and this year shows a gain of \$23.8 million over 1977. The increase was in television as radio dipped by almost \$3 million. The agency boasts a long list of broadcast-active advertisers, among which are Ace Hardware, American Dairy Association, Anheuser-Busch, American Oil, Bank of America, Brown Shoe, Cadillac, Coleman, Colgate, Crown Zellerbach, Dow Chemical, General Motors, General Tire & Rubber, Heublein, Mars, Pontiac, Rustoleum, Saluto Foods, 3M, Swanson's, Universal Pictures, U.S. Air Force, Whirlpool, Purex and Wilkinson Sword.

46

Daniel & Charles □ This agency moved away from broadcast buying this year, deriving 48% of its total billings from radio and television as compared to 62% in 1977. Combined broadcast billings dropped from \$37.4 million to \$33.5 million, of which all but \$2 million went to TV. It retained all major clients from last year, including Tonka Toys, Saluto Pizza Sticks and Yoplait yogurt. New clients in both TV and radio included Comtrex and Ban solid, both Bristol-Myers products, and, for radio only, Cambes Wine.

29

Della Femina, Travisano & Partners □ The year brought this agency a \$15.6 million increase in broadcast billings—although network TV buys were down \$1.9 million—helped by such new accounts as Dow Chemical, Biglow tea, Danecraft, Magic Mountain, Bekins Moving and Storage, *New West* magazine, Lloyds Bank and the American International Group. TV spot buys were up \$10.5 million for clients including Emery Air Freight, Nalley's Fine Foods and Meow Mix (all also in network TV participations), Kretschmer Wheat Germ, Becks beer, Airwick and others. Radio billings jumped \$7 million—representing an increase of \$2.2 million in network buys and \$4.8 million in spot. Blue Nun wine and Emery Air Freight bought into both spot and network radio, while Chemical Bank and Becks beer were among those in spot radio. The percentage of the agency's billings accounted for by broadcast rose from 65% in 1977 to 71% in 1978.

42

DKG Advertising □ In 1978 the agency raised its broadcast billings \$5.2 million over 1977, from \$29.6 million to \$34.8 million. The gains were made in TV, with network up \$2 million and spot up \$3.5 million, offset minimally (\$300,000) by radio. New accounts were Clairol and Baker Industries (Wells Fargo fire and smoke detectors). Two that resigned were Cott and Westinghouse Broadcasting. Major

accounts included Aamco, Alitalia, Corning and Getty.

33

W.B. Doner □ This year saw McDonald's (Greater Baltimore area), Cunninghams and Mark C. Bloom join the Doner fold as spot-TV accounts. No clients resigned leaving a Doner list that ranges from Colt 45 in network-TV participations and spot-radio to Pillsbury in network-TV participations, network radio and spot. Other clients in various categories included Quality Inns, Commercial Credit and Almac. Over-all, with spot TV the big taker, broadcast billings increased from \$32 million to \$44.5 million.

10

Doyle Dane Bernbach □ DDB enjoyed a new-business boom in 1978 that swelled its broadcast billings by \$27 million. New accounts were Hershey Foods (Kit Kat, Mr. Goodbar, Hershey's syrup and new products); Atari, division of Warner Communications; Standard Brands (Blue Bonnet margarine, Smooth & Easy sauce and gravy maker, Royal gelatines and puddings, Pet Foods and Tender Leaf tea); Sheaffer Eaton (paper products) and Blue Bell (Wrangler jeans). Lost during the year were Sterling Drug (Bayer) and Sony. TV billings rose by \$30 million while radio expenditures fell by \$3 million. Leading television advertisers were Polaroid, American Airlines, Volkswagen, Procter & Gamble, Mobil Oil, Porsche-Audi, General Telephone & Electronics, Clairol and Strohs beer. Active in network and spot radio were Polaroid, American Airlines, Mobil Oil, Strohs, Porsche-Audi and Clairol.

39

A. Eicoff & Co. □ An overwhelmingly spot-TV agency, Eicoff had a good enough year to claim \$6.2 million more receipts than in 1977. New clients, all in spot-TV, contributing to \$34.6 million in spot TV out of \$35.2 million over-all, were AN/CO Merchandising, Avon, Barry Industries, Bost Enterprises, Harry J. Bosworth, Brilliant International, Continental Materials, Cosmetique, Dazzler, Franklin Mint, Grolier Enterprises, Henkel, H. D. Hudson Manufacturing, Lambert Corp., R.L. Polk & Co., Swiss Colony, and James Ying.

45

Eisaman, Johns & Law □ Radio-TV billings increased \$4.6 million over 1977 to \$33.6 million. TV billings showed the largest share with a \$4.2 million gain. Active spenders in broadcast: Pennzoil, Suzuki, Alpha Beta, Walgreens, PSA, Chevy Associations and Gumout. Clients acquired: Fleeto and National Automobile Dealers Association. Food Town Super Markets was the only loss.

14

Wm. Esty □ The agency boosted its broadcast investment by \$36 million, spurred in part by the landing of a number of new accounts: American Home Products (Anacin 3), Chesebrough-Pond's Inc. (Pond's Light and Pond's Cocoa Butter), Joseph E. Seagram &



*Gilmore Broadcasting congratulates
Liz Gilmore, Miss Deaf Michigan,
and salutes the deaf community
for its "Winning Attitude."*



Represented by HR Television, PRO/Meeker (P/M)

WEHT-TV WREK-TV KODE-TV KODE WQPO WSWA
Evansville (HR) Rockford (HR) Joplin (HR) Joplin (P/M) Harrisonburg (P.M) Harrisonburg (P/M)

Q What Twin Cities TV station do most people watch?

A:

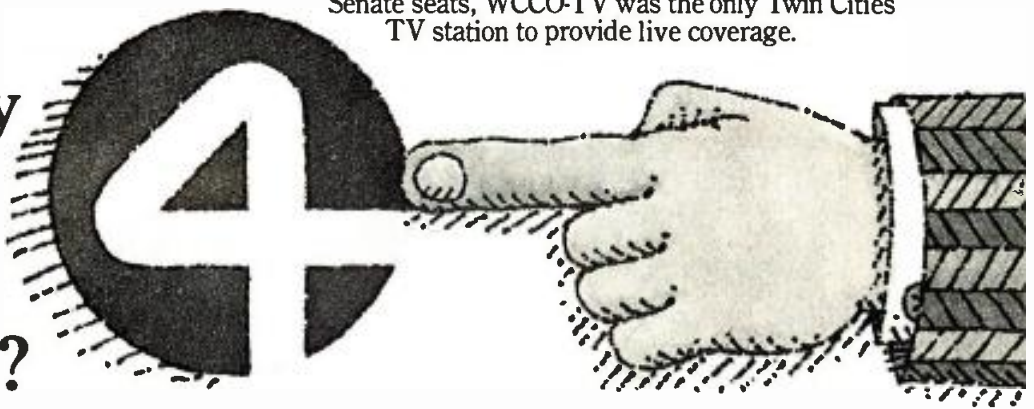
In their October, 1978 rating reports, both Arbitron and Nielsen rated WCCO-TV number one in Minneapolis-St. Paul. (Nielsen 7 AM-1 AM. Arbitron sign-on to sign-off.)



Q Which Twin Cities TV station is most strongly dedicated to covering important public affairs?

A:

WCCO-TV. Only WCCO preempted regularly scheduled programming to cover the state's two major political conventions. When the League of Women Voters and Common Cause sponsored debates among major party candidates for the Governor's office and both Minnesota Senate seats, WCCO-TV was the only Twin Cities TV station to provide live coverage.



Q Where do most Twin Cities households turn for coverage of Presidential press conferences?

A:

WCCO-TV. More Twin Cities households watch Presidential news on WCCO-TV than on KSTP and KMSP combined. (Nielsen, July, 1978)

Q What Twin Cities TV station gave viewers the chance to participate in a live television town meeting in prime time without commercial interruption?

A:

WCCO-TV. On a Wednesday night in September, 1978, from 6:30-10 pm, more than 250,000 Twin Cities viewers watched "Nobody Ever Asked Me," an uninterrupted "Town Meeting" where people phoned in comments and discussed local issues. The people chose the issues. The community responded to them.

WCCO-TV is the leading source for broadcast entertainment, news and public affairs in the Twin Cities market. We're concerned. We're dedicated. And the people we serve know it. (Audience estimates available upon request.)



WCCO TV

Minneapolis/St. Paul. A CBS affiliate. Represented by Telerep.



ing in 1978 reached \$400 million, of which an estimated \$240 million was in television and radio, a \$14.9 million jump over 1977. The largest of the Interpublic agencies, McCann landed a number of new accounts during the year, including Kinder Care Learning Centers, Closet Maid and the *Los Angeles Herald Examiner*. The agency's large roster of broadcast spenders included Bache Halsey, Stuart & Shields, Best Foods Division of CPC International, Buick Motor Division of General Motors, Campbell Soup, Coca-Cola, Exxon, Foremost Foods, Heublein, A&P, Lufthansa Airlines, Del Monte, Miller Brewing, Sears, Roebuck (Chicago Retail Group), U.S. Borax, Savings & Loan Foundation and Laura Scudder Snack Foods.

38

Arthur Meyerhoff □ Broadcasting billings increased \$1.1 million as the agency reported no major clients lost or gained in 1978. Total TV billings went up \$1.7 million, but total radio billings declined by about \$600,000. Gains were posted on the TV side of \$3.4 million in network and \$1.7 million in spot. Radio spot buys were down \$1.2 million while radio network buys rose \$600,000.

40

John Murray □ The agency's estimated TV-radio billings climbed up \$1 million during the year. Murray, a house agency for American Home Products, spends an overwhelming proportion of its advertising in TV for a number of assignments handled by Murray (American Home has a host of outside agencies too). Products assigned to Murray include Anacin, Preparation H, Dristan tablets, Aero Shave and Easy-On starch.

15

Needham, Harper & Steers □ NH&S increased its billings by \$36 million this year giving it a broadcast total of \$162 million. Gains were mainly in TV billings with a jump from \$118.4 million last year to \$152 million this year. Radio showed a slight increase of \$2.4 million from last year's levels. Heavy TV spenders contributing to the rise included: Xerox, ITT, General Mills, Amtrak, C.F. Mueller, Firdigdaire, American Honda, Atlantic Richfield, Campbell Soup, G.D. Searle, S.C. Johnson, Kraft, McDonalds, Morton salt, State Farm Insurance, Wm. Wrigley Jr. and Crocker National Bank. Clients acquired during the year: Deloitte Haskins & Sells, ITT, Schieffelin, *Seventeen* magazine, Times Mirror (*Los Angeles Times*, corporate communications) and Dayco Corp. Accounts resigned: Amurrol Products, Craig Corp. and Magic Mountain.

34

Norman, Craig & Kummel □ NC&K reported a loss of \$4.8 million in radio-TV expenditures for 1978. TV billings dropped from \$43.1 million in 1977 to \$36.7 million this year. Radio billings showed a slight gain of \$1.6 million. Accounts picked up during the year: Revlon (Milk Plus 6), Invicta (adult games), Conde Nast (*Glamour* magazine) and Cadence (*Pizazz* children's publication). NC&K reported

only one account loss: Clairol (hair conditioners). Accounts active in broadcast spending at NC&K included: Chanel, Colgate, Olin, Revlon, Ronson, Saab and Shulton.

9

Ogilvy & Mather □ The agency had a banner year in new accounts, luring Schaefer Brewing, Royal Crown Cola, Kimberly-Clark (Kotex) and Clairol products into the fold. TV-radio billings climbed by \$10.7 million as television added more than \$12 million, but radio lost almost \$2 million. The substantial TV spenders at O&M in 1978 were General Foods, American Express, Avon, Merrill Lynch, Pierce, Fenner & Smith, Campbell Soup, Mattel, Shell Oil and Sears, Roebuck. Radio investors included General Foods, American Express and Sears.

28

Parkson □ This agency increased its billings by \$19 million this year, primarily through a new arrangement in which Parkson handles all network buying for Nabisco, even though much of the client's spots are created by other agencies. Parkson retains sole responsibility for Nabisco's Triscuits, Wheat Thins and Escort crackers, in addition to its accounts with J.B. Williams and Century Creations. Broadcasting represented 90% of Parkson's domestic billings this year, all of it on the TV side.

48

Post-Keyes-Gardner □ PKG's broadcast billings remained stable this year, dropping only minimally from 1977: \$22.5 million versus \$22.7 million. Spot television billings rose about \$800,000, offset, however, by a \$700,000 decline in spot radio coupled with a \$300,000 drop in network TV. The agency reported no major accounts gained and none lost. Major clients sticking with Post-Keyes-Gardner are FTD Florists, LaChoy Foods, Chicago Buick Dealers, General Finance, Lennox Heating, MacGregor, a division of Brunswick, and Vigoro.

35

Ross Roy □ Radio-TV billings edged up slightly from last year's \$39.1 million to \$40 million. Most broadcast activity at Ross Roy is concentrated in spot TV and radio, with TV contributing \$21.1 million and radio \$11 million. Heavy spot-TV and radio spenders at Ross Roy included: K-Mart, Michigan Bell, McDonalds and Chrysler.

44

Scali, McCabe, Sloves □ This New York-based agency posted a loss of \$2 million during the year in broadcast billings. The decline was in TV billings which dropped from \$33 million last year to \$30 million this year. Radio earnings rose \$1 million. Clients active in broadcast spending included: American Can Co., Armour-Dial, Olivetti, Perdue, Playboy Enterprises, Prince Matchabelli, Singer and Van Heusen.

18

SSC&B □ SSC&B showed a substantial gain of \$11.2 million in broadcast billings from the previous year. TV billings increased \$13.6 million, with a gain of \$11.3 in network and \$2.3 million in spot. Radio billings showed a loss of \$2.4 million, attributed to spot. Accounts added during the year: Glenbrook Labs, CitiCorp and Noxell (Hearts of Oats hand lotion) and Noxzema (antiseptic skin cleanser).

36

Tatham-Laird & Kudner □ TL&K reported an increase of \$3.5 million in broadcast billings for this year. Gains in billings were mainly in TV network spending where revenues rose from \$18.9 million last year to \$22 million this year. Added to the roster of TLK's clients this year: Can Manufacturers Institute, Ralston Purina, Kimberly-Clark (Ironsides trash and garbage bags), Gurney Seed and Nursery, Continental Illinois National Bank & Trust, Chicago Photographic Collectors Society and Berkey Film Processing. Clients that resigned included: RJR Foods, Starcraft, Procter & Gamble's Pringles and Greater New York Savings Bank.

2

J. Walter Thompson □ After 21 years as the leading broadcast billings agency, JWT is relinquishing that position this year to Young & Rubicam. Not that JWT did not have a sterling year; its TV-radio billings climbed by more than \$87 million. But Y&R's agency-acquisition thrust over the years added tremendous billings. During 1978, JWT landed TV-radio billings from firms including National Airlines, Goodyear Tire & Rubber, Schlitz Brewing, Pepsi-Cola (various brands) and Hyatt Hotels. JWT added more than \$90 million in television last year, while losing almost \$6 million in radio. JWT's extensive list of television clients included Burger King, Eastman Kodak, STP, Miles Laboratories, Lever Bros., Scott Paper, Warner-Lambert, Ford Motor, Seven-Up, Schlitz Brewing, Quaker Oats, Sears, Roebuck, Uncle Ben's Foods and Gillette. Radio spenders at JWT included Eastman Kodak, Reynolds Metals, Oscar Mayer, STP, Ford, Kawasaki, Kraft and Warner-Lambert.

32

Tracy-Locke □ TV-radio expenditures rose \$4.6 million this year, with gains mainly in TV which billed \$4.1 million. Advertisers with heavy participation in broadcast spending included: Philips Petroleum, Frito Lay, Borden Dairy Services, Texas Instruments, Mrs. Baird's, Haggar, Mountain Bell and Pizza Inn. During the year Tracy-Locke acquired Marion Laboratories, PMI Mortgage, Fry's Supermarkets, Adolf Coors (food products) and Van Schack & Co. The agency reported two account losses: Olinkraft and Rollei.

43

Warwick, Welsh & Miller □ During the year Warwick, Welsh & Miller added \$2.7 million in TV-radio billings from 1977 for a '78 total of \$35.8 million. TV billings increased \$3.6 million while radio decreased by \$900,000. Major

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

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

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

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

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

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



Burke Broadcast Research, Inc.

Headquarters:

120 East 56th Street
New York, New York 10022
212/371-6090

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

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

broadcast spenders throughout the year at WW&M included: Air Canada, Benjamin Moore, Burlington Industries, Brooke Bond (Red Rose tea), CPC International (Best Foods Division), Economics Laboratory, Lehn & Fink (consumer products), U.S. Tobacco, Plough and F&M Schaefer brewing. Accounts resigned during the year: Selchow & Righter and F&M Schaefer Brewing.

47

Erwin Wasey □ Broadcast billings at Erwin Wasey, an Interpublic agency, grew by an estimated \$1.9 million during the year as over-all billings approached \$35 million. The Los Angeles-based agency has a limited number of accounts but contributing to the TV-radio expenditures were Carnation, Gulf Oil, Pillsbury (frozen foods), California Avocado Advisory Board and Julius Wile Sons & Co. (wines).

49

Weightman □ This Philadelphia-based agency showed an increase of \$2.4 million in radio-TV billings for 1978 for a total of \$23.7 million. Gains were mostly in TV billings with a \$2.1 million increase. Substantial spenders in TV-radio billings: Alpo (dog food), Alamo, Liv-A-Snaps, PSFS, Gino's, Beechnut and White Cap. Tobin Packing was the only account added this year, while Finance America and Pfeiffer salad dressing were lost.

16

Wells, Rich, Greene □ Wells, Rich, Greene posted a substantial increase of \$69.7 million in TV-radio billings from last year's levels for a total of \$155 million in 1978. TV billings jumped \$61.1 million and radio rose \$8.6 million during the year. Clients active in broadcast spending included Bic Pen, Citibank-New York, Ferrero (Tictac mints), Midas, Miles Labs, New York State Department of Commerce, Olympus Camera, Philip Morris, Procter & Gamble, Ralston Purina, Standard Brands, Sun Oil, Sunmark Industries, TWA, Foodmaker (Jack in the Box restaurants) and Columbia Pictures.

1

Young & Rubicam □ Catapulting into first place in BROADCASTING's annual compilation of broadcast billing agencies, Young & Rubicam in 1978 added a huge \$129 million in TV-radio spending. The hefty addition results from the cumulative effect of a five-year acquisition by Y&R of various regional and specialized agencies, which Y&R counts in its total. They include Wunderman, Ricotta & Kline, New York (direct mail); Sudler & Hennessey, New York (health and pharmaceutical); Brewer Advertising, Kansas City, Mo., and Sive Associates, Cincinnati. Major accounts Y&R obtained during the year were Eastman Kodak (instant cameras) and Uniroyal (tires). Y&R serviced an extensive list of TV-radio clients, including American Home Products, Singer, Kentucky Fried Chicken, Bristol-Myers, Dr Pepper, Eastern Airlines, Frito-Lay, General Cigar, General Electric, General Foods, Gulf Oil, Johnson & Johnson, Thomas J. Lipton, Procter & Gamble, Union Carbide, Time Inc., Warner-Lambert Co., Metropolitan Life Insurance and Gallo.

Broadcasting and allied arts given promising bill of economic health

Paine Webber conference on 'Outlook for the Media' sees 1979 as being good year for commercial radio and TV, cable and pay TV

Despite persistent talk of a slowdown to come in the economy, generally bullish forecasts were offered last week for advertising, television, radio, cable, pay cable and over-the-air pay TV.

The forecasts were presented Dec 11 at the opening session of a three-day conference on "Outlook for the Media," conducted by the Wall Street firm of Paine Webber Mitchell Hutchins.

The audience of approximately 130, largely Wall Street analysts and institutional investors, also received a back-grounding on the Federal Trade Commission's symposium on media concentration from the symposium's leader, Heather Kirkwood, FTC senior staff attorney.

Robert J. Coen, vice president of McCann-Erickson, told the group that "1979 should be a very good year for advertising all around the world."

He said he expected U.S. advertising expenditures to rise 11% to about \$48.455 billion, a somewhat lower growth rate than 1978's 14.7%, and that total national broadcast, which rose about 15% this year, should keep pace with total advertising's growth by tacking on 11% to reach \$8.135 billion for 1979.

Mr. Coen forecast a 12% rise in national print advertising and a 10% growth in total local advertising.

He anticipated that network TV would rise somewhat more than the 11% advance expected for national TV and radio as a whole. He thought spot TV would rise 10%-11% and total national radio somewhat less than 11%.

Carl Spielvogel, vice chairman, operations, The Interpublic Group of Companies, reminded his audience that "in the last two recessions, advertising increased." He said that "if there is a recession, there is no indication that advertising budgets will be cut."

Michael Drezler, senior vice president in charge of media, Doyle Dane Bernbach, was moderately bullish about TV's prospects—but not as bullish, he said, as the Television Bureau of Advertising.

To reach TVB's forecast of \$11.5 billion in TV expenditures by 1980 will require a 32% increase in two years, he said. In his view, advertisers' search for alternative ways to use television will slow TV's rate of growth to about 10.5% in 1979 and about 12% in 1980.

"This does not mean that advertisers

are going to bolt from television," Mr. Drexler said. "They are not. [But I think] we will see more of the traditional television advertisers moving a greater percentage of their dollars into other media to use in combination with television."

"Total advertising budgets will, of course, continue to rise, so television will continue to receive greater expenditures, but their relative share of total media dollars will not increase significantly."

Gains for radio were foreseen by Frank Tomeo, vice president of J. Walter Thompson. He anticipated further expansion of network radio programming and further growth for both sports on radio and syndicated radio programming.

As more and more advertisers develop success stories through their use of radio, Mr. Tomeo said, "more and more advertisers will be using radio in the future."

In television, he predicted, ABC will continue to dominate prime time and daytime. But he did not show much enthusiasm for ABC's pricing. Many advertisers left ABC, he said, because lower costs-per-thousand could be had on CBS and NBC. He expected these two networks "to slug it out for second place" and said most advertising executives were betting on NBC because of NBC President Fred Silverman's reputation as a programmer.

Despite TV's problems, Mr. Tomeo said, "the outlook for network television is still bright." He called syndication "probably the fastest growing segment of the medium," and saw "good things in store for spot TV."

William E. Phillips, president of Ogilvy & Mather, warned that the advertising business will be "lucky to live with only 10% inflation in the period ahead."

"We must be more productive and cost-conscious," he said, "and must keep out overheads down."

Mr. Phillips cautioned that new technology "over a long period of time can have a drastic effect on our business." But he did not see this happening "overnight"—a view with which other panelists agreed.

Don Andersson, vice president for cable relations of Turner Communications Corp., whose WTCG(TV) Atlanta is the pioneer satellite superstation, said that "we see cable TV on the march to a wired nation."

Two years ago, he said, WTCG was reaching 700,000 homes in Atlanta and 400,000 via cable. Today, thanks to its satellite operations, the station is seen in 2.7 million cable homes in 45 states; Mr. Andersson said, and expects to be in 4.2 million to 4.5 million cable homes a year from now.

Mr. Andersson noted that WTCG is setting up sales offices in New York and Chicago and will have new advertising rates in effect in January (BROADCASTING, Oct. 30).

Jeffrey Reiss, president of Showtime Entertainment, Viacom's pay TV subsidiary, predicted that 70%-75% of cable subscribers would be offered some form of pay television by the end of 1979.

He also anticipated "a further dramatic



AFFILIATED IS PUTTING TOGETHER ONE VERY FINE BAND.

KMPS AM and FM, Seattle and Sacramento's KRAK and KEWT have just become part of Affiliated Broadcasting.

The champagne corks are still flying.

These stations are joining WSAI AM and FM, Cincinnati and WFAS and WWYD, White Plains, New York.

Each of the eight is solid, creative, and profitable. Together they are destined to win the hearts and ears of America.

We hope you will be there to enjoy the high notes of this new and exciting company. For more information, call Jay Q Berkson (617-369-1776). Or ask one of our favorite reps* about us.

But do it soon. Affiliated Broadcasting is already heading for the top of the charts.

**AFFILIATED
BROADCASTING,
INC.**

With The Boston Globe,
a wholly-owned subsidiary of
Affiliated Publications, Inc.

135 Morrissey Boulevard, Boston, Mass. 02107

*Blair Radio WSAI AM/FM, Cincinnati, Ohio • Eastman Radio, Inc. KMPS AM/FM, Seattle, Washington; KRAK AM, KEWT FM, Sacramento, California • Marv Roslin, Inc. WFAS AM, WWYD FM, White Plains, New York

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			Change	Net Income	Change		Revenues	Net Income	Per Share
Amplex.....	6 mo. 10/28	\$ 179,726,000	+18.7	\$12,525,000	+30.2	\$1.10	\$ 151,372,000	\$ 9,622,000	\$.88
Adams-Russell.....	Year 9/30	24,111,000	+36.7	1,461,000	+38.0	1.18	17,639,000	1,059,000	.86
Comcast.....	9 mo. 9/30	11,545,201	+24.4	909,402	+39.6	.56	9,279,780	651,497	.39
Gray Communications Inc.....	3 mo. 9/30	4,933,522	+29.2	363,442	+48.8	.74	3,817,487	244,529	.51
Grey Advertising.....	9 mo. 9/30	356,058,000	+20.3	3,168,000	+15.3	5.07	295,835,000	2,748,000	3.84
Kingstip Communications.....	Year 9/30	2,908,977	+18.4	266,687	+156.7	.58	2,457,884	103,887	.23
Lee Enterprises.....	Year 9/30	104,690,000	+27.0	15,914,000	+36.4	2.16	82,448,000	11,670,000	1.56
Marvin Josephson Associates.....	3 mo. 9/30	9,560,200	+33.3	1,543,600	+85.0	.76	7,174,200	835,200	.42
McGraw-Hill Inc.....	9 mo. 9/30	541,766,000	+15.5	44,674,000	+25.7	1.80	469,157,000	35,550,000	1.44
New York Times.....	9 mo. 9/30	376,100,000	+2.1	13,100,000	+27.6	1.11	368,500,000	18,100,000	1.58
Reeves Telecom.....	9 mo. 9/30	1,938,201	+5.9	158,043	+9.2	.07	1,830,169	174,930	.07
Schering-Plough.....	9 mo. 9/30	810,225,000	+14.5	156,488,000	+16.1	2.92	707,643,000	134,779,000	2.49
Sonderling.....	9 mo. 9/30	30,032,000	+29.5	2,560,000	+37.6	2.29	23,183,000	1,860,000	1.69
Teleprompter.....	9 mo. 9/30	104,585,000	+19.7	9,547,000	+65.8	.56	87,397,000	5,758,000	.34
Turner Communications.....	9 mo. 9/30	25,010,000	+18.0	608,000	+225.1	.16	21,190,000	(270,000)	(.07)

expansion" of programming available on cable in the 1980's, but said he didn't think cable would have a substantial impact on broadcast TV audiences for "at least a decade."

Everitt A. Carter, president of Oak Industries, presented the case for over-the-air pay television. Oak's KBSC-TV Corona, Calif., he said, has shown that over-the-air pay "is a viable, ongoing business."

The station began subscription operations in April 1977 and is said to have turned a profit in 17 months. Mr. Carter said the station has 98,000 subscribers, should reach 100,000 any day now and expects to have 200,000 by the end of 1979. Oak has announced plans to commence its second over-the-air pay service next July in Phoenix (BROADCASTING, Dec. 11).

In a luncheon appearance the FTC's Mrs. Kirkwood told a questioner that if the media concentration study indicated FTC action was needed, one remedy probably would be to forbid specific mergers. Did this mean, she was asked, that she did not expect retroactive sanctions—actions to dissolve mergers that have already occurred? "I don't have my eye on anything," she replied.

The Paine Webber conference, which also explored other media both generally and in terms of specific companies, was the sixth the firm has held since 1973. Coordinators were J.K. Noble and Ellen B. Sachar of the Paine Webber firm.

Multimedia looks to a good year in 1979, possible expansion into cable

Broadcaster-publisher expects strong performance in 1979, looks to CATV for growth, but nevertheless has contingency plans for cutbacks if economy sours

Walter Bartlett, president of Multimedia Broadcasting, told a group of Wall Street specialists last week that his company,

embracing five TV and 13 radio stations plus a TV production firm, has had "a very strong 1978" and will move into 1979 with prospects for further improvement.

Sales indicators for the first six months of the new year, he said, are higher than they were a year ago. "We look for solid growth in 1979," he declared.

Mr. Bartlett appeared with Wilson Wearn, president of the parent Multimedia Inc., and other Multimedia executives at a session of the Paine Webber Mitchell Hutchins "Outlook for the Media" conference (also see page 44).

Although Multimedia Broadcasting expects strong gains in 1979, Mr. Bartlett said, it has devised a contingency plan to reduce total expenses at each station by 8%-10% within 90 days if a cutback is needed.

Mr. Wearn said similar plans had been developed for the company's newspaper properties.

Mr. Bartlett said the company's proposed acquisition of WZTV(TV) Nashville (see page 56), assuming it's approved by FCC, will give Multimedia a base to produce country-and-western programs for syndication or networks. Its Multimedia Program Productions, whose centerpiece is the *Donahue* show, now in 154 markets, "continues to do exceedingly well for us," Mr. Bartlett said.

Mr. Wearn said Metromedia is "actively looking at cable TV and negotiating in that area." Though no deals have been made, he said, "I think we'll be in the CATV business" in a year or so.

With room for only one more UHF station (after Nashville), and with newspaper buys in short supply, Mr. Wearn said CATV offered one form of expansion. He said, however, that the company is in "serious negotiations for several newspapers" and expects one or two may be completed in the near future. The company now owns 10 daily newspapers and 20 non-dailies, most of them—like the broadcast stations—in the so-called Sunbelt.

Mr. Wearn said that in the 1967-77 period Multimedia's annual revenues rose from \$18.8 million to \$92.5 million and should reach about \$108 million this year. In the same span, he said, net profit went

from \$2.4 million to \$12 million and is projected at \$15.5 million for 1978.

In the same 10-year period, Mr. Wearn said, the broadcast properties had a 245% internal growth in operating profits, as compared with the industry average of 154%, and the newspaper properties had an internal growth of 247% in operating profits (no industry average available).

Under questioning, Mr. Bartlett said costs of syndicated programs will probably increase by about 15% a year for the next several years. He also reported that Multimedia bought (in 1976) rights to *The Waltons* for all five of its stations for "less than \$10,000," and signed two weeks ago for *Laverne and Shirley* for 50% more than that.

Mr. Wearn told a questioner that government is more involved in broadcasting now than at any other time in his 30 years in broadcasting. But he said he didn't think "responsible broadcasters" are in danger of losing their licenses, though "shoddy operators had better look out."

He said in response to another question that Multimedia stations have no plans to switch networks but that they had already benefitted "significantly"—in the form of higher rates from their own networks—as a result of ABC's success in luring affiliates from CBS and NBC.

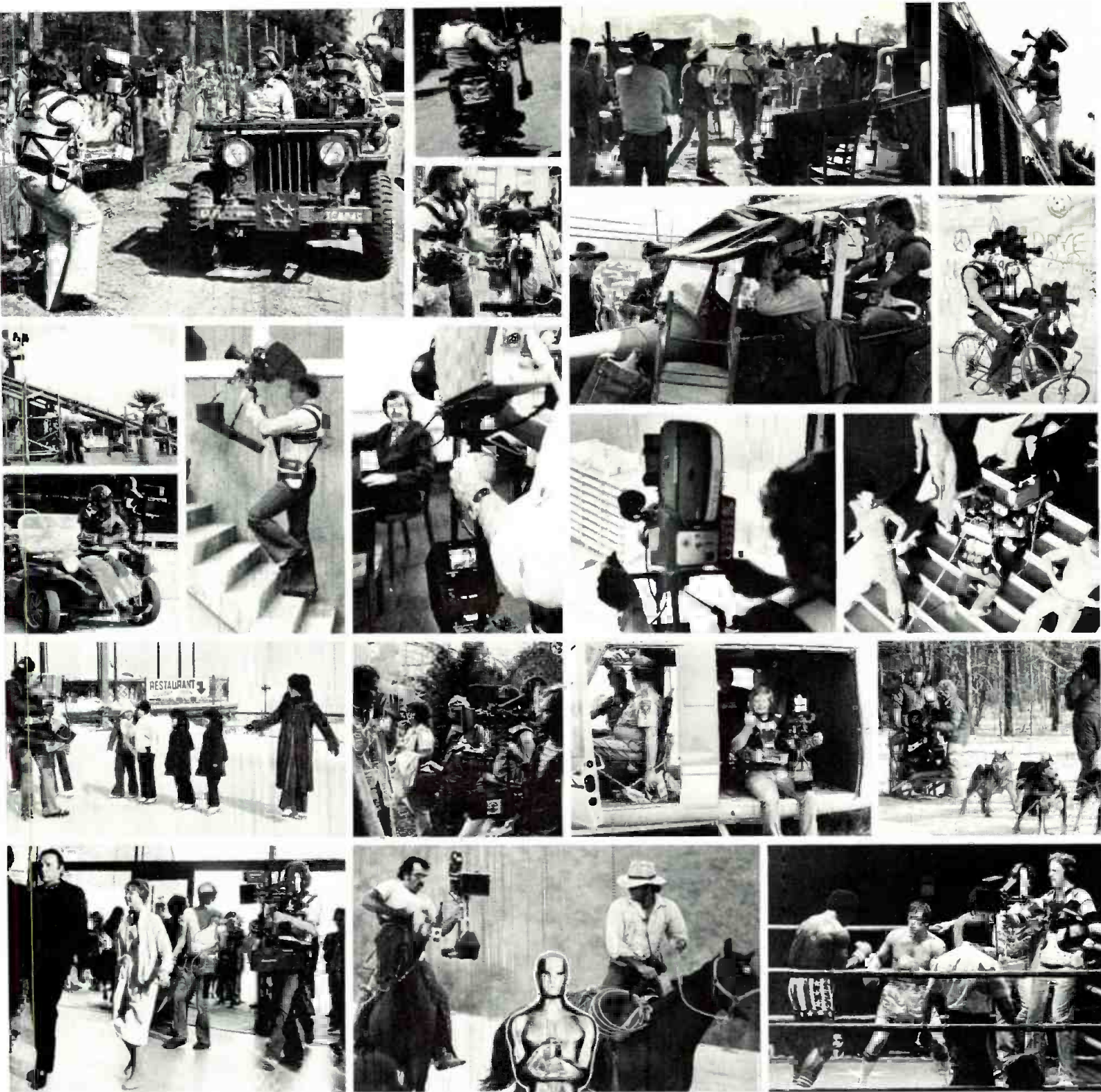
Other participants in the Multimedia presentation were Rhea Eskew, head of the newspaper operations, and Donald Barhyte, vice president for finance and administration and treasurer of Multimedia.

Murphy meets Wall Street

Van Deerlin subcommittee member says rewrite is a 'bad bill,' draws jeers for his opinions on network influence on television

The prospect of years of delay in the rewriting of the Communications Act was held out last week by Representative John M. Murphy (D-N.Y.) of the House Communications Subcommittee.

He noted that the rewrite of the



An Oscar for



For the first time in ten years, the Academy of Motion Picture Arts and Sciences has honored a technological achievement with a Class I Scientific/Technical Award... an Oscar® for the invention and development of Steadicam!

Steadicam, our unique camera stabilizing system, is an extremely versatile production tool, transforming practically *anything that moves* into an effective camera platform, saving countless hours in production time and reducing costs. And it accepts most portable 16mm, 35mm and video cameras currently in professional use.

But most important, Steadicam is an exciting new way of shooting because it allows the moving camera to capture the scene in totally new ways: objective as well as subjective. In the studio and on location, you'll find

STEADICAM™

that the only limit to Steadicam's thousand and one uses is your own creative imagination!

Steadicam has already made its dramatic impact on numerous award-winning feature films, television specials, documentaries and TV commercials.

As you plan your next production, don't make a move without first considering how you can use Steadicam to your best advantage.

For further information, please contact:

cinema E products
CORPORATION

Technology In The Service Of Creativity

2037 Granville Avenue, Los Angeles, California 90025
Telephone: (213) 478-0711 ■ Telex: 69-1339 ■ Cable: Cinedevco

Steadicam™ is covered under U.S. Patent No. 4,017,168 and under foreign patents abroad.

copyright law took 10 years and that others had taken several years. In the rewriting of basic laws, he said, Congress "often lets it hang."

Mr. Murphy, speaking at the Wednesday luncheon of the Paine Webber Mitchell Hutchins "Outlook for the Media" conference (see preceding pages), made clear that he considered the original draft of the rewrite, first unveiled last June, "a bad bill."

He said he favored substantial deregulation of radio and cable but that the deregulation of television as proposed in the bill "makes no sense" and represents "abdication of the obligation" to see that television lives up to its potential in serving the public.

As a matter of fact, he said, "a wholesale rewrite [of the act] is the wrong kind of exercise." The act needs modernizing, he said, but "a wholesale rewrite gives us a large, indigestible stew of communications policy issues" and raises the possibility that "if everything is attempted at once, nothing will be accomplished."

Mr. Murphy centered much of his fire—as he often has—on the TV networks. A fundamental flaw of the original rewrite, he said, is that "it left untouched network control over American television."

The congressman often found his audience of Wall Street analysts at odds with him.

How, one asked, could he say that the networks' dictate what the public will see when the networks' cancellations of program after program indicate the public is dictating to them?

The fact is that "people are turning off more than ever before," he declared, drawing hoots from around the room. Despite protests from several in the audience, he stuck to his claim.

Is there any evidence, another wanted to know, that media concentration really stifles thought, or that it leads to worse—or better—performance by the media involved?

Mr. Murphy said a lot of evidence has been gathered over the years, and when pushed further he said "we had the surgeon general conduct a study."

This brought another laugh. "The surgeon general?" came a question from one side of the room. "Did he find that media cause cancer?"

Finally an analyst rose to suggest that sometimes in their discussions of television and other media, Washington and Wall Street seemed to be talking about totally different things.

Mr. Murphy also gave the impression he would like the Communications Subcommittee chairmanship, now held by Representative Lionel Van Deerlin (D-Calif.). Opening his talk, he said this subcommittee was not Mr. Van Deerlin's only interest. Later, under questioning, he said Mr. Van Deerlin suggested a couple of years ago he planned to retire, "and then I believe he recanted it." Asked directly whether he might be named chairman, Mr. Murphy said he couldn't address that question until the committee organizes itself in January.

Media

NAB heartily seconds Brown's call for radio deregulation

It asks commission to initiate a rulemaking toward abolishing rules on commercial limits, ascertainment, nonentertainment requirements and logging

The National Association of Broadcasters lost little time last week in capitalizing on FCC Commissioner Tyrone Brown's call for substantial deregulation of radio. It petitioned the FCC for a rulemaking that would seek comments on proposals the commissioner advanced in his speech to southern California broadcasters two weeks ago (BROADCASTING, Dec. 11).

The rulemaking petition did not rely only on Commissioner Brown's speech. It opened with quotations from four of his colleagues—Chairman Charles D. Ferris and Commissioners Robert E. Lee, James Quello and Margita White—and Representative Lionel Van Deerlin (D-Calif.) endorsing the concept of radio deregulation.

It also cited President Carter's executive order calling on federal agencies to eliminate all unnecessary regulations and to review periodically "existing regulations to determine whether they are achieving the goals of the executive order"—an order that drew from Chairman Ferris the statement that he favors "a policy of zero-based regulation."

The proposals advanced by Commissioner Brown on which NAB has petitioned the commission to seek comments would:

- Repeal the guidelines the staff follows to determine whether a radio station has proposed an acceptable limit of commercial time (generally 18 minutes per hour, though with exceptions the limit can rise to 24 minutes).

- Repeal the formal requirements by which radio stations are to ascertain community needs and interests.

- Repeal the guidelines the staff uses to determine whether a radio station's proposal for nonentertainment programming is adequate (8% for AM, 6% for FM).

- Repeal the daily log-keeping requirement.

Commissioner Brown offered those proposals on the theory that the working of the marketplace in radio—with its 8,000 stations, scores of them in individual markets—would provide sufficient regulation.

But he also proposed that the commission establish a fixed percentage of local public service programming—local news or public affairs programs, public service announcements or other locally produced nonentertainment programming related to serving the community's needs. He said

such a requirement is needed to make sure the station meets its public interest obligations; the marketplace is not sufficient to assure those obligations are met, Commissioner Brown said.

The NAB asked the commission to obtain comments on that proposal also. But it said that although it recognizes the need for commission standards on station performance at license-renewal time, "it has not made a determination as to the wisdom of Commissioner Brown's approach."

The NAB stressed that the time for the rulemaking is ripe. It said it agreed with Commissioner Brown that Chairman Ferris's proposal for a limited experiment in the deregulation of radio—the staff is preparing options for a test deregulation of radio in several markets—"may prove nothing." The commission, the NAB said, "should give serious consideration *Now* to deregulating the radio industry wherever compelling public policy objectives do not require the agency's continued oversight"—the position Commissioner Brown took in his speech.

Besides its references to government officials, the NAB cited itself as a factor in the movement toward deregulation of radio. It noted that its president, Vincent Wasilewski, issued a "declaration of independence for radio" (BROADCASTING, Nov. 13) that served, a month later, as the take-off point for Commissioner Brown's proposals.

The NAB also cited two pleadings it filed last April 5. One was a petition for rulemaking aimed at deleting the commercial time standards the staff uses in reviewing renewal applications. The NAB called the delegation of authority to the staff a form of regulation by "raised eyebrow." The other was NAB's request for general review, through the rulemaking process, of the staff's delegations of authority to review program proposals in renewal applications. That pleading was in the form of a comment supporting a petition WQAL(FM) Cleveland had filed for reconsideration of an order designating its renewal application for hearing because its nonentertainment proposal did not meet the 6% guideline. WQAL subsequently was given a one-year renewal after amending its application to provide for 6.79% nonentertainment programming.

The NAB, citing President Carter's order regarding an easing of regulation, said that "the time has come for the FCC's performance to achieve the President's directives" and that "the proposals advanced by Commissioner Brown represent a very significant step toward eliminating useless regulations and paperwork."

The association also said the President's executive order imposes on the commission the burden of justifying its regulations; it is not up to affected groups to show why a regulation should not be adopted. The commission, it added, "should accept this burden and demonstrate why radio should be subjected to the regulation and policies objected to in [the] petition."

What's more fun than winning on a game show?



Winning with a game show.

"The Cross-Wits", now in its fourth exciting year,
is easily stations' first choice for stripping.

Four years, five days a week, for a total of over
600 shows. That's a proven winner!

How many other television shows have consistently
maintained this level of performance?

"The Cross-Wits" can be your key to success.
For it's the game that's way ahead of the game.

