

FM: The great leaps forward

Broadcasting Jan 22

The newsworthy of broadcasting and allied arts

Our 48th Year 1979

NEWSPAPER

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WHEN THE TEXAS P.T.A. GRADED TELEVISION PROGRAMMING, KPRC TV WAS AT THE HEAD OF THE CLASS.

REPORT CARD
HOUSTON SCHOOL DISTRICT

Student KPRC TV

Remarks Excellent!

PUBLIC SERVICE ANNOUNCEMENTS	A+
NEWS	A+
COMMUNITY SERVICE	A+
COMMUNITY INVOLVEMENT	A+
CHILD/PARENT PROGRAMMING	A+
CHILDREN'S PROGRAMMING	A+

It feels great to be picked out by one of television's biggest critics as having done our job better than anybody else.

For their first annual Phoebe Award, the Texas P.T.A. voted KPRC TV the best station for excellence in local programming.

When you win an award like the "Phoebe," named after the founder of the national P.T.A., Phoebe Apperson Hearst, you really have to do your homework. And KPRC TV has. Our manage-

ment and staff have spent countless hours working with concerned groups like the P.T.A. to develop enriching programs for both children and adults.

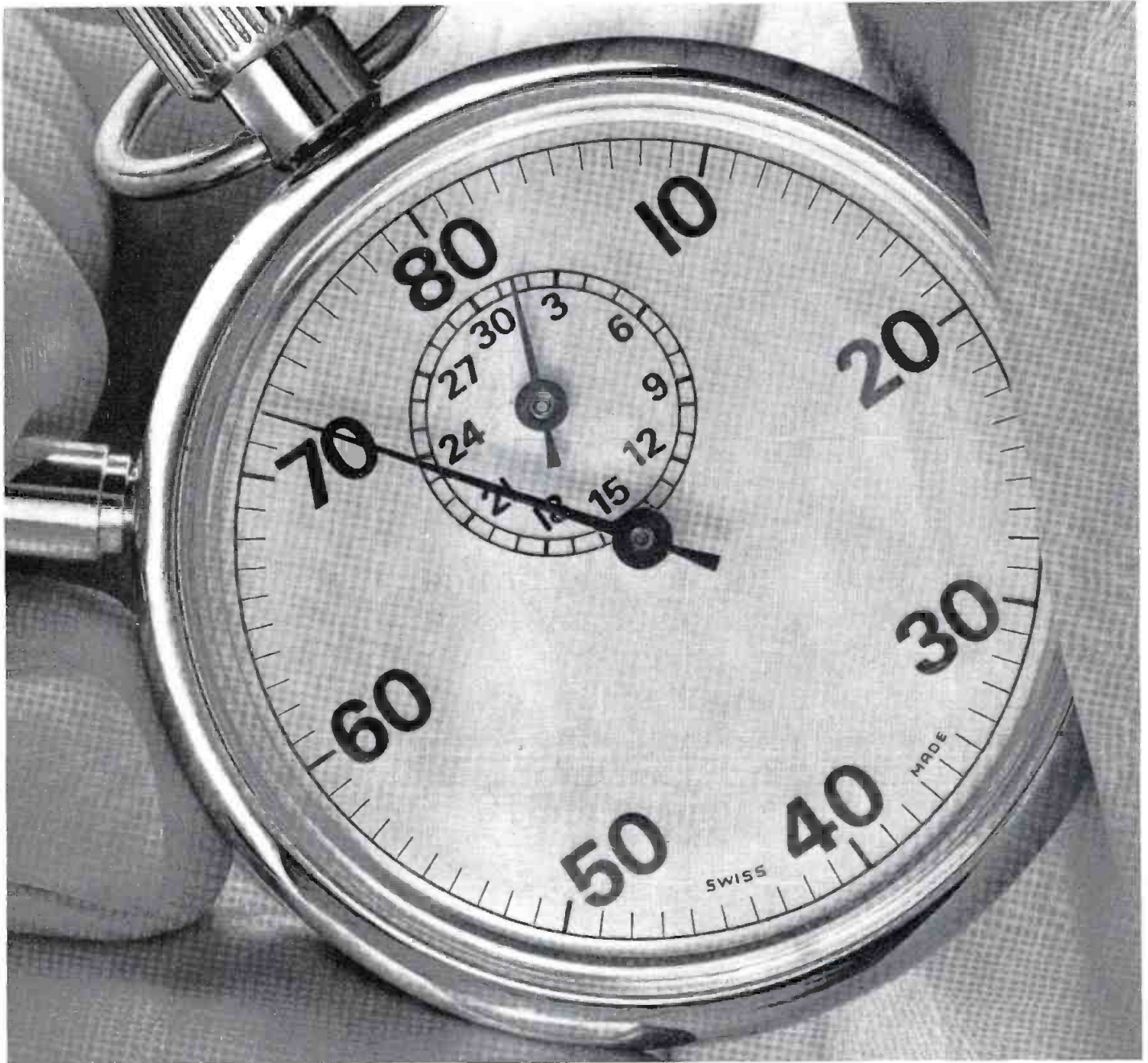
And now that the P.T.A. has thanked us for our services, we'd like to thank them. For putting us in a class by ourselves.