"The Cross-Wits"

Hosted by Jack Clark

A Ralph Edwards Production in association with
Metromedia Producers Corporation

**METROMEDIA
PRODUCERS
CORPORATION**

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

FCC will get staff it needs for fee-refund project

But, commission tells court in progress report, earliest start date is still March

The threat that a personnel shortage would delay the start of the FCC's fee refund program appears to have been removed. The commission told the U.S. Court of Appeals in Washington that the agency has obtained an exemption from the government-wide hiring freeze for the fee-refund program and that plans for hiring the necessary employees have been made.

The report—the sixth in a series the commission has made to the court as a result of an order issued in cases involving broadcasters demanding the court-ordered refunds—says a chief of the fee-refund program will be hired by mid-December and that other personnel will be hired and trained in January.

A commission official said the exemption from the hiring freeze would permit the employment of 37 workers. This is about half the total the commission originally proposed in its budget request, but it is believed to be adequate.

The report to the court said that the commission "could" be ready to start making refunds early in March. Thus, the schedule has slipped a month from the last status report, and six months "from the most optimistic projection made nearly a year ago," the report noted.

Even the forecast of an early March pay-out time is heavily qualified. The report noted there are elements outside of the commission's control—necessary approvals from the General Accounting Office of the forms to be used by those seeking refunds, the effect of petitions for reconsideration of the order establishing the refund program, and a possible judicial stay, among others. But the report said the staff is expected to make final recommendations regarding the program to the commission in January.

SJR, Israel talking

Radio group owner and partner with N.Y. Coca-Cola in WIXT-TV negotiate over sale of stations, although Coke is not co-investor

Larry H. Israel confirmed last week that he and a group of individual investors have reached an "agreement in principle" to acquire San Juan Racing Association and its 10-station radio group, SJR Communications. Although he would not reveal the names of his partners in the transaction, Mr. Israel said that Coca-Cola of New York, the 51% owner of WIXT-TV Syracuse, N.Y., was not involved in the negotiations (BROADCASTING, Dec. 11).

Mr. Israel said that his group and San

Juan were working on the contract for the transfer last week and that final terms were expected to be reached "reasonably soon." He said a conclusive agreement was expected within the next several weeks but possibly "before the end of the year."

Edward Cossman, executive vice president of SJR Communications, confirmed that the asking price is approximately \$66 million—\$20 per share for 3.3 million outstanding. Sylvan Taplinger is vice president of the group, which includes: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; WJIT(AM)-WKUT(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington and WJMD(FM) Bethesda, Md., and KRLY(FM) Houston. SJR has sold, subject to FCC approval, WTMJ(FM) Miami and bought KNUS(FM) Dallas.

UCLA fills in symposium agenda

Judge Bazelon is keynoter of two-day February seminar that will feature participants from practically every area of broadcasting and allied fields

The University of California at Los Angeles School of Law has lined up members of the judiciary, bar, government and industry for a two-day (Friday and Saturday) symposium, on "The Foreseeable Future of Television Networks," Feb. 2 and 3.

Judge David Bazelon of the U.S. Court of Appeals in Washington will deliver the keynote address—"Focusing on TV Networks Through a First Amendment Lens"—on Feb. 2. FCC Chairman Charles D. Ferris will also speak. His topic: "The Role of the FCC in the Delivery of Future Programming."

The two days will be devoted to a series of seminars.

One on Feb. 2, dealing with "A Vision of the Future" will feature Erwin Krasnow, general counsel of the National Association of Broadcasters; Walter Baer of the Rand Corp., and Richard Frank, of Paramount Corp.

Another panel, "What Are Our National Programming Objectives?" will feature Geoffrey Cowan of the Center for Law in the Public Interest; Felix Gutierrez, journalism professor at California State University; Norman Lear of Tandem Productions; Donald McGannon, chairman of Westinghouse Broadcasting; Newton Minow, chairman of the Public Broadcasting Service, and Brandon Tarrickoff of NBC.

Other panels and panelists:

"Nuts and Bolts of Network-Program Supplier Relationships after the Prime Time Access and Financial Interest Rules"—Ken Kleinberg of the law firm of Mitchell, Silverberg & Knupp; Ed Bleier, Warner Communications; John Lane of the law firm of Hedrick & Lane; Katrina Renouf of the law firm of Renouf, McKenna & Polivy, and Lee Rich of

Lorimar Productions.

"Public Interest or Invisible Hand?"—Alternative Economic Structures—Nina Cornell, chief of the FCC's Office of Plans and Policy; Bruce Owen of Duke Law and Business Schools; Roger Noll of the Caltech Economics Department; Alan Pearce, consultant to the National Telecommunications and Information Administration, and Stanley Besen, co-director of the FCC's network study.

"An In-Depth View of the Future Distribution of Video Services"—Dick Block, Hollywood consultant; Steven Roberts of 20th Century-Fox; Ed Taylor of Southern Satellite Systems; Henry Geller, assistant secretary of commerce for communications and information; Robert Hadl of MCA.

Media Briefs

Wait, please. Starr Broadcasting Co., Westport, Conn., has asked Shamrock Broadcasting Inc., Los Angeles, to delay latter's stockholders meeting, set up to approve merger of Starr into Shamrock, beyond Dec. 15. Reason for delay: Securities and Exchange Commission has been conducting investigation into sale to Starr Broadcasting of theater holdings held by certain officers and stockholders of Starr, and commission cannot comment on Starr proxy material until probe is completed.

Another try by N.J. group. New Jersey Coalition for Fair Broadcasting has appealed FCC's action rejecting coalition's effort to block sale of WGAL-TV Lancaster, Pa., to Pulitzer Publishing Group. Commission approved sale on Oct. 5, denying petition to deny on ground coalition lacked standing to object. Coalition, which filed its appeal with U.S. Court of Appeals in Washington, had sought reallocation of WGAL-TV's channel 8 to New Jersey, which has no commercial VHF channels.

Participation president. Belle O'Brien, chief of FCC's Consumer Assistance Office, has been elected president of Interagency Council on Citizen Participation. Council is made up of 220 representatives of more than 80 federal agencies who are concerned with citizen participation in government affairs.

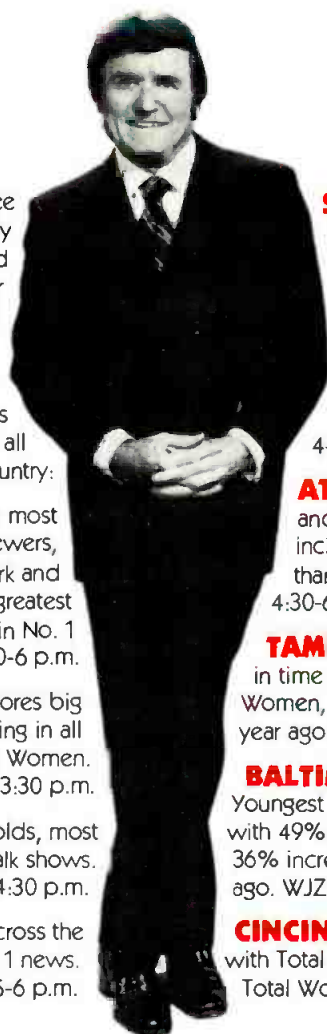
Upward trend. Metromedia Inc.'s board of directors has boosted company's quarterly dividend 10% from 50 cents to 55 cents, payable Feb. 15, 1979, to shareholders of record on Jan. 19. John Kluge, chairman and president, said increase is sixth since late 1975.

Second time around. FCC has issued first orders renewing licenses of stations on basis of equal employment opportunity goals and timetables they had submitted to remedy what commission considered defective EEO records. Stations involved are WMBI-AM-FM Chicago, noncommercial KRWG-TV Las Cruces, N.M., KVOI(AM)-KJOK(FM) Yuma, Ariz., and KXMB-TV Bismarck, N.D.

HOORAY FOR HOLLYWOOD!

We moved The Mike Douglas Show to Hollywood this fall in anticipation of even more stars, even greater entertainment and even higher ratings.

IT'S ALL HAPPENING.



UP NATIONALLY Of the three major syndicated talk-variety shows, only The Mike Douglas Show delivered more Households than a year ago. (The others showed considerable declines.)

UP LOCALLY The Mike Douglas Show's new success stories are popping up all around the country:

NEW YORK—The most Households, Viewers, Women of the 14 syndicated, network and local talk and talk-variety shows. The greatest number of Women in time period in No. 1 market. WCBSTV, 4:30-6 p.m.

LOS ANGELES—New station scores big increase from year-ago programming in all categories including 149% more Women. KTLA, 2-3:30 p.m.

BOSTON—Most Households, most Women 18-49 of the syndicated talk shows. WBZ-TV, 3-4:30 p.m.

PITTSBURGH—First place across the board. No. 1 lead-in to No. 1 news. KDKA-TV, 5-6 p.m.

ST. LOUIS—No. 1 in time period. 56% more Women than year ago. KMOX-TV, 3-4 p.m.

MINNEAPOLIS-ST. PAUL—Twice the Rating of year ago on different station. More Women than all other stations combined. WCCO-TV, 4-5:30 p.m.

ATLANTA—No. 1 in Households and Women. Strong gains including 56% more Women than year ago. WAGA-TV, 4:30-6 p.m.*

TAMPA-ST. PETERSBURG—First in time period with Households, Total Women, Women 18-49 (100% more than year ago). WTVT, 9-10:30 a.m.*

BALTIMORE—Tops in time period.* Youngest skewing syndicated talk show with 49% of Women in 18-49 category. 36% increase in Women from year ago. WJZ-TV, 4:30-6 p.m.

CINCINNATI—Wins time period. Tops with Total Women, Women 18-49. 53% of Total Women are 18-49. WKRC-TV, 10-11 a.m.

HOORAY FOR MIKE!

THE MIKE DOUGLAS SHOW
GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY
7800 BEVERLY BOULEVARD LOS ANGELES, CA 90036 213-852-4024

Source: Oct. 1977-78 NSI. *Oct. 1977-78 ARB.

Audience figures are estimates subject to limitation of the techniques and procedures used by service noted.

The UCLA School of Law and UCLA Extension
present

The UCLA Communications Law Symposium—1979

The Foreseeable Future of Television Networks

Friday, February 2 and Saturday, February 3, 1979

at the Ambassador Hotel, 3400 Wilshire Blvd., Los Angeles

Friday, 1-5 pm

Keynote Address Focusing on TV Networks Through a First Amendment Lens

Judge David Bazelon, U.S. Court of Appeals, D.C.
Circuit

A Vision of the Future: What Will the Impact of New Technologies be on Program Production and Distribution?

Erwin Krasnow, General Counsel, National
Association of Broadcasters

Walter Baer, Program Manager for Energy Policy,
Rand Corporation

Richard Frank, President, TV Distribution,
Paramount Corporation

What Are Our National Programming Objectives?

Geoffrey Cowan, Of Counsel, Center for Law in the
Public Interest

Felix Gutierrez, Professor of Journalism, California
State University, Northridge

Norman Lear, Tandem Productions

Donald McGannon, Chairman, Westinghouse
Broadcasting

Newton Minow, Chairman, PBS

Brandon Tartikoff, Vice President, Programs West
Coast, NBC

Saturday, 9 am-4 pm

Dollarvision I: Nuts and Bolts of Network- Program Supplier Relationships After the Prime Time Access and Financial Interest Rules

Ken Kleinberg, Partner, Mitchell, Silberberg &
Knupp

Ed Bleier, Executive Vice President, Warner
Communications, Inc.

John Lane, Partner, Hedrick & Lane

Katrina Renouf, Partner, Renouf, McKenna &
Polivy

Lee Rich, President, Lorimar Productions

Public Interest or Invisible Hand? Alternative Economic Structures

Nina Cornell, Chief, Office of Plans & Policy, FCC
Bruce Owen, Adjunct Professor of Law, Duke Law
and Business Schools, and Author, *Television
Economics*

Roger Noll, Chairman of the Division of Humanities
& Social Sciences, Caltech Economics Department,
and Co-author, *Economic Aspects of TV Regulation*
Alan Pearce, Consultant, NTIA, U.S. Department of
Commerce

Stanley Besen, Co-director, Network Study, FCC

Luncheon Speaker

The Role of the FCC in the Delivery of Future Programming

Charles Ferris, Chairman, FCC

Dollarvision II: An In-depth View of the Future Distribution of Video Services

Dick Block, Hollywood Consultant

Steven Roberts, President, Telecommunications
Division, 20th Century-Fox

Ed Taylor, President, Southern Satellite Systems
Henry Geller, Assistant Secretary of Commerce for
Communications and Information (NTIA); former
General Counsel, FCC

Robert Hadl, MCA; former Partner, Wilner &
Scheiner

Fee: \$150 (includes reference handbook, coffee
breaks and February 3 luncheon) EDP B5542H

For further information, call Ms. Linda Rich
(213) 825-7031.

Mail Application for Enrollment Winter 1979

Name (First/Middle/Last)	☐ Male ☐ Female	Social Security No.
Home Address	Birthdate (Mo/Day/Yr)	
City/State	ZIP	Area Code/Daytime Phone

Please fill in correct EDP number

EDP No.	Course Title and Number	Fee
B5542H	UCLA Communications Law Symposium—1979	\$150

☐ Check enclosed payable to The Regents of the University of California

Charge: ☐ BankAmericard ☐ Master Charge ☐ VISA

Authorizing Signature

Mo/Yr
Expiration Date

Mail to: P.O. Box 24901, Dept. K, UCLA Extension, Los Angeles, CA 90024

*By Regent authority, your Social Security number is requested in order to verify your identity for accurate record keeping. Your providing the number is voluntary.

HL 43L

NAB and CAB are still exploring common ground

The executive committees of the National Association of Broadcasters and the Canadian Association of Broadcasters, meeting jointly in Washington last week, agreed to co-sponsor the 1979 convention of the Inter-American Association of Broadcasters, scheduled Oct. 1-3 in Washington.

The two groups, in a follow-up to the meeting of their two boards in Toronto last June also discussed common copyright problems, proposals by their respective governments to restrict broadcast advertising and to rewrite their communications statutes.

There was some discussion of the Canadian border broadcasting controversies involving Canadian restrictions on tax breaks for TV advertising and deletion of American broadcast advertising on Canadian Cable, but clearly no agreement. "We didn't resolve it. We just shared information," NAB joint board Chairman Donald Thurston said.

Members of both committees said the meeting Wednesday had served as a helpful exchange of information and agreed to keep in contact. They scheduled another get-together of executive committees in Canada next September.

Eaton wants FCC to allow distress sale of four stations now in renewal limbo

United Broadcasting Co. has petitioned the FCC to allow the sale of two television and two radio stations to minority-group buyers under "distress sale" procedures even though initial decisions have been issued in the two cases.

The company, owned by Richard Eaton, asked that the commission terminate renewal proceedings against KECC-TV El Centro, Calif., and WMUR-TV Manchester, N.H., and allow the stations to be sold to minority groups. In an initial decision, an administrative law judge found that Mr. Eaton, by entering into a consulting agreement with an ABC employee, "strayed from the standards of conduct to be expected of a licensee" and lacked the requisite qualifications to be a licensee. The judge said the renewal application of WMUR-TV and the application for construction permit for KECC-TV should be granted on the condition that an assignment application for both stations be filed within 60 days. However, the Broadcast Bureau has appealed the initial decision and oral argument is scheduled after Jan. 7, 1979.

United asks the commission to waive its distress sale standards or to find that they do not apply in this case. The standards exclude the distress sale solution in cases that have been designated for hearing.

Meanwhile, Acton Corp. had already agreed to buy the two stations for \$3.5 mil-

lion pending resolution of license renewal issues (BROADCASTING, Dec. 12, 1977). A few weeks ago Acton asked the FCC to terminate the renewal proceeding and grant its acquisition as a distress sale. Acton is 25% owned by blacks.

Two other United stations, WJMO(AM)-WLYT(FM) Cleveland (licensed to Friendly Broadcasting Co.) also asked the commission to terminate their renewal proceedings and allow distress sales. This license renewal proceeding has been continuing since 1970. In February 1977, a law judge in an initial decision denied both licenses, saying various programing, technical and other operation violations demonstrated "licensee indifference to commission rules and regulations."

Friendly Broadcasting, in its petition, claimed the administrative law judge who made the decision had not participated in the hearing except on a "limited basis" and had been substituted over Friendly Broadcasting's objection. The company said the substitution was improper on both constitutional and administrative law grounds, and that the commission had not yet ruled on the request.

"A mechanical application" of the present distress sale policy would not favor Friendly, the company said, but the "posture" of the WJMO-WLYT proceeding favors allowing the distress sale. Also, Friendly said that 38% of the area population in the stations' market is black and that sale to a minority group would be appropriate.

New study pins loss of viewers to cable to drop in TV revenues

NAB and other groups fund report by Charles Rivers Associates; it claims to correlate decreases in audience and in money

No longer can the National Cable Television Association claim that there is no evidence of revenue loss to broadcasters who lose audience to cable television. So says the National Association of Broadcasters with the submission to the FCC of a new Charles Rivers Associates (CRA) study.

Filing in the commission's cable economic inquiry, NAB said the study "vindicates the commission's intuition, to say nothing of proving what every broadcaster has known and what NAB consistently has told the commission for over a decade. Its main conclusion: There is almost a direct correlation between audience loss to cable and drops in station revenues. If a station loses 10% of its audience, it can expect to lose from 8% to 11% of its revenues, the CRA study concludes.

The result refutes previous filings in the same FCC inquiry by NCTA, NAB says. "The evidence is now on the record. It is

**BMI licensed
67 of the top 100
in BROADCASTING's
1978 Contemporary Playlist
and
36 of the top 50
in the 1978 Country Playlist**



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

15-25 + YEARS

Dave Abbey
 Sal Agovino
 Ollie Blackwell
 Bud Bowlin
 Dick Epp
 Dottie Erickson
 Russ Gaudreau
 Jim Graenwald
 Sandy Griggs
 Cliff Hahne
 Donn Harman
 Tom Hatherington
 Jerry Jones
 Sam Jones
 Tom Kriest
 Bob Levenstein
 Kay Lacyk
 Frank McCann
 Kathy Mione
 Barbara Miskowicz
 Cathie O'Connor
 Terry Olszewski
 Ed Papazian
 Ken Pierce
 John Roberts
 Marie Roshel
 Ed Schnur
 Catherine Smith
 Win Uebel
 Norma Walsh
 Len Warager
 Gordon Zellner

10-15 YEARS

Bill Aaron
 Tom Barrett
 Ardie Bialek
 Bee Brown
 Sid Carter
 Dave Chodikoff
 Kenn Donnellon
 Paul Ellis
 Vic Ferrante
 Sandy Gasman
 Jim Galls
 Pete Goulazian
 Winifred Greaves
 Naldine Gruenbaum
 Geoff Hall
 Bill Keys
 Maureen Knightly
 Glenn Kummerow
 Sheila LaBue
 Barry Lewis
 Don McCarty
 Jack Marino
 Anne Mazzini
 Marilyn Moss
 Ted O'Rourke
 Peggy Robinson
 Fay Saltzman
 Bill Schrank
 Diane Tottrup
 Wanda Tucker
 Dorothy Wheeler

5-10 YEARS

Jo Anne Adams
 Larry Adams
 Eileen Anderson
 Jim Beloyanis
 Swan Burrus
 Jim Carmine
 DeAnna Casey
 Bridie Crawford
 Tracy Curniff
 Kathy Dacey
 Jacqueline DeCesare
 Gail Deindorfer
 Bob Einhorn
 Joe Eisberg
 Angie Falcone
 Raleigh Fitzpatrick
 Bill Fortenbaugh
 Joby Gibson
 Dick Goldstein
 June Gordon
 Ed Gottmann
 Len Graziano
 Greg Gush
 Gordon Hastings
 Dorrie Herr
 Shelley Ignal
 Ellen Jacobson
 Jon Johannah
 Ellen Johanson
 Randy Jovanovic
 Pete Kelly
 Herb King
 Terry Koch
 Mary Leis
 Marshal Lichstrahl
 Sherry Lipitz
 Georgette Loudon
 Bob McArthur
 Marty McHale
 Pat McNew
 Leslie Margolian
 John Marshall
 Tom Masone
 Yvonne Moir
 Betty Morgan
 John Morris
 Barbara Neeley
 Roosevelt Newkirt
 Phil Oldham
 Earl Overton
 Cheryl Parnack
 Paul Quinn
 Mike Raounas
 Gail Reel
 Ulises Reyes
 Ann Reynolds
 Carol Rcsen

Carol Salter
 Marc Schacher
 Don Schulman
 Fred Seberhagen
 Larry Shrum
 Bille Shute
 Carol Smith
 Whit Smith
 Gloria Star
 George Stella
 Leslie Sutcliffe
 Ken Swetz
 Pat Swinehart
 Barbara Thorson
 Jerry Tuason
 Ed Walton
 Laura Wehner
 Andy Williams
 Cam Wilson
 Maury Wind
 Lorraine Winterbottom
 Norm Zeller
 Mae Zuza

0-5 YEARS

Toni Adderley
 Roland Adeszko
 Nancy Aeschbach
 Tom Alt
 Leslie Anderson
 Vince Arminio
 Karen Arner
 Dorothy Arnone
 John Aronson
 Mary Arsenault
 Ethel Bass
 Jim Belitz
 Paul Belitz
 Alan Bennett
 Evan Benvenisti
 Linda Berg
 Fran Berkowitz
 Pat Berwanger
 Charmaine Biskup
 Robert Blagman
 Jerry Boehme
 Dana Boltax
 Kathy Bolton
 Nancy Boniello
 Debbie Borack
 Jerry Breglia
 Shirley Brice
 Harold Brooks
 Mike Brooks
 Mary Beth Brown
 Jim Buffill
 Kim Buslepp
 Terry Butler
 Mary Camacho
 Betsy Candler
 Mary Canning
 Margaret Caputo
 Diane Cardinale
 Linda Carr
 Gail Casey
 Angel Castellano
 Bonnie Chesin
 Cassandra Clark
 Cindy Clark
 Reggie Cochran
 Jean Cogan
 Fran Cohen
 Laverne Cole
 Jay Colen
 Frances Coletto
 Elizabeth Connolly
 Judith Corbin
 Suzanne Cottrell
 Jerry Cregan
 John Crenna
 Ellen Cunningham
 Sheila Denton
 John DeSimone
 Ed Deveaux
 Barbara Dial
 Sal DiGianno
 Terry DiGirolamo
 Jerry Diomede

Nora Donohue	Sarah James	Margaret	Gail Schmid
Bob Downes	Nikki Johannsen	Mazzarella	Eileen Schneider
John Doyle	Debra Johnson	Abe Mendel	Pam Schneider
Ann-Marie Duffy	Terese Johnson	Dick Mendelson	Nancy Schnell
Moirra Dunlevy	Bob Johnston	Yogi Mercado	Lisa Schoenback
Nancy Edwards	Cheryl Jones	Sandra Meredith	Marilyn Scott
Barry Ehret	Sara Jones	Don Micallef	Jodell Seagrave
Ellen Eslinger	Teddi Jones	Beryl Mills	Joel Segall
Betty Estle	GINNY JOYCE	Greg Miranda	Kathy Seipp
Annette Evans	Stephen Joyce	Alison Moore	Pam Senk
Fay Farquhar	Sue Kaliski	Marie Moore	Randy Sertich
Susan Farr	Carolyn Kaylor	Ibra Morales	Mark Shottland
Gerry Farrell	Warren Kelly	Tom Morrissey	Bob Singer
Kathleen Fenton	Dennis Kennedy	Linda Moss	Catherine
Linda Fint	Cynthia Kiine	Joyce Moy	Sinsheimer
Jane Fisher	Susan Klotz	Jack Mulderrig	George Skinner
Carlos Forgas	Terry Koch	Patricia	Debbie Smathers
Linda Fowler	Peggy Kriete	Mulready	Beverly Smith
Myla Francisco	Judi Kritch	Dot Mulvey	Donna Smith
Jay Friesel	Terri Kyller	Dave Mumford	Lee Smith
Alan Fuller	Rose Langford	Noreen Murray	Steve Smith
Karen Gagliardi	Joyce Lannin	Lucy Myers	Jean Smitonick
Mel Gallucci	Tom Lauchner	Marc Nagel	Bob Spingola
Reggie Galura	Ruth LeBlanc	Fred Nepon	Jerry Stehney
Marsha Geib	J. J. LeCroy	Cheryl Neuroth	Michelle Stein
Jill Gelbach	Sandy Lena	Janet Newberry	Ginny Stephens
Rosemary Gibson	Frank Leoce	Jane Newman	Ande Stewart
Ellen	Rina Leto	Karen Nielsen	Rhonda Stewart
Glantz-Tucker	Laura Levek	Stu Olds	Virginia Strasser
Jamie Globus	Miriam Lewis	Tom Olson	Bob Swan
Gene Goldman	Patricia Lewis	Tim Pang	Sterling Swierk
Ron Goldner	Jennifer Liddell	Joyce Parisi	Jenny Syversen
Betsy Golkin	Michelle	Carol Parris	Yoneko Takeuchi
Deborah Gomes	Liebowitz	George Peart	Dom Tambone
Barbara Gordon	Rich London	Ken Perren	Marilyn Taylor
Arthur Gould	Jerl Loox	Maryann Perry	Janet Therrien
Mike Gratz	Augie Lopategui	Cathy Petersen	Wendy Thompson
Jayne Greenberg	Charles Lore	Patricia Petersen	Connie Thoms
Cathy Greene	Judy LoSardo	Ed Peterson	Lee Ann Todd
Lisa Greene	Robin Love	Norma Phillips	Nelson Trottier
Mary Gregg	Jeff Lovins	Bob Plato	Frank Truglio
Jolene Gunnison	Payla Lowrance	Susan Pope	Joanne Tufano
Debbie	Louis Lozitsky	Ron Potts	Albert Velasquez
Hackenberry	Dan Lucci	Helen Poummit	Magdalena Vita
Herb Hahn	Lucille Luongo	Chuck Prewitt	Al Voight
David Halberstam	Diane Lush	Judy Pugatch	Joanne Vozzo
Margo Ham	Kevin McDermott	Mike Quaid	Nancy Waldman
Helen Hanratty	Eleanor McDonald	Michelle Rack	Andy Weinberger
Pamela Harris	Cynthia	Devin Rambie	Swain Weiner
Don Hart	McGuaghey	Zarkis Ramirez	Mike Weiner
Sandra Hewson	Gene McGuire	Jill Reid	Laurie Wenstrom
John Higgins	Christy McLarney	Earl Reilly	Robin Wheeler
Norm Hinton	Rosemary	John Reiser	Russ White
Pat Hodges	McLoughlin	Angel Rella	Cecil Williams
John Hoffman	Barbara McMahon	Janet Rheim	Denise Williams
Joyce Holmes	Mary McManus	Deb Riedesel	Derek Williams
Lisa Horn	Marci MacNeur	Mike Ring	Dick Williams
Diane Houser	Dennis Mahoney	Gregg Robinson	Nancy Williams
Janice Hudson	Jo Manfredi	Dick Romanick	Dave Wisentaner
Mike Hugger	Marsha Maraine	John Rossi	Michele Wizarde
Vicki Humble	Ed Marshak	Rick Rubin	Meddy Woodyard
Diana Hunt	Mike Marshall	Rosemary	Keve Wright
Amy Ingber	Anita Marsolais	Saladino	Vicki Wright
Kathy Jackson	Laura Martinez	Mindy Samitt	Alison Wyman
David Jacquemin	Angela Marzullo	Joe Santiago	Lisa Zucker

Being with the best is habit forming.

Better than one out of every three Katz employees has been with the company for more than five years.

Through an Employee Stock Ownership Plan (ESOP) all Katz employees own their company.

And one out of every three Katz owner-employees hold new positions—created by the company's growth in the past five years.

Experience. Ownership. Growth.

Three very good reasons why Katz people are the best at what they do.



Katz people. The best.

conclusive . . . It leaves no doubt that the commission's long-standing assumption is perfectly valid and provides a solid foundation for its regulation of cable television signal carriage."

The CRA study reached several other conclusions related to the main one. It says, for instance, that the closer the audience is to a station, the greater the loss of revenue if cable takes some viewers away. The audience closest in, within the metro rating area, is worth the most to the station, the study says; for the audience in the "middle ring," the Area of Dominant Influence, the audience value is less and outside that still less. But regardless of how far away, the audience loss does cause loss of revenue, the study says.

It also says that UHF stations, especially UHF independents, are hurt more than VHF by audience losses to cable, because they get less revenue per viewer to begin with.

The study finds further: (1) that the richer the population served the greater the revenue loss to the TV station; (2) the larger the station's audience the greater the revenue value per viewer; (3) non-prime-time audience is no less valuable to a station than prime-time audience.

NAB paid about one-third of the cost of the study, roughly \$100,000, with the rest shared by ABC, the Association of Independent Television Stations, Storer, Capital Cities Communications, McGraw-Hill Broadcasting and Taft Broadcasting.

Changing Hands

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

Proposed

■ **WZTV-TV Nashville:** Sold by Reel Broadcasting Co. to Multimedia Broadcasting Co. for \$6 million. Seller is owned principally by Robert K. Zelle (70%) and Ian N. Wheeler (9%). They have no other broadcast interests. Buyer is division of Multimedia Inc., group owner with seven AM's, six FM's, and five VHF-TV's as well as newspapers. J. Kelly Sisk is chairman, Wilson Wearn, president, and Walter E. Bartlett, president of broadcast division. WZTV is independent on channel 17 with 2,660 kw visual, 260 kw aural and antenna 1,149 feet above average terrain. Broker: R. C. Crisler & Co.

■ **WTAX(AM)-WDBR(FM) Springfield, Ill.:** Sold by Sangamon Broadcasting Co. to Sentry Broadcasting Inc. for \$2,790,000. Seller is owned by Shelby T. Harbison (32.5%) (president and general manager of stations), Robert V. Prather (25%), Dr. Noah Dixon (17.5%) and four others. Group also owns **WDAN(AM)-WDNL(FM) Danville, Ill.** Buyer is division of Sentry Insurance Co. of Wisconsin. It also owns

WXYQ(AM)-WSPT(FM) Stevens Point, WI and **WRJN(AM) Racine** and **WBIZ-AM-FM Eau Claire**, all Wisconsin. John W. Joanis is chairman of Sentry Insurance and Donald M. Colby is president of broadcasting division. WTAX is on 1240 khz with 1 kw day and 250 w night. WDBR is on 103.7 mhz with 19 kw and antenna 320 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **WINN(AM) Louisville, Ky.:** Sold by Kentucky Central Broadcasting Inc. to Whatever Fair Kentucky Inc. for approximately \$1 million. Seller is wholly owned subsidiary of Bluegrass Broadcasting Co., owned by Kentucky Central Life Insurance Co., of which Earl Wilson Sr. is chairman. Bluegrass also owns **WHOO-AM-FM Orlando, Fla.;** **WVLK-AM-FM** and **WKYT-TV Lexington, Ky.;** and **WVOC(FM) Columbus, Ga.** Buyer is owned by John T. Rutledge (75%) and Charles R. Legette (25%), who also own **WQHI(FM) Jefferson, Ind. (Louisville).** WINN is on 1240 khz with 1 kw day and 250 w night.

■ **WHHR(FM) Hilton Head Island, S.C.:** Sold by Hilton Head Radio Corp. to Cordem Inc. for \$835,000. Sellers are John J. Henry (69.2%), DeLyle B. Medlin (28.5%) and Isaac W. Wilborn (2.3%). None have other broadcast interests. Buyer is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), of which Frederick and Alfonso DeMatteis (brothers) are trustees and their daughters beneficiaries. Mr. Corbett is vice president and assistant treasurer of Cox Broadcasting Co., post he will leave upon FCC approval. Frederick and Alfonso DeMatteis are chairman and president, respectively, of Leon D. DeMatteis Construction Corp., Elmont, N.Y. They have no other broadcast interests. WHHR is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **WSUB-AM-FM Groton, Conn.:** Southeastern Connecticut Broadcasting Co., licensee, sold by Jean C. Crawford and Lucille N. Noonan to Lightfoot Broadcasting Corp. for \$600,000. Sellers each own 50% of Southeastern—Mrs. Crawford as executrix of estate of William Crawford. They have no other broadcast interests. Buyer is owned by Richard Lightfoot who is half owner and chairman of Shoreline Times Co., publisher of 10 weekly and semiweekly newspapers in Connecticut. He has no other broadcast interests. WSUB(AM) is 1 kw daytimer on 980 khz and WSUB-FM is on 105.5 mhz with 3 kw and antenna 275 feet above average terrain.

■ **KIFN(AM) Phoenix:** Sold by KIFN Radio Inc. to Hispanic Communications Corp. for \$575,000. Seller is principally owned



Best Wishes for the Holiday Season

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 331-9270
James W. Blackburn, Sr.
Jack V. Harvey
Joseph M. Strick
James W. Blackburn Jr.
Richard Blackburn
Alan C. Tindal

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460
Wendell W. Doss
Hub Jackson
Howard J. Stasen

ATLANTA 30361
400 Colony Square
(404) 892-4655

Robert A. Marshall
Clifford B. Marshall

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

Roy Rowan
Colin M. Selph

12/18/78

by McHenry T. Tichenor (30.8%) and estate of J. C. Looney (40%)—Margaret M. Looney is executrix—along with five others. Mr. Tichenor also has interest in KGBT(AM) Harlingen and KUNO(AM) Corpus Christi, both Texas, and WGMA(AM) Hollywood, Fla. Looney estate also has interest in KGBT. Buyer is owned by Dr. Volla Albert Dunham (26%), Mauricio and Trudy Mendez (20% each) (Trudy Mendez is daughter of Dr. Dunham), Morton Fleischer (15%) and two others. Dr. Dunham is ear, nose and throat specialist. Mr. Mendez is salesman at KIFN. Mr. Fleischer is president of finance and real estate companies in Phoenix. He is also director of financial consultancy and baking firm in Los Angeles. Buyers have no other broadcast interests. KIFN is 1 kw daytimer on 860 khz.

■ Other station sales announced last week included: KTAR(AM)-KBBC(FM) Phoenix; WIUC(FM) Winchester, Ind.; KNIR(AM) New Iberia, La.; KSD(AM) St. Louis, and WLCX(AM)-WLXR(FM) La Crosse, Wis. (see "For the Record," page 88).

Approved

■ KXJB-TV Valley City (Fargo), N.D.: Sold by North Dakota Broadcasting Corp. to Central Minnesota Television Co. for \$3.2 million. Seller is owned by John W. Boler (79%) and four others, none of whom has other broadcast interests. Buyer is owned by Thomas K. Barnstuble estate (53%), Joseph O. Perino and John J. McCarten (11% each), Glenn Flint and Kenneth C. Bechtel (10% each) and others. Barnstuble interests are voted by Thomas K. Barnstuble Jr. and his brother, Bruce E. CMTC also owns KCMT-FM-TV Alexandria and KNMT(TV) Walker, both Minnesota. Shareholders, as individuals, also own 22.5% of KSOO(AM) Sioux Falls, S.D. KXJB-TV is CBS affiliate on channel 4 with 97.7 kw visual, 10 kw aural and antenna 2,030 feet above average terrain.

■ WCWB-TV Macon, Ga.: Sold by Bibb Television Inc. to Morris Network Inc. for \$2.8 million. Seller is principally owned by F.E. Busby, who has no other broadcast interests. Buyer is owned by Morris News-
 per Corp., principally owned by Charles H. Morris, publisher of newspapers in Tennessee, Florida, Georgia, California, Kansas and New York. It owns less than 2% of stock in WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark. WCWB-TV is NBC affiliate on channel 41 with 760 kw visual, 154 kw aural and antenna 893 feet above average terrain.

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

■ KYSS-AM-FM Missoula, Mont.: Sold by Garden City Broadcasting Inc. to Garden City Broadcasting Corp. for \$828,000. Seller is owned by Mr. and Mrs. Chester M. Murphy and James Goodrich, who have no other broadcast interests. Buyer is subsidiary of Communications Investment Corp., owned by George C. Hatch and his wife, Wilda. CIC owns Intermountain Network: KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(AM)-KBMS(FM) Billings, Mont.; KALL-AM-FM Salt Lake City, and is principal in KUTV(TV) there and bought KVEL-AM-FM Vernal, Utah (BROADCASTING, Aug. 21). Hatches are part owners of Telecommunications Inc. which owns microwave and CATV systems throughout the country. KYSS is 5 kw daytimer on 930 khz. KYSS-FM is on 94.9 mhz with 30 kw and antenna 2,490 feet above average terrain.

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

■ KPOI(AM)-KHSS(FM) Honolulu: Sold by Communico Oceanic Corp. to Sudbrink Broadcasting of Hawaii for \$655,000. Seller, which owns KMJK(FM) Lake Oswego, Ore., is principally owned by Frederic W. Constant, president. Buyer is owned by trusts for Kyle and Craig Sudbrink, their mother, Margareta Sudbrink, and Mr. and Mrs. Richard Casper. Mrs. Sudbrink and her husband, Robert (Woody) Sudbrink, are principals in Sudbrink Broadcasting Co., licensee of WWNS(AM) South Miami, of which Mr. Casper is former general manager. Sudbrink Broadcasting Co. earlier this year, purchased WORL(AM) Orlando-WORJ-

per Corp., principally owned by Charles H. Morris, publisher of newspapers in Tennessee, Florida, Georgia, California, Kansas and New York. It owns less than 2% of stock in WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark. WCWB-TV is NBC affiliate on channel 41 with 760 kw visual, 154 kw aural and antenna 893 feet above average terrain.

Tom-Tom's in Black Hills. The purchase of KTOO(AM) Rapid City, S.D., by Tom-Tom Communications, principally owned by NBC *Today Show* host Tom Brokaw, has been approved by the FCC. The deal (see "For the Record," page 90) was made out of the ordinary by a mini-controversy that grew out of Mr. Brokaw's getting a Small Business Administration loan guarantee for \$345,000 of the \$400,000 purchase price, under a program that had been initiated primarily to facilitate minority ownership (BROADCASTING, Nov. 13). Tom-Tom was granted sale approval on Dec. 6, closed the deal and took over the station the next day.

Heller-Oak knows broadcast financing



As a pioneer in communications financing, Heller-Oak has built its reputation on these clear-cut principles:

- No equity participation
- No commitment or investigation fee
- Each transaction is an "original" structured to your specific needs

Heller-Oak works with radio and television stations, as well as with cable systems, on

- Loans
- Leases
- Acquisitions
- Refinancing
- Discounting Seller Notes

From \$200,000 and \$20,000,000 we'd like to see your deal. If there's a way to put it together, we'll work it out to produce the best financing possible.

Call or write

Loren N. Young, Vice President
Edward H. Zukerman, Vice President

HELLER-OAK

Communications Finance Corp.

105 W. Adams Street • Chicago, Illinois 60603
Telephone: 312/621-7662

A joint venture of
Walter E. Heller International Corporation
and Oak Industries Inc.

FM Mount Dora, Fla. KPOI is on 1040 khz with 10 kw full time. KHSS is on 97.5 mhz with 100 kw and antenna 300 feet above average terrain.

■ Other station sales approved last week included: KRAK(AM)-KEWT(FM) Sacramento, Calif. and KMPS-AM-FM Seattle; KLEU(AM) Waterloo, Iowa; WKPG(AM) Port Gibson, Miss.; WMNC(AM)-WQXX(FM) Morgantown, N.C.; KRCC(AM) Prineville, Ore.; WBEU-AM-FM Beaufort, S.C.; KTOQ(AM) Rapid City, S.D., and WPTY-TV Memphis, Tenn. (see "For the Record," page 88).

Chris Craft denies claim it's trying to take over Fox

Chris Craft Industries Inc., in a petition at the FCC, said charges that it is trying to gain control of 20th Century-Fox Film Corp. are based on "entirely unfounded fears."

In October, Fox, in the latest in a series of petitions with the FCC concerning Chris Craft's buying up Fox stock, asked the commission to conduct a hearing to see whether Chris Craft had violated commission multiple ownership or other rules, and to take immediate action in the matter. The Chris Craft filing was in opposition to that.

Late in 1977, Chris Craft began buying Fox shares. It now owns almost 10% of its

common stock. Chris Craft said it has repeatedly confirmed the purchases of Fox shares are for investment and has indicated it does not seek control of the company. Even if it sought control of Fox, Chris Craft said, it would "face serious obstacles" created by the "hostile" Fox management.

After Chris Craft began buying the stock, it said, Fox claimed Chris Craft was seeking control. In mid-March, Fox told the FCC that Chris Craft might be in violation of multiple ownership rules if it continued buying stock. At the same time it requested that the letter be considered an informal opposition to the renewal of Chris Craft's KCOP(TV) Los Angeles.

In June, Fox asked the FCC to find that Chris Craft was trying to gain control of the company, Chris Craft said. If the company was serious about not taking control, Fox said, it could, among other things, not vote its stock. On June 20, Fox filed saying Chris Craft was continuing with its "disregard of its obligations to the commission," the Chris Craft petition said.

With this latest petition, Chris Craft renewed its opposition to Fox's demands and "submits that neither its purchases of Fox stock nor Fox's suspicions with respect to those purchases justify, let alone require, any action by the commission. Chris Craft further submits that by informally objecting to a renewal of KCOP-TV's license, Fox is abusing the commission's processes in an attempt to allay the fears of Fox's apparently paranoid management."

Broadcast Advertising®

Rush is on to production as unions head for strike against commercials

SAG-AFTRA, ANA-AAAA negotiate over weekend, but frenzy of activity by producers indicates they anticipate the worst

Negotiators for the advertising industry and the American Federation of Television and Radio Artists and the Screen Actors Guild were scheduled to meet under the auspices of the Federal Mediation and Conciliation Service in New York Saturday and Sunday (Dec. 16 and 17) in a last-ditch effort to avoid a strike set for tomorrow at 12:01 a.m., that would put a halt to radio and TV commercial production.

The unions have claimed that the Association of National Advertisers-American Association of Advertising Agencies' Joint Policy Committee on Broadcast Talent Union Relations insists on a provision the unions considered "retrogressive." The unions say this proposal would permit producers to make alternate scenes or lines without additional payment to performers unless the additions were used in the TV commercials (BROADCASTING, Dec. 11).

The Joint Policy Committee acknowledged it has sought this requirement, but said another obstacle was AFTRA's demand for "a very substantial increase in radio performers' fees to bring them more in line with those earned in television work."

The threat of a strike has led to a scramble by agencies to get under the wire with TV commercial production planned for December and to go on the air in January and later.

Joseph DiBuono, vice president, marketing, Unitel Productions, New York, and president of the Videotape Production Association, said last week his own firm was working throughout the past weekend and he had reports that other production firms were equally busy.

"It's got to the point where stage facilities in New York are taken and some requests just can't be filled," Mr. DiBuono remarked. "What aggravates the situation is that December is normally a busy one for video-tape commercial producers because of Christmas and the January white sales for retailers."

Rubin Shapiro, president of Centipede Films, New York and Los Angeles, agreed that business has been brisk for several weeks but added a note of concern:

"Frankly, producers are going to be hurt a lot by the strike. If work must be halted, we lose out. We still have our overhead and staff costs to absorb with no income

Adams  Russell

\$7,000,000

9¾% Senior Notes due 1993

\$7,000,000

Senior Notes due 1985

*The undersigned acted as financial advisor
to the company in this transaction.*

T. A. Associates

111 Devonshire Street, Boston
(617) 725-2300

Harris Automation Increases WQII's Ratings

Mr. David
Gleason,
General
Manager of
WQII, confirms
that Harris
program
automation
equipment
can increase
your ratings,
increase staff
production
and creativity,
control and
optimize your
format...even
busy ones.



METRO BROADCASTING CO., INC. / WQII & WSRB (FM)
P.O. BOX 101, GUAYNABO, P.R. 00657 / TEL: (809) 790.5001

Sonorama
fm 93

August 10, 1978

Mr. Mark Hutchins
Harris Corporation
P. O. Box 290
Quincy, Illinois 62301

Dear Mark:

Enclosed is a copy of the June Mediatrend, which is the first rating period which reflects WQII's automated System 90 operation.

As you know, 11-Q is an adult contemporary station with disc jockeys, contests, weather, traffic reports and more. An individual hour consists of an average of 75 program events.

When we automated, we made no change in disc-jockey delivery or format presentation. We did, using the flexibility of the System 90, make improvements in music rotation and play control.

In other words, the audience increase was due to the System 90. It gave us a better controlled, more consistent sound on the air. At the same time, our air staff was freed to do more creative support work.

Best regards,

DG/wgm
Encl.

In addition, with better sound you get a bigger audience.

For Information, Write: Harris Corporation, Broadcast
Products Division, Quincy, Ill. 62301.



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING



Solidarity. Locking hands in support of the strike by the American Federation of Television and Radio Artists and the Screen Actors Guild against advertisers and agencies scheduled to begin tomorrow (Dec. 19) are (l-r) Larry Keith, president of SAG's New York branch; Sanford I. (Bud) Wolff, national executive secretary of AFTRA, and actress and guild member Butterfly McQueen.

coming in. It seems to me and other producers that we should have some sort of stakes in negotiations. But producers have no say now in what is agreed upon."

John Martucci, producer with EUE/Screen Gems, one of the larger commercial firms, said agencies are "speeding up tremendously to get their work done and we haven't had a stage available for some time."

Several agency officials reported they had moved up some of their TV commercial production but pointed out this is not always possible on short notice because of needed pre-planning and clearances on music, for example, and sponsor approval.

"If you've been planning a new campaign or introducing a new product it becomes highly difficult," explained Jerry Siano, executive vice president and creative director of N W Ayer. "In those instances you need a lot of lead time and we don't have that luxury with the strike, if it comes, upon us."

TVB's local ad push

Wednesday, Jan. 10, will be television "Opportunity Day" for retailers in cities from the Atlantic to Honolulu, the Television Bureau of Advertising said last week.

On that date, TVB said, its member stations in 140 markets (similar presentations will be made on other dates in 24 cities) will be hosts to clothing, drug, home furnishings, discount and department store managements, auto dealers, bankers, real estate brokers and others for local showings of TVB's new presentation on local advertising, "Television: Your Competitive Medium."

The presentation, starring Bess Myerson and Leslie Nielsen and stressing to retailers that "your business can be a lot larger and a lot more profitable if you want

it to be," was previewed at TVB's annual meeting last month.

Coding back to Dole

Handling of the Industry Standard Commercial Identification (ISCI) system, the coding arrangement to help agencies, advertisers and stations keep track of thousands of TV commercials, will revert on Jan. 1 to David W. Dole, who was instrumental in its development in 1970. ISCI is supported by the TV networks and the major agency, advertiser and broadcaster trade and sales organizations.

Mr. Dole, who retired from Leo Burnett Co. in 1974, has supervised the ISCI system since it was created, but in recent years the verification and assignment of code prefixes have been handled by National Register Publishing Co. In order to develop additional information for the annual ISCI report, Mr. Dole said, he will take over these functions in 1979.

He said his work will also be to prepare for eventual adjustments to account for multiple prefix assignments that have developed through company acquisitions and mergers, and for a larger than expected use of two-letter prefixes (representing expenditures of more than \$1 million a year in television).

Mr. Dole said ISCI prefix requests should be submitted to him in writing at 110 Stratford Road, Des Plaines, Ill. 60016.

"For coding commercials in advance of receipt of an assigned ISCI prefix," he said, "use an ISCI prefix assigned to the agency—or use any eight-character coding of four numbers followed by four letters (the reverse of the ISCI format). Do not 'invent' ISCI coding—it will certainly duplicate a prefix already assigned to a specific advertiser and lead to scheduling or broadcast errors."

The ever-growing world of spot TV

Television Bureau of Advertising reported last week that third-quarter spot TV investments by national and regional advertisers grew by 7% to \$551.3 million.

The figures are based on compilations by Broadcast Advertisers Reports. Other industry sources have placed the spot business for the third quarter as high as 28% over the 1977 period ("Closed Circuit," Dec. 11).

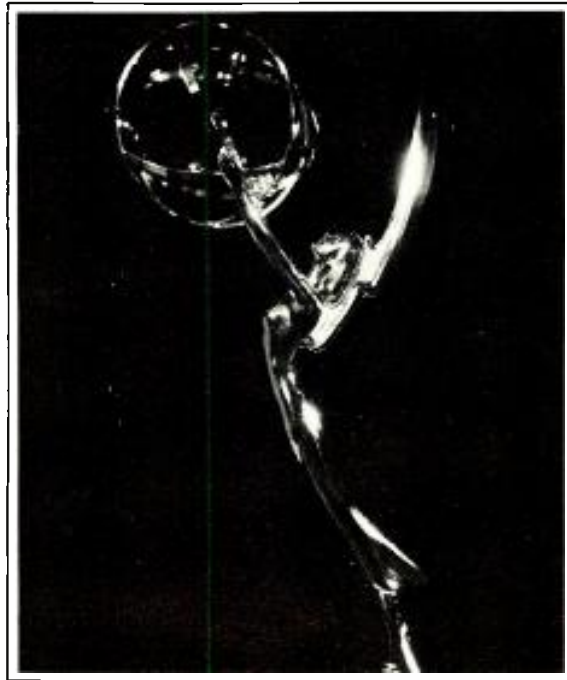
Executives of TVB, BAR and BBDO—which supplies the local rate data on which BAR bases its estimates—were still trying last week to determine why the third-quarter numbers were so far below other respected estimates. BBDO reportedly attributed the difference to its having recently hired new buyers who, it said, were buying significantly better—that is, at significantly lower rates—than in the past. This explanation was said to be under examination. BAR also was said to be planning to create some method for double-checking future BBDO rate data before producing its reports. TVB's concern is that changes of this magnitude make comparisons with prior data meaningless.

Television expenditures for the first nine months amounted to \$1.9 billion, a 15% increase, BAR reported.

Following are the top-100 spot spenders and their investments in the third quarter:

1. Procter & Gamble	\$39,363,800
2. General Foods	17,605,400
3. Coca-Cola	12,535,800
4. Pepsico	12,028,800
5. Lever Brothers	11,365,500
6. General Mills	9,015,800
7. American Home Products	8,733,500
8. Kraftco	8,685,100
9. Colgate Palmolive	8,018,600
10. Chrysler	7,223,700
11. AT&T	7,174,800
12. Time	6,581,100
13. ITT	6,165,400
14. William Wrigley Jr.	5,870,100
15. A.H. Robins	5,633,300
16. Toyota Motor Distributors	5,515,900
17. Nestle	5,461,400
18. Warner-Lambert	5,456,100
19. Kellogg	5,386,700
20. Philip Morris	5,281,500
21. Scott Paper	5,154,200
22. Ford Motor	5,133,400
23. Norton Simon	5,082,600
24. Pabst Brewing	4,430,900
25. Bristol Myers	4,321,600
26. Nissan Motor	4,221,400
27. Quaker Oats	4,010,600
28. Alberto Culver	3,849,300
29. Consolidated Foods	3,721,900
30. Triangle Publications	3,394,300
31. Esmark	3,326,300
32. Gillette	3,179,400
33. Royal Crown Cola	3,092,600
34. Mattel	3,003,300
35. Borden	2,970,700
36. Ford Auto Dealers	2,830,100
37. Hasbro Industries	2,776,700
38. Dr. Pepper	2,750,000
39. Schlitz Brewing	2,710,300
40. CPC International	2,669,400
41. Mars	2,645,200
42. Nabisco	2,636,300
43. American Motors	2,571,400
44. Firestone Tire & Rubber	2,510,000

Channel 7 New England's #1 News Station



**The Boston/New England Chapter of the
National Academy of Television Arts and Sciences
has honored the seventy-six news professionals of
Channel 7 News whose expertise and dedication
earned them the right to be called
New England's best.**



Winner of the 1978 Emmy

Outstanding News Program

45. Beatrice Foods	2,464,800	88. Melville	1,314,300
46. Revlon	2,344,500	89. General Electric	1,306,400
47. SCM	2,334,900	90. Smithkline	1,292,800
48. Standard Oil of Indiana	2,327,500	91. Miles Laboratories	1,261,000
49. National Liberty	2,259,100	92. Foremost-McKesson	1,260,500
50. General Motors	2,175,700	93. Clorox	1,253,100
51. Schering-Plough	2,167,200	94. Seagrams	1,248,000
52. Walshe American	2,067,600	95. Dodge Auto Dealers	1,242,000
53. Volkswagen	2,064,800	96. Gulf Oil	1,226,600
54. Adolph Coors	2,054,700	97. Union Oil California	1,221,500
55. Toyota Auto Dealers	2,049,400	98. Blue Star Creations	1,219,000
56. American Can	2,042,800	99. R.J. Reynolds	1,195,200
57. CBS	2,026,800	100. American Express	1,192,000
58. Morton-Norwich Products	2,020,800		
59. Sterling Drug	1,974,900		
60. Anheuser Bush	1,919,900		
61. Standard Oil of California	1,919,300		
62. H.J. Heinz	1,827,300		
63. Exxon	1,745,500		
64. Johnson & Johnson	1,709,400		
65. UAL	1,699,700		
66. Campbell Soup	1,698,100		
67. Standard Brands	1,691,700		
68. Ralston Purina	1,679,200		
69. North American Philips	1,678,100		
70. Kimberly Clark	1,633,300		
71. Tomy	1,593,900		
72. United Brands	1,590,900		
73. Richardson Merrell	1,587,900		
74. American Airlines	1,585,600		
75. Schweppes USA	1,582,300		
76. Faberge	1,566,000		
77. Margrace	1,548,900		
78. Brookville Marketing	1,500,700		
79. Ashland Oil	1,444,100		
80. Federal Express	1,443,900		
81. Mego International	1,442,900		
82. K-Tel International	1,430,600		
83. Ideal Toy	1,376,300		
84. Ward Foods	1,369,400		
85. STP	1,359,800		
86. G. Heileman Brewing	1,336,500		
87. Oscar Mayer	1,328,500		

Wasilewski waves First Amendment flag at the FTC

In D.C. ad club speech, NAB chief criticizes government efforts to regulate speech in advertising

"What we are witnessing is the cause of regulatory convenience on a collision course with the First Amendment," National Association of Broadcasters President Vincent Wasilewski said last week, referring to several Federal Trade Commission proposals to restrict TV advertising.

In a speech to the Advertising Club of Washington, the NAB chief executive pointed to FTC proposals that would restrict the wording in commercials for over-the-counter drugs, food and toys,

and would eliminate some kinds of ads aimed at children. "It would be convenient for regulators to require advertisers to choose their words from a government-approved list," he said. This would allow them to avoid the often difficult regulatory judgments which go with evaluating the truthfulness and accuracy of communication.

In some cases, the words chosen by the government as acceptable are incomprehensible, Mr. Wasilewski said. Who knows, he asked, the meaning of words such as antifatulent, antiemetic, hyperosmotic, antitussive and upper postprandial distress—some of the phrases in the over-the-counter proposal?

Mr. Wasilewski lashed out at the critics of advertising, saying they are often the "same people who criticize our basic economic structure. Others are from the intellectual community that finds anything materialistic as being tawdry."

He said the critics are right when they say advertising sells people things they don't need—"things like television sets, radios, ice cream, underwear, automobiles, mattresses, beer and distilled spirits . . . They do not really need art or football or music. They do not absolutely need literature, cathedrals, newspapers or summer vacations," he said. "All people really need is a cave, a chunk of meat and possibly a fire." But man has chosen not to live that way, he added.

Advertising is what sustains broadcasting, Mr. Wasilewski said, not the government. The Constitution, in fact, protects broadcasting against government, and he said NAB plans to fight to keep things that way.

"Ultimately, the right of advertisers to communicate freely with the public—in truthful and accurate terms that it will understand—will be upheld, even if we must see it through to the Supreme Court. And we will if we have to."

Chelsea's back after drying out

Radio-TV campaign starts up again after Anheuser-Busch removes from new drink elements that branded it the 'baby beer'

Anheuser-Busch will re-start today (Dec. 18) a spot TV and radio test campaign in five markets for its Chelsea soft drink that created "a baby beer" brouhaha last October (BROADCASTING, Oct. 30).

Advertising for the product was halted after medical and religious groups complained that the commercial showed the product had a foam head and was heralded as "the not-so-soft" drink. The groups claimed it might lead children to drink beer.

During a news conference in Washington last week, Keith Jones, product manager for the company's soft drink division, said the product now will not have as much foam; the alcoholic content, which origi-

This announcement appears as a matter of record only.

\$20,000,000

Suburban Cablevision

a subsidiary of

Maclean-Hunter Cable TV Limited

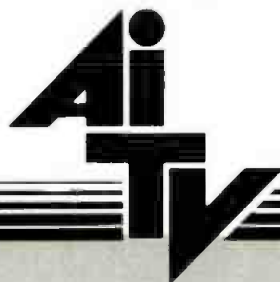
Senior Notes due 1993

We have arranged the private placement of these securities.

Warburg Paribas Becker
Incorporated

December 1978

American International Television



PRESENTS



HOSTED by CURT GOWDY

**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.



HOSTED by JOHN GABRIEL of RYAN'S HOPE

**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 *Seneca 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.

For further information, contact:
Ms. Sandy Aronowitz/Mr. Dan Cieri

American International Television, Inc., at our new home, 770 Lexington Ave., New York, N.Y. 10021
(212) 246-0107

nally was 0.4%, has been removed; the color of the bottle will now be emerald green instead of the color of beer, and the advertising theme will be "the natural alternative."

Mr. Jones said the campaign will run in the original test markets—Richmond, Va.; Sacramento, Calif.; Springfield, Mass.; New Orleans and Peoria, Ill. The agency is Needham, Harper & Steers, Chicago.

Madison TV sells time to 'non-theists'

Station still undecided on atheists' request that additional PSA's be run

Challenging religious programming that is being aired on the nation's television stations, a "non-theist" group in Madison, Wis., has bought time on a local station there for three 60-second commercials that attack the practice of giving religious groups free time and promote atheism.

The group, Freedom from Religion Foundation, bought time during the local afternoon news hour on WISC-TV Madison. The group also used the station's facilities to produce the three commercial spots as well as two other unpaid announcements. It has asked the station to run the last two as public service announcements, but, ac-

cording to Steve Herling, general manager, the station and its owners are "still examining" the request.

But, on Nov. 13, 15 and 17, the station did run three different paid commercials showing the group's spokeswoman, Sheila Thompson, speaking on atheism. In one of the spots, Ms. Thompson said that free religious programming provided by licensees constituted a breach in the traditional separation of church and state in this country. She also said, during an interview on a recent edition of the syndicated *Dorahue* talk show from Chicago, that her organization has had "difficulty even to buy time" on stations. "We have freedom of speech in this country," Ms. Thompson said. She said it was "not democratic" that groups such as hers should have trouble getting on the air while religious broadcasters get time with relative ease.

According to Mr. Herling, it was the station's decision that Ms. Thompson "had a right to her views," and, after some deliberation, WISC-TV sold her time. The station, he said, has "been a leader in religious broadcasting" in its market, offering such well-known broadcast ministers as Oral Roberts, Rex Humbard and Billy Graham.

Viewer reaction to the spots—which cost about \$900 in production and air costs—has ranged over "quite a spectrum." Most comments, he said, were not "toward the station, but toward her views." He said the group has not asked to buy more time.

General Mills signs FTC consent pact over toy ads

General Mills Fun Group Inc., the nation's largest toymaker, with 1977 sales exceeding \$300 million, agreed to settle a proposed Federal Trade Commission complaint that it misrepresented several toys in 1976 advertising.

The FTC alleged the General Mills Inc. subsidiary misrepresented the operation and performance of three toys. One, a horse named "Nugget," was made in television commercials to look as though it could stand on its own, when in reality, the FTC complaint said, it needed human or mechanical assistance. Two others, "Lightnin' TTP" (a launcher and a car) and "TTP Trouble Patrol" (launcher, car, motorcycle) "were represented in such a way that a child could not exercise the degree of control nor perform the acts depicted," the FTC complaint said.

Without acknowledging any violations of the law, the company signed a consent order, which, among other things, prohibits it from using the advertisements in the future.

Advertising Briefs

Changing for better. TV advertisers are becoming little more sensitive to elderly, according to research by Kathleen Jamieson, University of Maryland professor who coordinated investigation into TV ads for House Select Committee on Aging in last Congress. Since January, percentage of elderly characters has increased from 11% to 14.1% in TV commercials, which she concludes shows that advertisers are aware that elderly constitute \$60 billion market. New advertisers, such as Trailways, have discovered elderly market, too, she says. "In January the only products clearly targeted to the older market were denture adhesives and cleansers, arthritis pain remedies and hair dye." Study also finds, however, that elderly women are still greatly underrepresented in TV ads.

Chicago expansion. National Black Network, New York, has opened sales office at 625 North Michigan Avenue, Chicago. S. Robert Jackson, associate advertising manager of Johnson Publishing Co., Chicago, has been named Midwest sales director of NBN.

Head of RDR indicted. Sam Wyman, chairman of RDR Associates Inc., New York, a media planning and buying firm, was indicted last week by federal grand jury in New York for alleged participation in theft of funds from REA Express Inc., shipping concern that went bankrupt in November 1975. Mr. Wyman was charged with assisting two former REA officials in stealing and "misapplying" about \$750,000 in REA funds, starting in January 1972. Mr. Wyman issued statement saying he was "innocent of any wrongdoing" and would continue to serve as chairman of RDR.

**BMI licensed
67 of the top 100
in BROADCASTING's
1978 Contemporary Playlist
and
36 of the top 50
in the 1978 Country Playlist**

BMI

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

SPECTREMAN

© 1978 Spectreman Film Productions

SOLD
SF/O
CHICAGO
ATLANTA
CHARLOTTE, N.C.

SPECTREMAN IS A
SUPERMAN WITH KIDS.
Stripped Monday Through
Friday At 5:00 p.m.
In San Francisco/Oakland

SPECTREMAN CAPTURED:

52% Of All Kids Watching TV*

9% More Than All Other
SF/O Stations Combined*

20% Of All Teens Available*

41% Of The Entire 2-18
Audience*

Including Baseball Playoffs
And World Series

63 LIVE ACTION Half Hour
COLOR Episodes
AVAILABLE NOW
Five Year UNLIMITED
RUN Licensing.

Let SPECTREMAN Capture
These Numbers For You.
Call SPECTREMAN
Headquarters Collect
At (213)846-9527

And Ask For The
"OVERLORD" or "DR. GORY"
Or Send For A
Sample Episode VCR Now.

*SOURCE:
OCTOBER '78 N.S.I.
DATA BASED UPON STATION TOTAL AUDIENCES
FOR REPORTABLE STAT'ONS. AND ARE SUBJECT
TO QUALIFICATIONS IN FULL REPORT.

SPECTREMAN TELECAST UNDER
CAPTAIN COSMIC TITLE

Overlord & Dr. Gory
I need a superman for my kids' Market. ... Send
me a sample episode of SPECTREMAN.

Tape Format: 1/2" 3/4"

Prgm Dir: _____

Station: _____

Address: _____

Telecast International, Inc. 4447 Lakeside Dr. Burbank, CA 91505

Hollywood group wants Congress to rein in networks

Caucus asks Waxman, Hollings to work for tight program restrictions

The next Communications Act rewrite should closely regulate the television networks, loosening their control of program production and encouraging new networks, the Caucus for Producers, Writers and Directors has recommended.

In a letter to House Communications Subcommittee member Henry Waxman (D-Calif.), whose district takes in part of Hollywood, and Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who has announced plans to draft omnibus amendments to the Communications Act, the caucus says that problems of networks operations should not be left for government agencies and the courts to solve. They should be dealt with directly by Congress. The group would have legislation severely reduce the networks' control over the "type, diversity, and quality" of TV programs in the following ways:

□ Prohibit the networks from producing any entertainment shows.

□ Order a study into how to create additional TV networks, "using all the technology available in the broadcasting field today."

□ Limit the number of entertainment programs that can be licensed by each network.

□ Add more time to the prime-access period and prohibit the networks from extending programs, such as sports runovers, into that period without adjusting the entire evening schedule;

□ Address the proliferation of daily strip programs, which the caucus says is making it harder to gain access for programs that "provide the balance that should exist in broadcasting."

□ Curtail the "excessive number" of repeats on TV.

□ Give consideration to limiting the number and placement of program promotions and short commercials;

□ Order a study into the economics of the relationships between networks and program suppliers.

□ Maintain regulation of cable television and study how it affects the networks and local broadcasters.

□ Give greater consideration than the first rewrite draft to the amount of news and public affairs programs on television. The networks shouldn't be permitted to bar independent news productions, the caucus says.

These proposals supplement the

caucus's testimony before the House subcommittee's rewrite hearings in August, when it argued also for the retention of the current Communications Act's "public interest standard" and of the three-year license term for broadcast stations.

Methods should be created, the caucus argues in its new proposals, to make television programming responsive to the informational and cultural needs of this country. "The caucus recommends that in the national interest, all programming, day and night, be more responsive to elevating program quality and less responsible to all rating systems," it says.

Up in the air in more ways than one

Program distributors are unsure of what's ahead in dealing with the new breed of TV outlet—satellite-delivered superstations; but all are watching closely

With two TV "superstations" already transmitted by satellite to cable systems, another expected to be on the bird shortly and an FCC policy endorsing "open entry" to the skies, program distributors are keeping close watch.

But it is difficult to get a consensus on the superstation situation from those who syndicate programs to local stations, then see their fare travel farther on cable.

Some, like Sandy Frank of Sandy Frank Film Syndication, say it has been a business policy not to sell to WTCG(TV) Atlanta, the first superstation. With cable extension of a program beyond a given market, Mr. Frank explained, it would "hurt the chances of selling it in other markets." He summed up: "Why would I cut my own throat?"

Last month, WTCG, which is revising its rate card to reflect its cable audience, was joined in superstation status by WGN-TV Chicago. KTVU(TV) San Francisco was to go on satellite last Saturday (Dec. 16), under a new FCC policy easing up restrictions on resale carriers that feed local signals to CATV systems nationally (BROADCASTING, Oct. 30).

There's no blockade around superstations, however. WTCG is among those stations that have picked up Viacom-distributed *All in the Family* within the past couple of months. Bill Andrews, Viacom's senior vice president, domestic syndication, explained that, in effect, it's business as usual in Atlanta. "It depends on how badly any particular station wants the show," he said. The top bid gets it, whether the station is a superstation or not.

Columbia Pictures Television also is selling regardless of superstation status. But CPT's Norman Horowitz, president, distribution, isn't alone when he says "I don't know" what the implications are to the distribution business.

In the best of all possible worlds, he



Richter-Kalil & Co., Inc.

**Radio, TV and
CATV Brokers**

Edwin G. Richter, Jr.
Frank Kalil

**Appraisals, Media Investments,
Consulting**

3438 North Country Club • Tucson, Arizona 85716
(602) 795-1050

not associated with a major studio. Representing those ranks are only Little Bear Productions' *Stockard Channing Show* and Martin Ransohoff's *Co-Ed Fever*, both on CBS. Canceled shows taking such companies off the network schedules altogether included Mark VII's *Project UFO*, Dick Clark's *Live Wednesday* and Tomorrow Entertainment's *Lifeline*, all on NBC. NBC tripled its own production credits on its second season schedule, adding *Supertrain* and *Weekend to Little House on the Prairie*.

Still another second-season schedule emerges

PBS is out with its new line-up, headed by launch of complete plays of Shakespeare; this time, however, the promotional push won't be as ambitious as it was in September

Public television continues the quest for expanded audiences in its second season, with 10 new shows, including the beginnings of its Shakespearean plays series, but with about half the promotion money that boosted ratings for its fall schedule.

That big fall push (BROADCASTING, Oct. 2) was a departure for the Public Broadcasting Service, which has in the past come on stronger in the second season after much of the commercial network ballyhoo had died down. But this time, using its new satellite connections and \$2 million, PBS launched its most ambitious fall efforts and came up with what many consider dramatic rating increases (BROADCASTING, Oct. 30).

Last week, PBS said the Corporation for Public Broadcasting had approved \$500,000 in matching funds, giving the system up to \$1 million for second-season promotional services. PBS also said increased media attention to its programming may offset some of the difference in promotional funds.

PBS likes to point out that promotion wasn't the only factor in increased public television viewership, that program quality had something to do with it. And its people say none of that quality is lacking in its second season.

One ambitious and sometimes controversial project is the producing of all 36 plays of Shakespeare. CPB and a number of underwriters funded the BBC productions, which will run for six years. The CPB decision to grant money to the foreign production has been criticized by various groups including the American Federation of Television and Radio Artists and PBS itself (BROADCASTING, Jan. 17, 1977). This season's plays are "As You Like It," "Romeo and Juliet," "Julius Caesar," "Richard II," "Henry VIII" and "Measure for Measure," and are co-produced by Time-Life Television.

Other PBS offerings during the second season (their premieres vary throughout

the first several months of the year) are a dramatization of Nathaniel Hawthorne's "The Scarlet Letter," five 30-minute programs aimed at hearing-impaired children aged 7 to 12, a 20-part series on child-rearing and the return after two years absence of *Bill Moyers' Journal*.

The \$2.25-million *The Scarlet Letter* is being touted as the "all-American" equal to the imported British public television shows. PBS calls it the first significant limited-series dramatic production of the year—"a uniquely American story, an American cast and an American production crew..." The re-creation of 17th century New England, PBS said, is done in a "meticulous quest for authenticity."

Purposes behind *Rainbow's End*, the program for hearing-impaired children, are to enhance the self-image and improve the language skills of deaf or hearing-impaired children. But, PBS said, it is also for other children, teachers and parents of the deaf and children with other disabilities who use manual communications. The child-rearing series, *Footsteps*, blends drama and documentary and celebrity host couples—Rob Reiner (*All in the Family*) and Penny Marshall (*Laverne and Shirley*) and Mike Farrell (*M*A*S*H*) and his wife, Judy.

After two years with CBS, reporter Bill Moyers returns to public television with 26 episodes of *Bill Moyers' Journal*. The program will be in two formats—documentaries and filmed reports, and conversations with "individuals whose work has

had a profound influence on some aspect of our society."

Other new shows are *Academy Leaders*, 34 Oscar-nominated short films in a series of 10 hour-long programs; *A Beethoven Festival*, taped during Detroit's celebration of the 150th anniversary of Beethoven's death; *Healthwise*, a 26-part series designed to encourage viewers to take "personal responsibility" for their physical well-being, and *The Hollywood Musicals*, seven films from MGM's motion picture archives.

That last entry has drawn some criticism from public television purists and others who claim the system is slipping evermore into the realm of popular entertainment. PBS's Don Richard said the MGM package, due to premiere in February, is part of cinema history, and that's the way it will be presented. "We do not make any apologies that we sometimes use audience-getters. Sometimes that's how we succeed in getting another viewer. We try to get them one by one."

Another public television entry during the second season is *Exploring the Restless Sea*, a 13-part study of the marine life surrounding Mayotte, an island in the strait that separates Madagascar from the African continent. Also, the new season includes various continuing series, including *Steve Allen's Meeting of the Minds* and *Austin City Limits*; several specials, including four *National Geographic Specials* and *Live from the Met*, among others.

SUPERMAN

★ 69 animated off-network episodes of
SUPERMAN/BATMAN/AQUAMAN
—half-hour, all in color

★ 104, live-action episodes of
SUPERMAN
—half-hour, 52 in color

WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

Anderson stirs up charges that CTW is self-sufficient, no longer in need of government funds

'Sesame Street' producer responds to allegations of extravagance

Children's Television Workshop, the federally funded producer of *Sesame Street* which normally is warmly greeted by the press, earlier this month faced some well-publicized heat.

"Exorbitant expense accounts, inflated salaries, noncompetitive contract awards and other wasteful practices were uncovered as far back as five years ago in an audit by the Health, Education and Welfare Department," wrote Jack Anderson in his syndicated column.

When asked for a response to the article, CTW had its own story—a different version—to tell.

As for Mr. Anderson's report that CTW "withheld \$180,000 in Social Security refunds and \$132,000 in rental discounts on *Sesame Street* offices," CTW said its auditing firm, Arthur Anderson, had calculated the paybacks differently. Nevertheless, explained David V.B. Britt, CTW vice president for planning and development, CTW offered to settle in 1976 and hasn't since heard from HEW.

Regarding the charge that CTW salaries "range up to \$80,000 a year; one workshop official was recently awarded an extra bonus of \$80,000," Mr. Britt didn't disagree. Bill Whaley, chief of the CTW products group, did earn that, but Mr. Britt said he had been brought on in 1974 when the division lost about \$200,000 and in 1978 it's expected the products group will net \$5.2 million.

Salaries, in fact, go even higher than the \$80,000 figure mentioned. Joan Ganz Cooney, president, is said to earn about \$95,000 per year. But in both Ms. Cooney's and Mr. Whaley's cases, Mr. Britt said, studies have been made showing their salaries below what they would earn for the same work elsewhere.

As for expense accounts, Mr. Britt didn't argue that there have been abuses in the past. However, he said that problem has been corrected and that it's his understanding that CTW-paid employee lunches were involved.

Then there was the major issue of continued government support. Wrote Mr. Anderson: "Last year *Sesame Street* cost \$7.6 million to produce. Children's Television Workshop made \$7.2 million from the sale of *Sesame Street* products here and abroad. It also got \$2.2 million in program fees from the Corporation for Public Broadcasting.

"Any kid who learned from *Sesame Street* how to add could figure that the program was self-sufficient. And that was the apparent conclusion reached by the Gen-

eral Accounting Office and a House oversight committee."

Mr. Britt, however, claimed that the GAO has not come to any conclusion but rather is just raising the question of self-sufficiency. And as for the mention of the House oversight committee, he said that probably stems from a Sept. 19, letter from Intergovernmental Relations and Human Resources Subcommittee Chairman L.H. Fountain (D-N.C.) to HEW Secretary Joseph Califano, which brought up the allegations.

It recommended that a new \$2.5 million HEW contract with CTW for *Sesame Street* not be signed until all the charges were completely checked out. The contract was signed last month.

Mr. Britt questioned, "How do you define self-sufficiency?" And he added in his own figures, explaining that CTW has tried to save \$1 million in the bank (one good year in the international marketplace, for example, doesn't guarantee another good year, he said); has invested \$1 million for development of its upcoming science and technology series for children, and pumped more money into *Sesame Street*. "To survive, we've got to continue to develop."

Nevertheless, the information Mr. Anderson acquired led him to say that what HEW "needs is another *Sesame Street* character, say Oscar the Grouch, to ride herd on the expenditure of government funds by the producers of the show."

'Wide World' gets wider run

ABC Sports hopes to strengthen its weekend sports ratings next year by extending its Sunday *Wide World of Sports* by several months.

The high-rated series previously ended its Sunday runs in early May, but now will continue through August, ABC said. Tennis and golf coverage will be reduced to make room for the extension, and a possibility exists that some installments of *The American Sportsman* will be cut back or moved to Saturday. ABC believes the move will help maintain "a solid viewing habit" for *Wide World*, a spokesman for the sports division said.

William F. Turner, head of the ABC affiliates' sports committee and president of KCAU-TV Sioux City, Iowa, said the extension will not result in an increase of network time. Mr. Turner agreed that ABC affiliates should enjoy higher ratings as a result of the change. "Frankly," he said, "it [*Wide World*] will be against a lot of golf on NBC and CBS, so we could conceivably improve our position."

The Sunday *Wide World* averaged a 13.1 rating and a 31 share during the first quarter of this year, a rating point lower than its average during the same period last year but still the highest-rated regularly-scheduled sports program on the air, according to ABC. *Wide World* is to resume on Jan. 14, 1979, at 4:30-6 p.m. NYT.

Tandem joins forces with McCann-Erickson to market 'Maude'

Agency's Media Investment Service makes presentations to stations, Tandem closes deals; show will be sold on one-year basis

Tandem, the Norman Lear/Bud Yorkin shop that has broken ground in television content, now is hoping to do the same in program distribution.

To syndicate its 142 episodes of the long-running series, *Maude*, Tandem has teamed with McCann-Erickson, said to be the first time an off-network series will be co-distributed with an advertising agency.

McCann-Erickson, an Interpublic agency, will be using its Media Investment Service personnel and 12 regional offices to make station presentations. Closings, however, will be handled by Tandem.

And in another significant departure from convention, Tandem is requiring cash commitments for only one year, rather than the typical six-runs/five-years packaging.

As for prices (all deals are cash), Gary Lieberthal, Tandem's syndication vice president, expects them to be "sizable." In New York, for example, he said he's shooting for \$40,000 per week of five shows.

Mr. Lieberthal characterized the one-year sales method as a considerable risk for Tandem. Unlike multiyear deals, stations wouldn't be forced to continue using a show if first-year ratings don't show strength. Conversely, however, Tandem will have the advantage of boosting rates should the show prove successful.

Tandem is going the short-term syndication route, Mr. Lieberthal said, because *Maude* is "perceived in the industry as having marketing problems"—which, he said, are unjustified.

He claimed that episodes seen as controversial when the show began in 1972 aren't necessarily controversial in 1979. For daily strip during early fringe or any other time period, he added, "there are no episodes where we have problems with kids."

Mr. Lieberthal, whose company has several other series to enter into syndication in coming years, viewed the Tandem/M-E relationship as a test of sorts, based on his philosophy that "the ultimate buyer [in television] is the advertising agency."

For M-E, according to Stephen Leff, executive vice president, the teaming provides the advantages of becoming a "total service" agency, and in *Maude's* case, the shop that will know where it's going before anybody else does. The agency also will receive a fee for its services.

There have been no closings as yet for *Maude*, but to indicate the distribution power of M-E's Media Investment Service, the show was said to have been introduced in 200 markets during the first week of availability.



“Nobody can save us, from us, for us, but us!”

--Reverend Jesse Jackson

If you want to be somebody, you have to make yourself somebody. That's the message from the Reverend Jesse Jackson.

Metromedia Television listened to Jesse Jackson. And we believe in his self-help philosophy.

So we produced six public service spots. In them, Jesse Jackson talks about drugs. About staying in school. And about taking control of one's life and

making the most of it.

We'll be airing these spots beginning the first of the year. And we hope you will share in our effort to spread the word by airing them, too. We're making these spots available at no charge to all stations in the United States. To obtain them, address requests to: Jesse Jackson spots. Metromedia Television, 485 Lexington Avenue, New York, N.Y. 10017. Air them.

Let the message be heard.

Metromedia Television

New York, Ch. 5, WNEW-TV • Los Angeles, Ch. 11, KTTV • Washington, D.C., Ch. 5, WTTG •
Houston, Ch. 26, KRIV-TV • Minneapolis/St. Paul, Ch. 11, WTCN-TV •
Cincinnati, Ch. 19, WXIX-TV • Kansas City, Ch. 9, KMBC-TV

Bigs do best among producers in new schedules

Major firms lose least and gain most; Universal sells five hours to NBC, has nine on all three; independents are on losing end

The three commercial television networks went for producers with proved track records in choosing programs for their second season schedules (BROADCASTING, Dec. 11). The big beneficiaries were the major studios and independents.

Most noticeable in that regard were the choices of NBC-TV. Universal TV, long a top NBC supplier, was thought by many in the industry to have been threatened by Fred Silverman's move to the NBC presidency, for two reasons: because Mr. Silverman did not have close contacts with Universal while at ABC-TV and, more important, because Universal has traditionally been a supplier of action programs, not the comedies Mr. Silverman was assumed to have been looking for. Another possible count against Universal was Mr. Silverman's vow last summer that he wanted to broaden NBC's base of suppliers (BROADCASTING, July 3).

But of the nine new shows on NBC's second season schedule, five are from Universal—representing all but one of that company's new series sales. Four are one-hour dramas: *B.J. and the Bear*, in association with Glen Larson (*Battlestar Galactica*, *Hardy Boys Mysteries*, *Quincy*); *Cliffhangers*, with Kenneth Johnson (*The Incredible Hulk*, *Bionic Woman*); *Mrs. Columbo*, with Richard Levinson and William Link (*Columbo*), and *Little Women*, with David Victor (*Marcus Welby, M.D.*). The half-hour NBC comedy is *Turnabout*, whose executive producer is Sam Denoff. In addition, ABC bought the untitled spin-off from Universal's theatrical release, "Animal House," produced by Matty Simmons and Ivan Reitman, also producers of the film.

Universal lost two shows on NBC this season—*Capra* and *Sword of Justice*—and two on ABC—*Operation Petticoat* and *Hardy Boys Mysteries*. It maintains *Rockford Files* and *Quincy* on NBC, *The Incredible Hulk* on CBS and *Battlestar Galactica* on ABC. Thus, with a total of nine hours' worth of series scheduled weekly, instead of falling apart, Universal has increased its sales by an hour and a half.

Paramount TV is an hour ahead of its weekly total last fall, and the reason is simple: The creative juggernaut responsible for *Laverne and Shirley* and *Happy Days* makes its home there.

All the new Paramount shows have

pedigrees that go back to the Thomas Miller/Edward Milkus/Garry Marshall team responsible for those two top-rated ABC shows, as well as for *Mork and Mindy*. ABC has *Makin' It*, a Miller/Milkus production created by Garry Marshall and executive producers Mark Rothman and Lowell Ganz. Mr. Marshall also had a hand in creating ABC's *Angie*, which is produced by Dale McRaven of *Mork and Mindy* and which lists Messrs. Marshall Miller and Milkus as creative consultants. NBC's *Brothers and Sisters*, another "Animal House" spin-off, is produced by Arthur Silver of *Laverne and Shirley* and Bob Brunner of *Happy Days* and is directed by Lowell Ganz. Finally, Miller/Milkus also produce NBC's *Sweepstakes*.

Paramount lost two NBC series this season, *Grandpa Goes to Washington* and *Who's Watching the Kids* (from Mr. Marshall). That leaves only one Paramount show not out of the Miller/Milkus/Marshall stable, *Taxi*, which is produced by the John Charles Walters group, formerly of MTM.

MTM has had its ups and downs so far this season, having one show canceled, *Rhoda*, and two others, *Mary* and *WKRP in Cincinnati*, removed from the air for first aid. But with *WKRP* rescheduled and *Mary* promised to be, and with the sale of *White Shadow* and the renewal of *Lou Grant*, MTM should soon stand a half hour ahead of its status this fall.

The same goes for TAT/Tandem, which lost *Apple Pie* and *In the Beginning* this fall and just had *Good Times* taken off the CBS schedule until spring (which means its chances of returning next fall are nil). But besides holding steady with *All in the Family*, *One Day at a Time* and *The Jeffersons*, the sister companies this November sold *Diff'rent Strokes* to NBC and for second season *Hello, Larry* to NBC and *Onward and Upward* to CBS.

Not doing so well is TOY Productions, which had no cancellations this season, but also no sales for second season. Worse, ABC put *Carter Country* on the shelf until spring and removed *What's Happening* from its comfortable hammock behind *Mork and Mindy*.

The top independent producer, Aaron Spelling, sold no new shows under his exclusive deal with ABC. Lorimar Productions stayed next in line by breaking even—selling *Flatbush* to CBS after losing *Waverly Wonders* on NBC.

Among studios with smaller network orders, Warner Bros. came out of the most recent schedule maneuvers with renewals from CBS for *Alice* and *Wonder Woman* and a new order for the one-hour *Dukes of Hazzard*, also from CBS. Columbia lost David Gerber's *David Cassidy-Man Undercover* on NBC and Bennett/Katleman's *American Girls* on CBS, but sold *Salvage 1*, also from Bennett/Katleman, to ABC. Fox lost Lin Bolen's *W.E.B.* early on, but gained renewals on *Paper Chase* and *M*A*S*H* from CBS; MGM carried over NBC's *CHiPs* and returned *How the West Was Won* on ABC.

All in all, the new season orders added up to bad news for the small independent

McMARTIN COMES ON STRONG!

100 WATTS STRONG. The McMartin B-9100 amplifier converts your 10-watt FM transmitter into a 100-watt FM transmitter without any loss of performance specifications.

Buy the complete package — the McMartin B-9100T FM transmitter — and you get the B-9100 coupled to the McMartin B-910 FM exciter, legendary for its stability and performance. Full stereo and SCA capability.

The B-9100 and B-9100T are both *completely* solid state and feature dual amplifier stages. If one final amplifier fails, you still stay on the air.



B-9100T

For complete information contact your
McMartin Salesman or write...

McMartin Industries, Inc. • 4500 S. 76th St. • Omaha, NE 68127 • (402) 331-2000 • Telex 484435

said, superstations could mean the "ultimate fulfillment of a national alternative to the three networks," and even without that, more diversity in local markets.

On the other hand, he questions "Why will a guy in Tuscaloosa carry the *Flintstones*" if it's brought in on cable from New York? "Nobody knows" what will happen, Mr. Horowitz said.

(It is those smaller markets such as Tuscaloosa where many distributors fear they will lose sales. Mobil Oil, in fact, is banking on reaching small markets with its *Edward the King* ad hoc network through cable importation of WTCG, WGN-TV and KTVU [BROADCASTING, Nov. 20]).

Don Menchel, MCA TV president, said that his company has the subject under serious review. MCA TV has not sold to WTCG since it has been a superstation, but Mr. Menchel cautioned "that does not mean we won't sell" in the future.

What's worrying MCA TV, he said, is the possibility of "compromising our product." Already, he said, prospective clients have been asking "Have you sold Turner? [Ted Turner, WTCG owner]."

Randy Reiss, Paramount Television's vice president, domestic syndication, said he believes the "whole question is in a state of flux" and he said: "Basically the government is going to decide how big a concern it is."

Two producer organizations, however, have already evidenced concern.

The National Association of Indepen-

dent Television Producers and Distributors showed its misgivings in a petition it filed with the commission. It asks the commission to reconsider its "open skies" policy decision to the extent of requiring the carriers involved to obtain permission from the stations and distributors before relaying syndicated programming in accordance with the commission's order.

NAITPD said the condition is needed if the FCC, "in its entrancement with the prospect of unlimited public enjoyment of golden eggs," is not to take an action "which renders the gold bird of origin an endangered species." The proposed condition, it said, offers a solution to the potential problems of stations unenthusiastic about the prospect of "going national" without involvement in the decisional process, and gives voice to syndicators "whose product is the essential subject matter of the entire scheme" but who have nothing to say about the private and regulatory actions that will determine the product's life cycle.