2

KPRC TV HOUSTON

Petry Television, Inc., National Representatives. NBC Affiliate

NEW PROCESS RVNP FROM KODAK GIVES YOU THE ONE THING EVERY NEWS DIRECTOR NEEDS:



A LITTLE MORE TIME BEFORE AIR TIME.

Kodak announces a faster processing method for video news film over the widely used Process VNF-1. This new alternate processing procedure can reduce by 8 to 18 minutes the time formerly needed to process 1000 feet of film, depending on your processor speed. Excellent broadcast quality is maintained.

What news director wouldn't like to move the film deadline as much as 18 minutes closer to airtime? Or have those

extra minutes to use for editing, screening and rehearsal?

The new Process RVNP (Rapid Video News Process) uses most existing film processing equipment. The procedure is easily implemented by your personnel. To learn more, ask your Kodak Sales and Engineering Representative, or write Eastman Kodak Company, Dept. 640, Rochester, New York 14650.

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NEW YORK HOLLYWOOD TORONTO TOKYO

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**New Yorkers
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each week.**

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Family Feud
The Gong Show
Hollywood Squares
In Search Of
Masquerade Party
Match Game PM
The Muppet Show
Name That Tune
The Newlywed Game
The Price Is Right
The \$25,000 Pyramid
Sha Na Na
That's Hollywood
The \$1.98 Beauty Show
World War II: GI Diary**

Source: New York NSI, 11/78.
Audience estimates subject to limitations of the rating service.

**Naturally,
they have a first
choice.**



"Match Game PM."

**It's Number One in ratings!
Number One in 18-34 women!
Number One in 18-49 women!
Now in its fourth season on
WABC-TV, "Match Game PM"
has been renewed for a
fifth season by all five ABC
Owned stations.**

GOODSON-TODMAN'S

"Match Game PM"
Victory Television

**45 East 45 Street, New York 10017.
(212) 687-1516**

The Week in Brief

MAKING THE CUT □ ABC says that by 1981, it will have trimmed commercial time in Saturday morning programming to six-and-a-half minutes per hour, three minutes under the currently allowable limit. The other two networks, for the time being, are close-mouthed. **PAGE 24.**

BACKING OFF? □ As the FTC children's advertising proceeding began in earnest with public hearings last week, there were indications that the commission may be retreating from an outright ban and is looking for a compromise position. **PAGE 24.**

UNDETERRED □ Although chastened by his ouster—for talking too much—from the children's advertising proceeding, FTC Chairman Pertschuk will say enough to indicate that his agency remains on a straight consumer-interest course. **PAGE 25.**

PLAYING IT COOL □ The NAB board meetings in Maui go as expected—members refuse to take strong positions on any issues, not wanting to give away future flexibility on the wide range of change facing radio and television. The one sure thing: Jack Harris gets the DSA. **PAGE 26.**