Long a staunch opponent of superstations has been the Motion Picture Association of America. The MPAA in various filings with the FCC has claimed the trend is both a defeat for localism and for the amount of programing available.

Its filings have concluded that "satellite delivery systems can be expected to result in the importation of national superstations with super-expensive programing made possible by a national advertising

base against which many local stations will not be able to compete."

The MPAA also has charged that a reduction may come in "the over-all quantity of television programming. . . . If superstations are allowed to develop at the expense of local television outlets, the economic base necessary to support program production will shrink. . . ."

Other concerns arise from individual distributors. From the Hughes Television Network, for example, came the question of what happens to sports events that are syndicated.

The subject of WTCG's new rates also came up with several distributors who claim that a superstation should be expected to pay more if, like WTCG, it is collecting more from advertisers. Sandy Frank, for one, said that if he did change his policy and began selling to WTCG, the station "would have to give compensation" commensurate with its superstation status. Another distributor said: "No matter how much a Ted Turner would pay us, he couldn't pay us enough." He added that a sale to WTCG has "got to hurt us" in making future sales.

At basics, however, CPT's Mr. Horowitz would agree with Viacom's Mr. Andrews that in business it's still the same game. On prices, he said, "Your attitudes don't matter. The marketplace will prevail." All the talk that a superstation should pay more while the superstation says it shouldn't he called "part of the rhetoric."

**There's still time to enter
The Journalism
Awards Competition
for distinguished service
in health reporting
sponsored by the
American Chiropractic
Association. Cash prizes
and medallions of merit
will be awarded
for category
entries in
newspaper,
magazine, radio
and television.**



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation . . . if your work has served to motivate your community to a better understanding of a health problem . . . if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

Closing date for 1978 competition is March 1, 1979.

For Rules and Entry forms, write to:
Journalism Awards
American Chiropractic Association
2200 Grand Avenue
Des Moines, Iowa 50312

Plan also to do a suitable work for the calendar year 1979 and enter before March 1980.

Now it's time to say goodbye

After two years, SFM cancels 'New Mickey Mouse Club,' citing higher production costs and threat of FTC children's ad ban

Rising production costs coupled with an uncertain regulatory climate have driven Mickey Mouse off television.

SFM Media Service Corp., the New York-based syndicator that convinced Walt Disney Productions to stage a comeback with *The New Mickey Mouse Club* in 1976, has informed stations to expect no more episodes after Jan. 12.

According to Stan Moger, SFM executive vice president, who put the half-hour strip together, station clearance played no role in the decision. He cited successful ratings for the 73 stations (or 74% clearance) where the revival plays.

Rather, he explained, union contracts have forced production costs up 75% over the past two years and escape clauses have now been written into advertising contracts should the Federal Trade Commission ban sugared-product advertising to children.

When the show began in June 1976, Mr. Moger said, typical production costs for the six new minutes per episode (the rest of the program is recycled from earlier *Mickey* shows) ran about \$10,000 per minute. Today, he added, costs were expected to increase to \$17,500 per minute. Disney's costs are about \$12,000 in residuals per episode.

Although Mr. Moger said he wouldn't expect any FTC ban to take effect before 1980-81, if then, he explained that it would be too chancey to go ahead with the show.

Firm orders worth "a couple of million dollars" already had come through until mid-1979 from General Foods, Kellogg, Mars and Nestle, he said. However, the contracts would be "null and void" if the FTC acted against advertising their products to children. He said going back into production would mean not "knowing my firm contracts are firm ... I can't afford to

produce unless I know I have the revenue."

As for further recycling of what's already been recycled, Mr. Moger turned thumbs down. "I'd rather take it off on a high," he said, explaining that the first revival package of 130 episodes had been run twice, then re-edited for another two plays.

The New Mickey Mouse Club had been met not only with ratings success but also with citizen-group approval. The program had been honored by Boston-based Action for Children's Television.

Russians offer program bits to U.S. radio stations

Twelve different services are being made available, from commentary to information

Radio Moscow is offering English-language programs to American radio stations in an attempt to provide "first-hand information for people interested in the Soviet Union."

Letters have gone out to U.S. radio stations from Gheli A. Shakhov, editor-in-chief of Radio Moscow's English service, offering them 12 different programs—ranging from *Moscow Mailbag*, a 15-minute program featuring Joe Adamov answering questions sent in by listeners, to *Science and Technology in the USSR*. According to Yuri Solton, Washington correspondent for Moscow radio and television, the offer has been made to "about 1,000" stations in the U.S. He said the service was being offered primarily to university-supported stations.

One commercial station that has received Mr. Shakhov's letter and intends to take him up on his free offer is WSDR(AM) Sterling-Rock Falls, Ill.—an all-news station serving a predominantly rural market.

According to Carey Davis, station manager, WSDR will be carrying *Soviet Press Review*, a weekly 15-minute program featuring editorial and other comment on international and domestic affairs, and

Moscow Meridian, a weekly three-minute commentary by Radio Moscow's Vladimir Pozner on "issues of domestic and foreign policy ... and whatever else may come to his mind." WSDR will also carry a 10-minute biweekly feature, *Soviet-American Relations Today*.

The tapes of the programs are being offered free of charge. Radio Moscow is asking the U.S. stations to return the tapes after use, however, and also for copies of the stations' monthly program guides.

A similar offer made by Radio Moscow in 1969 was accepted less enthusiastically after the Department of Justice concluded that stations carrying such programs might be required to register under the Foreign Agents Registration Act as publicity agents for a foreign principal (BROADCASTING, Aug. 4, 1969). Various attorneys consulted on the matter, however, have discounted the possibility of a station having to register under the act. It was also suggested that such a requirement would likely be overturned if ever taken to the courts.

A Justice Department spokesman said that the opinion expressed in the 1969 letter could, possibly, still be applicable. In situations involving editorial commentaries, he suggested, stations that do not exercise sufficient editorial control could have troubles. "It's a judgmental call on a case-by-case basis," he said.

Program Briefs

More Oscars for ABC. ABC-TV lengthened its agreement with Academy of Motion Picture Arts and Sciences to televise Oscar awards ceremonies through 1982, representing two-year extension of five-year contract signed in 1976.

Olympic preview. Viacom is pursuing feasibility of distributing *Sportscade '79*, pre-Olympic international games in Moscow July 21-Aug. 5, 1979. If contract for barter syndication is signed, Viacom would join rights-negotiator Lothar Bock, producer Pyramid Productions (Robert Wussler) and representative William Morris Agency in project. Taped events would be presented same-day; number of hours still is being worked out but Mr. Bock last week ventured it would be in 46-hour range. Three commercial networks were offered *Sportscade* earlier but declined.

Broker feature. Bache Halsey Stuart Shields Inc., New York-based investment and brokerage firm, has launched radio *Wall Street Commentary*, thrice daily, three-minute-15-second financial report. While Bache and others previously have tailored reports to individual stations, *Commentary* is claimed to be first nationally syndicated feature by brokerage firm. It's barter, with half-minute for Bache and half-minute for local sales. About 11 stations are using and 30 are expected on board by Jan. 1. McCann-Erickson, New York, affiliate, Local Communications, is handling placement.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Media Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

Broadcast court coverage takes big step forward

Three more states OK some kind of test allowing TV and radio into courtrooms; Calif. to set up panel to devise guidelines, N.J. runs one-day trial and N.D. will start one-year test in Feb.

The broadcasters' campaign to get cameras and microphones in the nation's courts made headway in the past 10 days. Three states made clear their readiness to break from years of tradition and at least test the feasibility of broadcast coverage.

In California, the Judicial Council voted 6 to 1 to authorize appointment of a committee of judges, attorneys and news people (print and broadcast) to establish ground rules for a one-year test. A condition attached by the council is that coverage be limited to cases in which the judge and opposing attorneys agree to it. But the committee, to be named by Chief Justice Rose Bird, will have the responsibility to decide which courts will be open to coverage, and when the test will begin.

In New Jersey, the state supreme court authorized a test in which the New Jersey Public Broadcasting system covered a two hours and 35-minutes court session, on Dec. 12, with two videotape cameras. The test also involved still cameras. The videotapes and sound were fed to stations in New York and Philadelphia for later broadcast. The test was to help the court determine whether a full-fledged experiment was warranted and, while some who participated felt confident the court would authorize such an experiment, there were problems. The first 45 minutes were lost in transmission to the public television station in Trenton, WNJT(TV), because of external microwave interference. (However, a backup cassette provided the stations covering the event with whatever footage they needed.) And the requirement that only existing lighting be used resulted in a picture that was less than ideal, particularly of the area around the judges, even after 60-watt bulbs in the chandeliers were replaced with 100's.

But it was probably in North Dakota where most progress was made in advancing the cause of cameras and microphones in the courtroom. The state's highest court agreed to a one-year test of radio and television pooled coverage of its proceedings, beginning on Feb. 1, 1979. Still cameras will also be included in the test.

The court's action was in response to a petition filed by Meyer Broadcasting Stations (which include KFYY-TV Bismarck) and WDAY-TV Fargo, N.D. The broadcasters, in September, helped persuade the court with a courtroom demonstration of the unobtrusive manner in which ENG

cameras can operate.

Under the guidelines laid down by the court, the news media have neither an absolute right nor obligation to cover court arguments. The media will be required to let the court know 72 hours in advance when they want to cover a proceeding, and the court will then decide whether coverage is appropriate.

Although the test is limited to the supreme court, broadcasters are hopeful that if that court is sufficiently impressed by the test to approve coverage of its proceedings, the state's lower courts will quickly fall into line.

The actions in California, New Jersey and North Dakota are part of a growing trend on the part of states to admit cameras and microphones. At least 13 states permit such coverage under a variety of conditions.

Last summer, the American Bar Association was urged to relax its canon banning such coverage in the courtroom so that states would feel free to permit it. However, the ABA House of Delegates deferred action on the proposal until its meeting in February (BROADCASTING, Aug. 14).

Farber decision doesn't bode well for press, says losing participant

Abrams tells gathering honoring former Justice Douglas that in First Amendment area for reporters judges may be part of the problem

Two weeks after the Supreme Court wrote the final—and, to journalists, discouraging—chapter in the Farber case, the lawyer for Myron Farber and his employer, the *New York Times*, reviewed that proceeding through a dark prism.

The free-press, fair-trial issue was raised in the Farber case in stark terms, and the free-press argument lost. And Floyd Abrams, in a speech to a convocation in Washington held in honor of retired Supreme Court Justice William O. Douglas, suggested that in future cases involving that issue, judges might be viewed as part of the problem, not the solution. The event was sponsored by the Center for the Study of Democratic Institutions.

Mr. Farber and the *Times* were convicted of civil and criminal contempt by a New Jersey court because of Mr. Farber's refusal—based on his unwillingness to disclose confidential sources—to turn over to a New Jersey state judge Mr. Farber's notes and other records sought by attorneys for Dr. Mario Jascavich, defendant in a murder trial. It was Mr. Farber's stories that led to the reopening of a decade-old case and the indictment of Dr. Jascavich—who was acquitted last month.

The New Jersey Supreme Court affirmed the lower court's action, and the U.S. Supreme Court refused to review the

QUALITY TALKS FOR KWBZ

Englewood, Colo.



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

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

Continental Electronics

ONE

NUMBER

WESTWOOD

ONE

THE NATIONS NUMBER ONE PRODUCER OF NATIONALLY SPONSORED RADIO PROGRAMS

PRODUCERS OF: DR. DEMENTO • STAR TRAK WITH CANDY TUSKEN • THE GREAT AMERICAN RADIO SHOW WITH MIKE HARRISON • AMERICAN DISCO WITH KRIS ERIK STEVENS • IN HOLLYWOOD • THE SOUND OF MOTOWN • 12 HOURS OF CHRISTMAS • SPACES & PLACES

Coming in January
THE GREAT AMERICAN RADIO SHOW
with Mike Harrison

WESTWOOD ONE
15434 Dickens St., Sherman Oaks
CA 91403 • (213) 995-3277

case (BROADCASTING, Dec. 4)—leaving in doubt the question of how much protection the First Amendment and state shield laws, like one New Jersey had enacted, afford journalists seeking to protect confidential sources.

Mr. Abrams noted that Justice Douglas, in dissenting in a case in which the Supreme Court ruled against journalists' right to refuse to testify before a grand jury, said anything less than "blanket protection [for the press] ... will be twisted and relaxed so as to provide virtually no protection at all."

And Mr. Abrams suggested that that might be correct—that even requiring judges to balance a reporter's First Amendment rights against a defendant's rights to a fair trial would be an error.

"If it is, after all, the function of journalists at their best to expose public officials—judges included—at their worst, do we not ask too much of those same public officials to make a series of ad hoc balancing decisions as to the circumstances under which journalists will be permitted to protect their sources?" he asked.

"Do we not need some firm rules—rules at least as firm as those that exist for those other testimonial privileges that are not at all constitutionally rooted?"—such as the attorney-client privilege. "Can we, in short, look to the judiciary for judicious treatment of the press when conflict appears to pit the press against the judiciary itself?"

However, he observed that the questions might not be the right ones. For in the courts today, he said, the question is not whether the press should receive qualified or absolute protection but "whether it should receive qualified or no protection."

What he is urging for the judiciary, he said, is "statesmanlike" conduct. That, he said, requires self-restraint, and "a kind of self-awareness of the risk that if it is not careful and sensitive, the judiciary may truly be viewed as the problem, not the solution."

News Council disagrees with NBC's depiction of Marin county

Report accuses documentary of not checking statistics and presenting some misleading scenes

The National News Council has found the July 20 NBC News documentary, *I Want It All Now*, "journalistically flawed at essential points."

The council's report ("In Brief," Dec. 11) took the program on Marin county, Calif., to task on various levels.

Regarding divorce statistics, for example, it accused NBC of not checking them thoroughly enough or putting them in perspective. Concerning a "pleasuring"

service for women, the council said NBC should have let viewers know it was showing a "staged re-creation."

Those were two of several examples that the council cited, concluding that "in order to bolster the over-all point about self-indulgence in Marin, some scenes were misleading."

Following the circulation of the council's findings, NBC News President Lester Crystal said he had "not seen the full report so it is impossible to comment in detail on what the council describes as flaws. ..." However, he did say that "we stand by the program and in particular our research which shows Marin county" as having "an unusually high rate of divorce, suicide and alcoholism."

Mr. Crystal did find solace in the fact that the council didn't go as far in its condemnation as the original complaint had called for. "We are pleased the National News Council has rejected the basic complaint against the program and agrees it was not distorted, vicious or irresponsible," the network news president said.

The original complaint had come Aug. 1 from Barbara Boxer, a member of the Marin county board of supervisors. Before coming to its conclusions, the council was said to have sent a representative to Marin, met with NBC officials and reviewed the program as well as Mr. Crystal's response to allegations published in the local *Pacific Sun*.

Among the specific council findings, to which NBC had yet to offer any further rebuttal last week:

■ Regarding coverage of a birthday-party serviced by a firm called "Dream Agents," the council said "NBC should have been aware of the fact that this was a press promotion and the public should have been informed of that fact." NBC had claimed in its defense that the party "was an event to which the press was invited."

■ After quoting a teacher as saying that 75% of his students came from single-parent homes, the council said, "NBC could have and should have ascertained that the 75% figure was not representative of the full school district or of Marin county."

In his *Pacific Sun* letter, Mr. Crystal was quoted as saying the Marin divorce rate "stands for itself as one of the highest in the nation, four times that of California." Checking the Vital Statistics Branch of the California Department of Health, the council said, the figures for 1977 were considerably below that.

The council also found problems, although not as dramatic, with reports of Marin suicide rates. And regarding alcoholism there, it said "NBC staff should have been more thorough in its checking."

■ As for the program opening "with an apparently nude woman being stroked by peacock feathers. ..." the council said "no television program has ever used a 'tease' more aptly." The council claimed that NBC's treatment of "the Secret Garden experience" was clearly within NBC's judgment.

However, it said that NBC should have made it clear that it was presenting

a "staged re-creation, in a new setting, of an actual event."

In its general conclusion, the council said that "NBC's defense that it never claimed that this was all there was to life in Marin is not supported by the program's content which contained only two brief disclaimers and little relevant film showing anything other than the unusual."

Equipment weight is factor in labor case

Arbitrator says St. Louis station need not assign two-man crews unless gear is unduly heavy and must be carried more than five minutes

A Missouri labor arbitrator has ruled that in some instances KSD-TV St. Louis, a station owned by Pulitzer Publishing Co., may operate its electronic minicameras with one-man crews. The decision was rendered in settling a labor dispute between the station and the St. Louis local of the International Brotherhood of Electrical Workers.

The arbitrator, Paul C. Dugan of Kansas City, Mo., turned down an IBEW request for two-man crews on all assignments and ruled that the union and the station would have to work out mutually agreeable work rules for putting two-man crews on assignments where the cameraman would be subject to carrying the camera equipment—80 pounds or more—on his body at one time for more than five minutes.

The union sought two-man crews because of the weight of the equipment and the potential for danger to a cameraman in crowds. The station went along with the two-man crews in crowds but acquired new lightweight video recorders for the cameras.

Mr. Dugan ruled that one-man operation would be permissible in "controlled circumstances" such as prearranged interviews where the cameraman has time to set up his equipment without carrying it all at one time. According to Mr. Dugan's opinion, "this type of story occurs a majority of the time" with fast-breaking stories involving violence or police actions making up only about 5% of the station's news.

"It would be unreasonable to require the company to assign two-man crews in every instance in regard to stories that are not fast-breaking and where there is ample time to set up the equipment by making two or three trips to the coverage site," Mr. Dugan ruled.

The arbitrator has been refereeing labor disputes for 12 years, he said, but "only a couple" of broadcasting cases. "Basically you're dealing in contract interpretation," Mr. Dugan said. He added that the decision may become a precedent for later disputes but that it would not be binding on any parties other than KSD-TV and the local union. Another arbitrator, he said, could disagree with the ruling in another context.

Business news. *Wall Street Journal Business Report*, service of up to three minutes of copy daily from newspaper, goes into TV syndication Jan. 2, with distribution by Chicago-based Television Business Inc. Stations, for repeated video use, get package of about 100 slides and tape of *Journal* newsroom. Teleprinter is leased from *Journal* and stories are packaged for broadcast by individual stations, which turn over 10% of what they charge for spot advertising within *Report*.

Salant cited. Women's Advisory Council of CBS Inc. honored CBS News President Richard S. Salant last week for "his steadfast support of aims of the council, especially his efforts in hiring and promotion of women." Council, formed in 1973, said that of all divisions of CBS, CBS News, under Mr. Salant, has had "best record" for hiring and promotion of women.

Watchdog reward. Mellett Fund for a Free and Responsible Press, with aid of grant from Philip L. Graham Fund, has established annual award in Lowell Mellett's name for outstanding work in media monitoring and press-performance evaluation in U.S. and Canada. Purpose is to recognize beneficial contributions to improvement of print and broadcast journalism by such as ombudsmen, journalism reviews, press councils and media "watchdog" groups. First award, in form of citation and/or plaque, will be for work done, completed or continuing in calendar 1978. Entry deadline: March 1, 1979. Information: Mellett Fund for a Free and Responsible Press, suite 835, 1125 15th Street, N.W., Washington 20005.

For broadcast journalists. National Endowment for the Humanities is accepting, for the seventh year, applications for fellowships in humanities for journalists. Application deadline is March 1, 1978, for 12 fellowships each, starting in fall of 1979, at Stanford and University of Michigan. Grants are for \$15,000 for nine-month academic year plus tuition and \$500 for travel and book allowances. Forms and information: Ben Yablonsky, 3564 LSA building, University of Michigan, Ann Arbor 48109; Harry Press, C-14, Cypress Hall, Stanford University, Stanford, Calif. 94305.

Branching out. *CBS Evening News* anchorman Walter Cronkite has bought small share of weekly newspaper, *Camden* (Me.) *Herald*. Paper was recently sold by publisher Douglas Hall to Whitney Communications Corp. of New York, majority owner, and Editor James W. Martin and Mr. Cronkite, each holding 10% interest. *Camden* is village on Penobscot Bay where Mr. Cronkite has sailed his 43-foot yawl.

NAB, Metromedia and MPAA attack ARTEC decision

They say FCC arbitrarily dropped standards for waivers of rules on distant signals in action involving Arlington, Va., system

The FCC, on Nov. 2, "turned its cable regulatory program on its head . . . illegally . . . and without any consideration of the substantial public interest consequences of its actions."

That was the National Association of Broadcasters' opener in a petition seeking FCC reconsideration of its decision in The Arlington Telecommunications Corp. case. In that proceeding the commission waived its distant-signal rule to permit the cable television system in Arlington, Va., a Washington suburb, to import the signals of Baltimore television stations. And standing in line behind NAB, also seeking reconsideration of the decision, were the Motion Picture Association of America and Metromedia, licensee of WTTG(TV) Washington.

What particularly exercised the NAB, and the Washington area broadcasters who had opposed the waiver, was the new policy the commission enunciated in rejecting the broadcasters' opposition.

As the NAB noted, in the past the commission had required cable systems seeking such waivers to meet a two-pronged test: a showing of "unique or anomalous circumstances" justifying the waiver and proof that the importation of distant signals not permitted by the rules will not adversely affect the ability of local broadcasters to serve the public interest.

In the Artec case, the commission abandoned the "unique" test and, while retaining the adverse-impact standards, shifted the burden of proof from cable to broadcaster (BROADCASTING, Nov. 6).

The commission may have found "this impromptu, but drastic, revision of its policy convenient for purposes of escaping the bounds of prior precedent," NAB said. But, the association added, "it should not have rejected summarily a regulatory scheme which had been adopted after lengthy consideration of a solid and substantial record and uniformly applied and enforced for over six years."

NAB said the commission's action places television broadcasters' in the unhappy position of having to choose between baring their financial records—to demonstrate the likelihood of adverse impact—or permit a waiver of the signal carriage rules to be granted unopposed.

In its petition for reconsideration, the Motion Picture Association of America said the new waiver policy by the commission "in effect adopted substantive changes in the rules by its rejection of es-

Call toll-free for BPI's
Contemporary MOR ...with personality

One of BPI's most successful formats. Perfect for the growing 18 to 49 audience. With top-rated major market personalities like Larry Nelson, Jim French and Lee Smith. Also available unannounced.

Programmed Success

All BPI customers receive:

- market study and analysis
- copy service to localize format
- weekly current music update,
- aircheck evaluation service
- continuing program consultation
- over 18 years of experience as the world's largest producer of programming for automated or live radio stations

10 Successful Formats

Check the formats you want to hear and mail this ad today, or call our toll-free hotline. Formats available announced or unannounced.

- ☐ Contemporary MOR
- ☐ Adult Contemporary
- ☐ Bright'n Beautiful
- ☐ Easy Listening
- ☐ Concert Overtures and Encores
- ☐ Album Rock
- ☐ Rock-Gold
- ☐ Country
- ☐ Spectrum
- ☐ Classical

Toll Free: 1-800-426-9082

BPI P.O. Box 2027
Bellevue, WA 98009
In Washington, Hawaii, Alaska or
outside the U.S., call collect:
1-206-454-5010

established criteria and the substitution of radically different standards."

Prior to the change, the commission required systems seeking more distant signals than the quota specified in its rules to meet two qualifications: that unique or anomalous circumstances require a departure from the rules and that the additional distant signal importation would not injure local broadcast service. In the course of the proceeding, the commission announced its policy change "explicitly" abandoning the first of the two qualifications, MPAA said.

It said further the commission actually abandoned the second qualification as well by shifting the burden of proving negative impact from the cable system to the broadcaster. MPAA also said that the commission's decision prejudices major issues under consideration in the pending cable economic inquiry. The commission indicates, MPAA said, that unlimited signal carriage will have no impact on local broadcasters in the larger markets. The wording, it said, leads "to the inescapable conclusion that the commission has already made up its mind on many of the issues being debated in the economic inquiry."

It is, MPAA said, "grossly improper for the commission to drastically alter the effect of its signal carriage rules at a time when these rules are being examined in a major inquiry proceeding."

In another filing Metromedia, said the effect of the Artec decision "is to disembowel the fixed signal carriage rules. The commission blinks at reality when it states that it has not changed its rules and that its 'policy alteration' is not drastic."

Metromedia said the changes the commission has made were accomplished in an "unlawful manner." The signal carriage and waiver rules were changed without public notice, publication in the *Federal Register* of the proposed action or an opportunity for interested persons to participate in the proceedings, Metromedia said.

Qube growing

Warner's Columbus two-way system makes deal to buy Coaxial CATV there, adding 32,000 subscribers

Warner Cable Corp. announced last week that it was acquiring the Columbus, Ohio, cable TV system of Coaxial Communications and that Warner's two-way Qube service in Columbus would be expanded into this new territory.

The Coaxial system serves approximately 32,000 subscribers in a franchise area of about 72,000 households.

The announcement also said Warner's own Columbus system will have 37,000 cable subscribers by the end of this month and that 29,000 of them will be Qube subscribers. Since Qube was introduced a year ago, Warner reported, the number of Warner cable subscribers has increased by almost 50%, to 37,000 from 25,000. More than 5,000 new Qube subscribers were

said to have been added last month.

Officials said Warner's acquisition of the Coaxial system involved a payment of cash and notes by Warner, plus an exchange of Warner cable systems serving about 15,500 subscribers. Amount of the cash and notes and the locations of the systems to be exchanged were not disclosed. Completion of the transaction was reported to be subject to conditions, including local government approvals and internal Coaxial consents.

Warner said extension of Qube service to homes in the Coaxial area could begin within 90 days after the acquisition is completed and that this is scheduled for the first quarter of 1979.

Another system puts in lengthy fiber-optic link

Following on announcement of Teleprompter-Times Fiber hook-up in Lompoc is word that Siecor and RKO have strung 3.5 miles of glass in Joplin

RKO General Inc. has installed a 3.5-mile fiber-optic cable as a link in its Joplin, Mo., CATV system. Just last week, it was reported that Teleprompter had installed an approximately five-mile fiber hook-up on Teleprompter's Lompoc, Calif., system ("In Sync," Dec. 11).

The experiment is a joint venture with Siecor Optical Cables Inc. and RKO subsidiary Cablecom General. Installed on telephone polls this fall, the cable is now relaying about 30 hours of programming daily on the three channels used in the system for locally originated material.

Mostly movies, sports and other taped material acquired by Cablecom to supply its 40 U.S. systems, the programs are carried from the system's downtown studios to its master distribution center, where they are sent out to about 4,000 subscribers via conventional cable. One repeater, or amplifier, was installed midway between the two points.

"Cable system operators have not been notorious for doing their own research and development," said C. Robert Manby, senior vice president of RKO, "so we're trying to find things out ourselves, rather than leaving it up to the [equipment] vendors."

The fiber link is actually made up of two separate pieces of cable spliced together by means of a special heat fusion process, completed on-site by a technician using a microscope set on the tailgate of a station wagon. It contains four optical fibers, each the size of a human hair and each with a current bandwidth capacity of up to 25 channels (although 60-channel capacity is said to be possible). The tubes containing the fibers are filled with a polyurethane compound to resist moisture and freezing, both part of the varied and "hostile" weather conditions in the Joplin area. The



Hang it up. A Cablecom-General technician strings the Joplin fiber-optic cable.

cable itself is 8.2 mm in diameter.

RKO executives stressed that the manageability of the fiber optic cable, as compared to aluminum coaxial cable, enabled an unspecialized cable crew to complete the installation easily in two to three days. The cable is hoped to give readings of fiber optic performance in a practical, working environment, and engineers involved with the project said that results thus far have been satisfactory.

Richard A. Forsling, president of Cablecom, said, "As far as we know, this is the first time a joint venture has been undertaken to create a fiber optic cable specifically for local conditions. We plan to continue this approach of designing our new cables for the special geographical and weather differences in each cable system area." However, other executives involved in the project said there are no specific plans to design fiber optic cables for other Cablecom systems at this time.

Cable Briefs

Ready customers. United Video Inc. announced that by end of first week of availability, approximately 200 cable systems with almost one million subscribers signed up for feeds of superstation WGN-TV Chicago. Station went on satellite Nov. 9.

Whither pay cable? Academy of Television Arts and Sciences, Los Angeles, has decided to set up pay cable television committee to look into prospects of medium. John Gudel, board chairman of Board Test Inc., Los Angeles, manufacturer of pay TV equipment, has been named chairman of new committee and will appoint eight to 10 persons involved with pay TV to this unit.

Cox Cable expansion. Cox Cable Communications Inc., Atlanta, reports it has been granted franchise to build and operate cable TV system in St. Clair Shores, Mich. Cox proposes to construct 184-mile, 35-channel cable system passing 26,000 homes in city. It will be sixth Cox system in Michigan.

Magnavision disk player hits the market

Magnavox-MCA joint venture gets initial marketing in Atlanta; catalogue of programming offers 200 titles from \$6 to \$16 for machine that costs \$700

After 10 years of development and at least three major changes in design, the Magnavox/MCA video disk system was to go on sale in Atlanta last week. The introduction marked the first step in opening a market the companies' executives believe could eventually become as successful as television itself.

The system is to be made available in several other U.S. cities in 1979, although executives declined to specify when or where, with national distribution to begin by 1980. The Atlanta outlets are Rich's department stores and two Magnavox dealers, Allen & Bean and McDonald's.

The price for the "Magnavision" disk player was set at \$700. Prices of the "DiscoVision" disks manufactured by MCA range from \$6 for half-hour educational programs to \$16 for full-length theatrical films.

MCA released a catalogue of 200 titles, some available immediately, the remainder to be available soon after the first of the year. Another 100 titles are to be released in 1979, according to Norman Glenn, senior vice president of programs and marketing for MCA. No X-rated films will be included in the offerings, he said, but some "soft core" material may be sold. Also planned is a mastering service whereby independent producers could order disks of their own programs in quantity. Magnavox expects to license its player to other manufacturers.

Magnavox executives said at a news conference in New York last week that they assume initial demand will outstrip supply. They declined to tell how many players would be available in Atlanta or what their over-all production capacity is, other than to say, "We'll start with a very small number [of players], moving to a very large number."

Ken Meinken, president of the Magnavox Consumer Electronics Co. (a subsidiary of North American Philips Corp.), said "conservative estimates" indicate the disk market could reach sales of \$1 billion by 1982. He added that prices of the players are not expected to decline because of the sophisticated laser technology they use. "If anything," he said, "the price could ease upward with inflationary pressures."

Atlanta was chosen as the introductory market because it has a high degree of TV penetration, a thriving economy and a large proportion of high-income families living there. A saturation TV and newspa-



Magnavision

per advertising campaign is planned, based on the theme, "Magnavision ... The World on a Silver Platter." Also planned is a four-color newspaper supplement which would double as a handout pamphlet.

MCA's Mr. Glenn said market research thus far has been inconclusive as to who likely purchasers of the system might be, but "first off they have to be affluent," he said. He believes customers may buy as many as 15 disks in the first three months

of ownership, then level off to one a month or so thereafter. He said there will probably be "a collection of markets" for the disks, and MCA included in its catalogue programs with appeal to a variety of audiences for that reason.

The 80-page catalogue informs its reader in an introduction that "you are a pioneer in a new medium." It offers 50 Universal (a subsidiary of MCA) films, including "Airport '77," "Animal House,"

SUPERMAN

★ 69 animated off-network episodes of
SUPERMAN/BATMAN/AQUAMAN
—half-hour, all in color

★ 104, live-action episodes of
SUPERMAN
—half-hour, 52 in color

WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

High hopes. These would be AM radio's new dial positions under a new allocation system proposed by the Daytime Broadcasters Association. According to the proposal, the AM band would be expanded from its present length to 530 khz-1610 khz and 14 new full-time channels (bold face) could be created. The DBA plan would accommodate 2,352 additional stations, although most of the 2,250 daytime broadcasters would be expected to move to the new full-time channels.

OLD	NEW	OLD	NEW
	530	660.	656
540.	539		665
550.	548	670.	674
560.	557	680.	683
570.	566	690.	692
	575	700.	701
580.	584	710.	710
590.	593	720.	719
600.	602	730.	728
610.	611	740.	737
620.	620	750.	746
630.	629		755
640.	638	760.	764
650.	647	770.	773

OLD	NEW
780.	782
790.	791
800.	800
810.	809
820.	818
830.	827
840.	836
	845
850.	854
860.	863
870.	872
880.	881
890.	890
900.	899

OLD	NEW
910.	908
920.	917
930.	926
	935
940.	944
950.	953
960.	962
970.	971
980.	980
990.	989
1000.	998
1010.	1007
1020.	1016
	1025
1030.	1034
1040.	1043
1050.	1052
1060.	1061
1070.	1070
1080.	1079
1090.	1088
1100.	1097
1110.	1106
	1115
1120.	1124
1130.	1133

OLD	NEW
1140.	1142
1150.	1151
1160.	1160
1170.	1169
1180.	1178
1190.	1187
1200.	1196
	1205
1210.	1214
1220.	1223
1230.	1232
1240.	1241
1250.	1250
1260.	1259
1270.	1268
1280.	1277
1290.	1286
	1295
1300.	1304
1310.	1313
1320.	1322
1330.	1331
1340.	1340
1350.	1349
1360.	1358
1370.	1367

OLD	NEW
1380.	1376
	1385
1390.	1394
1400.	1403
1410.	1412
1420.	1421
1430.	1430
1440.	1439
1450.	1448
1460.	1457
1470.	1466
	1475
1480.	1484
1490.	1493
1500.	1502
1510.	1511
1520.	1520
1530.	1529
1540.	1538
1550.	1547
1560.	1556
	1565
1570.	1574
1580.	1583
1590.	1592
1600.	1601
	1610

"American Graffiti," "Anne of the Thousand Days," "Bingo Long Traveling All-Stars and Motor Kings," "The Birds," "Blue Collar," "Car Wash," "Diary of a Mad Housewife," "Earthquake," "Fellini's Casanova," "The Sting," "The Greek Tycoon," "High Plains Drifter," "Jaws I & II," "MacArthur," "Slaughterhouse Five" and "Smokey and the Bandit."

A section of Warner Brothers offerings includes "Bonnie and Clyde," "Bullitt," "Deliverance," "Dirty Harry," "East of Eden," "Rebel Without a Cause" and "The Wild Bunch." Paramount Pictures weighs in with "The Godfather, I & II" and "Saturday Night Fever."

The Magnavision player weighs about 30 pounds and uses a laser light beam to relay images and sound from the disk to the TV set, to which the player is attached via the antenna terminals. In the "standard play mode," the 12-inch disks play for 30 minutes per side. Slow, fast and stop motion and instant replay are possible in that mode. In the "extended play mode," the disks play up to 60 minutes per side. Some disks are recorded with stereophonic sound, and the player can be connected to the user's stereo system to take advantage of that capability. A plastic coating protects

the disks from damage during handling, and the laser light beam does not wear them as a phonographic needle does a record, according to Magnavox. The system also includes random access and coding of each frame by number.

Daytimers advance plan to make them all full time

DBA proposal for '79 WARC would create 14 new AM channels by narrowing separations, widening band and licensing all stations for 24 hours

The Daytime Broadcasters Association has asked the FCC to allocate 14 new AM radio channels by reducing the present separation between AM stations from 10 khz to nine khz ("Closed Circuit," Dec. 11). The proposal also calls for a slight increase in the entire AM band but a significantly smaller one than the U.S. is planning to suggest next year in Geneva at the World Administrative Radio Conference.

In an informal mailing to the members

of the FCC, Ray Livesay (WLBH[AM] Mattoon, Ill.), chairman of the DBA, asked the seven commissioners to give the plan "serious study and consideration." He called it, as well, the "first practical plan to be worked out" to give daytimers spectrum parity with full-time broadcasters. Mr. Livesay also said the plan could help the U.S. attain a "position of leadership" next year at WARC.

The plan, basically, calls for a reallocation of the AM band with nine khz separation between channels rather than the present 10. According to Mr. Livesay, there is considerable interest in South America in a nine khz system, and Europe has already adopted such a plan. Any decision made at WARC would also apply to Central and South America.

The DBA proposal would create 14 new full-time class IV channels in an expanded AM band—530 khz to 1610 khz (AM is currently between 535 and 1605 khz.) In its plan, the FCC is also proposing 14 new AM channels but in two new bands—1615-1800 khz, which would be shared between broadcasting and other services, and another at 1800-1860 khz solely for broadcast. According to the FCC, about 700 new stations could be accommodated.

Mr. Livesay estimates that 2,352 new full-time facilities could be created under his plan. Since almost 2,250 would be expected to go to daytimers already on the air, the net increase in new stations under the DBA plan would be considerably less than under the FCC's. Mr. Livesay said, however, that there was "absolutely not" any guarantee in the FCC proposal that daytimers would be allowed to move to any new full-time channels.

Mr. Livesay said, too, that clear-channel broadcasters "should be for" the DBA plan. It would "get the daytimers off of them," he said. He said that reports he has received from equipment manufacturers indicate that AM stereo plans would not be affected by the nine khz plan.

Under the DBA proposal the maximum that any current full-time station would be required to move along the AM dial would

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati

Richard C. Crisler, Clyde G. Haehnle, Alex Howard
580 Walnut Street, 45202, phone (513) 381-7775

be four khz. Eleven channels would require no shifts, and other stations would have to move only one, two or three places along the dial.

Mr. Livesay said that full-time stations with nondirectional antennas would only need to order a new crystal and make a slight retuning of their transmitters in order to facilitate the proposed frequency changes. He said the FCC could require new antenna resistance measurements and readjustments of antenna tunings, but "these are not extremely expensive requirements." Directional antenna arrays, he said, "will be more complex, depending upon the number of towers and other factors."

Technical Briefs

Cum laude. National Association of Broadcasters 1979 Engineering Achievement Award will be presented to Robert W. Flanders, vice president and director of engineering, McGraw-Hill Broadcasting Co. He is pioneer in several areas of television technology. Among his achievements are design of first programable automated switchers, design of one of first modular TV cameras and early development of expertise for live remote broadcasts. He was president twice of Society of Broadcast Engineers and has been chairman of the NAB engineering advisory committee for past four years. Presentation will take place March 27 at NAB's engineering conference, in conjunction with annual NAB convention in Dallas.

Digital dialogue. Society of Motion Picture and Television Engineers working group for standardization of digital control of TV equipment has invited participation in its upcoming field tests of manufacturers' hardware. Tests are planned for next summer. Interested parties may contact Robert McAll, group chairman, Vital Industries, 34 Autumn Lane, Hicksville, N.Y. 11801, 516-735-0055.

Enough is enough. National Association of Broadcasters has opposed Belar Electronics Laboratory's request that FCC supplement its notice of rulemaking aimed at establishing standards for AM stereophonic broadcasting. NAB, in filing with FCC, said commission has sufficient information—developed through previous notice of inquiry—to establish standards and that additional data requested by notice of proposed rulemaking can be provided by five parties proposing their respective AM stereophonic systems.

Transponder switch. Federal judge in Tulsa, Okla., has refused to grant injunction barring RCA Americom from moving Southern Satellite Systems, Inc. from horizontally polarized transponder 18 on Satcom I satellite (BROADCASTING, Nov. 6). Ruling means Southern will move planned satellite feed of KTVU(TV) Oakland, Calif., to vertically polarized transponder one, and Reuters News Service will take over 18, according to Edward Taylor, president of SSS.

In Sync

Up and coming in broadcast technology

WARC wonders, or keeping options open. Two weeks ago, the FCC released its proposals for the upcoming World Administrative Radio Conference (BROADCASTING, Dec. 11). Among them was an allocations plan for communications satellites in the 12-14 ghz bands—those very high frequencies that, among other things, allow for direct-to-home delivery of satellite signals. What the commission is up to, explained Kelman Schaefer, foreign affairs adviser to the FCC, is "reserving the option" of direct-to-home without going too far off the deep end about the matter. □ □ □ **What?** There's already one satellite with direct-to-home capabilities serving North America, and Japan has made the move to the new technology. The Communications Technology Satellite is an experimental bird that has had extensive testing over the Rocky Mountain region and over Canada. CTS-type satellites require considerably more energy than the domestic satellites now in use. Their "footprints" (areas of coverage) tend to be more concentrated and that, in turn, allows for smaller receiving antennas. They have the capability of delivering their highly directional beams to different parts of the country. □ □ □ **The bad with the good.** Problems with the birds include excessive weight and severe weather-related interference problems. The Space Shuttle is expected to solve the first problem, making it far less expensive (than conventional rockets) to get the birds aloft. Canadian experiments with CTS in 1976 suggested that the latter problems can be overcome, at least with video signals, although simultaneous audio feeds were somewhat less successful. □ □ □ **The future.** The 1980's are expected to see much more use of the higher-frequency satellites, which may be used for community antennas as well as home dishes. According to Mr. Schaefer, the FCC has "nothing on record indicating that anyone is proposing" a direct-to-home service. Furthermore, he says, just because the FCC wants to reserve the allocations for the 12-14 ghz birds, there is "no guarantee that we would" approve a direct-to-home proposal. □ □ □ **And it's just a proposal.** As BROADCASTING reported, the issue "is considered by many to be one of the most significant for the U.S. at the 1979 WARC." It is likely the Americans will encounter some opposition on the matter in Geneva. □ □ □ **A voice in the distance.** Unbeknownst to Mr. Schaefer as he was talking last week, Gordon P. Brown was asking the commission to develop a Japanese-style system of direct-to-home satellite broadcasting for the U.S. In late comments filed in the FCC's network inquiry, Mr. Brown, the owner of WSAW(AM) Rochester and WNIA(AM) Cheektowaga, both New York, urged the commission to "move very promptly to develop" a direct-to-home system for public use. Among the advantages he cited: national competition with the major networks, a better picture than could be offered by cable and a satellite channel for minorities, "which would actually give them a TV network of their own." □ □ □ **Off and running.** Ampex has announced the delivery of its first two BCC-10 broadcast color cameras to Creative Image Productions, a recently formed firm based in Anaheim, Calif., that will use the new equipment to shoot video tapes of music groups. The tapes will be marketed for use by owners of home video recorders. The BCC-10 features digital memory and automatic camera controls. The camera has a high 54 db signal-to-noise ratio. Special features include auto white and black balancing, auto iris and auto centering—all incorporating digital memories. Ampex said that more than a dozen BCC-10's have been delivered to customers in Canada, Europe and the Middle East, and more than 20 of the units are now on order by American firms. The camera sells for \$92,000. □ □ □ **And on a lighter note.** Marconi Electronics is now offering its Mark IX portable color camera for operation with triax cable. It features a small triax converter at the camera head for changing between triax and multicore cable. According to Frederick L. Bones of Marconi, triax cable, which is becoming more popular with broadcast equipment users, runs about one-third of the cost of regular cable and, in many ways, is much easier to work with. The Mark IX is a "rather expensive but top-of-the-line" field production unit (it goes for \$85,000-\$90,000) that, he says, is best suited to such uses as covering sports events—where producers need a bit finer equipment than standard electronic news gathering units. Triax cable, he said, is "easy to lay and very easy to maintain." □ □ □ **Canadians up.** NASA was scheduled to launch a new Anik satellite for Telesat Canada last Friday (Dec. 15) at 6:30 NYT. The fourth Anik communications bird was built by RCA Astro-Electronics in Princeton, N.J., and has 12 channels in the six and four ghz frequency bands and four in the 12 and 14 ghz bands. Canada is paying the U.S. \$19.2 million to cover the cost of NASA's Delta launch vehicle and launch services. □ □ □

The Broadcasting Top 100 1978



Bee Gees tunes take first, second, ninth places.



Joel(3)



Sang(4)



Manilow(5)



Gibb(6)



Hill(7)



Player(8)



A Taste of Honey(10)

Contemporary

Top 40 radio in 1978 was infected with Bee Gees fever: On BROADCASTING's top 100 for the year, the group outranked all others in top 40 air play, capturing the number-one spot with *Staying Alive* (RSO), number two with *Night Fever* and number nine with *How Deep is Your Love*. (*More Than a Woman* just misses the list at 104.)

All those records are part of the "Saturday Night Fever" sound-track, which in itself is a phenomenon: a total of six songs from the LP made the top 100. *Emotion* (Private Stock) by Samantha Sang charts at four, *If I Can't Have You* by Yvonne Eli-

man places at 19 and the Trammps' *Disco Inferno* (Atlantic) makes 73.

Bee Gees brother Andy Gibb, who rose from obscurity to number-one in 1977 with *I Just Want to be Your Everything* (RSO), continued his hot streak this year. *Love is Thicker Than Water* charts for the year at six, and, from the *Shadow Dancing* album, the title cut places at 12 and *An Everlasting Love* at 72.

Barry Manilow (Arista) also had multiple success in 1978. *Can't Smile Without You* places fifth for the year, *Copacabana* 46th, *Ready to Take a Chance* 83d.

- 1 **Staying Alive**
Bee Gees—RSO
- 2 **Night Fever**
Bee Gees—RSO
- 3 **Just the Way You Are**
Billy Joel—Columbia
- 4 **Emotion**
Samantha Sang—Private Stock
- 5 **Can't Smile Without You**
Barry Manilow—Arista
- 6 **Love is Thicker Than Water**
Andy Gibb—RSO
- 7 **Sometimes When We Touch**
Dan Hill—20th Century
- 8 **Baby Come Back**
Player—RSO
- 9 **How Deep is Your Love**
Bee Gees—RSO
- 10 **Boogie Oogie Oogie**
A Taste of Honey—Capitol
- 11 **Lay Down Sally**
Eric Clapton—RSO
- 12 **Shadow Dancing**
Andy Gibb—RSO
- 13 **You're the One That I Want**
John Travolta/Olivia Newton-John—RSO
- 14 **Dust in the Wind**
Kansas—Kirschner
- 15 **We Are the Champions**
Queen—Elektra

- 16 **Short People**
Randy Newman—Warner Bros.
- 17 **Grease**
Frankie Valli—RSO
- 18 **Dance Dance Dance**
Chic—Atlantic
- 19 **If I Can't Have You**
Yvonne Elliman—RSO
- 20 **Three Times a Lady**
Commodores—Motown
- 21 **Miss You**
Rolling Stones—Rolling Stones
- 22 **You're in My Heart**
Rod Stewart—Warner Bros.
- 23 **With a Little Luck**
Wings—Capitol
- 24 **The Closer I Get to You**
R. Flack/D. Hathaway—Atlantic
- 25 **Jack and Jill**
Raydio—Arista
- 26 **You Needed Me**
Anne Murray—Capitol
- 27 **Hot Child in the City**
Nick Gilder—Chrysalis
- 28 **Too Much, Too Little, Too Late**
Mathis & Williams—Columbia
- 29 **Baker Street**
Gerry Rafferty—United Artists
- 30 **Last Dance**
Donna Summer—Casablanca
- 31 **Feels So Good**
Chuck Mangione—A&M

- 32 **MacArthur Park**
Donna Summer—Casablanca
- 33 **Our Love**
Natalie Cole—Capitol
- 34 **Kiss You All Over**
Exile—Warner Bros.
- 35 **Reminiscing**
Little River Band—Harvest
- 36 **Here You Come Again**
Dolly Parton—RCA
- 37 **Love Will Find a Way**
Pablo Cruise—A&M
- 38 **Hot Blooded**
Foreigner—Atlantic
- 39 **Dance With Me**
Peter Brown—Drive
- 40 **Ebony Eyes**
Bob Welch—Capitol
- 41 **Shame**
Evelyn "Champagne" King—RCA
- 42 **Come Sail Away**
Styx—A&M
- 43 **It's a Heartache**
Bonnie Tyler—RCA
- 44 **Whenever I Call You "Friend"**
Kenny Loggins—Columbia
- 45 **Use Ta Be My Girl**
O'Jays—Phila. Intl.
- 46 **Copacabana**
Barry Manilow—Arista

47	Goodbye Girl David Gates—Elektra	65	I Just Wanna Stop Gino Vannelli—A&M	83	Ready to Take a Chance Again Barry Manilow—Arista
48	Two Out of Three Ain't Bad Meatloaf—Epic	66	Don't Let Me Be Misunderstood L. Gomez—Casablanca	84	Falling LeBlanc & Carr—Big Tree/Atlantic
49	Hopelessly Devoted to You Olivia Newton-John—RSO	67	Imaginary Lover Atlanta Rhythm Section—Polydor	85	You Light Up My Life Debbi Boone—Warner Bros.
50	Turn to Stone Electric Light Orchestra—UA/Jet	68	Get Off Foxy—TK	86	Baby Hold On Eddie Money—Columbia
51	You Belong to Me Carly Simon—Elektra	69	You Don't Bring Me Flowers B. Streisand/N. Diamond—Columbia	87	Magnet and Steel Walter Egan—Columbia
52	How Much I Feel Ambrosia—Warner Bros.	70	Don't Look Back Boston—Epic	88	Who Are You Who—MCA
53	Running on Empty Jackson Browne—Elektra/Asylum	71	Native New Yorker Odyssey—RCA	89	Sharing the Night Together Dr. Hook—Capitol
54	I Go Crazy Paul Davis—Bang	72	An Everlasting Love Andy Gibb—RSO	90	My Angel Baby Toby Beau—RCA
55	Peg Steely Dan—ABC	73	Disco Inferno Trammps—Atlantic	91	Fool If You Think It's Over Chris Rea—United Artists
56	Sentimental Lady Bob Welch—Capitol	74	What's Your Name Lynyrd Skynyrd—MCA	92	Take a Chance On Me Abba—Atlantic
57	Double Vision Foreigner—Atlantic	75	Flashlight Parliament—Casablanca	93	You Never Done It Like That Captain and Tennille—A&M
58	Summer Nights John Travolta/Olivia Newton-John—RSO	76	Right Down the Line Gerry Rafferty—United Artists	94	Macho Man Village People—Casablanca
59	We'll Never Have to Say Goodbye England Dan and John Ford Coley—Atlantic	77	On Broadway George Benson—Warner Bros.	95	Always and Forever Heatwave—Epic
60	Still the Same Bob Seger—Capitol	78	Theme From "Close Encounters" Meeco—Millennium	96	Wonderful World Art Garfunkel—Columbia
61	Thunder Island Jay Ferguson—Asylum	79	Sweet Talkin' Woman Electric Light Orchestra—UA/Jet	97	Bluer Than Blue Michael Johnson—EMI America
62	Count on Me Jefferson Starship—Grunt/RCA	80	Theme From "Close Encounters" John Williams—Arista	98	Don't It Make My Brown Eyes Blue Crystal Gayle—United Artists
63	Blue Bayou Linda Ronstadt—Asylum	81	Life's Been Good Joe Walsh—Asylum	99	Back in Love Again LTD—A&M
64	The Groove Line Heatwave—Epic	82	I Love the Night Life Alicia Bridges—Polydor	100	The Way You Do the Things You Do Rita Coolidge—A&M

Country Top 50

BROADCASTING'S top 50 country music "Playlist" for 1978 reflects a mixture of the standard country sound and the growing movement toward a more middle of the road, mellower sound. In the top 10 appear such established country artists as Charley Pride, who seizes the number-one slot with *Someone Loves You Honey* (RCA), and Waylon Jennings and Willie Nelson, at number two, with *Mama Don't Let Your Babies Grow Up to be Cowboys* (RCA). Also up there: the contemporary sound of Crystal Gayle, who ranks fifth with *Ready for the Times to Get Better* (United Artists), and Anne Murray, at eight with *Walk Right Back* (Capitol).

Further down the list, the Carpenters—traditionally considered a contemporary/MOR team—take 20th place with *Sweet, Sweet*

Smile (A&M). And Emmylou Harris, familiar to AOR formats, ranks 23d with *To Daddy* (Warner Bros.) and 33d with *Two More Bottles of Wine*.

The crossover phenomenon is particularly illustrated by Miss Murray, whose *You Needed Me* places 26 on the contemporary list while ranking only 37 on the country chart.

BROADCASTING'S compilation of the top 100 and top 50 is computed from the weekly "Playlist" from Jan. 2, 1978, through the Dec. 18 chart. As does the weekly feature, the annual list evaluates records in terms of listener impressions—how many people heard each record and how often they heard it. A sampling of stations is used to measure air play against audience reach by day parts, using Arbitron ratings.

1	Someone Loves You Honey Charley Pride—RCA	18	It Don't Feel Like Sinner's to Me The Kendalls—Ovation	34	Out of My Head ... Loretta Lynn—MCA
2	Mamas Don't Let Your Babies ... Waylon & Willie—RCA	19	What a Difference You've Made Ronnie Milsap—RCA	35	No, No, No Rex Allen Jr.—Warner Bros.
3	Do I Love You Donna Fargo—Warner Bros.	20	Sweet Sweet Smile Carpenters—A&M	36	I Believe in You Mel Tillis—MCA
4	Don't Break the Heart ... Margo Smith—Warner Bros.	21	Two Doors Down Zella Lehr—RCA	37	You Needed Me Anne Murray—Capitol
5	Ready for the Times to Get Better Crystal Gayle—UA	22	A Lover's Question Jacky Ward—Mercury	38	I'll Be True to You Oak Ridge Boys—ABC
6	Hearts on Fire Eddie Rabbitt—Elektra	23	To Daddy Emmylou Harris—Warner Bros.	39	Love or Something Like It Kenny Rogers—UA
7	Every Time Two Fools Collide Rogers & West—UA	24	You're the One Oak Ridge Boys—ABC	40	It Only Hurts for a Little While Margo Smith—Warner Bros.
8	Walk Right Back Anne Murray—Capitol	25	Night Time Magic Larry Gatlin—Monument	41	Cowboys Don't Get Lucky ... Gene Watson—Capitol
9	What Did I Promise Her Last Night Mel Tillis—MCA	26	Return to Me Marty Robbins—Columbia	42	Putting in Overtime at Home Charlie Rich—UA
10	Woman to Woman Barbara Mandrell—ABC	27	I Love You ... Ronnie McDowell—Scorpion	43	Softly as I Leave You Elvis Presley—RCA
11	I've Got a Winner In You Don Williams—ABC	28	Georgia on My Mind Willie Nelson—Columbia	44	Bartender Blues George Jones—Epic
12	She Can Put Her Shoes ... Johnny Duncan—Columbia	29	We Believe in Happy Endings Johnny Rodriguez—Mercury	45	Soft Lights and Hard Country Music Moe Moe—Columbia
13	Do You Know You Are My Sunshine Stallar Bros.—Mercury	30	I Don't Need a Thing At All Gene Watson—Capitol	46	I'll Never Be Free J. Brown & H. Cornelius—RCA
14	I Just Wish You Were Someone I Love Larry Gatlin—Monument	31	Talking In Your Sleep Crystal Gayle—United Artists	47	If I Had a Cheating Heart Mel Street—Polydor
15	Always on a Mountain Merle Haggard—MCA	32	Red Wine and Blue Memories Joe Stampley—Epic	48	God Made Love Mel McDaniel—Capitol
16	I Cheated on a Good Woman's Love Billy "Crash" Craddock—Capitol	33	Two More Bottles of Wine Emmylou Harris—Warner Bros.	49	Yes Ma'am Tommy Overstreet—ABC
17	It's All Wrong But It's All Right Dolly Parton—RCA			50	Gotta Quit Looking at You Baby Dave & Sugar—RCA

The Broadcasting Playlist™ Dec 18

Contemporary

Last week	This week	Title □ Artist	Label
3	1	<i>Le Freak</i> □ Chic	Atlantic
1	2	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
2	3	<i>MacArthur Park</i> □ Donna Summer	Casablanca
4	4	<i>My Life</i> □ Billy Joel	Columbia
6	5	<i>YMCA</i> □ Village People	Casablanca
5	6	<i>Too Much Heaven</i> □ Bee Gees	RSO
9	7	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
7	8	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
8	9	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
11	10	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
14	11	<i>Time Passages</i> □ Al Stewart	Arista
13	12	<i>Hold the Line</i> □ Toto	Columbia
18	13	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
16	14	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
19	15	<i>September</i> □ Earth, Wind & Fire	Columbia
15	16	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
10	17	<i>You Needed Me</i> □ Anne Murray	Capitol
17	18	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
25	19	<i>We've Got Tonight</i> □ Bob Seger	Capitol
24	20	<i>Sweet Life</i> □ Paul Davis	Bang
21	21	<i>Strange Way</i> □ Firefall	Atlantic
26	22	<i>Fire</i> □ Pointer Sisters	Planet
28	23	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
48	24	<i>Shake It</i> □ Ian Matthews	Mushroom
36	25	<i>Got to be Real</i> □ Cheryl Lynn	Columbia
32	26	<i>Part Time Love</i> □ Elton John	MCA
22	27	<i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
35	28	<i>Bicycle Race</i> □ Fat Bottomed Girls □ Queen	Elektra
30	29	<i>Promises</i> □ Eric Clapton	RSO
29	30	<i>A Little More Love</i> □ Olivia Newton-John	MCA
12	31	<i>Double Vision</i> □ Foreigner	Atlantic
31	32	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
27	33	<i>Alive Again</i> □ Chicago	Columbia
42	34	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
34	35	<i>New York Groove</i> □ Ace Frehley	Casablanca
38	36	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
33	37	<i>Change of Heart</i> □ Eric Carmen	Arista
23	38	<i>Kiss You All Over</i> □ Exile	Warner Bros.
46	39	<i>Please Come Home For Christmas</i> □ Eagles	Asylum
45	40	<i>Shattered</i> □ Rolling Stones	Rolling Stones
49	41	<i>Don't Hold Back</i> □ Chanson	Ariola
41	42	<i>The Gambler</i> □ Kenny Rogers	United Artists
39	43	<i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
43	44	<i>Reminiscing</i> □ Little River Band	Harvest
44	45	<i>Get Off</i> □ Foxy	TK
50	46	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
37	47	<i>Straight On</i> □ Heart	Portrait
—	48	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
—	49	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
20	50	<i>Ready to Take a Chance Again</i> □ Barry Manilow	Arista

Playback

Matthews made it. Ian Matthews is shaking up "Playlist" with *Shake It* (Mushroom): It entered at 48 last week and this week bolts to 24. **Barry's best.** Barry Manilow's new single, *Somewhere in the Night* (Arista), moves four places this week—it's second week on—to 46 and Jerry Reed of WINR(AM) Binghamton, N.Y., says "He's always a sure-fire winner; you can't miss with a Barry Manilow song." The cut, originally on the artist's *Even Now* album, is included in the new *Barry Manilow's Greatest Hits*. The song was also previously recorded by Helen Reddy, but Mr. Reed says, "He does it better, with more feeling." **'Shattered' has broken.** *Shattered*, the Rolling Stones latest single from the *Some Girls* LP, seems to be following the success trail of two preceding singles, *Miss You* and *Beast of Burden*, bolting to 40 this week. Alan Edwards of WPRO-FM Providence, R.I., says "It's consistently high on requests." But, he continues, "You can't play it in a lot of dayparts—morning and midafternoon; it will turn off too many adults." **Rafferty's rule.** Three seems to be the lucky number for Gerry Rafferty, too: *Home and Dry* (United Artists), the third single from his *City to City* album, enters the chart at 48. "It's well produced ... very up-tempo, not rock and roll, but up and very melodic," says Roger Collins of KFI(AM) Los Angeles. But Rick Roberts of WEAQ(AM) Eau Claire, Wis., says "It's not quite as commercial as the first two singles [*Baker Street* and *Right Down the Line*]. It doesn't grab quite as fast." **Crossover.** Rose Royce's latest single, *Love Don't Live Here Anymore* (Warner Bros.), already a top five hit on R&B charts, enters "Playlist" at 49. Jim Lewis of WSGA(AM) Savannah, Ga., says the slow ballad "appeals to a lot of demographics ... the lyric line is fantastic."

Country

Last week	This week	Title □ Artist	Label
1	1	<i>The Gambler</i> □ Kenny Rogers	United Artists
4	2	<i>Burgers & Fries</i> □ Charley Pride	RCA
3	3	<i>Tulsa Time</i> □ Don Williams	ABC
5	4	<i>Lady Lay Down</i> □ John Conlee	ABC
2	5	<i>On My Knees</i> □ Charlie Rich	Epic
9	6	<i>All of Me</i> □ Willie Nelson	Columbia
10	7	<i>Sleep Tight, Goodnight, Man</i> □ Bobby Bare	Columbia
—	8	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
11	9	<i>Can You Fool</i> □ Glen Campbell	Capitol
14	10	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
13	11	<i>Don't You Think This Outlaw Bit</i> □ W. Jennings	RCA
8	12	<i>You've Still Got a Place in My Heart</i> □ Con Hunley	WB
25	13	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
6	14	<i>Friend, Lover, Wife</i> □ Johnny Paycheck	Epic
7	15	<i>The Bull and the Beaver</i> □ Haggard/Williams	MCA
17	16	<i>Break My Mind</i> □ Vern Gosdin	Elektra
12	17	<i>Sweet Desire</i> □ Kendalls	Ovation
15	18	<i>That's What You Do to Me</i> □ Charly McClain	Epic
16	19	<i>I Just Want to Love You</i> □ Eddie Rabbitt	Elektra
21	20	<i>Little Things Mean a Lot</i> □ Margo Smith	Warner Bros.
—	21	<i>Please Don't Play a Love Song</i> □ Marty Robbins	Columbia
22	22	<i>Fadin' In, Fadin' Out</i> □ Tommy Overstreet	ABC
20	23	<i>Two Lonely People</i> □ Moe Bandy	Columbia
—	24	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
—	25	<i>Why Have You Left ...</i> □ Crystal Gayle	UA

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.

The quantum leaps of FM radio

The last time BROADCASTING took a long look at radio — in the annual July issue devoted to that subject— we discovered that more than half of the stations ranked among the top 10 in each of the top 50 markets were on the FM side of the dial—260 out of 500, to be exact. We resolved then and there to take another long look at FM alone.

The results of that investigation will be published on January 22, 1979, as an in-depth report on a medium too big to ignore—over half a billion dollars in revenues in 1977, for example, with both sales and profits bounding upward at record rates.

We've been asking a lot of questions about FM since last July. Among the answers you'll read next month:

How FM stations rank among their competitors in the first 50 markets. The departures from, and the improvements upon, FM's beautiful music beginnings. The competition in top 40. Evolution of the full-service FM. The escalation in station values—and prices. Who's afraid of AM stereo. Who believes in FM quad. What today's leaders are pioneering, and what the futurists have in mind.

All in all, a great way to start the FM business year. Prime positions are available through the BROADCASTING representatives listed below. ✱

You belong in Broadcasting Jan 22

✱ *Our end of the line.* For advertising placements from the North, Midwest and East, call **Win Levi** or **Dave Berlyn** at (212) 757-3260.

From the South, call **Peter O'Reilly** at (202) 638-1022.

From the West, call **Bill Merritt** at (213) 463-3148.

From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

Fates & Fortunes

Media

William H. Johnson Jr., VP-general manager, WDEE(AM) Detroit, named president-general manager. **Fritz Beesmyer**, VP-general manager of co-owned WCZY(FM) there, also named president-general manager.

Nicholas J. Verbitsky, general sales manager, WHN(AM) New York, named VP-general manager.

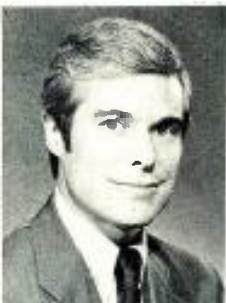
Richard L. French, general manager of WHBQ(AM) Memphis and VP of licensee, RKO General, joins Harte-Hanks Communications as general manager of its KULF(AM) Houston. **Vici Z. Williams**, general sales manager of Harte-Hanks's WEZI(FM) Memphis, named general manager of company's KYND(FM) Pasadena, Tex.



Hack

Shannon Marie Hack, senior planning analyst, Sterling Drug Co., New York, named director, corporate planning, NBC, New York.

Edward P. Ockenden, account executive, Mutual Broadcasting System, New York, named director of ABC American Contemporary Radio Network there. **Marilyn Maleska**, manager of affirmative action, ABC Inc., named director of affirmative action.



Chapman



Lawrence

John D. Chapman, VP, marketing, Taft Broadcasting Co., Cincinnati, named VP, government affairs and marketing; **John T. Lawrence**, VP, administration, appointed VP, investor and public relations, and **S. Donald Urban**, VP, personnel, designated VP, human resources, including personnel, employee relations and collective bargaining responsibilities.

Allen R. Shaw, general manager, WGCM(AM) Gulfport, Miss., joins WAIV(FM) Jacksonville, Fla., in same capacity.



Dougherty

Thomas J. Dougherty, Washington counsel for Metromedia, assumes additional responsibilities as general counsel for Metromedia. **Leonard B. Pack**, associate with Fried, Frank, Harris, Shriver & Jacobson, New York, joins Metromedia in Secaucus, N.J., as assistant general counsel.

George Etkin, secretary of Metromedia and associate general counsel, retires Dec. 24.

Jack Parris, station manager, KMEG(TV) Sioux City, Iowa, joins KGUN-TV Tucson, Ariz., in same capacity.

Fred Figenshu, program director and air personality, WMZQ(FM) Washington, named operations manager of co-owned KIKK-AM-FM Houston.

Judy Rambo, traffic manager, WRNG(AM) Atlanta, appointed operations manager.

Mike Shanin, operations manager, KFIX(AM) Kansas City, Mo., assumes additional responsibilities as operations manager of KFIX-FM there.

Randel N. Stair, corporate accounting manager, and **George D. Hayes Jr.**, senior internal auditor, Multimedia, Greenville, S.C., named assistant controllers.

Jon Duane Cecil, manager of instructional services, Iowa Public Broadcasting Network, named director of Television for Learning Awareness project, Washington, administered by Public Broadcasting Service and funded by Corporation for Public Broadcasting.

Michael J. LaBonia, director of programming for Iowa Public Television Network, joins non-commercial WYES-TV New Orleans as director of broadcasting. **Diane B. Bott**, coordinator of volunteer activities, named director of development.



Wesley

New officers, Southern California Broadcasters Association: **James Wesley Jr.**, KFI(AM)-KOST(FM) Los Angeles, chairman; **Tim Sullivan**, KHJ(AM) Los Angeles, vice chairman; **Pat Shaughnessy**, KIQQ(FM) Los Angeles, treasurer, and **David Moorhead**, KMET(FM) Los Angeles, secretary.

New officers, Wisconsin Valley Broadcasters: **James Esler**, WKAU-AM-FM Kaukauna, president; **Phillip J. Robbins**, WYTL(AM)-WOSH(FM) Oshkosh, VP; **Bruce Grassman**, KFIZ(AM) Fond du Lac, treasurer, and **John Moen**, WYNE(AM) Appleton, secretary.

Sig Mickelson, visiting professor of telecommunications and film, San Diego State University, elected to board of directors of Stauffer Communications, Topeka, Kan. Mr. Mickelson was first president of CBS News and was also president of Radio Free Europe/Radio Liberty.

Broadcast Advertising



Ofner

David Ofner, executive VP-general manager of Chicago office of Foote, Cone & Belding, named president of FCB Advertising, subsidiary of FCB Communications responsible for advertising operations in U.S. **Norman W. Brown**, general manager of FC&B's Los Angeles office, succeeds Mr. Ofner. Title

of president of FCB Advertising has been held by **John E. O'Toole** who continues as president of parent company, FCB Communications. **Louis E. Scott**, president of agency's West Coast offices and chairman of executive committee of FCB Communications, assumes general manager responsibilities in Los Angeles.

John S. Clement, **Robert B. Fané** and **Michael Feldman**, account supervisors, client services, Young & Rubicam, New York, named VP's.

Sharon Lalik, associate media director, D'Arcy-MacManus & Masius, New York, elected VP.

Kenneth Ernst, media group head, Grey Advertising, New York, elected VP.

Thomas E. Butterfield, chief operating officer, Butterfield, Casey, Knaus & Partners, Chicago, elected senior VP of Meldrum & Fewsmith, Cleveland. M&F recently acquired BCK&P. Mr. Butterfield will be general manager of Chicago operation. Other BCK&P executives elected officers of M&F: **William J. Casey**, VP-management supervisor; **Robert L. Knaus**, VP-creative director, and **Thomas Wilson**, VP-account group supervisor.

Dana Tower, account executive, Cunningham & Walsh, New York, named account supervisor. **Mary J. Esbenshade**, from Nowland Organization, New York, joins C&W as project director in research department.

Robert G. Mayer, account supervisor, Ally & Gargano, New York, joins Creamer Inc. there as VP-account supervisor.

Faye Lizotte, broadcast buyer, D'Arcy-MacManus & Masius, Chicago, joins Tatham-Laird & Kudner there in same capacity. **Gerald Linda**, account research manager, TL&K, named associate research director.

Charles W. Culver, VP-creative director, Carlson & Co., Indianapolis, elected senior VP. **James R. England**, account executive, and

Burton M. Harris, traffic and production director, elected VP's.

Robert Zak, senior writer, and **Richard Weinert**, art director, both at Campbell-Ewald, Detroit, join Grey Advertising there as creative supervisors assigned to American Motors passenger cars business.

Greg R. Haflich, print traffic manager, Barickman Advertising, Kansas City, Mo., named account executive.

Robert J. Culpepper Jr., VP-general manager of McDonald & Little Houston office, forms Culpepper & Associates, advertising, marketing and public relations agency in Houston.

Stan Brown of Stan Brown & Associates, closes Los Angeles agency to join LearAvia Corp., Reno, as staff administrative director and sales administrator.

Alan Laymon, from ITT, joins CBS Television Network, national sales, New York, as account executive.

Mark E. Robbins, manager of Blair Television's sales operations in Minneapolis area before four-month leave of absence, becomes member of Blair's NBC sales team in Chicago.

Timothy Ames Williams, account executive, WINZ-AM-FM Miami, joins Katz Television Continental's Los Angeles sales staff. **John Rossi**, TV sales research analyst for Katz Television Continental Silver team, New York, named team research manager. **Ellen Glantz-Tucker**, sales assistant for Katz Television Continental, named to sales research staff, working with Mr. Rossi.

Jeff Osborne, account executive, KPIX(TV) San Francisco, and **Ron Glaizer**, account executive, Meeker Co., New York, join Television Advertising Representatives, New York, sales staff.

Karen Heniger, from Katz Agency in New York, joins MMT Sales there as account executive on Team "B".

John Hofmann, national sales manager, KKHI-AM-FM San Francisco, named VP of marketing services, Buckley Broadcasting Group, New York.

Dorothy H. Cunningham, responsible for local retail accounts for Time Inc., Cleveland, joins Taft Broadcasting Co. as sales representative in Cleveland office.

Jack Davis, executive VP for Bernard Howard & Co., New York radio representative firm, is taking early retirement on Jan. 1, 1979, to pursue personal interests. Mr. Davis has been in representative field for 30 years, 20 of them with Howard, which specializes in black market.

Phyllis Green, market development manager, specializing in retail, WBZ-TV Boston, joins WABC-TV New York as retail marketing manager.

Don Alcorn, general sales manager, WCZY(FM) Detroit, named VP.

James T. Morley, manager of McGavren-Guild's Boston office, joins Park City Communications as general sales manager of its WEZN(FM) Bridgeport, Conn., and director of national sales for Park City's WFTQ(AM)-WAAF(FM) Worcester, Mass.

Bob Lee, general sales manager, WTVM(TV) Columbus, Ga., appointed VP-sales.

Jack Sweeney, account executive, KCBS(AM) San Francisco, named sales manager.

Jane A. Ifland, in sales department of WTMJ(AM) Milwaukee, named sales manager of co-owned WKTI(FM) there.

Larry Sylvia, regional sales manager and account executive, WJAR-TV Providence, R.I., named local sales manager. **Linda Bramhall**, on sales staff of WJAR(AM) Providence, named account executive for WJAR-TV.

John Lee, national sales service manager, KMOX-TV St. Louis, named account executive.

Richard Gray, sales trainee, KSD(AM) St. Louis, succeeds Mr. Lee.

Tony McMahon, account executive, KRAK(AM) Sacramento, Calif., joins KXTV(TV) there in same capacity.

Joseph Schwartz, sales representative, McGavren-Guild, New York, joins WHN(AM) there as account executive.

Bob Harleman, producer, WEEK(AM) Boston, joins WRKO(AM) there as account executive.

Programming

Fred Horowitz, president of Box Seat Subscription Television, headquartered in New Jersey, joins Universal Subscription Television of Boston as general manager. **Alex R. Papagan**, president of A.R. Papagan Associates, sales and marketing consulting firm in Concord, Mass., joins USTV as director of marketing and programming. **Mark Welton**, general manager of Metro Home Theatre of Detroit, named commercial divisions manager for USTV.

G.R. (Jerry) Strebel, from Mutual of New

York, joins Video South, Nashville, as general manager. **Ann Thomas**, from Bill Walker & Associates, Nashville, named account executive.

Harlan P. Kleiman, VP-programing, Warner Cable's Qube system, Columbus, Ohio, joins Marble Arch Productions in New York as VP-special projects with prime responsibility for pay TV production.

Bill Barnes, from International Creative Management, joins The Producer Circle, New York, as VP in charge of creative affairs.

Kenneth L. Horton, manager of comedy and variety programs, NBC Entertainment, Burbank, Calif., appointed director of current comedy programs.

Carol Mann, member of Ladies Professional Golf Association Hall of Fame, signed to long-term contract as reporter for NBC Sports. Assignments include coverage of both men's and women's tournaments, first time woman has been regularly assigned to both, according to NBC. **Wilma Rudolph**, gold medal winning former track star, signed as commentator for NBC Radio's Olympic Odyssey series.

Ronald Bain, director of development, NBC Sports, New York, named director of broadcasting for North American Soccer League, new position resulting from league's signing of TV contract with ABC Sports (BROADCASTING, Nov. 20).

Lois L. Matheson, senior producer on weekday newscast, KOMO-TV Seattle, joins WCAU-TV Philadelphia as program manager.

Bob Bruno, operations director, WVIP(AM) Mount Kisco, N.Y., joins WOR(AM) New York as

December 12, 1978

Time Incorporated

has acquired through merger

American Television and Communications Corporation

The undersigned acted as financial advisor to
Time Incorporated in connection with this transaction.

Salomon Brothers

One New York Plaza, New York, New York 10004
Atlanta, Boston, Chicago, Cleveland, Dallas, Hong Kong, London, Los Angeles, Philadelphia, San Francisco
Members of Major Securities Exchanges

program director.

Mary Daly, fund-raising consultant and adviser on program development for noncommercial WNYC-AM-FM New York, named program manager, WNYC-FM.

Paul J. Klick, promotion manager, KMEG(TV) Sioux City, Iowa, assumes additional responsibilities as program manager.

Carol Parker, air personality, WMZQ(FM) Washington, named program director, succeeding Fred Figenshu (see page 84).

Richard W. McMillan, production director, KUDL-FM Kansas City, Kan., appointed program director.

Jim Cassidy, from KLAZ-FM Little Rock, Ark., joins KKYK(FM) there as program director.

Mick Dolan, production director, WLRS(FM) Louisville, Ky., named program manager.

John Potts III, on production staff of WHFT(TV) Miami, named production manager.

Ron Mack, producer-director, WDIV-TV Detroit, joins KXTV(TV) Sacramento, Calif., as production manager.

Duane Thompson, in production and technical departments of KOVR(TV) Stockton, Calif., named production manager.

Carl Riemer, assistant production manager, WISC-TV Madison, Wis., named production manager. **Ellen Werdan**, commercial producer, WICS(TV) Springfield, Ill., joins WISC-TV as writer-producer.

Sherry Halpern Feldesman, from WCVB-TV Boston, joins WPVI-TV Philadelphia as producer of *AM/Philadelphia*.

Melanie Donahue, from WRC-TV Washington, joins WDMV-TV there as producer of *PM Magazine*.

Greg Lucas, sports director, WMBD-AM-TV Peoria, Ill., joins WEBR(AM) Buffalo, N.Y., in same capacity.

Paul Robbins, freelance sportswriter, joins WRKO(AM) Boston as sports commentator.

Chuck Waggoner, producer-director, WISH-TV Indianapolis, joins noncommercial KTCA-TV St. Paul as staff production director.

Byron Knight, network assistant program manager, Nebraska Educational Television Network, Lincoln, joins Wisconsin Educational Radio and Television Networks, Madison, as director of programing and operations.

Paul Stankavich, senior producer-director, University of Wisconsin-Stout Teleproduction Center, which provides programing for non-commercial WHWC-TV Menomonie, Wis., named director of center.

Wesley Horner, producer of live performances and special music programing for non-commercial WGBH(FM) Boston named music special projects director.

News and Public Affairs

Charles Quinn, general assignment reporter for NBC News, Washington, appointed managing editor and chief correspondent of NBC's radio news bureau in Washington.

Eve Krzyzanowski, business manager for

ABC Affiliate Services, named operations manager for *ABC News World Roundup* and will serve as special assistant to program's executive producer, Av Westin.

Arnold Klinsky, managing editor, KTVI(TV) St. Louis, joins WVTI(TV) New Britain, Conn., as news director.

Dara Welles, announcer, KNX-FM Los Angeles, joins KRTH(FM) there as news director.

Kevin Kelly, general assignment reporter and co-anchor, WWLP(TV) Springfield, Mass., named assistant news director.

Stan Burger, news director, KVML(AM)-KROG(FM) Sonoma, Calif., joins KTHO-AM-FM South Lake Tahoe, Calif., in same capacity. **Mike Corwin**, sports announcer, KVML-KROG, succeeds Mr. Burger as news director. **Bruce Iwamoto**, graduate, San Francisco State University, joins KVML-KROG as assistant news director and anchor.

Alanna Davis, fashion model and TV commercials personality, named to on-air staff of NBC-TV's *Today* as reporter and interviewer in light news and as program's commercial spokesman.

Thomas Laue, manager of Springfield, Ill., bureau of UPI, named news editor for Kentucky.

Jennifer Moore, reporter-anchor, WJR-AM-FM Detroit, joins WDIV-TV there as business editor.

Appointments, KXTV(TV) Sacramento, Calif.: **Jay Scott**, anchor, KDKA-TV Pittsburgh, joins KXTV in same capacity; **Lynne Gormley**, reporter, WSBT-TV South Bend, Ind., joins KXTV in same capacity; **Jacques Natz**, news producer, WDIV-TV Detroit, named news producer for KXTV; **Pamela Cox**, reporter-photographer, KSBW-TV Salinas, Calif., assumes same position with KXTV; **Barbara Maynard**, photographer, KJEO(TV) Fresno, Calif., and **Richard Terry**, photographer, WCMH-TV Columbus, Ohio, join KXTV as photographers.

Steve Leeolou, anchor, reporter and talk show host, WHSV-TV Harrisonburg, Va., joins WRCB-TV Chattanooga as producer and anchor.

Tom Matthews, reporter, *St. Paul Dispatch*, joins news team of KSTP-TV St. Paul.

Bill Capo, from WALA-TV Mobile, Ala., and **Ken Watts**, from ABC News in Chicago, join WVUE(TV) New Orleans as news correspondents.

Tom Du Hain, weather reporter, KCRA-TV Sacramento, Calif., named news reporter.

Andrew Greenspan, former youth analysis reporter for WMCA(AM) New York and graduate of Medill School of Journalism at Northwestern University, Evanston, Ill., named news reporter for KARK-TV Little Rock, Ark.

Paul Kirwin, reporter and anchor, KREX-TV Grand Junction, Colo., joins news staff of KRDO-TV Colorado Springs.

Susan Tick, writer and field producer for WMAQ-TV Chicago, and **David LaPrad**, news director, WAZY(AM) Lafayette, Ind., join WFYR(FM) Chicago as reporters and anchors.

Randall Katz, freelance correspondent for National Association of News Weeklies, joins non-commercial WGUC(FM) Cincinnati as reporter and producer.

Brad Krohn, reporter-anchor, WEBR(AM)

Buffalo, N.Y., named news editor. **Kent Benziger**, reporter, WSTC(AM) Stamford, Conn., and **Leon Thomas**, reporter, WXCL(AM) Peoria, Ill., join WEBR as reporters.

Patrick Heffernan, reporter, KDTH(AM)-KFMD(FM) Dubuque, Iowa, and **Janice Heffernan**, assistant director of information, University of Dubuque, join WYBR(FM) Belvidere (Rockford), Ill., as reporters.

Dave Dusik, chief meteorologist, WYTV(TV) Youngstown, Ohio, joins KMBC-TV Kansas City, Mo., in same capacity.

Cameron Harper, anchor-reporter, WKYC-TV Cleveland, joins WTHR(TV) Indianapolis as weekend anchor-reporter.

Bruce Kalinowski, from WECA-TV Tallahassee, Fla., joins WTLV(TV) Jacksonville, Fla., as noon and weekend weather reporter. **William McQueen**, broadcast editor for AP in West Virginia, joins WTLV as 11 p.m. news producer. **Chuck Patterson**, from WEXI(AM) Jacksonville, joins WTLV as ENG editor.

Bob Davidson, anchor, reporter and writer, KRDO-AM-FM Colorado Springs, and **Paul Logan**, operations manager, KCON(AM) Conway, Ark., join Arkansas Radio Network, Little Rock, as anchors and reporters.

Frank Snyder, news director, KOAK(AM) Red Oak, Iowa, joins KWIT(FM) Sioux City, Iowa, as reporter-anchor.

Susan Hayes, from WLCY-TV Largo (Tampa), Fla., joins WXYZ(AM) Detroit as newscaster.

Robin Begley, lab technician, WDTN(TV) Dayton, Ohio, named news photographer.

New officers, Economics News Broadcasters Association: **Alan R. Schaertel**, AP Radio, Washington, president; **Mitchell Krauss**, CBS News, New York, VP; **Robert L. Gray**, ENBA, Washington, secretary and executive VP; **Anne Truax Darlington**, Public Broadcasting System, Owings Mills, Md., treasurer, and **Gerald Udwin**, Westinghouse News Bureau, Washington, assistant treasurer.

Denise Sims, assistant to news director, reporter and anchor, WREG-TV Memphis, named assistant public affairs director.

Promotion and PR

Hal Davis, president of Grey & Davis Inc., New York, wholly owned public relations subsidiary of Grey Advertising, retires, effective Jan. 1. Mr. Davis has been with Grey since 1957 in various capacities including VP and assistant to chairman of advertising agency. **Mark Rutman**, executive VP of Grey & Davis, succeeds him.

Noel Engler, director, on-air promotion, NBC Entertainment, New York, named director, advertising and on-air promotion, West Coast.

Mitchell Kozikowski, executive VP of Creamer Dickson Basford, New York, named president. **James A. Baar**, executive VP-general manager of company's operations in New England, based in Providence, R.I., named president there. **Sally Dickson**, president of combined agency in New York and Providence, and **Joyce Clarke**, executive VP, become co-chairmen of agency's planning and client review committees.

Charles E. Pride, assistant director of adver-

tising and press information, WXYZ-TV Detroit, joins co-owned WLS-TV Chicago as promotion manager.

Shella Evans, promotion manager, WHDH(AM) Boston, joins WOR(AM) New York as director of advertising and promotion.

Betsy Bucken, director, advertising and promotion, WXLO(FM) New York, joins WPIX-FM there in same capacity.

Carol Bauer, director of promotion services, Field Communications, San Francisco, joins KGO-TV there as director of creative services.

Cable

Lewis M. Scharfberg, special assistant to director, noncommercial WCWP(FM) Brookville, N.Y., joins Teleprompter, Islip, N.Y., as account executive.

Seth G. Abraham, special assistant to president of Home Box Office, New York, named director of sports operations.

Maryann Eardley, from United Airlines, New York, joins UA-Columbia Cablevision, Oakland, N.J., as community service director.

Mila Albertson, editor of Society of Cable Television Engineers membership directory and industry report, Arlington, Va., named director of membership services and publications.

New officers, Connecticut Cable Television Association: **Richard A. Hubbell**, Rollins Cablevision of Connecticut, Branford, president; **Ronald Dorchester**, Communications Properties Inc., Meriden, VP, and **Jeffrey Reynolds**, Valley Cable Vision, Seymour, treasurer.

Broadcast Technology



Beakley

Dr. Guy W. Beakley, manager of engineering for satellite communications division with responsibility for product development and engineering management, Scientific Atlanta, Atlanta, appointed general manager of division.

Jack Neitlich, general manager of television studio operations in Hollywood, ABC, named director of television broadcast operations, broadcast operations and engineering, West Coast.

Mortimer Goldberg, engineer-in-charge, CBS Radio Network, New York, named manager of technical services. **Thomas Sheehy**, technical supervisor, succeeds Mr. Goldberg, who succeeds **Bertrand (Bud) Arnow** who postpones retirement to supervise installation of new central control switching equipment there.

Charles Davis, from KARD-TV Wichita, Kan., joins KMEG-TV Sioux City, Iowa, as chief engineer.

Eugene Doren, manager of engineering, KGMD-TV Hilo, Hawaii, joins Donrey Media Group, Fort Smith, Ark., as director of broadcast engineering.

Bob King, chief engineer, WTVM(TV) Colum-

bus, Ga., named VP-engineering.

David Gutierrez, equipment maintenance engineer, KENS-TV San Antonio, joins KHOU-TV Houston working with ENG equipment.

Paul Plurien, responsible for operations in France for English Electric Valve Co., appointed president of EEV Inc. subsidiaries in Elmsford, N.Y., and Toronto.

Dr. Geoffrey Bate, manager of recording physics, IBM, joins Verbatim Corp., Sunnyvale, Calif., as VP-advanced development.

Ishwar D. Aggarwal, associate director, optical cable research and development, Galileo Corp., joins Valtec Corp., West Boylston, Mass., as communications fiber optics division optical fiber research and development director. **Jearld L. Leonhardt**, VP-finance and treasurer of Valtec's coaxial cable subsidiary, Comm/Scope Co., Catawba, N.C., elected VP-finance of Valtec, West Boylston.

Donald R. Musson, manager of television transmitter design engineering, RCA manufacturing facility in Meadow Lands, Pa., appointed sales representative for RCA Broadcast Systems, based in Wellesley, Mass.