MOVE OVER FOR MORE □ The FCC and NTIA now cast their eyes on reduced channel spacing as a means of creating additional FM facilities. **PAGE 28.**

SCORECARD FOR THE 96TH □ As the new Congress gets underway, committee assignments are made with few changes in those affecting broadcasting. Early bills introduced include ones to abolish the *Stanford Daily* decision and the fairness doctrine and several to reduce paperwork generated by federal agencies. **PAGE 30.**

FM: THE GREAT LEAPS FORWARD □ A special report documents the medium's dramatic gains in audience, programming and sales. And it has meant the evolution of an almost unbelievable market for sellers of FM properties. **PAGE 32.** An Arbitron rundown of standings in the top-50 markets shows the entrenchment of successful FM operations. **PAGE 40.**

EASIER BREATHING □ The appeals court retraction of parts of its language in the WESH-TV decision provides some relief to the FCC and broadcasters. As a result, the commission will have more discretion in redesigning policy for comparatives; the status of incumbent licensees will be less shaky at renewal time. **PAGE 50.**



The way they see it. Favorable comments from broadcasters on NAB's proposal to deregulate radio continued last week to arrive at the FCC—with a major dissenting opinion from the National Radio Broadcasters Association. NRBA directors explained their position to radio deregulation's new champion, FCC Commissioner Tyrone Brown, in Washington Thursday. Pictured above are (l-r): NRBA Executive Vice President Abe Voron, Chairman Robert Herpe (WPLR-FM New Haven, Conn.); Commissioner Brown; Bernie Mann, NRBA secretary (WGLD-AM-FM High Point, N.C.); Sis Kaplan, NRBA director (WAYS-AM-WROQ-FM Charlotte, N.C.), and Thomas Schattenfield, NRBA general counsel. **Story, page 52.**

NO! □ McGraw-Hill emphatically rejects American Express's \$880-million takeover offer and indicates it will go to court and the FCC to block would-be buyer. Amexco may appeal directly to M-H stockholders. **PAGE 53.**

REPRISE □ Oral arguments are held in the Supreme Court on CBS's nine-year-old attempt to outlaw the blanket music licenses of ASCAP and BMI. **PAGE 53.**

SALANT'S SLANT □ The outgoing CBS News president predicts one-hour newscasts in prime time will be standard in five years. He also urges more effort in the fight for repeal of the fairness doctrine and Section 315. **PAGE 59.**

CIRCULAR POLARIZATION □ Broadcasters clash on the value of the technique for television. **PAGE 60.**

PLEASE DO NOT DISTURB □ Broadcasters and advertisers tell the FCC that there is no need for the commission's inquiry into children's television. However, ACT has other ideas. **PAGE 62.**

NBC RADIO'S VERNE □ Slightly more than five years ago Richard Verne broke into broadcasting. But his experience in accounting and management in other fields provided precise honing to a business acumen that swiftly brought him to the executive vice presidency of the NBC Radio Network. **PAGE 89.**

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that are
aglow with
star-filled
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in syndication.

46 available
right now.

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MCA TV

New name in lights

Word late last week was that next ranking Republican on House Communications Subcommittee will not be James Broyhill (R-N.C.), as had been expected, but conservative James M. Collins of Dallas. Chairman Lionel Van Deerlin, who wants ranking Republican to co-sponsor second rewrite of Communications Act, is polishing his sales pitch again.

Two against one

Broadcast representatives in Washington see good and bad news in three leading Democratic prospects for new membership of House Communications Subcommittee. New Representative Allen Swift (D-Wash.) comes from broadcast news, as did Chairman Lionel Van Deerlin, having served as news and public affairs director at KVOZ-TV Bellingham, Wash. Mickey Leland (D-Tex.) congressional Black Caucus's candidate for subcommittee, regards self as spokesman for blacks, and has been "accused of being more interested in speaking than in legislation," according to normally cautious *Congressional Quarterly*.

Worst prospect, broadcasters say, is Ronald Mottl (D-Ohio), third-term congressman who lists Communications as first choice of subcommittees. Mr. Mottl has gotten considerable attention in press in hometown of Cleveland, issuing periodic broadsides attacking everything from broadcast profits and multiple ownership to "immoral" programs in prime time and during news. Broadcasters who have had dealings with him say he is "anti-everything" when it comes to broadcasting; one predicts he would be "nearly impossible to work with."