Bernard J. Gaffney, sales manager of micrographic division of Canon/OPS, joins Telex Communications, Minneapolis, as national sales representative for audio visual products group.

John J. Christin, staff VP-financial analysis, Rockwell International Corp., Pittsburgh, named corporate staff VP-investor relations.

Dr. Jerome J. Suran, General Electric Co., elected president of Institute of Electrical and

Electronic Engineers. **Dr. Leo Young**, Naval Research Laboratory, Washington, elected executive VP.

Allied Fields

James R. Keegan, attorney in FCC's Cable Television Bureau, Washington, named acting legal assistant to Commissioner Margita White.

Dennis Spragg, retail sales coordinator and account executive, WMT-AM-FM-TV Cedar Rapids, Iowa, joins Arbitron Midwest television sales, Chicago, as account executive.

Ken Root, farm service director, KTVY(TV) Oklahoma City, named editor of publication of National Association of Farm Broadcasters, *NAFB Chats*.

Lester J. Golbeck, financial analyst, Heller-Oak Communications Finance Corp., Crystal Lake, Ill., named assistant VP.

New officers of Bedside Network, New York, which provides entertainment to hospitalized patients in Veterans Administration facilities: **Douglas Lutz**, production manager of *Bill Moyers Journal* on public station WNET(TV) Newark, N.J.-New York, president; **Terry Rose**, senior sound effects artist for ABC-TV, first VP; **Bill Potts**, NBC sport sales, second VP; **Dick Schneider**, TV producer/director, third VP; **Nancy Andrews**, actress/singer, fourth VP; **Jean Houston**, NBC Radio on-air promotion director, secretary; **Joel B. Mayer**, attorney, treasurer, and **Hope Martinez**, vice president, Hartz Mountain Corp., chairman of executive committee.

**BMI licensed
67 of the top 100
in BROADCASTING's
1978 Contemporary Playlist
and
36 of the top 50
in the 1978 Country Playlist**



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

Deaths

David Lennox Murdoch, 77, pioneer Salt Lake City broadcaster, died there of stroke Nov. 20. He joined KSL(AM) Salt Lake City in 1930 and retired in 1969 as VP and assistant to president of KSL Inc., Arch Madsen. KSL Inc. is division of Bonneville International Corp. Mr. Mur-

doch was first general manager of KSL-FM in 1940's, now KSFL(FM) and no longer owned by Bonneville, and KSL-TV in 1949, still Bonneville owned. He was also manager of former Bonneville stations KSUB-AM-FM Cedar City, Utah, and KID-AM-FM Idaho Falls, Idaho. Survivors include his wife, Ora, and two sons, Michael C. and William R., latter assistant to president of KSL-TV and in charge of sales and promotion.

Diana Gilmore, 52, wife of James S. Gilmore Jr., owner of Gilmore Broadcasting Corp., Kalamazoo, Mich., died Dec. 9 at Borgess hospital there of cancer. Gilmore Broadcasting is licensee of WREX-TV Rockford, Ill., WEHT(TV) Evansville, Ind., KODE-AM-TV Joplin, Mo., and WSAV(AM)-WQPO(FM) Harrisonburg, Va. Survivors include her husband, one son and four daughters.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 4 through Dec. 8.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Docket, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, N—night, PSA—presunrise service authority, SL—studio location, SH—specified hours, TL—transmitter location, trans.—transmitter, TPO—transmitter power output, U—unlimited hours, vis.—visual, w—watts, *—non-commercial.

New Stations

TV application

■ **Lafayette, La.**—Charles Chatelain seeks ch. 15; ERP 165 kw vis., 29.4 kw aur., HAAT: 208.65 ft.; ant. height above ground 228.3 ft. Address: 1506 Eraste Landry Road, Lafayette 70506. Estimated construction cost \$211,365; first-year operating cost \$287,000; revenue \$540,000. Legal counsel Mullin, Connor and Rhyne, Washington, consulting engineer Smith and Powstenko. Principals: Mr. Chatelain is Lafayette businessman with interests in real estate and furniture retailing. He also owns an electronic equipment sales firm.

TV actions

■ **Bismarck, N.D.**—Broadcast Bureau granted Prairie Public Television Inc. ch. 3; ERP 100 kw vis., 20 kw aur., HAAT: 1393 ft.; ant. height above ground 1088 ft. Address: 4500 South University Dr., Fargo, N.D. 58102. Estimated construction cost \$611,832; first-year operating cost \$46,250; revenue \$1,467,500. Legal counsel Marmet Professional Corp., Washington. Principals: Dennis L. Falk, president; Harold Mackenthun, director of Business Affairs, and Don Geiken, director of engineering. Station is satellite of KFME(TV) Fargo. Action Oct. 10.

■ **Guaynabo, P.R.**—Broadcast Bureau returned as unacceptable CP of Roberto Morales-Sanchez for new UHF television station there. Action Sept. 14.

AM action

■ **Johnston City, Ill.**—FCC granted Dennis F. Doelitzsch 810 khz, 250 w-D. P.O. address: Rt. 1, Marion, Ill. 62959. Estimated construction cost \$35,056; first-year operating cost \$24,300; revenue \$36,000. Format: easy listening. Principal: Dennis F. Doelitzsch owns 89% and is general manager of WDDD(FM) Marion. Action Nov. 30.

FM actions

■ **Fairbanks, Alaska**—Broadcast granted Northwest Horizons Inc. 101.1 mhz, 25 kw, HAAT: -41 ft. Address: 434 Eureka St., Fairbanks 99701. Estimated construction cost \$82,609; first-year operating cost \$28,188; revenue \$65,000. Format: beautiful music. Principals: Michael C. Wellings and his wife, Susan V.

(24.7% each) and 30 others. Mr. Wellings is music director for KFAR(AM) Fairbanks. His wife is a ticket agent for Wien Air Alaska. They have no other broadcast interests. Action Nov. 20.

■ **Flemingsburg, Ky.**—Broadcast Bureau returned as unacceptable for filing application of Flemingsburg Broadcasting Co. for CP for new FM on 106.3 mhz. Action Nov. 28.

■ **Ronan, Mont.**—Broadcast Bureau returned as unacceptable for filing application of KMBR Radio Inc. for new FM on 92.3 mhz. Action Nov. 28.

Ownership Changes

Applications

■ **KTAR(AM)-KBBC(FM) Phoenix, Arizona (AM: 620 khz, 5 kw-U, DA-N; FM: 98.7 mhz, 115 kw)**—Seeks assignment of license from KTAR Broadcasting Co. to Pulitzer Publishing Co. KTAR has agreed to swap its Phoenix stations for KSD(AM), owned by Pulitzer. In addition, Combined Communications Corp., parent of KTAR, will pay Pulitzer \$2 million. CCC is controlled by John L. Louis and Karl Eller. It is seeking to merge with Gannett Co., but must first break-up its common control of TV and radio stations in Phoenix. (KTAR also owns KTAR-TV Phoenix-Mesa, Ariz.) Exchange will also benefit Pulitzer which publishes *St. Louis Post-Dispatch*. It will break up TV-radio-newspaper crossownership there. Pulitzer also owns WTEV(TV) New Bedford, Mass.; KETA(TV) Omaha; KOAT-TV Albuquerque, N.M., and WGAL-TV Lancaster, Pa. Ann. Nov. 29.

■ **KIFN(AM) Phoenix, Ariz. (860 khz, 1 kw-D)**—Seeks transfer of control of KIFN Radio Inc. from seven stockholders (100% before; none after) to Hispanic Communications Corp. (none before; 100% after). Consideration: \$575,000. Principal sellers are McHenry T. Tichenor (30.8%) and estate of J.C. Looney (40%), executrix Margaret M. Looney. Mr. Tichenor also has interest in KGBT(AM) Harlingen, and KUNO(AM) Corpus Christi, both Texas, and WGMA(AM) Hollywood, Fla. Looney estate also has interest in KGBT. Buyer is owned by Dr. Volla Albert Dunham (26%), Mauricio and Trudy Mendez (20% each), (Trudy Mendez is daughter of Dr. Dunham), Morton Fleischer (15%) and two others. Dr. Dunham is medical doctor. Mr. Mendez is salesman for KIFN. Mr. Fleischer is president of corporate finance firm and real estate firm, both in Phoenix. He is also director of financial consultancy and banking firm in Los Angeles. They have no other broadcast interests. Ann. Dec. 7.

■ **WSUB-AM-FM Groton, Conn. (AM: 980 khz, 1 kw-D; FM: 105.5 mhz, 3 kw)**—Seeks transfer of control of Southeastern Connecticut Broadcasting Co. from Jean C. Crawford and Lucille N. Noonan (100% before; none after) to Lightfoot Broadcasting Corp. (none before; 100% after). Consideration: \$600,000. Sellers each own 50% of Southeastern—Jean C. Crawford as executrix of estate of William Crawford. They have no other broadcast interests. Buyer is owned by Richard Lightfoot who is also 50% owner and chairman of Shoreline Times Co. which publishes ten weekly and semi-weekly newspapers in Connecticut. He has no other broadcast interests. Ann. Dec. 1.

■ **WIUC(FM) Winchester, Ind. (98.3 mhz, 3 kw)**—Seeks assignment of license from Ind-Io Radio Inc. to Webster Radio Co. for \$150,000. (Real estate valued at \$75,000 will be leased to Webster for five years at \$600 per month with option to buy.) Seller is principally owned by Martin R. Williams (68.5%) who also owns 10% of WGRT(AM) Danville, Ind. Buyer is owned by John W. Carlile Sr. (34%), John W. Carlile Jr. (29%), Jack E. Kauffman and Robert F. White (17% each) and two others. John W. Carlile Sr. is president of Webster Co., manufacturer's rep and distributor. John Carlile Jr. is 9% owner and general manager of WKKI(FM) Celina, Ohio. Mr. White is newsman and salesman for WKKI. Mr. Kauffman is 80% owner of Midwest Wireless Inc., which is 50% owner of WDBC(AM)-WFNN(FM) Escanaba, Mich.; 37.5% owner of WBMB(AM)-WBMI(FM) West Branch, Mich., and 51% owner of WKKI. He is also proprietor of sailboat charter service in Escanaba. Ann. Dec. 7.

■ **KNIR(AM) New Iberia, La. (1360 khz, 1 kw-D)**—Seeks transfer of control of Techeland Broadcasting Inc. from Lionel Sutton, Guy Martin, Sherry Lopez (100% before; 50% after) to Donald Bonin (none before; 50% after). Consideration: \$114,000. Sellers each own 33-1/3%. Mr. Sutton sells 33-1/3% and Guy Martin and Sherry Lopez each sell 8 1/3% to Mr. Bonin. Mr. Martin and Mr. Lopez retain 50% (25% each) interest in company. Mr. Bonin is owner of KDEA-FM New Iberia and former owner (20%) of KANE(AM) there. None has other broadcast interests. Ann. Dec. 1.

■ **KSD(AM) St. Louis, (550 khz, 5 kw-U, DA-N)**—Seeks assignment of license from Pulitzer Publishing Co. to KTAR Broadcasting Co. for KTAR(AM)-KBBC(FM) Phoenix and \$2 million. (See KTAR(AM)-KBBC(FM) above). Ann. Nov. 29.

■ **WHHR(FM) Hilton Head Island, S.C. (106.3 mhz, 3 kw)**—Seeks transfer of control of Hilton Head Radio Corp. from John J. Henry et al (100% before; none after) to Cordem Inc. (none before; 100% after) Consideration: \$835,000, subject to adjustments at closing. Sellers are John J. Henry (69.2%), DeLyle B. Medlin (28.5%) and Issac W. Wilborn (2.3%). None has other broadcast interests. Buyer is owned by H. Stewart Corbett Jr. (60%) and DeMatteis Female Children's Trust (40%), of which Frederick and Alfonso L. DeMatteis (brothers) are trustees and their daughters beneficiaries. Mr. Corbett is vice president and assistant treasurer of Cox Broadcasting, but will quit prior to FCC approval of transfer of control. Frederick and Alfonso DeMatteis are chairman and president, respectively, of Leon D. DeMatteis Construction Corp., Elmont, N.Y. They have no other broadcast interests. Ann. Dec. 1.

■ **WLXC(AM)-WLXR(FM) La Crosse, Wis. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 1.35 kw)**—Seeks transfer of control (51%) of La Crosse Radio Inc. from Evelyn M. Rohrer as personal representative of estate of her late husband Joseph H. Rohrer to herself, heir to estate. Remaining 49% of LaCrosse is owned by Jean Gitz, who is now president. Mrs. Rohrer has been actively involved in the company since 1957 and is now secretary-treasurer. They have no other broadcast interests. Ann. Dec. 1.

Actions

■ **KRAK(AM)-KEWT(FM) Sacramento, Calif. (AM: 1140 khz, 50 kw-U; FM: 105.1 mhz, 50 kw)** and **KMPS-AM-FM Seattle (AM: 1300 khz, 5 kw-U; FM: 94.1 mhz, 98 kw)**—Broadcast Bureau granted assign-

Buy time more effectively with

Spot Radio Small Markets Edition

For the radio buyers and planners who have told us, "we need full data on smaller market radio stations," STANDARD RATE & DATA SERVICE is publishing the new SPOT RADIO SMALL MARKETS EDITION.

SMALL MARKETS lists about 3,000 radio stations licensed to communities of less than 25,000 population . . . not including suburban towns within metro markets. The new publication is a semiannual companion to the monthly SPOT RADIO RATES AND DATA and is issued each April and October.

SMALL MARKETS is a boon to buyers of spot radio time. It has the information that buyers and planners have told us they need, as a minimum, to schedule and buy small market radio time. Each station profile has:

Call Letters by City of License
Address
Phone Number
Personnel (1 name)
Sales Representative
Programming Format (1 line)
Facilities
Network or Group Affiliation
Time classification and spot rate schedule



SMALL MARKETS will reduce your phone calls to radio stations and lessen time spent on the phone searching for contacts. It'll save time and money. Rural buys will be easier. Program format and network affiliation information makes buying by those criteria more efficient.

Syndicators and production companies will find SMALL MARKETS an essential tool. Indeed, anyone who needs accurate data

on U. S. radio stations in small markets will find this new publication a must.

SMALL MARKETS is the only publication where you will find data for all stations in communities of less than 25,000.

Why a special SPOT RADIO SMALL MARKETS EDITION?

Because you asked for it. In publishing SMALL MARKETS, SRDS hopes to fill your needs. We do not anticipate a profit from its sale . . . rather we hope to cover our cost for compiling, editing, printing and mailing.

Please note: All stations eligible for SMALL MARKETS who have elected to meet SRDS criteria will continue to be listed in the monthly SPOT RADIO RATES AND DATA in full. Those stations who elected not to meet these criteria will have their listings modified in the monthly edition to include just their city of license, call letters and a cross reference to their listing in SMALL MARKETS. All stations in communities of less than 25,000 will be shown in SMALL MARKETS.

Order your subscription now . . . Make sure you have enough copies of SPOT RADIO SMALL MARKETS EDITION for everyone in your organization.

Carling WAHH WAHH-FM

NAB RAB NRBA

Subscriber to the NAB Radio Code
Media Code 4 242 1895 2.00
WAHH Inc., Box 545, 2959 W. Arthur, Co.
S. C. 29644. Phone 712-538-1892.
STATION'S PROGRAMMING DESCRIPTION
WAHH: MUSIC: Country.
1. PERSONNEL
General Sales Manager—Alfred Newman.
2. FACILITIES
1,000 w. dials, 250 w. nights; 1400 kw. Non-
tional.
Operating schedule: 5:30 am-11:30 pm. CRT.
FM-RNP 30,000 w.; 94.9 mc. Stereo.
Operating schedule: 24 hours daily. CRT.
Antenna ht.: 282 ft. above average terrain.
3. GENERAL ADVERTISING
Affiliated with NRBC.

TIME RATES
RR 11/1/75—Rec'd 10/25/75.
AA—Mon thru Sat 4-9 am & 4:30-7 pm.
A—Mon thru Sat 9 am-4:30 pm & 7-11:30 pm
B—All other times.

4. SPOT ANNOUNCEMENTS

	1x	25x	100x	250x
1 MIN:	10	8	8	8
AA	10	8	8	8
A	8	5	4	4
B	6	4	3	3
30 SEC:				
AA	8	8	7	7
A	6	6	5	5
B	5	4	3	3



Circulation Department
STANDARD RATE & DATA SERVICE
5201 Old Orchard Rd., Skokie, Ill. 60077

Please order one-year subscription(s) for SPOT RADIO SMALL MARKETS Edition (\$28.00, including postage) for the following members of our staff:

Name _____ Title _____

Name _____ Title _____

Name _____ Title _____

Company Name _____ Type of Business _____

Address _____

City _____ State _____

Your signature _____ Title _____ Date _____

ment of license from Hercules Broadcasting Co. to Affiliated Broadcasting Inc. for \$11,637,500. Seller is owned by Manning Slater, president and chairman, his former wife, Bernice, and others. None have other major broadcast interests. Buyer is subsidiary of publicly traded Affiliated Publications Inc., which owns WFAS(AM)-WWYD(FM) White Plains, N.Y.; WSAI-AM-FM Cincinnati, and publishes *The Boston Globe* and *The North Adams* (Mass.) *Transcript*. John I. Taylor is president. (BAL780731EO, BALH780731EP, BALP780731EQ, BALH780731ER). Action Sept. 28.

■ **WCWB-TV** Macon, Ga. (ch.41)—Broadcast Bureau granted transfer of control of Bibb Television Inc. from F. E. Busby et al. (100% before; none after) to Morris Network Inc. (none before; 100% after). Consideration: \$2.8 million. Principals: Seller is principally owned by F. E. Busby, who has no other broadcast interests. Buyer is owned by Morris Newspaper Corp. which is principally owned by Charles H. Morris and publishes newspapers in Tennessee, Florida, Georgia, California, Kansas and New York, and owns less than 2% interest in WALB-TV Albany, Ga., WJHG-TV Panama City, Fla. and KTVE(TV) El Dorado, Ark. (BTC 781006KG). Action Nov. 30.

■ **KPOI(AM)-KHSS(FM)** Honolulu (AM: 1040 khz, 10 kw; FM: 97.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license and CP from Comunico Oceanic Corp. to Sudbrink Broadcasting of Hawaii for \$655,000. Seller, which owns KMJK(FM) Lake Oswego, Ore., is principally owned by Frederic W. Constant, president. Buyer is owned by trusts for Kyle and Craig Sudbrink, their mother, Margaret Sudbrink, and Mr. and Mrs. Richard Casper. Mrs. Sudbrink and her husband, Robert (Woody) Sudbrink, are principals in Sudbrink Broadcasting Co., which owns WWNS(AM) South Miami, of which Mr. Casper is former general manager. The same group recently bought WORL(AM) Orlando-WORJ-FM Mount Dora, Fla. (BALP513; BALH2708). Action Nov. 30.

■ **KLEU(AM)** Waterloo, Iowa (850 khz, 500w-D)—Broadcast Bureau granted assignment of license from Marathon Communications to KLEU Inc. for \$275,000 plus \$60,000 not to compete. Seller is principally

owned by William E. Payne, president, who has no other broadcast interests. Buyer is principally owned by Paul A. Logli and his wife, Maureen. Mr. Logli is attorney in Rockford, Ill. His wife is administrator at Schools of Theology, Dubuque, Iowa. None of stockholders has other broadcast interests. (BAL780926ED). Action Nov. 30.

■ **KAUS-AM-FM** Austin, Minn. (AM: 1480 khz, 1 kw-U; FM: 99.9 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Withers Broadcasting of Minnesota to Orion Broadcasting Co., for \$750,000 plus \$50,000 for covenant not to compete. Seller is W. Russell Withers Jr., who owns WDTV(TV) Weston, W.Va.; WMIX-AM-FM Mount Vernon, Ill.; KAHU(AM)-KULA(FM) Waipahua, Hawaii and KGMO-AM-FM Cape Girardeau, Mo. Buyer is owned (100%) by Phillip E. Nolan, former vice president and general manager at WIND(AM) Chicago, who has no other broadcast interests. (BAL781010EF). Action Dec. 6.

■ **WKPG(AM)** Port Gibson, Miss.—Broadcast Bureau granted assignment of license from WKPG Inc. to Donald G. Manuel for \$65,000, including five-year covenant not to compete. Seller: principally owned by Jerry A. Adams. Buyer, who has no other broadcast interests, has agricultural machinery interests in McComb, Miss. (BAL781006 EF). Action Nov. 29.

■ **KAYQ(AM)** Kansas City, Mo. (1190 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Coleman American Broadcasting Co. to Osborn Communications Corp. for \$850,000. Seller: principally owned by James F. Coleman, president, who has no other broadcast interests. Buyer is owned (100%) by Wilton R. Osborn II, former account executive at WTTG(TV) Washington, and former vice president and local sales manager at KMBC(TV) Kansas City. He has no other broadcast interests. (BAL781011EA). Action Nov. 30.

■ **KYSS-AM-FM** Missoula, Mont.—Broadcast Bureau granted transfer of control of Garden City Broadcasting Inc. from Mr. and Mrs. Chester Murphy and James Goodrich. (100% before; none after) to Garden City Broadcasting Corp. (none before; 100% after). Consideration: \$828,000. Buyer is subsidiary of Communications Investment Corp. which is principally owned by George C. Hatch and his wife, Wilda. It owns KUTV(TV) Ogden, Utah, and the Intermountain Network, CATV system in Idaho Falls, Idaho. (BTC781006EA, BTCH781006EB) Action Nov. 28.

■ **WMNC(AM)-WQXX(FM)** Morgantown, N.C. (AM: 1430 khz, 5 kw-D; FM: 92.1 mhz, 3 kw)—Broadcast Bureau granted transfer of control of WMNC Inc. from estate of Nathan J. Cooper to Josie L. Cooper, executrix. (BTC780815EC, BTCH780815ED). Action Nov. 29.

■ **KXJB-TV** Valley City, N.D. (ch. 4)—FCC granted transfer of control of North American Broadcasting Corp. from North Dakota Broadcasting Co. to Central Minnesota Television Co. for about \$6 million. Seller is owned by John W. Boler (79%) and four others, none of whom has other broadcast interests. Buyer is owned by Thomas K. Barnstable estate (53%), Joseph O. Perino and John J. McCarten (11% each), Glenn Flint and Kenneth C. Bechtel (10% each) and others. Barnstable interests are voted by Thomas K. Barnstable Jr. and his brother, Bruce E. CMTc also owns KCMT-FM-TV Alexandria and KNMT(TV) Walker, both Minnesota. Shareholders, as individuals, also own 22.5% of KSOO(AM) Sioux Falls, S.D. Action Nov. 30.

■ **KRCO(AM)** Prineville, Ore. (690 khz, 1 kw-D)—Broadcast Bureau granted transfer of control of Radio Central Oregon from Collin R. and Rita A. Matheny (100% before; none after) to High Lakes Broadcasting Co. (none before; 100% after). Consideration: \$409,000. Principals: Sellers wish to retire from broadcasting. Buyer is 100% owned by John S. Kendall, general sales manager at KXAS-TV Dallas-Fort Worth. Neither buyer nor seller has other broadcast interests. (BAL781010ED). Action Nov. 29.

■ **WBEU-AM-FM** Beaufort, S.C. (AM: 960 khz, 1 kw-D; FM: 98.7 mhz, 36 kw)—Broadcast Bureau granted relinquishment of positive control of licensee by Flora G. Trask, trustee for George and John Trask, to the beneficiaries. (BTC780929EC, BTCH780929ED). Action Nov. 30.

■ **KTOQ(AM)** Rapid City, S.D. (AM: 1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Midland Broadcasting Co. to Tom-Tom Communications Inc. for \$400,000. Seller: Mr. and Mrs. V.H. Hughes and Stephen Hughes, who own KOLL(FM) Gillette, Wyo. Buyer: principally owned

by Thomas J. Brokaw, host of NBC's *Today* program, who has no other broadcast interests. (BAL781003ED). Action Dec. 6.

■ **WPTY-TV** Memphis, Tenn.—Broadcast Bureau granted transfer of control of Delta Television Corp. from Petry Television Inc. to Martin F. Connelly and Arthur E. Muth. Delta Television is owned by Martin F. Connelly (10%), Arthur E. Muth (10%) and Petry Television Inc. (80%); however, since Messrs. Muth and Connelly have the facto control of Petry through 29% of the stock (other 70% is in employee trust) they also have de facto control of Delta. Granting of application makes that control de jure and is preparation for reorganization of Petry from which they plan to retire. (BTC781003KE). Action Nov. 14.

Facilities Changes

FM applications

■ **KCFR(FM)** Denver—Seeks CP to make changes in transmission line and change TPO. Ann. Dec. 5.

■ **WPIO(FM)** Titusville, Fla.—Seeks CP to change type ant. and change TPO. Ann. Dec. 5.

■ **WFMS(FM)** Indianapolis—Seeks CP to make changes in ant. system; change type ant.; increase HAAT: 711.7 ft. (H&V); decrease ERP: 22 kw (H&V) and change TPO. Ann. Dec. 5.

■ **WBXL(FM)** Baldwinville, N.Y.—Seeks CP to install new ant. Ann. Dec. 5.

■ **WRCU-FM** Hamilton, N.Y.—Seeks CP to change trans. and ant. system. ERP: 1.919 kw; HAAT: 145 ft. Ann. Dec. 5.

■ **WSUL(FM)** Monticello, N.Y.—Seeks subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Dec. 5.

■ **WDAO(FM)** Dayton, Ohio—Seeks CP to install aux. trans. at main TL; install aux. ant. and change TPO. Ann. Dec. 5.

■ **WVEN(FM)** Franklin, Pa.—Seeks mod. of subsidiary communications authorization to make changes in programing (add background music). Ann. Dec. 5.

■ **WKSA-FM** Isabela, P.R.—Seeks subsidiary communications authorization on subcarrier freqs. of 41 and 67 khz. Ann. Dec. 5.

■ **WSIM(FM)** Red Bank, Tenn.—Seeks CP to change ant.; make changes in ant. system; change TPO and HAAT: 300 ft. Ann. Dec. 5.

TV actions

■ **WHNB-TV** New Britain, Conn.—Broadcast Bureau granted CP to change ERP to 1230 kw; max. ERP: 3090 kw; ant. height: 1480 ft. (BPCT-5219). Action Nov. 3.

■ **WCIX-TV** Miami—Broadcast Bureau granted CP to change ERP to 79.4 kw; max. ERP: 100 kw; ant. height: 1400 ft.; conditions (BPCT-5218). Action Nov. 14.

■ **WFMY-TV** Greensboro, N.C.—Broadcast Bureau granted mod. of CP to change TL; change type trans. and ant.; ERP: 100 kw; max. ERP: 100 kw; ant. height: 1840 ft. (BMPCT-780928KI). Action Nov. 27.

AM action

■ **KCGS(AM)** Marshall, Ark.—Broadcast Bureau dismissed application for CP Marshall Broadcasting Co. to install new aux. trans. (BP-20. 184). Action Nov. 9.

FM action

■ **KIKT(FM)** Greenville Tex.—Broadcast Bureau dismissed as moot application of Greenville Radio Corp. for mod. of CP to change antenna (BMPH-780725AH). Action Nov. 28.

In Contest

Initial decisions

■ **Roswell, N.M.**—ALJ Joseph Stirmer granted the license renewal of KKAT(AM) there and assigned the license from Gordon L. Gay, trustee in bankruptcy, to Rosendo Casarez Jr. (Doc. 21517-8). Action Dec. 1.

Procedural rulings

■ **Birmingham, Ala.** (Alabama Citizens for Responsive Public Television Inc. and Alabama Educational

Please send

Broadcasting

The newsworthy of broadcasting and allied arts

Name _____

Company _____

☐ Business Address

☐ Home Address _____

City _____

State _____ Zip _____

Type of Business _____

Title/Position _____

Are you in cable TV operations ☐ Yes ☐ No

Signature (required) _____

☐ 3 years \$90 ☐ 2 years \$65 ☐ 1 year \$35

(Canadian and international subscribers add \$12/year)

☐ 1979 Cable Sourcebook \$20.00

(If payment with order \$15.00)

☐ 1978 Yearbook \$37.50

(If payment with order \$32.50)

☐ Payment enclosed ☐ Bill me

☐ Across the Dial \$3

(Price includes postage and handling. Prepaid orders only)

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

*If you are using direct mail
to sell your product or service you need*



direct mail list rates and data



**NEW FORMAT . . .
2 editions, 4 issues**

**Business Lists Edition (January & July)
Consumer Lists Edition (March & September)**

*... the only reference source
to all available mailing lists.*

Everyone knows that the key to direct mail success is the mailing list . . . even more important than copy and art.

To have a successful mailing, you have to target it properly . . . reach the right audience . . . use the proper mailing lists.

Where do you find these lists? . . . all of them? In SRDS' Direct Mail List Rates and Data, of course. The only complete reference service to list availability . . . 1,200 pages crammed with the latest information and counts on 50,000 lists and list selections.

Direct Mail List Rates and Data will help you improve your mailing results . . . find alternative lists to the ones you are already using, increase your universe, expand your markets, tap new sources of business, find customers you did not know about.

Here is your practical guide to lists . . . their makeup . . . their costs . . . their suitability and their acquisition. In Direct Mail List Rates and Data, you find everything you need to know . . . quantities, prices, sources, description of the list, sales and service personnel to contact, delivery and maintenance schedules and much more . . . to help you plan and budget your direct mail program.

Direct Mail List Rates and Data covers all available lists. Every type is included; business, consumer, farm compiled and direct response. The data is up-to-date and accessible.

In addition, there are special sections covering list brokers, managers, compilers, co-op mailings and package inserts.

The DMLRD subscription package includes Business and Consumer List (two editions) each mailed semiannually (four issues) plus updating Change Bulletins which are published 24 times each year.

Special FREE TRIAL Offer!

Order your subscription today. Take advantage of our 20-day FREE TRIAL OFFER . . . Price \$59.50 . . . Regular price \$65.00. If not completely satisfied, return your copy of Direct Mail List Rates and Data with no obligation.

direct mail list rates and data

**Business Lists Edition (January & July)
Consumer Lists Edition (March & September)**

Published by
Standard Rate and Data Service, Inc.
5201 Old Orchard Road, Skokie, IL 60077
312-966-8500

**Circulation Dept.
DIRECT MAIL LIST RATES AND DATA
5201 Old Orchard Road, Skokie, Illinois 60077**

- ☐ Please send me your Direct Mail List Rates and Data (Business & Consumer editions) & Direct Mail List Bulletins on a free-trial basis. If satisfied, we will remit \$59.50 for a one year subscription (DMLRD Business Lists & Consumer Lists, plus 24 issues of Direct Mail List Bulletins). If I'm not happy with my subscription, for any reason, I'll return the first editions within 20 days of receiving them for full credit or refund per your guarantee.
- ☐ Price \$56.00 if payment accompanies this coupon. Same money back privileges apply. (Both offers above not valid for renewal orders.)

Name _____ Title _____

Company _____ Business _____

Address _____

City _____ State _____ Zip _____

Signature _____

- ☐ ALSO, WE HAVE A MAILING LIST WE'D LIKE LISTED IN DMLRD FREE. PLEASE SEND US COMPLETE INFORMATION.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,498	5	44	4,547	34	4,581
Commercial FM	3,010	2	67	3,079	138	3,217
Educational FM	940	0	42	982	73	1,055
Total Radio	8,448	7	153	8,608	245	8,853
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	9	269
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	66	1,054
FM Translators	249	0	0	249	73	322
TV Translators	3,566	0	0	3,566	446	4,012
UHF	1,146	0	0	1,146	247	1,393
VHF	2,420	0	0	2,420	199	2,619

*Special temporary authorization

**Includes off-air licenses

Television Commission) **TV proceeding**; (Docs. 20675-6)—ALJ Lenore G. Ehrig, by five separate actions, denied motion by AETC for partial summary decision; granted petition to intervene by George W. Drain, Shirley Brown, Nancy Chambilliss, Vanzetta Penn Durant, Robert Stone and Doris Greene, individually and as members of the Montgomery Citizens Advisory Committee and Citizens Communications Center and denied their petition to enlarge issues; granted motion by Alabama Citizens for leave to amend its Birmingham and Demopolis applications to submit revised cost estimates; granted to limited extent petition of AETC and enlarged issues against Alabama Citizens. Action Nov. 21.

■ Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins, et al.) **AM proceeding**; (Docs. 15752, 15754-6, 15764-6)—ALJ Reuben Lozner granted request by Broadcast Bureau and extended to Jan. 31 time to respond to applicants' joint petition for approval of settlement agreement. Action Nov. 30.

■ Goleta, Calif. (Guy S. Erway and Goleta Communications Corp.) **FM proceeding**; (Docs. 78-134-135)—ALJ Walter C. Miller granted motion by Erway for leave to amend his application to reflect that on Oct. 12 Stanley Deck filed complaint against him in Superior Court of State of California for County of Santa Barbara. Action Dec. 1.

■ Largo, Dunedin and Safety Harbor, Fla. (Bie Broadcasting Co., et al.) **FM proceeding**; (Docs. 78-169-171)—ALJ Joseph Stirmer granted petition by Tampa Bay Concert Radio Inc. for leave to amend its application to report that Dan L. Johnson has changed his residence, that Earl L. Bradsher is no longer employed at WFSO(AM) Pinellas Park, Fla., that FCC had approved nighttime operation for WFSO, and that FCC had granted transfer of control application for WFSO and consummation of that transfer; scheduled a further prehearing conference for Dec. 8. Action Dec. 4.

■ Indianapolis (Peoples Broadcasting Corp., et al.) **FM proceeding**; (Docs. 78-243-247)—ALJ Byron E. Harrison denied motion by Radio Corporation of Indiana to enlarge issues, without prejudice to full exploration of cable TV interests of two of Radio Circle City Inc. stockholders. Action Nov. 21.

■ Omaha, Neb. and Council Bluffs, Iowa (Webster-Baker Broadcasting Co., et al.) **AM and FM proceeding**; (BC Docs. 78-337-345)—ALJ Frederic J. Coufal suspended until further FCC order all procedural dates including, but not limited to, dates on which to file responses to petitions to enlarge issues. Action Dec. 5.

■ WGTR(AM) Natick, Mass. (Home Service Broadcasting Corp.) **AM proceeding**; (Doc. 78-213)—ALJ Walter C. Miller continued hearing from Feb. 19 to Feb. 20. Action Nov. 27.

■ WKYO(AM) and WIDL-FM Caro, Mich. (Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM and FM proceeding**; (Docs. 78-214-217)—ALJ Thomas B. Fitzpatrick, by five separate actions, granted to limited extent motion by Tuscola and enlarged issues to determine whether programming of WKYO and WIDL-FM was meritorious, particularly

with respect to public service programs; confirmed rulings made at Nov. 17 prehearing conference; set certain procedural dates and scheduled hearing for April 24 in Caro, Mich. Action Nov. 20; confirmed rulings made at Nov. 17 prehearing conference; granted petition by Cass for leave to amend its applications to update its financial showing and to submit a reorganized listing of community leaders interviewed. Actions Nov. 21.

■ KODE-TV Joplin, Mo. and Pittsburg, Kan. (Gilmore Broadcasting Corp.) **TV renewal proceeding**; (Docs. 78-81-83)—ALJ John H. Conlin granted motion by Mid-Continent Telecasting Inc. and continued prehearing conference to Jan. 9. Action Dec. 6.

■ Morehead City, Beaufort and Newport, N.C. (Grace Missionary Baptist Church Inc., et al.) **FM proceeding**; (Docs. 78-29-31)—ALJ James F. Tierney, by two separate actions, granted petition by Jones Co. for leave to amend its application to reflect updated financial information. Action Dec. 1; certified to FCC question of what action should be taken with respect to application of Emerald Communications Inc. and suspended all actions affecting parties and concerned with scheduled arrangements, pending FCC action. Action Dec. 4.

■ WVAM-AM-FM Altoona, Pa. (Blair County Broadcasters Inc.) **Renewal proceeding**; (Docs. 78-254-255)—ALJ Walter C. Miller granted motion by Blair and stayed all existing procedural dates; scheduled a further prehearing conference for Feb. 23. Action Nov. 21.

■ WPCE(AM) Portsmouth and WOWI-FM Norfolk, both Virginia (Tidewater Radio Show Inc. and Willis Broadcasting Corp.) **Renewal proceeding**; (Docs. 21278-9)—ALJ Frederic J. Coufal directed parties to address following questions by Dec. 20: Should record so far developed in WUEZ(AM) Salem, Va., revocation proceeding be recognized in this proceeding; if it is appropriate to use WUEZ record in this proceeding, may it be supplemented in view of Blue Ribbon Broadcasting Inc.'s election to sell WUEZ; should this proceeding be stayed pending outcome of the WUEZ matter. Action Nov. 30.

■ WTVR-AM-FM-TV Richmond, Va. (Roy H. Park Broadcasting of Virginia Inc.) **Renewal proceeding**; (Doc. 21409)—Office of Opinions and Review dismissed petition by Black Broadcasting Coalition for reconsideration of FCC's Oct. 7, 1977 order. Action Dec. 5.

■ Vancouver, Wash. (Rose Broadcasting Co., et al.) **AM proceeding**; (Docs. 78-209-211, 212)—ALJ James F. Tierney granted motion by Fort Vancouver Broadcasting Inc., continued certain procedural dates and rescheduled the hearing for Feb. 13. Action Nov. 28.

FCC actions

■ Milford, Conn.—FCC has granted Colonial Broadcasting Co. Inc. short-term renewal for period ending Dec. 1, 1979, for its WFIF(AM) there. It found that Colonial repeatedly failed to supervise and control operation of WFIF adequately, resulting in deception of public, advertisers and potential advertisers con-

cerning contests and coverage area. (BROADCASTING, Dec. 11). Action Nov. 27.

■ Johnston City, Ill.—FCC has approved application of Dennis F. Doelitzsch for new AM on 810 khz there. It also denied petitions to deny filed by Meredith Corporation, licensee of KCMO(AM) Kansas City, Mo., and Greentree Broadcasting Company, licensee of WJPF(AM) Herrin, Ill. Meredith contended that if Doelitzsch utilized non-directional antenna system proposed, prohibitive overlap would result with KCMO. Greentree asserted that Doelitzsch failed to comply with ascertainment standards and was not financially qualified to construct and operate the proposed station, alleging that he relied on same capital to finance both proposed AM station and recently applied for new UHF station at Marion, Ill. Action Nov. 30.

■ Valley City, N.D.—FCC has approved transfer of control of North American Communications Corp., licensee of KXJB-TV Valley City, N.D., from North Dakota Broadcasting Company Inc. to Central Minnesota Television Co. FCC also rejected petition to deny transfer filed by Spokane Television Inc., licensee of KTHI-TV, Fargo, N.D., which said Central's purchase of KXJB-TV would result in regional concentration of media control, particularly of television stations in the Fargo-Valley City market, noting that Central also is licensee of KCMB-TV Alexandria and satellite station KNMT-TV Walker, Minn. Action Nov. 30.

■ Centerville, Utah—FCC has granted the petition of Lois I. Pingree, reinstating the construction permit and permitting transfer of KCGL(FM) Centerville, and terminated the proceeding. Action Nov. 30.

■ FCC has accepted up-dated equal employment opportunity (EEO) programs of six broadcast stations and authorized Broadcast Bureau to grant stations regular license renewals, on condition they submit periodic EEO progress reports during their license terms. The stations are WMBI-AM-FM Chicago, licensed to Moody Bible Institute of Chicago; KRWG-TV Las Cruces, N.M., licensed to Board of Regents of New Mexico State University; KVOY(AM)-KJOK(FM), Yuma, Ariz., licensed to Magnamedia Inc., and KXMB-TV, Bismarck, N.D., licensed to Bismarck Television Inc. Action Nov. 30.

Complaints

■ Total of 12,912 complaints was received by FCC in October, increase of 9,671 over September. Other comments and inquiries for October totaled 2,074, increase of 709 over previous month.

Fines

■ WVOK(AM) Birmingham, Ala.—Notified of apparent liability for forfeiture of \$1,000 for failure to conduct equipment performance measurements during the period Oct. 30, 1975 to April 13, 1978 as evidenced by lack of records thereof. Action Nov. 22.

■ Washington—FCC has notified United Broadcasting Company, licensee of WOOK(FM) Washington, that it has incurred apparent liability for forfeiture of \$6,000 for violation of contest rule. (BROADCASTING, Dec. 11). Action Nov. 30.

■ WTRE(AM) Greensburg, Ind.—Notified of apparent liability for forfeiture of \$750 for failure to conduct weekly transmission tests of attention signal, to test script of Emergency Broadcast System and to observe terms of station authorization. Action Nov. 17.

■ KTWN-AM-FM Anoka, Minn.—Notified of apparent liability for forfeiture of \$400 for failure to make daily checks of antenna tower lights from April 1, 1978 to Aug. 10, 1978. Action Nov. 28.

■ KHOW(AM) Minneapolis—Notified of apparent liability for forfeiture of \$500 for over-power operation. Action Nov. 29.

■ KOTS(AM) Deming, N.M.—Ordered to forfeit \$1,000 for operating during nighttime hours with full daytime power. Action Nov. 22.

■ WKVM(AM) San Juan, P.R.—Notified of apparent liability for forfeiture of \$800 for failure to make equipment performance measurements of authorized main transmitter. Action Nov. 17.

■ WCAY(AM) Cayce, S.C.—Ordered to forfeit \$500

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3400

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
2990 Telestar Ct., Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St. N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ga. Ave., Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
1925 N. Lynn St., Arlington, VA 22209
JOHN A. MOFFET, P.E.
(703) 841-0500
Member AFCCE

**STEEL, ANDRUS
& ASSOCIATES**
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St. N.W., 659-3707
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 633-2885
Member AFCCE

**MIDWEST ENGINEERING
ASSOCIATES**
Consulting Engineers
6934 A N. University
Peoria, Illinois 61614
(309) 692-4233
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22102
Tel (703) 356-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering,
Aerial Radiation Measurements
(214) 321-9140

RADIO ENGINEERING CO.
PO Box 2352 Palos Verdes Ca 90274
CONSULTANTS
ALLOCATIONS INSTALLATIONS FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(213) 541-7379
Serving Broadcasters over 35 years

**JOHN F.X. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293-2020
Member AFCCE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
DALLAS/FORT WORTH
GLENN B. CALLISON
15745 Terrace Lawn Circle,
Dallas, Texas 75240. 214/233-6034
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028. 817/295-1181
MEMBER AFCCE

E.M.R. ENGINEERING, INC.
PO BOX 766, CHANNELVIEW, TEX 77530
(713) 452-6147
CONSULTING ENGINEERS
COMMUNICATION SYSTEMS,
ALLOCATIONS, BROADCAST SYSTEMS &
MICRO-WAVE SYSTEMS
FRED L. ZELLNER

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services
*1977 Readership Survey showing 44 readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Services

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

for having operator in charge of the transmitting system who did not hold proper radio operator license or permit. Action Nov. 22.

■ KSGW-TV Rapid City, S.D.—Notified of apparent liability for forfeiture of \$500 for not logging results of frequency measurements. Nov. 28.

■ KNOI(AM) Pullman, Wash.—Notified of apparent liability for forfeiture of \$250 for operating station in excess of 105 percent of authorized power from April 19 to May 17. Action Nov. 28.

■ KYAC(AM) Seattle, Wash.—Notified of apparent liability for forfeiture of \$750 for operating station in the non-directional mode at a power in excess of 105 percent of that authorized. Action Nov. 22.

■ WOKL(AM) Eau Claire, Wis.—Notified of apparent liability for forfeiture of \$750 for operating station with an output power greater than 105 percent of the authorized power. Action Nov. 21.

Allocations

Petitions

■ Pine Bluff, Ark.—Tri-Rivers Broadcasting Company Inc. seeks amendment of FM table of assignments to assign 105.5 mhz to Mountain Home, Ark. (RM-3261). Ann. Dec. 6.

■ Helena, Ark., West Helena Radio Inc.—Seeks amendment of FM table of assignments to assign 105.5 mhz to West Helena. (RM-3250). Ann. Dec. 6.

■ Paragould, Ark.—KDRS Inc. seeks amendment of FM table of assignments to assign 100.1 mhz or 107.1 mhz to Paragould. (RM-3255). Ann. Dec. 6.

■ Sacramento, Calif.—Sydney H. Moate seeks amendment to FM table of assignments to assign 107.5 mhz to Lakeport, Calif. (RM-3252). Ann. Dec. 6.

■ Wray, Colo.—Robert D. Zellmer seeks amendment of FM table of assignments to assign 105.5 mhz to Beloit, Kan. (RM-3257). Ann. Dec. 6.

■ Greenwich, Conn.—Town and Country Com-

munications Inc. seeks amendment of FM table of assignments to assign 94.3 mhz to California, Mo. (RM-3271). Ann. Dec. 6.

■ Ava, Ill.—Harold Lawder seeks amendment FM table of assignments to assign 103.9 mhz to Ava. (RM-3253). Ann. Dec. 6.

■ Oskaloosa, Iowa—Everett G. Wenrick seeks amendment of FM table of assignments to assign 97.7 mhz to Nevada, Mo. (RM-3264). Ann. Dec. 6.

■ Columbus, Kan.—Ben H. Woolery seeks amendment of FM table of assignments to assign 99.3 mhz to Columbus. (RM-3256). Ann. Dec. 6.

■ Camden, Me.—Penobscot Bay Broadcasting Co. seeks amendment of FM table of assignments to assign 102.5 mhz to Camden. (RM-3270). Ann. Dec. 6.

■ Minneapolis—Thomas M. Scallen seeks amendment of FM table of assignments to assign 93.5 mhz to Incline Village, Nev. (RM-3266). Ann. Dec. 6.

■ Ackerman, Miss.—H. Richard Cannon seeks amendment to FM table of assignments to assign 107.9 mhz to Ackerman. (RM-3251). Ann. Dec. 6.

■ Palmyra, Mo.—Mike McKenzie seeks amendment of FM table of assignments to assign 96.7 or 101.7 mhz to Palmyra. (RM-3262). Ann. Dec. 6.

■ Lexington, Neb.—Nebraska Rural Radio Association seeks amendment of FM table of assignments to substitute 93.1 mhz, 99.1 mhz or 101.7 mhz for 100.4 mhz Yankton, S.D.; and assign 100.3 mhz to Central City, Neb. (RM-3263). Ann. Dec. 6.

■ Medford, Ore.—California Oregon Broadcasting Inc. seeks amendment of FM table of assignments to assign 107.5 mhz to Williams, Calif. (RM-3265). Ann. Dec. 6.

■ Coamo, P.R.—Jose David Soler seeks amendment of FM table of assignments to substitute 102.1 mhz for 101.9 mhz at Ponce, P.R.; assign 101.7 mhz to Las Piedras, P.R. (RM-3258). Ann. Dec. 6.

■ North Charleston, S.C.—T. B. Trammel seeks amendment to FM table of assignments to assign 96.1 mhz to North Charleston. (RM-3249). Ann. Dec. 6.

■ Carthage, Tex.—Beverly E. Brown seeks amendment of FM table of assignments to assign 98.9 mhz to Carthage. (RM-3269). Ann. Dec. 6.

■ Gladewater, Tex.—Gemini Enterprises seeks amendment of FM table of assignments to assign 99.3 mhz to Gladewater. (RM-3268). Ann. Dec. 6.

■ Tyler, Tex.—Smith County Broadcasters seeks amendment of FM table of assignments to assign 99.3 mhz to Whitehouse, Tex. (RM-3267). Ann. Dec. 6.

■ Longview, Wash.—Washington Oregon Broadcasting Inc. seeks amendment of FM table of assignments to assign 96.1 mhz to Olympia, Wash. (RM-3259). Ann. Dec. 6.

■ Morgantown, W.Va.—Graig L. Falkenstine seeks amendment of FM table of assignments to substitute 95.9 mhz for 100.9 mhz at Grafton, W.Va. and assign 100.9 mhz to Westover, W.Va. (RM-3260). Ann. Dec. 6.

■ Chilton, Wis.—R & D Broadcasting seeks amendment of FM table of assignments to assign 99.3 mhz in lieu of 92.1 mhz to Mantowoc, Wis., and assign 92.1 mhz to Chilton. (RM-3254). Ann. Dec. 6.

Actions

■ Homer, Alaska—Broadcast Bureau has assigned 103.5 mhz to Homer as its first FM allocation. The action resulted from petition by Alaska Village Missions Inc. Action Dec. 1.

■ Stamps, Ark.—Broadcast Bureau has proposed assigning 100.1 mhz to Stamps as its first FM allocation. The action was in response to two separate petitions. POGO Enterprises requested the reassignment of 92.1 mhz from Benton, La., to Stamps-Lewisville, Ark., on a hyphenated basis, and Joseph R. Robillard requested the assignment of 100.1 mhz to Stamps. Comments are due Jan. 29, replies Feb. 19. Action Dec. 1.

■ Iowa—Broadcast Bureau has assigned noncommercial educational television stations to five Iowa communities and substituted one non-reserved channel for another in Saint James, Minn. The rulemaking proceeding was instituted last Aug. 18 in response to petition by State Educational Radio and Television Facility Board of the State of Iowa, licensee of eight educational TV stations in Iowa, all of which form the Iowa Educational Broadcasting Network. It proposed assignment

of Ch. 31 to Centerville, Ch. 14 to High Point, Ch. 25 to Mount Ayr, Ch. 41 to Lansing, and Ch. 38 to Spirit Lake, and substitution of Ch. 32 for Ch. 38 at Saint James, Minn., in order to implement Spirit Lake assignment. Action Nov. 30.

■ New Roads, La.—Broadcast Bureau has assigned 106.3 mhz to New Roads, as its first FM. Action resulted from petition by Progressive Broadcasting Corporation, licensee of KWRG(AM) New Roads. Action Dec. 1.

Translators

Applications

■ Idalia and South Yuma County, Haxton, Holyoke, Julesburg, Yuma, Wray, all Colorado—Region I Translator Association seeks 27 new UHF translators to rebroadcast, directly and indirectly, KWGN-TV, KOA-TV, KRMA-TV, KBTW(TV), all Denver, and KTVS-TV Sterling, Colo. (All have TPO: 100 w.) Ann. Dec. 4.

■ Frederick, Md.—Maryland Public Broadcasting Commission seeks CP for new UHF translator to rebroadcast WAPB(TV) Annapolis, Md. Ann. Dec. 5.

■ Castlewood, Honaker and Dickensonville, Va.—Russell County Board of Supervisors seeks CP for three new UHF translators to rebroadcast WKPT-TV Kingsport, Tenn.: ch. 57 (TPO: 100w, HAAT: 111.6 ft.), ch. 55 (TPO: 100 w, HAAT: 71.6 ft.) and ch. 63 (TPO: 100 w, HAAT: 11.6 ft.), respectively. Ann. Dec. 5.

Other Actions

■ Palatka, Fla.—Torrid Broadcasting Company has appealed to U.S. Court of Appeals for the District of Columbia FCC's Oct. 5 action authorizing change in facilities and assigning license for WIYD-FM Palatka, Fla., from Hall Broadcasting Co. to SIS Radio Inc., licensee of WAPE(AM) Jacksonville. Torrid is licensee of WIVY-FM Jacksonville. Over Torrid's objections, the Commission had approved WIYD-FM's request to relocate its transmitter site and increase its antenna height. Torrid contends that changes would constitute de facto reallocation of WIYD-FM and that would withdraw service from significant number of people now served.

■ Baltimore—William Hughes has asked a federal appellate court to review Broadcast Bureau ruling that denied his complaint against WJZ-TV, Baltimore, Md., and ABC Television network. In his complaint, Hughes claimed that WJZ-TV on Jan. 19 aired "Welcome Back, Kotter," which, he said, attacked Irish-Americans.

■ Philadelphia—Vue-Metrics Inc. has appealed to U.S. Court of Appeals for the District of Columbia the FCC's dismissal of its applications for CP for new commercial television station and for subscription television authorization for Philadelphia. The FCC ALJ of the proceeding summarily dismissed Vue-Metrics applications for failure to supply required information, and FCC, on Oct. 24 upheld that action.

■ Broadcast Bureau, in response to request by the National Organization for Women, extended from Dec. 26 to Jan. 27 time for filing comments and from Jan. 25 to Feb. 28 time for filing replies in the matter of amendment of FCC rules concerning program definitions for commercial broadcast stations by adding a new program type, "Community Service" program and expanding the "Public Affairs" program category and other related matters. (Doc. 78-335). Action Dec. 1.

■ Broadcast Bureau granted request by law firm of Fleischman and Walsh and extended from Dec. 11 to Jan. 10 time for filing initial comments in matter of inquiry into future role of low-power television broadcasting and television translators in national telecommunications system. (Doc. 78-253). Action Nov. 30.

■ Cable TV Bureau granted parties until Dec. 29 to file comments responsive to study undertaken by Charles River Associates for Capital Cities Communications, National Association of Broadcasters and others in matter of inquiry into economic relationship between television broadcasting and cable television (Doc. 21284). Action Dec. 6.

Risk jockey.

Law suits are an old tune in the broadcasting business with exposures like libel and copyright violations. With today's record-breaking settlements you need ERC to share in your financial risk. We can set up an individualized policy for you to protect against the "jumbo" lawsuits. Drop us a line, and get full details from our nearest office.

Employers Reinsurance Corp.
21 West 10th,
Kansas City, Missouri 64105

Other offices: Atlanta, Boston,
Chicago, Houston, New York,
San Francisco, Toronto.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

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.

Experienced Sales Manager needed for top operation in smaller medium market in Southeast—good opportunity for right person. EOE. Send resume to Box R-16.

Sales Manager Southeastern medium market Adult Contemporary leader. Must carry list and be strong recruiter and motivator. Good benefits. Group ownership. Reply Box R-27.

Finance Manager/Controller needed for expanding radio/newspaper corp. Accounting or finance degree required. We want a creative/take charge Mgr. Send resume to G. Scantland, Pres., WDFI Radio, Box 524, Marion, OH 43302.

Arkansas Small Market station needs selling General Manager. Buy-in possible. 615-794-3799.

Selling station manager must be competitive street fighter. Medium size market—Mid-West FM stereo—ARO format. Part ownership, no cash necessary. Send resume and salary requirement to Box R-70.

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.

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.

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.

Experienced Salesperson for contemporary station in Top 10 East Coast market. EOE. Send resume to Box R-9.

Experienced Sales Persons immediately wanted for two new stations, western capital city in the Rocky Mountains. Applicants must have radio sales experience (retail and ad agencies), plus ability and potential to grow with us! Top money, bonuses, company car, expense allowance, plus best insurance benefits possible. Future guaranteed with our young, very successful company, which is expanding rapidly in both radio and TV. Established account list. 5,000-watt AM adult contemporary, 100,000-watt FM AOR station. Contact General Manager, 208-344-8661, or write General Manager, KIDO-Radio, P.O. Box 8087, Boise, ID 83707.

KRDR, Portland, Oregon suburban station, seeks experienced radio salesperson with management potential. Very high growth area. Company is expanding with station acquisitions pending FCC approval. Call or send resume to Charles Banta, KRDR, P.O. Box 32, Gresham, OR 97030. EEO Employer.

100,000 people and we're the only station in town, but we need someone to sell it and manage the selling of it. We need a good sales person now who can become an even better sales manager when we go full time. If you are very good, send a resume, and references. You must have a proven track record or a degree to qualify. Send to WMMW, 21 Colony St., Meriden, CT. An EOE.

Florida East Coast, Adult Contemporary station in medium market is expanding sales force to include two self-motivated, promotion-minded individuals who can sell in a competitive situation. Salary plus commission. Choice account list awaits the best applicant. Call Sales Manager, WROD, Daytona Beach, 904-252-4626. Equal Opportunity Employer. M-F.

Eastern Ohio AM/FM combo looking for aggressive account exec. Established accounts plus unlimited prospects, emphasis on FM. Resume with detailed background to: Tom Day, WSTV/WRKY, Steubenville, OH 43952. EOE.

Coastal Florida Station seeks sales manager looking for 20,000 dollars to 30,000 dollars to start. Must be promotional minded, hard selling live-wire with local account track record. Resume with monthly billing record and minimum income required to Box R-69.

Experienced sales professional needed by top-rated contemporary. Good list, draw, expenses, benefits. Send resume to Don Blesse, WQIO Box 9260, Canton, OH 44711. E.O.E.

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.

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.

Southern Florida Contemporary station has immediate opening for AM or PM Drive Jock with Production knowledge. Added compensation for copy and traffic experienced. Sell us on your ability and we'll sell you on a better life in Florida. EOE/MF. Resumes and references to Box Q-135.

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.

Morning personality, experienced, for Southern Top 80 Market MOR station. Creativity and understanding for ratings necessary. Must do live spontaneous interviews and have ideas to build ratings. Our growing group offers good opportunity and future. EOE. Box R-10.

WKBW, Buffalo has a rare opening for a Professional Air Personality. No time and temperature nor screamers need apply. If you know what entertainment and service is all about, send tape, resume, references and salary requirements to Sandy Beach, Program Director, WKBW Radio, 695 Delaware Ave., Buffalo, NY 14209. A Capital Cities' station, and Equal Opportunity Employer.

Announcer with news & production skills for non-automated Beautiful Music format. Mature sounding & experienced. Tape & resume to WSRB, West Side Station, Worcester, MA 01602 EOE.

Here's a dy-no-mite opportunity for a dy-no-mite adult contemporary morning personality. If you have had at least 3 years on-air experience, are really interested in a professional position, not just another gig; if you want to really get into a community that's one of the South's fastest growing, and finally, if you want to earn top dollar, send tape and resume to Gloria Wilson, WCSC-Radio, P.O. Box 186, Charleston, SC 29402. EOE.

Your Opportunity: Staff announcer, production, news. Full time ABC. Resume, tape. KFRO, Longview, TX 75601. E.O.E.

Night People—We need great voices for seven to midnight and midnight to six. Bonneville Beautiful station. Good pay! Easy livin in rural Wisconsin. Tom Holter 608-251-3955. E.O.E.

Morning drive announcer needed immediately to help get our manager off the air. WJNR-FM, 219 East A Street, Iron Mountain, MI. Send tapes or call Aaron Harper, PD., 906-774-5731.

Strong Personality Jock wanted: good pay, 3 state market, 31,000 watts reaching Boston to Portland Maine. Tape and resume: PD, WHEB Box 120 Portsmouth, NH 03801.

Start the new year with a change of scenery at a top-rated Phila. suburban station. We need an experienced pro for this well established 5 kw AM. Good pay and benefits. Send tape and resume to WCOJ, P.O. Box 231, Coatesville, PA 19320. An Affirmative Action/EOE.

Night Announcer—Mature, natural sound for adult contemporary Midwest station. Some production. Send tape and resume to—Jim Miller, KFOR Lincoln, NE. Equal opportunity employer.

Powerhouse regional adult contemporary located between Rochester and Buffalo looking for community minded mid-day personality that can do production and news—work with pros in pleasant surroundings. EOE. Send resume and salary requirements R-53.

Announcer—24 Hr. AM in beautiful Midwestern growth area with major college. Contact Sara Crawford, GM, WHPI, Herrin, IL 62948. EOE/MF.

Florida MOR seeks experienced Announcer. Strong on production. Third Class Endorsed License. Delightful living by the ocean in warm, sunny Florida. Resume, tape and salary requirements to Bill Brown, WIRA, Box 3032, Ft. Pierce, FL 33450. WIRA is an Equal Opportunity Employer.

Immediate Opening afternoon drive personality. Adult contemporary. Midwest, 50,000 market. Possible PD. slot. Send tape resume, salary requirements to: General Manager, P.O. Box 142, Danville, IL 61832. An Equal Opportunity Employer.

Florida Fine Arts Station has immediate openings for two proven announcers/program producers. Must have: pleasing voice, proficiency in classical pronunciation, good knowledge of composers, orchestras and artists. Production and programming experience essential. 3rd endorsed. Top dollars and benefits. Tape should include classical pronunciation, news items, and ad lib. Tape and resume to Norm Vincent, WJCT-FM, 2037 Main Street, Jacksonville, FL 32206. EOE. M/F.

WOXM/Tampa, St. Petersburg, Florida is now accepting tapes and resumes for future full and part time announcer positions. Beginners need not apply. "Superstars" experience would be helpful, but not required. Tapes and resumes (no calls) to Neal Mirsky, WQXM, P.O. Box 4809, Clearwater, FL 33518. An Equal Opportunity Employer.

Night time announcer needed immediately. Must have a good voice, creative production work, 3rd endorsed. Send tape of jock work, production samples, resume to John Klinger, WBEV & WXRO, Beaver Dam, WI 53916. EOE.

Looking for PM Drive Personality at area's number one contemporary station. Experience and talent a necessity. Great opportunity for the right individual. Send resume and tape to WENY, Box 208, Elmira, NY 14902.

Virgin Islands AM looking for the best 200 a week pro we can find. Rush tape and resume to Bob Miller, Box 428, Christiansted, St. Croix 00820. Immediate position available. 809-773-0390.

Beautiful Music—WKTZ AM/FM, number one station in Jacksonville, Fla. for five years... Friendly voice experienced announcer—call or send tape: Alan Munro 904-743-2400.

January Openings for part-time announcers at WEZN. We're a TM Beautiful Music station and rated No. 1 for five years. Experience desirable but not necessary... just quality, a professional attitude and a third. Send tape and resume to: Paul Roger, Operations Manager, WEZN Stereo 100, 10 Middle Street, Bridgeport, CT 06604. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Mature, mid-day personality for growing Southern market. Community involvement both on and off the air important. This top rated radio station has a long history as the leading news, information and personality MOR station. Write Box R-68.

HELP WANTED TECHNICAL

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.

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.

Broadcast Technicians. Group operation seeks experienced maintenance technicians. Should have abilities with DA's, high power AM & FM, studio construction. A working knowledge of digital electronics is preferred. Chance for advancement with growing group. E.O.E. Reply Box R-12.

Minneapolis area medium market high power automated FM and fulltime AM seeks chief. Major group owner with substantial benefits, including pension. Send resume and salary requirements to Box R-24.

Chief Engineer, quality minded Stereo FM in Southwest, some announcing required but emphasis on maintenance. This is an opportunity for the right person to grow with a growing group. Send resume to: Guy Smith, Box 3280, Albuquerque, NM 87190, or call: 505-265-1880.

Good Opportunity for second person to move up to Chief. 50 kilowatt 6 tower directional. Excellent living conditions, good future. Starting pay excellent. Equal Employment Opportunity. If interested call 505-622-6450 collect.

Combo Person with ambition for fulltime engineering. Help chief build directional, install RENG and RPU equipment and learn automation, in addition to normal maintenance and service. Large, small market operation in mountainous West Coast area with lower living costs and better than average pay scales. If you have some engineering capabilities and want to learn, here's your chance. EOE. Mr. Smith, 503-882-8833.

Chief Engineer for a large, modern well equipped, AM carrier current broadcasting system. Must have experience in AM and have strong performance in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 1-2 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary \$11,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: Michigan State University Personnel Office, 110 Nisbet Bldg., East Lansing, MI 48824. Refer to position No. C81134. An Equal Opportunity Employer.

Chief Engineer. 1KW daytime and 10 KW FM Stereo. City of 25,000 in West Central Illinois. Top Salary and fringe benefits. Technical only. EOE. WLDS/WELI, PO. Box 1180, Jacksonville, IL 62651.

Midwest 50KW AM— is seeking a technician for construction and maintenance of studio broadcast equipment. Must have FCC 1st class license and some broadcast engineering experience. Send resume to WOWO Radio, 203 W. Wayne Street, Fort Wayne, IN 46802. An equal opportunity employer.

Are You Sick and Tired of being number 2 and no place to go or, maybe even number 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 five 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 602-456-4313.

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.

Clear Channel AM/100kw FM needs Newperson 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.

Farm Director. Agricultural experience required, sales helpful. Good opportunity for professional in medium Mid-West market. Tape and resumes to General Manager KECK, Box 6006, Lincoln, NE 68506.

Leading Southeastern contemporary radio station needs strong on-air morning anchorperson. Send tape, resume, and references to: Steve Shumake, WKIX-WYYD, Box 12426, Raleigh, NC Zip 27605. Salary is equal to experience and ability. An equal opportunity employer.

Need newperson for AM-FM operation in multi-station market. Send tape and resume to Lenny Reeves, News Director, THE WROM STATIONS, P.O. Box 1546 Rome, GA 30161. EOE.

Immediate opening for dedicated newperson. Must be interested in community activities and be able to investigate local news. Wire service, audio net available. New studios. Contemporary format. No calls please. EOE M/F. Jason W. Fine, KOBQ, Box 1056, Yuba City, CA 95991.

Reporter/Anchor who wants the challenge of depth reporting at a station where content and significance, not format, dictate story length. Brief weekday anchor shift also expected. Vacancy is due to an internal promotion. Requires strong delivery, writing and interview skills, experience. Resume, non-returnable tape, references to Mike St. Peter, News Director, WEBR 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

WBHP Radio News has an opening for a pro with ability to handle desk, mobile and limited beat work. An excellent opportunity to join an expanding news department in a prime location in the south. Send tape and resume to Tim Tyson, News Director, WBHP Radio News, Huntsville, AL 35804. EOE.

Aggressive News Director with administrative ability to build a news department from the ground floor up. Hire and fire, gather, write and deliver news and public affairs. An experienced leader who is a digger with an authoritative, professional delivery gets our attention. Send complete resume, salary history to Box R-51.

Go Getter Wanted in Connecticut. Energetic News Director to write, report and read. Good work for solid journalist. Experience only. EOEMF WMMW, Meriden, CT 06450.

We're looking for a self-starter, morning-anchor for our Illinois city of 50,000. We need the fresh angle on the otherwise routine news and enterprise reporting. Send your complete resume, and air-check tape to: Mark Fredrickson, news director, WITY Radio, Box 142, Danville, IL 61832.

Immediate need for a News Director at a recent UPI Spot News Award winning station. Applicant must be an organizer, neat, good reader and writer. Presently we have one full time reporter and 2 correspondents. Midwest applicants preferred. Send tape, resume, writing samples to John Klinger, WBEV & WXRO Beaver Dam, WI. 53916. EOE.

Managing Editor for prestigious public radio news department with a reputation for in-depth government and politics coverage. Supervise assignments and daily production of 4 hours of newscasts involving twelve full-time staffers, four half-timers. Proven management skills and experience; extensive journalism background a must. Up to \$14,640 plus excellent benefits. Send tape, copy samples, resume to David Feingold, News Director, WOSU-AM-FM, Telecommunications Center, 2400 Olentangy River Road, Columbus, OH 43210. Application Deadline: January 5, 1979. The Ohio State University is an equal opportunity/affirmative action employer.

Immediate Opening Morning Anchor, must be self-starter. Gather, write, and air local news. Midwest Market of 50,000. Send tape, resume and salary requirements to: News Director, P.O. Box 142, Danville, IL 61832. An Equal Opportunity Employer.

Wanted Immediately— Top flight News Director for Contemporary Station in metro of 20,000. Must be heavy on local. Excellent salary, working conditions, and fringe benefits. An Equal Opportunity Employer. Send resume to Box R-57.

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.

Experienced Program Director. 12-15 thousand per year. Hire-supervise program staff. Air shift. Competitive 30 thousand Midwest. Box Q-121.

Minneapolis area medium market is searching for deep voice production whiz for high power FM contemporary and AM MOR. Experience in automation programming is desired. Major group owner with substantial benefits, pension. Send resume and salary requirements to Box R-41.

Production Director. Good opportunity for creative person with production experience and good copy writing skills. Tape and resume to Program Director, KECK/KHAT, Box 6006 Lincoln, NE 68506.

Progressive Radio Network, winner of Billboard's "Best National Radio Series" Award 1978, is looking for a highly creative producer, with major market voice, encyclopedic knowledge of rock music and super production skills required. Full, part-time or free-lance. Call 212-585-2717; 10AM-6PM.

Top-40 Program Director needed for top metro station in the heart of vacationland. Must know the role of personality radio in a medium market. Highly successful 5000 watt 24 hour growth oriented operation with beautiful music FM. Current PD promoted. Must be stable, good on air personality. Starting 11,500 - 13,500. Tape, resume: Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

KWGS, Tulsa seeks experienced Program Director for noncommercial NRP affiliate. Salary negotiable. Closing date: December 29, 1978. Contact Gary Chew, KWGS, 600 S. College, Tulsa, OK 74104. University of Tulsa has an Equal Opportunity/Affirmative Action program for students and employees.

Country AM/Southern Medium Market. New facilities, top rated, people oriented station seeking dedicated PD, with 3-5 years experience preferred. Require active community promotional approach, air shift, creativity, supervisory capability of personnel, music and production. EOE. Send resume and financial requirements to Box R-48.

SITUATIONS WANTED MANAGEMENT

Black Station Manager 7 years of successful medium market manager's experience. Heavy sells, programming and administration. Excellent references. Box Q-133.

Successful PD Seeking PD or first GM opportunity. Detailed 8 year resume includes sales, license renewal, and references. Box R-5.

Experienced, Capable, Energetic. General Manager with strong sales background in large and medium markets. If your problem is sagging sales, tough New (or old) competition, a new acquisition "turn around" or any of the other little headaches that make our business so much fun... please contact me. I would particularly like to hear from you if you're willing to consider offering investment opportunities. Write in confidence to Box R-11.

GM/GSM. Your Key Man. Take charge pro with 22 years. Strong sales. Put thrust in and organize sales department. Top notch all phases, sales, program, engineering. Background small and medium market management, metro area sales management, top five market 50 KW personality. First class sleeves up engineer. 16K base plus percentage. Invest. Available spring 1979. Prefer Southwest/Northwest. Box R-59.

SITUATIONS WANTED MANAGEMENT CONTINUED

Expert Programmer, operations or station manager available. Box R-60.

A Solid Track Record of success: sale, sales management. Team training and motivation, creative ideas and new business development. If you expect more out of your station than it's doing currently, let me show you how I can bring about the results you want. Box R-67.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

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.

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.

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.

Talented, ambitious young man with 3rd endorsed and experience in announcing, automation, board, production and news, wants Florida position. Write Rick Richards, 621 Lenox Ave., Miami Beach, FL 33139, or call 305-672-4890.

Looking For Someone who knows all aspects of broadcasting? Save your stamp then. But you'll be hard put to find someone with more potential, expectations, personality, and sound for this business of radio M.O.R. type. Will relocate. Box R-50.

Classical Announcer, experienced, creative production. Bruce Thomson, 4580 Palm, Riverside, CA 92501.

Bob Lowe formerly WLYT and WKSX Cleveland now available. You'll be impressed by my track record, looks, and on air personality. Call anytime 216-961-9420.

Professional Singer, now totally broadcast trained, minority female disc jockey, newscaster, resonant voice, warm personality experienced in audience appeal, and a performance background that spells "communication". Call Larella Brewington at 215-878-7296 or 215-922-2530.

Bright Minority Female jock with more hours in broadcast training than most people in this section. Need I say more! Send for tape and compare. Call Rose Burroughs at 215-848-0861 or 215-922-2797.

D.J. or Control Board Operator looking for a job. Call D. Lambert 201-790-0348. 118 Redwood Ave., Paterson, NJ 07522.

I'm not Growing Anymore! Aggressive jock, 25, looking to move up. Experienced: 2 yrs. College, one year plus commercial. Currently morning man in Ohio small market T40; sense of humor, tight board, great production, even do voices. Done some PBP, good remotes, and would like to learn news. Interested in Ohio, Pennsylvania, East. Call Joe 513-593-9976 after 5 p.m.

Talented Young Broadcast School grad. Good voice, student of Rock music, dedicated, reliable. Wishes to relocate for progressive or AOR format. Anytime. 203-576-0395.

Heavy Duty Announcer, copywriter, producer, with sales ability. 28, B.A., West Coast stations only. (313) 232-3429 or Box R-66.

SITUATIONS WANTED TECHNICAL

Engineer: Quality oriented, experienced chief seeks position. Box Q-110.

Highly Experienced chief engineer. College grad., stable, family man. Require above \$15,000 salary. State salary range when replying. Box R-61.

Christian Chief seeks right station. Experienced AM/FM, installation and maintenance. Box R-62.

SITUATIONS WANTED NEWS

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.

New York based wire service writer wants back on air. Six years experience writing, reporting, delivering news. Cornell graduate. Willing to relocate to Medium/Major market. Box R-52.

Sportscaster—Currently working weekends in top six markets. Seeking full time weekday in top 50. Super set of credentials to back me up! Box R-65.

New Jersey Radio: Need a good newsman beginning January 1? 2 years experience, commercial and college. Part-time only. 201-295-4656.

Willing to work hard for first break. UNC Graduate. BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Farm Broadcaster—experienced. B.S. in Agricultural Journalism. Third phone, broadcast endorsed. Want to learn sales. Chuck Criddle, Box 845, Rockdale, TX 76567.

Meteorologist: If you need a meteorologist who can explain the weather, a good forecaster and works with radar call collect 515-233-3654.

Newsman currently at small Midwest station. Have written, delivered and done other news chores. Looking for news position in the East. Call 317-659-5204 mornings.

Sports Enthusiast Extraordinaire. Dedicated, versatile, college grad; BA-R/TV, with a wide variety of reportorial experience and professional training. Excellent voice, delivery, command of English and subject matter. Extremely well read; 3rd Phone Endorsed. seeks year-round position with sports-minded station. For complete coverage—sportscasts, features, actualities, Play-By-Play. Bob 516-741-1298.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Well experienced Top 40 PD ready now. Learned from the best. Box Q-47.

Present PD WNFL/Green Bay, former Superstars pd seeks immediate move. 12 years experience, 1st phone, take-charge person prefers AOR or adult contemporary station in coastal area, loves to host telephone-talk. 414-499-4573.

Central Pennsylvania Announcer is looking for first Operations Director position. Like doing production and am familiar with automation. Also am quite interested in learning television production. Write Rob Sprinkle, WHUN, Huntingdon, PA 16652.

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.

Program Manager, on the way up, opportunity on Top 15 market station that is hot. Must have knowledge of ratings, movie titles, negotiating for programming, production. An excellent opportunity for someone in a smaller market to move up. An equal opportunity employer. Box R-13.

General Manager. Should have extensive TV experience including success in managing, programming, production and engineering; strong background in management of personnel and resources is desired, as well as a knowledge of public broadcasting and higher education. Appropriate earned degree or equivalent education or experience. Salary commensurate with background and experience. Job description available upon request. Application deadline: December 31. Resumes, applications, nominations and correspondence should be directed to: Ms. Helen Howard, University of Utah, Personnel Administration, 101 Annex Bldg., Salt Lake City, UT 84112.

Staff Producer/Director for WHA Television, University of Wisconsin-Extension, Madison. Responsible for the coordination and management of the production of television series, programs, and segments of programs. Also responsible for studio and location directing of television programs. Must be able to manage ideas, money, people and time in the context of television production. Must be completely knowledgeable of all phases of the production process, and all aspects of television production including audio, lighting, film direction, stock and processing techniques, set design and graphic arts, video and film cameras, video tape and film editing. Must be able to evaluate aesthetics of television production. Proven track record in producing and directing both public and cultural affairs programming mandatory. Three years experience as a producer/director essential. Bachelor's degree required. Applications close January 12, 1979. Salary: \$16,000 minimum. For application write to Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

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.

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.

KMPH-TV 26 has a sales executive position opening in Fresno, California and Visalia, California. Broadcast experience required. Equal Opportunity Employer. Male/Female. Contact: Gary Waller—Fresno 209-486-2600 or Sam Horel—Visalia 209-733-2600.

HELP WANTED ANNOUNCERS

Staff Announcer with excellent commercial production voice and on-air experience needed for expanding production department at progressive network affiliate. Send videocassette or audiotape with resume to: Meyer Davis, Program Manager, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602. EOE.

HELP WANTED TECHNICAL

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.

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 8951C, 702-786-8880.

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.

HELP WANTED TECHNICAL CONTINUED

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.

We are a major broadcast group seeking a chief engineer for our top 10 VHF network affiliate. The applicant must have experience in all phases of managing a TV engineering department, including operations, administration and labor negotiations. We are an equal opportunity employer, male/female. Send resume and salary requirements to Box R-71.

Wanted: Mountain Engineer. First Class License. Isolated. Will train. KWRB TV Thermopolis, WY 307-864-2351.

KATV, Little Rock, Arkansas is accepting applications for an experienced FCC first class licensed TV Studio maintenance and operating technician. Call Ralph Smith or Rudy Garrett at 501-372-7777 or send resume to KATV, P.O. Box 77, Little Rock, AR 72203. Equal Opportunity Employer.

Maintenance/Operation Engineer. 3/4" umatic editing, studio equipment. 1st Ticket, technical directing desirable. Salary open. Ground floor opportunity. Send resume: Al Marline, KBL Network, Channel 10, 904 Sidney Baker, Kerrville, TX 78028.

All Around Engineer with supervisory ability, in sixth fastest growing city in U.S. Fine climate. Promising future. Studio and transmitter maintenance experience required. Salary negotiable. Equal Opportunity Employer. Contact Frank Jordan, KDBC, Box 1799, El Paso, TX 79999.

Quality Production Facility needs maintenance engineers for mobile van and disc van. Must be willing to travel. Knowledge of RCA cameras and tape, Grass Valley switching essential. Top salary. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008.

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—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. E.O.E.

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.

Reporter—who can write and package with a flair, and knows how to dig for a story. Medium market Midwest station with exceptionally strong news commitment. E.O.E. Box R-31.

West coast station looking for top-notch, experienced reporter who can handle live minicam and some anchor work. Send resume to Box R-49.

Weather Anchor: For 6 and 11 p.m. news, Monday through Friday, in Florida market. Experienced only. Should have knowledge of meteorology. Send resume and salary requirements to Box R-64.

Wanted: a general assignment reporter with some anchor experience and a producer with a minimum of two years experience for station in top 20 market. E.O.E. Minority applicants welcome. Box R-45.

Anchor/Producer—Small market Texas station looking for person with strong news background to produce/anchor 6-10PM Newscasts and help with assignments. Must have reporting and writing skills and be familiar with film & ENG. Will consider television reporter or experienced radio news person. EOE M/F. Send resume to: Box R-63.

Anchor needed by Midwest ABC affiliate in early 1979. Experienced only. Looking for young person on their way up or mature journalist tired of the rat-race. EOE. Resume, salary requirements immediately to Box R-46.

News Reporter, Anchor: Central California NBC affiliate is looking for a bright, professional newscaster, with degree in journalism or equivalent on-the-job experience. He/she must have extensive TV work history in field reporting, producing and on-air anchoring. 40-hour week, salary negotiable, depending on experience in commercial television. Excellent fringe benefits. Send complete resume and tape to Personnel Manager, KMJ-TV, Channel 24, 1626 E Street, Fresno, CA 93786. An Affirmative Action/Equal Opportunity Employer.

Reporter/Producer wanted for weekly TV-magazine show. Must have experience producing and writing both visual and entertaining pieces. Quality people send resume/tape to: Documentary Unit Manager, KUTV, Inc., 2185 South 3600 West, SLC, UT 84119.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Creative Producer—P D: If you have that special talent of turning a dull product into an outstanding TV commercial, then we need your services now! We want you to turn a "ho-hum" production department into a barn burner Best and latest TV equipment in the South, including a Grass Valley board. EOE. Send full resume and name your salary. I'm sure we can get together. Box R-7.

Production Manager: WBNG-TV is looking for acting P.M. in smaller market or top-notch medium market director to fill immediate opening. Send resumes to WBNG-TV, Box 1200, Binghamton, NY 13902. Attn: Bob Eolin. An Equal Opportunity Employer, M/F.

Assistant Business Manager, self starter with BA degree for expanding TV Broadcaster. 2-3 years experience in broadcasting preferred. Equal Opportunity Employer. Send resume with salary history to WJRT-TV, Business Dept., 2302 Lapeer Rd., Flint, MI 48503.

Mass Communication & Management, Ltd. Seeking top level people to work with rapidly growing company in Pittsburgh, Pa. area. Available positions are: VP in charge of radio stations; regional and national Sales Persons for radio stations, TV syndication, personal management, cable TV and satellite network; sports oriented Programming/Production personnel for regionally & nationally syndicated TV & TV satellite; Promotion/Merchandising/Marketing/PR Director; Communications Secretaries. If you are looking for employment with an exciting company with unlimited growth potential, send resume to MCML, 890 Constitution Blvd., New Kensington, PA 15068. EOE.

Wanted: Producer for 6 and 10 pm news on the highest rated station in the U.S. Experienced, but with new ideas. Must be familiar with Major Market technique and creative enough to do better. Demo tape and resume first inquiry. Open January 1979. Contact Clark Edwards, News Director, WSFA TV, Montgomery, AL. A Cosmos Broadcasting Corporation. An Equal Opportunity Employer.

Minority Programming Coordinator: Prefer Bachelor's in Journalism with three years equivalent experience in writing, producing and directing radio/television or audio film materials. May substitute for requirements year-to-year relevant experience. Assist in determining minority programming needs through direct contact/surveys. Responsible for the creative image, approach and technical implementation of minority programming. Develop and maintain resource files of minority persons and leaders who may assist in programming production. Salary \$12,000 annually. Apply by January 8 to: Personnel Employment Division, The University of Nebraska-Lincoln, Lincoln, Nebraska 68588. Affirmative Action/Equal Opportunity Employer.

Production Manager: Responsible for operation and supervision of production facilities/staff of Nebraska Educational Television Network. Requires Master's in Broadcasting plus five years experience in television production or related area or Bachelor's with eight years experience. Salary commensurate with qualifications. Apply by January 15 to: Mr. Paul E. Few, Assistant Manager—Administration, Television Department, The University Nebraska-Lincoln, Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

Producer/Director with experience in news, program, and commercial production needed for expanding production department at progressive network affiliate. Send demo videotape and resume to: Meyer Davis, Program Manager, WTAJ-TV, 5000 Sixth Avenue, Altoona, PA 16602. EOE.

Traffic Director: Prepares daily broadcast log; selects PSA films/tapes; selects/edits/writes PSA copy; compiles statistics; maintains program info files. Two years college or related job experience; type 50+ wmp; ability to work under pressure of time with speed and accuracy. Base \$10,150, excellent benefits. Personnel, WDCN-TV, Box 120609, Nashville, TN 37212 by 12/28/78.

California TV station needs an experienced operations manager. Responsible for production, photo, art, promotion and broadcast switcher departments. Technical and production background a must. Five years minimum experience in television broadcasting. Equal Opportunity Employer. Contact Bob Versace, KCOY TV 12, 1503 No. McClelland St., Santa Maria, CA 93454.

Production Supervisor—PBS Affiliate. B.A. in Communications preferred. 2 yrs. Experience in TV production with strong supervisory skills required. Send resumes to WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Producer/Director—A top 10 market station desires a highly motivated Producer/Director with expertise in the following areas: VTR Studio Programs, Live and Tape Remotes, Film and/or ENG Documentaries, Studios, Location, Tape and Film Commercials. If your experience meets the above requirements, then our station may have the career opportunity you desire. Excellent fringe benefits program. An Equal Opportunity Employer M/F/H/Vets. Send detailed resume which includes salary requirements to: Box R-56.

SITUATIONS WANTED TECHNICAL

Available January 2, 1979. First phone Engineer. 11 years experience in operating, taping, editing, camera set-up and shading; also light maintenance on mostly RCA equipment. Any location considered except West Coast. Call 305-655-2306 anytime after 6 PM EST.

SITUATIONS WANTED NEWS

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, No. 11, Crows Nest Road, Bronxville, NY 10708 914-337-4204.

SITUATIONS WANTED NEWS CONTINUED

News Director/Anchor for small market network affiliate ready for anchor/reporter job in Top 50 market. Call Matthew: 315-797-5220.

Young Black Male: Degree, 3 years experience in reporting, anchoring and editing. Willing to relocate. Ed Stewart, 6247 West Leon Terrace, Milwaukee, WI 53218. 414-462-4588.

High rated, medium market anchorman wants more challenging market. \$25,000 minimum. 10-years experience. Box R-47.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

If Comedy Writing/Acting is your dream, call Ed Janik at 812-476-4596.

All I Want for Christmas is a good job! Producer-Director/Production Specialist urgently needs interesting position with quality organization. 7 years professional experience. Graham Brinton, 215-664-3346.

Talk Show Host seeks TV market where women are lonely, kids are bored and men are prone to fantasize. Increased ratings guaranteed. 305-923-1426.

ALLIED FIELDS

HELP WANTED ANNOUNCERS

Announcers Radio/TV. Los Angeles area producer of industrial video tapes for training needs moonlighting announcers for voice-over narration. Fee negotiable on a per tape basis. Work to be done at our facility. A good understanding of technical terminology an asset. Contact John Aldrich, Mgr. Tape Production Services, Sony Corp. of America, 700 W. Artesia Blvd., Compton, CA 90220.

HELP WANTED TECHNICAL

CCTV Video Maintenance Electronics Person (Television). University located on Long Island, New York. Requires thorough knowledge of the technical field of electronics with training equivalent to two years of technical college. Excellent fringe benefits including free tuition. Send resume and salary history to: Mr. George Nave, Hofstra University, Plant Department, 1000 Fulton Avenue, Hempstead, NY 11550.

Ten year old company specializing in videotape duplication and standard conversions is looking for two experienced maintenance technicians. We have the latest test equipment to work with, pleasant Florida environment, fantastic customers and some international travel available if you want it. You will work with over 50 videotape recorders operating on various worldwide standards. If you're good we will pay you for your talent. Contact James Petrowski. 305-843-8982.