Peek under the tent

Report of Carnegie Commission on Future of Public Broadcasting, due out Jan. 30, will recommend diminished role for Corporation for Public Broadcasting as dispenser of TV program funds, urging CPB get out of individual program funding entirely. Report will propose that fees paid by commercial broadcasters for spectrum use go to noncommercial system for American-only productions.

Among alternatives to CPB funding discussed in report: (1) creation of new umbrella organization for program endowment, (2) permitting CPB to make block grants to production centers, (3) use of existing organization, such as Station Programing Cooperative, to funnel money directly to stations. One Carnegie member confirmed recommendation of diminished

funding power for CPB but said, in answer to question whether power would go to Public Broadcasting Service, "it's not precisely true" that power would be transferred there.

White knight

For little while, anyway, ABC management was considering possibility of making "friendly" takeover offer to McGraw-Hill, in wake of unfriendly one from American Express (BROADCASTING, Jan. 15; see also page 53). As reconstructed by Wall Street and other sources last week: After American Express's \$880-million bid had raised McGraw-Hill's ire, Goldman Sachs & Co. and another Wall Street firm sought and received ABC permission to put together McGraw-acquisition proposal for ABC consideration. Proposal was developed and submitted to ABC management—which decided not to pursue it. Sources said late last week that barring totally unexpected developments, idea was dead as far as ABC was concerned.

Full count

There's good chance FCC's market-by-market report of 1978 radio revenues and profits, due out next fall, may give what radio broadcasters consider much more realistic picture than available in past FCC reports. Instead of presenting one market report for AM and AM-FM combinations and another for independent FM's, as in past, FCC authorities say they're trying to get computer programed to combine lists into one. They hope—but can't yet be sure—it'll be ready for next go-round. Broadcast executives have been agitating for this approach on grounds it'll include revenues of many stations currently excluded ("Open Mike," Jan. 15).

Problem is that, to protect confidentiality, FCC does not publish in either list results for markets that have fewer than three stations in category involved. Thus market with, say, three AM/AM-FM operations and two independent FM's does not get credit for revenues of two independent FM's (though these results are included in FCC's industry totals). Under projected plan any market with three or more radio stations of any kind would be reported.

Speed-up

Television producers in Hollywood are infuriated by late second-season series orders of three commercial networks, and are planning to make feelings known, perhaps in Washington. Steering committee of Caucus for Producers,

Writers and Directors met last week, and members later said sentiment ran in favor of buying advertising to protest inadequate lead times for production and sacrifice of quality, as group did last summer before fall season (BROADCASTING, Aug. 21, 1978). But previous complaint was aired in Hollywood trade press. This time media may be those with impact in Washington and New York.

Inflation

New York Times officials were firm in refusal last week to disclose price they agreed to pay for ch. 5 KFSM-TV Fort Smith, Ark. (\$17.5 million, according to other but informed sources [see page 56]). Conjecture is they'd just as soon not talk about paying that for station that present owners, Buford brothers, bought for \$4.16 million in 1973. It's only V in market.

In 1973 Fort Smith area of dominant influence contained 56,900 TV homes. It now counts 79,600 (see 1978 BROADCASTING YEARBOOK).