Video Engineer. Syracuse University needs a qualified Video Engineer for studio maintenance and operations. The person must have an AAS in electronics (or an equivalent combination of education/experience) and three years experience in color studio maintenance procedures. The annual salary is \$12,200. Syracuse University's liberal benefits include free employee tuition (12 cr. hrs./yr., transferable to spouse), free tuition for the employees children (four years undergraduate), and an annual one month vacation. Send resumes before January 5, 1979, to: Ms. Kelly Rose, Syracuse University Personnel Dept., Skytop Offices, Syracuse, NY 13210. Syracuse University is an Equal Opportunity Affirmative Action Employer.

Two Positions. Broadcast Journalism: radio-TV news writing and news gathering. Broadcasting/Mass Communication: radio and television production, 1/2" video. Ph.D. and media experience, or M.A. and outstanding professional broadcasting experience. Salary competitive. Write Dr. Mary Williamson, Search Committee Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182, an equal opportunity, affirmative action employer.

HELP WANTED PRODUCTION

Communications Program Director: Sangamon State University, Springfield, Illinois, 62708. A Public Affairs University, and interdisciplinary program with film-video documentary center in planning. Area of candidate's training open. Ph.D. and experience required. Duties: management, leadership, teaching. Occupancy August 1, 1979. Apply, before March 15, 1979. Larry Smith, Chairperson, Communication Program. An Equal Opportunity Employer.

HELP WANTED INSTRUCTION

Department Chairman wanted for large radio, television and film department in the Los Angeles area. Program offers B.A. and M.A. degrees. NPR affiliated FM stereo station. Qualifications: Doctorate or other terminal degree with exceptional professional experience. Associate or full professorship with proven administrative ability. \$17,940 to \$27,348. Deadline 1 Feb. 1979 for Fall 1979. Contact: Mr. Thomas Burrows, RTVF Dept., Calif. State Univ. Northridge, Northridge, CA 91330. Affirmative Action, Equal Opportunity Employer.

Ohio University School of Journalism is seeking a broadcast news teacher, assistant or associate professor, beginning Sept. 1, 1979. Significant media experience expected; doctorate or master's degree preferred. Specific teaching assignment negotiable, flexible. Salary open. Send letter and resume by Jan. 15 to Ralph Izard, Chairman, Search Committee, School of Journalism, Ohio University, Athens, OH 45701.

Communications: Faculty member with terminal degree, beginning in Fall 1979. Teach courses in the following areas: Radio-TV, Public Relations, and Introductory Speech. Rank: Instructor or Assistant Professor. If you have expertise in any combination of these areas, you are invited to apply to Dr. James R. Blevins, Chairman, Division of Humanities, Indiana State University Evansville, 8600 University Blvd., Evansville, IN 47712. Applications must be received by February 15, 1979. Equal Opportunity/Affirmative Action Employer.

Mass Communications, Faculty, Broadcasting Division: Starting September, 1979. PhD in Mass Communications required. To teach undergraduate courses in broadcast management, news, and production. Assist in advisement of various departments of campus radio station. Solid professional and teaching experience necessary. Applicant must have interest in publication and research relevant to media. Rank and salary determined by preparation and experience. Application deadline February 15, 1979. Send resume, statement of research interests, and names and addresses of three references to: Personnel Office, East Tennessee State University, P.O. Box 24, 070A, Johnson City, TN 37601. ETSU is an Affirmative Action-Equal Employment Employer (M/F).

Florida College seeks Associate of full Professor of Communications to teach, and to coordinate the development of a rapidly expanding program in the electronic/film media. Professional experience in Broadcasting and publications essential. Doctorate preferred. Salary negotiable. Send resume to Chairman, Dept. of Communications, P.O. Box 248127, Coral Gables, FL 33124.

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.

Wanted: Used top condition AM Transmitter 5000 Watt cut back to 1000 or 10,000 Watt we can convert to 5000. KEES Radio, Box 1426, Gladewater, TX 75647. 214-758-5229.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliex Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

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.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

Ramco 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.

For Sale: Datatron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

Major Components from BTA10G/BTA56 Transmitter. Plate Transformers, Modulation Transformers, Inductors, Capacitors, etc. WDEE/Detroit.

AM Transmitters (Used) 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

FM Transmitters (Used) 20 KW, 15 KW, 10 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

1-200' Self-Supporting tower, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers. 1-275' Tubular leg. Call 901-794-8625 days 901-853-8037 nights.

Tape on Reels. Approximately 650 10 1/2" Ampex 407 tape on NAB reels, used only once for mastering. Some splices. Best offer. 213-841-0225.

For Sale—Three Ampex 350 Series Recorders with solid state electronics (AG-440 electronics). Also Collins Model 212V-1 console. All items recently overhauled and currently in use. Any item—\$1,500 or all for \$5,000, including custom studio cabinet for 3 Ampex Recorders. Contact: Donna Geissler, KTAC PO. Box 11335, Tacoma, WA 98411. 206-473-0085.

RCA - TTU-30A Telv. Transmitter. For UHF broadcasting. Contact M. Palmquist 815-964-4191.

Chyron II Titling Generator with one full, one partial keyboard and single floppy disc drive, recently updated, \$19,950. Contact Rod Hall, 213-577-5400.

Gates FM-1C FM transmitter. 1000 watts. Now on 101.7 mhz. Being replaced with higher power unit about April 15, 1979. Good condition. Manuals and schematics included. Ron Joseph, WJJS-FM, Lynchburg, VA 24504.

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).

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Major New York outlet is looking for fresh, new, creative ID Package for an Adult Audience. We want something really special. Call Mr. Mason at 212-586-5700 between 5 and 9.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

Ph.D. Program in Mass Media, College of Communication Arts and Sciences, Michigan State University. Applications invited for Fall Term 1979. Assistantships available. The degree program prepares students for university appointments in advertising, journalism, marketing, mass communication, public relations and telecommunication and industry and government positions in research and policy. Application deadline, March 1, 1979. For information write Ph.D. Program in the Mass Media, 326 Union Building, Michigan State University, E. Lansing, MI 48824.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

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.

San Francisco, FCC License, 6 weeks 1/15/79. Results guaranteed. Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., SF 94102 415-392-0194.

1st class FCC, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91606.

RADIO

Help Wanted Management

GENERAL SALES MANAGER

Responsibilities include:

1. National Sales
2. Local Sales
3. Hiring
4. Training

You will receive:

1. Top pay
2. Complete support

Buffalo's leading 18+ Station, WBNY, 1700 Rand Building, Buffalo, NY 14202, ATTN: Stuart M. Cohen, Vice President & General Manager. All replies in confidence. An equal opportunity employer.

Help Wanted Programing, Production, Others

PRODUCTION SPECIALIST

Creative professional wanted. Afternoon drive, plus production directorship. Upper Midwest contemporary leaders (AM's and FM's). Will pay top salary for right person. You'll be impressed. Would consider production only. Opportunity to advance career with growing group owner. Send creative production tape and air check to Wayne Hiller, Box 2983, Fargo, North Dakota 58101. An EOE employer.

Help Wanted Announcers

MORNING ENTERTAINER

After 13 years as Rochester N.Y.'s No. 1 Contemporary Morning Personality, Jack Palvino retires from WBBF. We're looking for someone talented enough to fill his shoes. Excellent salary & benefits. Send resume and air check to:

Selection Committee
WBBF
Lin Broadcasting
850 Midtown Towers
Rochester, N.Y. 14604

Lin Broadcasting is an Equal Opportunity Employer.

TELEVISION

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

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.



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

Contact Immediately:

Chief Engineer
WTVG
P.O. Box 296
West Orange, N.J. 07052

An Equal Opportunity Employer
A Wometco Station

Help Wanted Management

ATTENTION TRAFFIC/OPERATIONS/BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing, now has openings for installation specialists. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations and working from your home with no

need to relocate. We are very interested in hearing from you, if you have radio and/or T.V. experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, send a letter and a detailed resume to P.J. LaRuffa:

STATION BUSINESS SYSTEMS

4320 Ammendale Road
Beltsville, Maryland 20705

An Affirmative Action Employer M/F

Help Wanted Technical Continued

TV STUDIO ENGINEER

Minimum 3 years experience maintaining quad VTR's, cameras, video switchers and audio. Must have FCC 1st Class Radiotelephone license. Send resume with salary history to: W. F. Fenn, C.E., WTVR TV, 3301 W. Broad St., Richmond, Va. 23230. EOE.

CHIEF ENGINEER.

University of Maryland
Television System

To head operation of new multi-channel TV system to broadcast TV of classes to remote locations in the metro-DC area; includes responsibility for maintaining, repairing, and testing of broadcasting and associated equipment; first class FCC license and experience in color TV facility are required.

Contact: Employment Office on (301) 454-4435
EOE

Situations Wanted Announcers



Announcer

Versatile, good on camera personality, especially interested in children's TV programming or a Rock Music Dance show. Willing to experiment with new ideas, salary not important as opportunity (hard working and sincere.) Experience in writing, comedy and radio. P.O. Box 17729 Phila. Pa. 19135.

BILL & JANIS CORSAIR PROFESSIONAL, EXPERIENCED TALENT

Add life, creativity, and warmth to your present co-host slot. If you have or are planning an information/entertainment show, magazine, or any other substantive project that calls for an aware, unstarchy, hardworking duo ... Call for a cassette: (203) 528-0167.

Situations Wanted Programing, Production, Others

Sports Director

I've spent 8 years as sports director at this CBS top 100 station and am now ready to make my move ... top 30 markets only. I've done it all on TV and radio and we're clearly No. 1 in the market.

Football News calls me the best young sports broadcaster in America. Personable, knowledgeable, experienced. Frequent contributor to network feed. Box R-55.

Help Wanted Programing, Production, Others

CAMERA VIDEO OPERATOR

Oral Roberts Association is seeking individual with production experience in multiple camera operations, plus knowledge of color systems. Accepting resumes only. Oral Roberts University, 7777 South Lewis, Tulsa, Oklahoma 74171. Affirmative Action — Equal Opportunity Employer.



PRODUCER/DIRECTOR

KTUL-TV,
CHANNEL 8,
TULSA, OKLAHOMA

Have you had experience directing football, basketball, soccer and/or other sports shows? Can you create copy and have a high desire to achieve? Can you do your own switching?

If so, we want to talk to you about a Producer/Director's position.

Send video tape with detailed resume on 3/4" or 2" tape to Gary Ricketts, Operations Manager, KTUL-TV, P.O. Box 8, Tulsa, OK 74101.

Equal Opportunity Employer.

Radio Programing

CONTEMPORARY MUSIC

Public Affairs Program available free!! If you currently air the solid rock, powerline etc. Try the "On The Road" show! Available for Adult Contemporary, AOR, MOR, Oldies and Top 40 formats! This weekly professional half hour show is ready for all markets!! Send for demo: On The Road 1516 Hinman, Suite 505, Evanston, Ill. 60201, or call 312-869-6289 from 9 AM till Noon!

Business Opportunities

STARS.

Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write the people who arrange everything:

Pfeiffer, Anderson & Co.
Talent Agents 8322 Beverly Blvd.,
Hollywood, CA 90048 (213) 658-5052

Employment Service

PROFESSIONAL EMPLOYMENT SERVICE

Placement of Engineering Personnel Coast to Coast. All Locations, Levels & Disciplines. No fee to applicant. Employer inquiries invited. Phone/Resume—Alan Kornish, KEY SYSTEMS, New Bridge Center, Kingston, Penna 18704, (717) 822-2196.



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.

Television Programing

When Was the Last Time You
Listened to Your TV Station?
People and sponsors do everyday. The most
neglected thing in broadcasting is TV audio.
Lead the way in your market. Have national
talent record your sound in Hollywood.

NET SOUND
4725 Lincoln Blvd.
Marina Del Rey, Cal 90291

Free Film

FREE FILMS? CALL

MODERN TV

The leading distributor. We have the most.
PSA's & newscips too. Call regional offices.
Or general offices: 2323 New Hyde Park Rd.
New Hyde Park, NY 11040. (516) 437-6300.

Wanted To Buy Stations

"Shhhh ...

Quietly Sell your radio station

AM-FM preferred in markets over
25,000

South and Southwest

Mum's the word

Not a broker"

Box R-58.

For Sale Stations

Ideal

College Town Daytimer in
Georgia priced to sell. Terms
available for qualified buyer. Box
R-72.

**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

213/826-0385
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



For Sale Stations Continued

- **AM/FM. Southern Kentucky. Real Estate. \$340,000.**
- **Two different stations within 80 miles of Oklahoma City. One AM and one FM. AM \$125,000 including real estate with terms. FM \$500,000 and worth it.**
- **Daytimer with potential to go full time. Plus CP for FM in New York State. \$500,000.**
- **AM/FM within 100 miles of Monroe, La. Fantastic Potential. Extra good coverage. Real Estate. \$450,000.**
- **Overseas AM/FM/TV. 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.**
- **Two central Georgia properties.**

All stations listed every week until sold. Let us list
your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Select Media Brokers

NC	Daytimer	225K	Small
NC	Daytimer	260K	Suburban
PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:

44 Montgomery Street, 5th Floor-San Fran-
cisco, California 94104 415/673-4474

East Coast:

210 East 53rd Street, Suite 5D-New York, N.Y.
10022 212/288-0737

THE
KEITH W. HORTON
COMPANY

P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138

**BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY**

CLASS A FM STEREO

Small/Medium Size Market. \$350,000 w/ real
estate. 29% down - terms negotiable. Ex-
cellent potential. Qualified buyers only.

Box R-73

HOLT CORPORATION

BROKERAGE — APPRAISALS — CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation 2285 Schoenersville Bethlehem, Pa. 18017 215-966-3778	Holt Corporation West 5944 Luther Lane, Suite 401 Dallas, TX 75225 214-696-1353
---	--

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category
desired: Television, Radio, Cable or Allied Fields;
Help Wanted or Situations Wanted; Management,
Sales, etc. If this information is omitted, we will
determine the appropriate category according to
the copy. No make goods will be run if all informa-
tion is not included.

The publisher is not responsible for errors in print-
ing due to illegible copy. All copy must be clearly
typed or printed.

Deadline is Monday for the following Monday's
issue. Orders and/or cancellations must be sub-
mitted in writing. (No telephone orders and/or can-
cellations 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 re-
quest 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 forwarda-
ble, 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 adver-
tising 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 ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm. COD,
PD, etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right to
abbreviate or alter copy.

Stock Index

	Stock symbol	Exch.	Closing Wed. Dec. 13	Closing Wed. Dec. 6.	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	36 1/8	38 7/8	- 2 3/4	- 7.07	41 1/4	23 1/2	8	27,472	992,426
CAPITAL CITIES	CCB	N	39 1/4	40 1/2	- 1 1/4	- 3.08	75	38 1/2	11	14,300	561,275
CBS	CBS	N	52 1/4	54	- 1 3/4	- 3.24	64	43 7/8	8	28,100	1,468,225
COX	COX	N	55 3/8	55 3/4	- 3/8	- .67	56 1/2	25 1/2	13	6,667	369,185
GROSS TELECASTING	GGG	A	19 1/2	18 3/8	+ 1 1/8	+ 6.12	23 7/8	13 5/8	8	800	15,600
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	J	37 3/4	36 1/2	+ 1 1/4	+ 3.42	43	16 1/2	11	2,789	105,284
METROMEDIA	MET	N	55 3/4	56 1/8	- 3/8	- .66	71	25 1/4	10	5,134	286,220
MOONEY	MOON	O	5 1/4	5 1/2	- 1/4	- 4.54	5 1/2	1 7/8		425	2,231
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	45	44 1/2	+ 1/2	+ 1.12	52	30 1/2	9	2,589	110,505
STARR	SBG	M	12 1/4	12	+ 1/4	+ 2.08	13 1/2		13	1,512	18,522
STORER	SBK	N	33 1/2	33 5/8	- 1/8	- .37	34 7/8	19 3/8	10	4,893	163,915
TAFT	TFB	N	20 1/8	21 1/2	- 1 3/8	- 6.39	24 7/8	12 1/4	8	8,508	171,223
TOTAL										104,915	4,301,836

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10	10 1/8	-	1/4	-	1.23	14 7/8	3 3/4	9	1,233	12,330
AMERICAN FAMILY	AFL	N	10 1/2	10 1/4	+	1/4	+	2.43	17 1/8	9 3/8	5	10,536	110,628
JOHN BLAIR	BJ	N	25	24 1/8	+	7/8	+	3.62	31 3/8	11 1/8	6	2,447	61,175
CHARTER CO.	CHR	N	5	5 1/4	-	1/4	-	4.76	8	3 7/8	6	17,941	89,705
CHRIS-CRAFT	CCN	N	9 7/8	9 3/8	+	1/2	+	5.33	11 3/8	4 1/2	90	4,413	43,578
COCA-COLA NEW YORK	KNY	N	6 7/8	6 7/8					9 1/4	6 1/8	10	17,641	121,281
COMBINED COMM.	CCA	N	30 3/4	30 3/8	+	3/8	+	1.23	45 1/8	19	13	10,308	316,971
COWLES	CWL	N	19 1/2	18 3/8	+	1 1/8	+	6.12	25 1/4	12 1/2	18	3,969	77,395
DUN & BRAUSTREET	DNB	N	35	36 1/4	-	1 1/4	-	3.44	38	26 1/4	15	27,886	976,010
FAIRCHILD IND.	FEN	N	28	28 1/4	-	1/4	-	.88	35 1/4	9 1/2	8	5,708	159,824
FUQJA	FOA	N	9 3/8	9 3/4	-	3/8	-	3.84	13 5/8	8	5	12,661	118,696
GANNETT CO.	GCI	N	42 5/8	44 3/8	-	1 3/4	-	3.94	49	32 3/4	15	22,430	956,078
GENERAL TIRE	GY	N	24 7/8	25 3/4	-	7/8	-	3.39	30 5/8	22 3/8	5	22,710	564,911
GLOBE BROADCASTING	GLBTA	O	4 1/2	4 1/2					4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	G	O	21	21					24	8	8	475	9,975
HARTE-HANKS	HMN	N	23 3/4	24	-	1/4	-	1.04	24 3/8	13	15	9,104	216,220
JEFFERSON-PILUT	JP	N	32	30	+	2	+	6.66	34 1/2	26 5/8	9	23,134	740,288
MARVIN JOSEPHSON	MRVN	O	14 1/2	14 3/4	-	1/4	-	1.69	14 3/4	8 1/4	8	2,516	36,482
KANSAS STATE NFI.	KSN	O	11 1/4	11 3/8	-	1/8	-	1.09	14 3/8	4 3/4	10	1,727	19,428
KNIGHT-RIDDER	KRN	N	24	25 5/8	-	1 5/8	-	6.34	28 1/8	13 1/4	11	32,797	787,128
LEE ENTERPRISES*	LEE	N	22 3/4	22 3/4					22 3/4	11 1/8	7	7,371	167,690
LIBERTY	LC	N	32	30 1/2	+	1 1/2	+	4.91	33 7/8	18	8	6,762	216,384
MCGRAW-HILL	MHP	N	24 1/4	25	-	3/4	-	3.00	25 3/4	15 5/8	10	24,753	600,260
MEDIA GENERAL	MEG	A	19 5/8	19 1/2	+	1/8	+	.64	23 1/8	13 5/8	10	7,451	146,225
MEREDITH	MOP	N	30 1/2	27 3/8	+	3 1/8	+	11.41	40 1/4	17 3/8	6	3,082	94,001
MULTIMEDIA	MMED	O	25 1/2	25 1/2					28 1/4	16 1/4	12	6,630	169,065
NEW YORK TIMES CO.	NYKA	A	28 1/2	26 3/8	+	2 1/8	+	8.05	31 5/8	15 3/4	11	11,599	330,571
OUTLET CO.	OTU	N	22 1/8	23 1/2	-	1 3/8	-	5.85	32 7/8	16 5/8	6	2,445	54,095
POST CORP.	POST	O	14 1/2	15	-	1/2	-	3.33	19 3/8	8 1/8	4	1,824	26,448
REEVES TELECOM	RBT	A	2 1/2	2 5/8	-	1/8	-	4.76	3 3/4	1 3/4	25	2,388	5,970
ROLLINS	ROL	N	17 3/4	18 5/8	-	7/8	-	4.69	24 1/4	14 7/8	9	13,407	237,974
RUST CRAFT	RUS	A	29 1/2	29 1/4	+	1/4	+	.85	30 1/2	8 1/2	17	2,311	68,174
SAN JUAN RACING	SJR	N	14 1/8	15 5/8	-	1 1/2	-	9.60	15 5/8	7 5/8	25	2,509	35,439
SCHERING-PLUUGH	SGP	N	28 5/8	29 3/4	-	1 1/8	-	3.78	44 3/4	26 3/8	8	53,580	1,533,727
SONDERLING	SOB	A	23 3/4	23 7/8	-	1/8	-	.52	24 3/8	8 3/8	9	1,105	26,243
TECH OPERATIONS	TO	A	4 5/8	5	-	3/8	-	7.50	8 3/4	2 3/8	42	1,344	6,216
TIMES MIRROR CO.	TMC	N	30 1/4	28 1/2	+	1 3/4	+	6.14	35	20 3/4	9	34,811	1,053,032
TURNER COMM.*	T	O	16	16					16	5		3,800	60,800
WASHINGTON POST CO.	WPU	A	46 1/4	45 5/8	+	5/8	+	1.36	47 5/8	21 3/4	10	8,134	376,197
WOMETCO	WDM	N	14 1/4	14 3/8	-	1/8	-	.86	18 1/4	10 7/8	8	8,524	121,467
TOTAL											436,238	10,760,555	

Cablecasting

ACTON CORP.	ATN	A	9 5/8	9 3/8	+	1/4	+	2.66	13 5/8	3 1/8	7	2,421	23,302
AMECO*	ACO	O							1/2			1,200	
ATHENA COMM.*		O	2 1/4	2 1/4					5 1/2	1/8		2,125	4,781
BURNUP & SIMS	BSIM	O	4 3/4	4 5/8	+	1/8	+	2.70	6 1/8	3 1/8	24	8,381	39,809
CABLE INFO.*		O	2 1/4	2 1/4					3	1/4	11	648	1,458
COMCAST		O	11 1/2	11	+	1/2	+	4.54	14 1/4	3 3/4	14	1,617	18,595
COMMUN. PROPERTIES	COMU	O	16 1/8	16	+	1/8	+	.78	16 1/8	3 5/8	19	5,018	80,915
ENTRON*	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	29	30 1/4	-	1 1/4	-	4.13	40	17 5/8	8	7,641	221,589
GENEVE CORP.	GENV	O	12	12 3/4	-	3/4	-	5.88	15 3/4	7 1/2	5	1,121	13,452
TELE-COMMUNICATIONS	TCOM	O	14 7/8	16 1/4	-	1 3/8	-	8.46	19 1/8	2 7/8	53	5,327	79,239
TELEPROMPTER	TP	N	12	12 1/4	-	1/4	-	2.04	14 1/4	6 3/4	19	16,931	203,172
TEXSCAN	TEXS	O	2 1/8	2 1/4	-	1/8	-	5.55	2 7/8	1 1/4	13	786	1,070
TIME INC.	TL	N	41 5/8	41 5/8					50	31 3/4	8	20,505	853,520
TOCOM	TOCM	O	8 1/2	7 1/4	+	1 1/4	+	17.24	11	2 1/4	18	993	8,440
UA-COLUMBIA CABLE	UACC	O	35 1/4	36 3/4	-	1 1/2	-	4.08	40 1/4	15 1/2	19	1,679	59,184
UNITED CABLE TV	UCTV	O	24 3/4	23 3/4	+	1	+	4.21	24 3/4	3 7/8	24	7,047	50,663
VIACOM	VIA	N	26 3/4	27	-	1/4	-	.92	27 1/8	16 5/8	16	3,799	101,623
TOTAL												83,218	1,764,838

	Stock symbol	Exch.	Closing Wed. Dec. 13	Closing Wed. Dec. 6	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)		
Programming													
COLUMBIA PICTURES	GPS	N	22 1/8	22 5/8	-	1/2	-	2.20	24 1/2	7 3/8	5	9,749	215,696
DISNEY	DIS	N	39 1/4	39 3/4	-	1/2	-	1.25	47 5/8	32 1/4	14	32,397	1,271,582
FILMWAYS	FWY	N	15 7/8	15 5/8	+	1/4	+	1.60	17	6 7/8	10	4,113	65,293
FOUR STAR			1 5/8	2	-	3/8	-	18.75	2 1/8	1/2	16	666	1,082
GULF + WESTERN	GW	N	13 7/8	14	-	1/8	-	.89	18 3/8	10 1/4	5	48,177	668,455
MCA	MCA	N	42 1/2	43 1/8	-	5/8	-	1.44	48 1/4	25 3/4	7	23,227	987,147
MGM	MGM	N	37 1/2	38 7/8	-	1 3/8	-	3.53	54	16	13	14,551	545,662
TRANSAMERICA	TA	N	15 7/8	16 3/8	-	1/2	-	3.05	19	13 1/4	6	66,475	1,055,290
20TH CENTURY-FOX	TF	N	33 1/4	33 1/2	-	1/4	-	.74	39 3/8	10	3	7,907	262,907
VIDEO CORP. OF AMER	O		5	5					9 3/4	3 1/2	10	988	4,940
WARNER	WCI	N	49 7/8	49 3/8	+	1/2	+	1.01	56 7/8	25 3/4	9	14,054	700,943
WRATHER	WCO	A	12 1/2	12 1/2					14 7/8	4 1/2	30	2,303	28,787
TOTAL										224,607	5,807,784		

Service

BOBBY INC.	BOBO	O	33	31	+	2	+	6.45	38 3/4	22 1/2	8	2,513	82,929
COMSAT	CO	N	38 1/2	38 3/4	-	1/4	-	.64	48 3/4	28 3/4	11	10,000	385,000
DOYLE DANE BERNBACH	DOYL	U	17 3/4	17 1/2	+	1/4	+	1.42	31	16 1/4	5	1,776	31,524
FOOTE CONE & BELDING	FCB	N	18 1/2	18 5/8	-	1/8	-	.67	23 1/8	14 3/4	6	2,538	46,953
GREY ADVERTISING	GREY	O	30	30					34	16 1/2	4	624	18,720
INTERPUBLIC GROUP	IPG	N	31 1/2	33 3/4	-	2 1/4	-	6.66	39 1/4	22 1/2	7	2,387	75,190
MCI COMMUNICATIONS	MCIC	O	3 5/8	3 3/4	-	1/8	-	3.33	5 3/4	7/8	30	20,361	73,808
MOVIELAB	MOV	A	2 1/4	2 5/8	-	3/8	-	14.28	3 3/4	1	10	1,414	3,181
MPO VIDEOTRONICS	MPU	A	4 1/8	4 1/8					65 3/8	4	5	520	2,145
A. C. NIELSEN	NIELB	O	23 3/4	24 7/8	-	1 1/8	-	4.52	29 1/2	18 7/8	11	10,980	260,775
OGILVY & MATHER	OGIL	O	22 3/4	22 1/4	+	1/2	+	2.24	56 1/2	20	8	3,510	82,127
TPC COMMUNICATIONS	TPCC	O	8 3/4	8 1/4	+	1/2	+	6.06	10 1/2	2 1/4	16	899	7,866
J. WALTER THOMPSON	JWT	N	22 1/4	22 3/4	-	1/2	-	2.19	32 7/8	15 1/8	6	2,649	58,940
WESTERN UNION	WU	N	15	16 3/8	-	1 3/8	-	8.39	21 1/4	15	6	15,177	227,655
TOTAL											75,448	1,356,813	

Electronics/Manufacturing

AEL INDUSTRIES	AELRA	O	6 5/8	6 3/8	+	1/4	+	3.92	10 1/4	2 3/8	5	1,672	11,077
AMPLEX	APX	N	15 1/2	15 5/8	-	1/8	-	.80	19 1/4	7 3/8	12	11,371	176,250
ARVIN INDUSTRIES	ARV	N	14	13 5/8	+	3/8	+	2.75	22 1/2	12 1/2	4	5,959	83,426
CCA ELECTRONICS*	CCA	U	1/8	1/8					5/8	1/8	1	497	112
CETEC	CEC	A	3 7/8	3 7/8					5 3/4	1 3/4	9	2,127	8,242
COMU	COM	A	3 1/4	3 1/8	+	1/8	+	4.00	5 1/2	2 1/8	10	1,732	5,629
CONRAC	CAX	N	14 1/4	15 1/2	-	1 1/4	-	8.06	27 1/4	13 1/2	7	2,030	28,927
EASTMAN KODAK	EASKU	N	60 1/8	60 5/8	-	1/2	-	.82	86 3/4	42	13	161,376	9,702,732
FARINON	FARN	O	11 1/4	11 3/4	-	1/2	-	4.25	16 1/2	8	11	4,782	53,797
GENERAL ELECTRIC	GE	N	47	49	-	2	-	4.06	56 5/8	44 1/2	9	184,581	8,675,307
HARRIS CORP.	HRS	N	32 1/4	32 1/2	-	1/4	-	.76	35 3/4	19 7/8	15	25,189	612,345
HARVEL INDUSTRIES*	HARV	O	6	6					6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	J	1 5/8	1 5/8					2 5/8	1/4		2,701	4,389
M/A COM. INC.	MAI	N	33 1/4	33 1/2	-	1/4	-	.74	41 7/8	20 1/4	15	1,320	43,890
3M	MMM	N	61 1/8	61 1/2	-	3/8	-	.60	64 3/4	43 1/2	15	116,473	7,119,412
MOTOROLA	MOT	N	40 1/4	43 1/8	-	2 7/8	-	6.60	56 7/8	34 1/4	11	28,544	1,148,896
N. AMERICAN PHILIPS	NPH	N	26 1/4	26 7/8	-	5/8	-	2.32	36	24 1/2	5	12,033	315,866
OAK INDUSTRIES***	OAK	N	17 1/4	17 1/2	-	1/4	-	1.42	24	6 1/4	17	2,773	51,284
RCA	RCA	N	26	27 3/8	-	1 3/8	-	5.02	33 5/8	22 3/4	8	74,919	1,945,294
RUCKWELL INTL.	ROK	N	34 7/8	35 1/2	-	5/8	-	1.76	37 1/4	28 1/4	7	33,900	1,182,262
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	31 7/8	31 1/4	+	5/8	+	2.00	35 5/8	16 3/4	15	2,471	78,763
SONY CORP.	SNE	N	7 5/8	7 5/8					10 3/8	7	13	172,500	1,315,312
TEKTRONIX	TEK	N	46 1/4	47 3/4	-	1 1/2	-	3.14	68 1/2	28 1/4	14	17,995	832,268
TELEMATRON	TLMT	O	1 1/2	1 3/4	-	1/4	-	14.28	2 1/4	1/2	2	1,050	1,575
VALTEC	VTCC	O	8 5/8	9 5/8	-	1	-	10.38	12 3/4	6 1/2	23	4,200	36,225
VARIAN ASSOCIATES	VAR	N	15 1/4	15 3/8	-	1/8	-	.81	21	13	10	6,838	104,279
WESTINGHOUSE	WX	N	17 3/8	18 3/8	-	1	-	5.44	24 1/2	16 1/4	5	86,582	1,504,362
ZENITH	ZF	N	13	13 1/2	-	1/2	-	3.70	28	11 3/8	33	18,900	244,400
TOTAL											767,807	35,495,532	
GRAND TOTAL											1,012,233	59,487,356	

Standard & Poor's 400 Industrials Average 106.71 108.12 -1.41

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.

Keeping TV journalism close to the wind

When Peter Hoffman decided to quit the relative safety of a prospering advertising agency to form a television research and consulting partnership with his then boss, Philip McHugh, friends in the legal and accounting communities said it wouldn't work. TV program consulting was an untested field, they said, and he and Mr. McHugh would soon be at each others' throats.

Needless to say, the friends were wrong. McHugh & Hoffman Inc., one of the pioneering broadcast station consulting services, survives today with 40 station clients, the longest list in its history. And Mr. Hoffman, after 17 years (24 counting their agency days), has weathered his partnership with Mr. McHugh quite happily.

The business is now almost totally news consulting. How it got that way is a mixture of deliberate effort and happenstance that has marked Mr. Hoffman's own career.

His introduction to the attitudinal research that is at the core of his current work, for instance, was happenstance. An English major at Dartmouth College, where he graduated in 1955, Mr. Hoffman was assigned to research when he joined the Campbell-Ewald advertising agency in Detroit. As director of broadcast research and later as assistant to Mr. McHugh, then vice president in charge of the radio-television department, Mr. Hoffman helped develop new kinds of research to reveal attitudes toward the neophyte medium of television. In those days, "We had to sell clients on the selling power of the medium . . . trying to get money out of print and into television advertising," Mr. Hoffman recalls. "It was in the early days of justifying the expense of television—that's when we got into the analytical process of determining what you're getting for your dollars."

The new techniques included commercial story-board testing and program pilot testing. *Route 66* and *My Three Sons* were among the shows the firm analyzed.

The research led to some major decisions. For example, the demise of the old *Dinah Shore Show* on NBC-TV was largely the result of Messrs. McHugh's and Hoffman's research. They had found that "she had reached a point where her core audience was slipping away," Mr. Hoffman says, a judgment which prompted their client, Chevrolet, to pull out of the show. The next show Chevrolet bought, *Bonanza*, also on NBC, was moved from Saturday to Sunday as a result



Peter Stroh Hoffman—president, McHugh & Hoffman; b. Sept. 6, 1930, Indianapolis; BA, English; Dartmouth College, 1955; U.S. Army, 1951-53 (infantry platoon leader during Korean war); director of broadcast research, Campbell-Ewald Co. 1955-57; assistant to the vice president of radio and television, 1957-62; vice president, McHugh-Hoffman, 1962-1976; current post since March 1976; m. Dorothy Hayes, June 17, 1954; children—William, 23; Jenny, 20.

of Campbell-Ewald research. "That's when it really took off and flew," Mr. Hoffman recalls.

When he and Mr. McHugh got the bug to go into business for themselves, they based the new enterprise on audience research. "The viewer was the expert. That was our basic selling line," Mr. Hoffman says. "The more you know about the viewer the better you can program your station."

In the early days of the firm—the early 60's—the team did mostly entertainment program consulting; local TV stations originated a lot more of it then than now. But the local station profit center gradually shifted to news. Evening news shows expanded from 15 minutes to as much as two hours and news departments became bigger, in some cases as big as the whole station staff used to be. McHugh & Hoffman found a whole new way to use its audience research.

But so did other consulting firms, whose proliferation has sparked controversy about the intrusion of nonjournalistic professionals into the newsroom. But Messrs. McHugh and Hoffman have managed to

retain their white hats through the worst of the criticism. Pat Polillo, head of news for Westinghouse Broadcasting (an M&H client), says it's because the firm doesn't meddle in news decisions. "They have a feel for the business," Mr. Polillo says. "If their attitudinal study said to program mush, they wouldn't follow it."

If there's any subject that can compete with consulting in inspiring Pete Hoffman's enthusiasm, it's sailing. Far more than being just the hobby it is for most enthusiasts, sailing is for him a way of life. He marks the chronology of his adult years by the various sailboats he has owned. His conversation is punctuated with sailing imagery. In describing the few times he has had disagreements with his partner, for instance, he refers to them as "flare-ups, like a Chesapeake storm." His boat, in fact, played no small role in choosing Washington when he and Mr. McHugh decided to relocate from Detroit in 1972.

For him, sailing is "like a high-speed battery charge," Mr. Hoffman says. It gives him a needed break from a fatiguing regimen of travel that usually includes visits to two broadcast markets a week.

Turned from the subject of boats to business, he reports it's never been better—the firm having picked up an additional eight clients in the past year. News consulting has insinuated itself into the broadcast news process to the point of becoming an institution, at least in medium and large markets. And part of that is due to McHugh & Hoffman, whose clients have included NBC News and ABC News in the past and ABC stations and Westinghouse stations at present.

Mr. Polillo explains the importance of McHugh & Hoffman's role this way: "They've added an interested, outside voice," he says. The information they provide about the audience and about what other stations are doing helps the news executive keep up with the rapidly changing TV news scene. "You can't do it all yourself," he says.

Mr. Hoffman sees his own role gradually changing—in two ways. His role with the firm is evolving from supervisor of research to head of sales as Mr. McHugh, 13 years Mr. Hoffman's senior, plans to pull back in the near future. Jack Bowen, an associate of the two men off and on since 1955 and vice president of the firm, is taking over the research.

The other change Mr. Hoffman sees is in the business itself, which he says is shifting from straight news consulting to advising on a new kind of news-entertainment mixture. If that or some other becomes the trend, like the wind he follows on the weekends, Pete Hoffman is prepared to go with it.

Fast draw

Footwork at the National Association of Broadcasters has picked up considerable speed, as demonstrated last week by the association's formal petition to the FCC to deregulate radio. The petition was filed less than a week after FCC Commissioner Tyrone Brown all but invited it in a speech to California broadcasters (BROADCASTING, Dec. 11) and less than two months after FCC Chairman Charles D. Ferris told the FCC staff to look into deregulation, although on a much smaller scale (BROADCASTING, Oct. 23). There was a time, well within the memory of living observers, when the NAB hierarchy would still be holding extended luncheon conferences, with perhaps a think session or two at a distant sanctuary, to decide what had been meant by utterances of the recent kind of Messrs. Brown and Ferris.

The NAB has proposed the deletion of FCC radio rules that limit the time occupied by commercials, require needless interviews to ascertain local problems broadcasters already know about, obligate stations to carry nonentertainment programming nobody wants to hear and require the keeping of detailed broadcast logs that lie unread in yellowing piles at every broadcasting station. The association will find no dissent on this page to that list of estimable objectives.

There is, however, reason to note the omission of a reference to the debt that the FCC's present limitations on commercial load owe to the NAB's own radio code. The 18 minutes per hour that are the standard of the FCC are precisely the standard that the NAB adopted years ago to save the industry from the ravages of government. Readers interested in historical footnotes may consult this publication's editorial page of April 10, 1978, for a discussion of that ancestry.

If the NAB decides to confront the interesting question of why it is wrong for the government to fix a maximum of 18 commercial minutes per hour but right for the NAB to do so, it may also wish to think again about a fifth proposal advanced in its petition of last week. In that, the association does not quite endorse but neither does it reject Commissioner Brown's advocacy of governmental quota on local news, public affairs or other locally produced nonentertainment programming.

There is, of course, a haunting familiarity in the espousal of programming quotas. The foremost advocate in that field for several years has been Henry Geller, now director of the National Telecommunications and Information Administration, one-time general counsel of the FCC and tireless writer of scholarly proposals that profess to liberate broadcasting from First Amendment abuses while inventing new governmental restraints.

No matter where its origin, the thought of governmental quotas on radio programming cannot be supported by an NAB that pretends to be a defender of its members' First Amendment rights. In this case footwork may have got ahead of homework.

Moment of truth

One of the more interesting votes by the incumbent FCC may be in the making when the commission considers four VHF television drop-ins at its meeting Dec. 21. The rulemaking that is now coming to conclusion was begun in March 1977 on the reluctant votes of a four-member majority and under pressures favoring drop-ins on a much larger scale.

The drop-in proposals that survived were merely four of 96 that were originally considered at the urging of the United Church of Christ, which thinks commercial broadcasting is the devil's work that needs cutting down to size, the then existing White House

Office of Telecommunications Policy, which wanted to divert UHF television frequencies to other uses, and the U.S. Department of Justice, which knows nothing about the technology of television signal distribution but wants more stations on the air to reduce the profits of those now in business.

The FCC eliminated 92 of the original drop-ins on overwhelming engineering evidence that they would not only provide substandard service but also create intolerable interference to many other stations. Viewers would riot if television reception were disrupted on the scale first proposed.

The experts in the FCC's own Broadcast Bureau have now concluded, as reported elsewhere in this issue, that the surviving drop-ins are themselves defective technologically. That means they may be favored only on political grounds.

The two dissenters to the institution of this rulemaking were Robert E. Lee and James Quello whose views presumably remain unchanged. Two of the original majority have been replaced, Ben Hooks by Tyrone Brown and Dick Wiley by Charles Ferris. Margita White abstained in March 1977 because of possibly conflicting interests of her husband's law firm which he later left. She is under no similar restraint now.

A vote to create second-rate VHF stations while full-service UHF's are still unoccupied would inevitably be interpreted as another vote of no confidence in the UHF television band. It would also be an indication that the FCC is out of touch with real-world values. When a broadcasting group with savvy management pays \$6 million for an independent UHF in Nashville, as Multimedia contracted last week to do, the upper frequencies are no longer television's low district.

Welcome aboard

The Carter administration's endorsement of legislation to correct the damage that the Supreme Court did to journalistic enterprise with its *Standard Daily* decision is good news. Formidable forces are now mustering behind a legislative movement that for a while was a one-man crusade by Senator Birch Bayh (D-Ind.), whose own bill to limit unreasonable searches and seizures will still be preferred by most journalists.

So far, however, Senator Bayh is ahead of others in his professed intention to correct the legalistic disarray left by the Supreme Court's refusal to review the Myron Farber-*New York Times* case, which now stands as an invitation to every court to demand access to reporters' most confidential files. Journalists will hope that another parade will form behind his Farber legislation when he introduces it.



Drawn for BROADCASTING by Jack Schmidt

"I couldn't find a broadcasting job, so I bought a station."



holiday greetings from all of us to all of you



Earl Abrams (ret.)

John Andre

Dave Berlyn

Therain Bethea

Phillippe Boucher

Diane Burstein

Cynthia Carver

Joanne Cowan (1929-1977)

Rufe Crater

David Crook

Bob Dardenne

Byron Day

Joe Esser

Rocco Famighetti

Fred Fitzgerald

Kira Greene

Doug Hill

Ed James

Harry Jessell

Priscilla Johnson

Sheila Johnson

Kwentin Keenan

Doris Kelly

Art King (ret.)

Sandy Klausner

Winfield Levi

Ellen Lief-Wellins

Maury Long (ret.)

Eleanor Manning (ret.)

John Mercurio

Bill Merritt

Irv Miller

Mark Miller

Randall Moskop

Peter O'Reilly

Linda Petersen

Cathy Potts

Bruce Robertson (ret.)

Jay Rubin

Dan Rudy

Harry Stevens

Sally Stewart

Betty Taishoff (1906-1977)

Larry Taishoff

Lee Taishoff

Sol Taishoff

Hy Tash

Kevin Thomson

Patricia Vance

Patricia Waldron

Alexandra Walsh

Harriette Weinberg

Eunice Weston (ret.)

Don West

Dave Whitcombe

Len Zeidenberg

Broadcasting Publications INC.

Off to a head start with Ward-Beck!

Around the globe honors graduates compete for admission to the Radio and Television Arts course at Ryerson Polytechnical Institute.

It is Ryerson's insistence upon the very highest standards in all aspects of its operations that has led to such coveted international recognition.

Students now receive advanced instruction on two Ward-Beck custom 2042 production consoles. A logical choice for the best possible start to an exciting career!



First by Design



Ward-Beck Systems Limited, 841 Progress Avenue, Scarborough, Ontario, Canada M1H 2X4.
Tel: (416) 438-6550.

Ward-Beck Systems Inc., 6900 East Camelback Road, Suite 1010, Scottsdale, Arizona 85251.