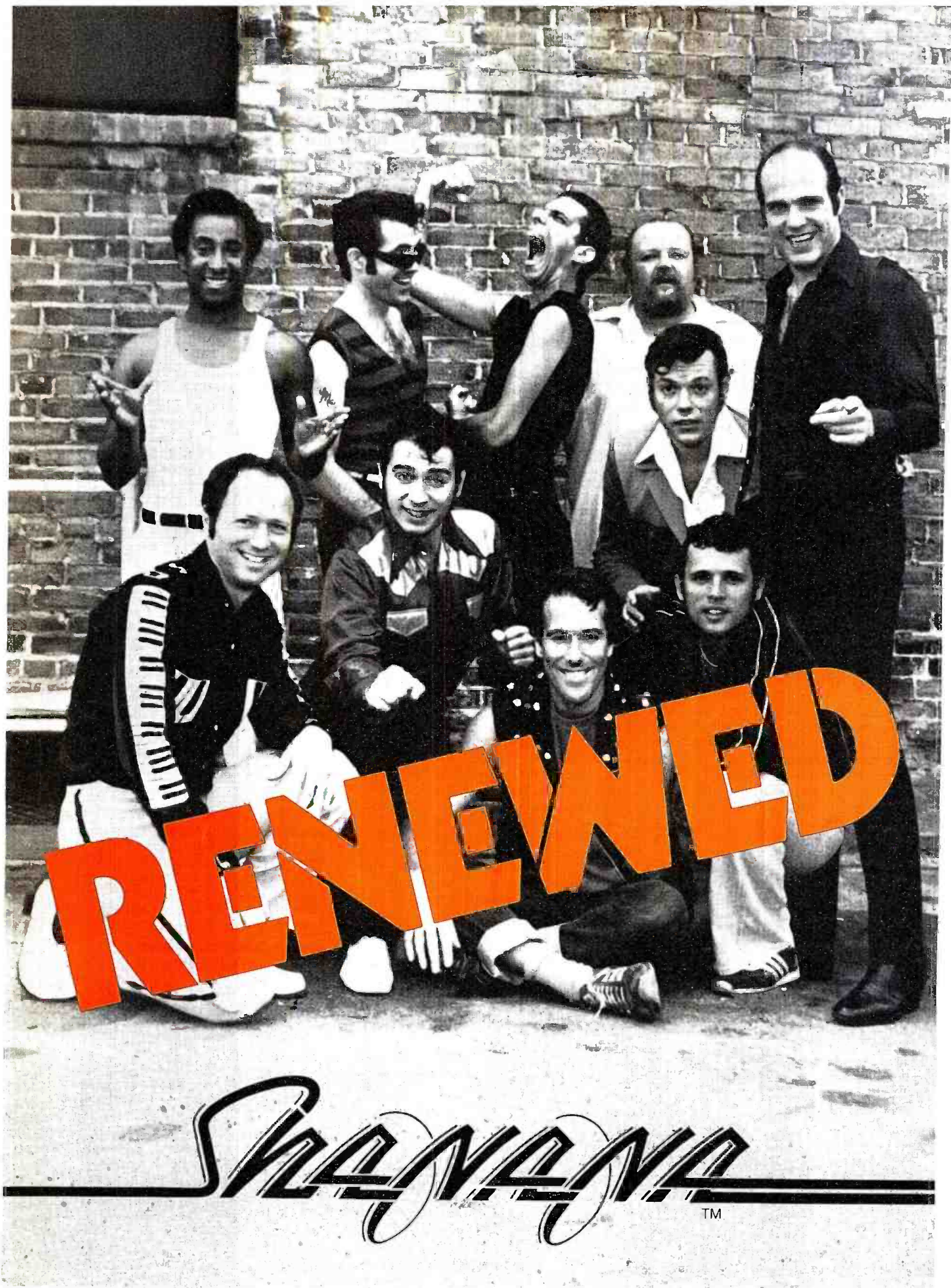
Kassebaum's kit

New Senate Commerce Committee member Nancy Kassebaum (R-Kan.) has no plans to get rid of her broadcast station interests or to put them in trust. Aviation, not Communications, will be her first choice of subcommittee assignments, thus eliminating any conflict of interest, she reportedly feels. Spokesman for her also contended that public disclosure of her interests removes conflict problem.

Mrs. Kassebaum's interests, as listed with FCC, are 25% of WREN(AM) Topeka and 35.9% of KFH(AM)-KBRA(FM) Wichita, both Kansas, and 25% of KHXX(AM)-KTCL(FM) Fort Collins, Colo. Her husband, A. Phillip, owns rest of Wichita pair, but Kassebaums are legally separated. Senator's father is Alf Landon, one-time Republican nominee for Presidency, who owns five radio stations.

Endangered species?

Ranks of independent station representatives continue to dwindle, as illustrated by announcement last Friday (Jan. 19) that pioneer Peters, Griffin, Woodward has been sold to Corinthian Broadcasting (see "In Brief"). Recently group owner Fuqua National acquired major interest in H-R Television, part of continuing trend in recent years of group operators buying rep firms. Among major TV reps still independent: Avery-Knodel; Blair; Katz; Bolton International; Harrington, Richter & Parsons; MMT Sales; Petry TV and Adam Young. Number of group-owned reps now has reached at least 15.



RENEWED

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**SHA NA NA is going into its third big season with the NBC O&O's.
And other stations across the nation are
already committing for 1979-1980...and for good reason.
SHA NA NA has a great performance record in prime access...
and it's Number One with women 18-49.**

Take a look at just one part of the SHA NA NA Success Story...

MARKET	SHA NA NA STATION	SHA NA NA SHARE (W18-49)	THE LOSERS
New York	WNBC	24%	Hollywood Squares, Disco Magic, Carol Burnett, Newlywed Game
Philadelphia	WCAU	42%	In Search of, Lawrence Welk, News
Detroit	WXYZ	31%	Wild Kingdom, PM Magazine, Bob Newhart, Mary Tyler Moore
Cleveland	WKYC	40%	Hee Haw, Space 1999, Juvenile Court
St. Louis	KPLR	33%	Space 1999, News, NCAA Football
Seattle	KOMO	37%	Name That Tune, Joker's Wild, Bob Newhart
Indianapolis	WTHR	38%	Hollywood Squares, Liars' Club, Streets of San Francisco
Baltimore	WMAR	47%	Hollywood Squares, Evening Magazine, Lucy
Denver	KOA	26%	Joker's Wild, Family Feud (tied)
Sacramento	KCRA	30%	Merv Griffin, PM Magazine
Milwaukee	WISN	38%	Bonkers, Joker's Wild, Hogan's Heroes
Buffalo	WIVB	52%	Hee Haw, Bonanza, Eye On
Providence	WJAR	51%	Cross Wits, In Search of
Wilkes Barre	WBRE	60%	Bonkers, Liars' Club
Orlando	WFTV	52%	Bonkers, Liars' Club
Syracuse	WIXT	46%	Mary Tyler Moore, Cheap Show
Harrisburg	WHP	32%	Hee Haw, Lawrence Welk, News
San Antonio	KSAT	47%	Gong Show, Name That Tune
Toledo	WDHO	42%	Tic Tac Dough, Mary Tyler Moore
Green Bay	WBAY	35%	Hollywood Squares, Mary Tyler Moore
Fresno	KMPH	30%	Tic Tac Dough, Newlywed Game, Cross Wits
Spokane	KXLY	43%	Candid Camera, Emergency
South Bend	WNDU	50%	Lawrence Welk, Star Trek
Greenville/N.C.	WCTI	48%	Name That Tune, Cross Wits
Youngstown	WYTV	49%	Candid Camera, Mary Tyler Moore
Springfield/Holy.	WWLP	58%	Tic Tac Dough
Sioux Falls	KSFY	59%	Lawrence Welk, Comedy Shop

**SHA NA NA is big! And it's getting bigger.
Now's the time to join the SHA NA NA station lineup,
and commit for the 1979-80 season.**

Give us a call today!



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TV only

Davis Paint □ Six-month TV campaign begins in mid-March for paint manufacturer in 12 markets during day and fringe time. Agency: Barrett-Yehle, Kansas City, Mo. Target: men and women, 25-54.

News America □ Six-month TV campaign starts for *The Star*, weekly tabloid, in 16 markets during fringe time. Agency: Lerner King Associates, New York. Target: total women.

Folgers □ Four-month TV campaign starts in mid-February for coffee crystals in 90 markets during fringe, prime and prime-access time. Agency: Cunningham & Walsh, New York. Target: women, 25 and over.

Holly Farms □ Sixteen-week TV campaign starts in early February for branded poultry products in 54 markets during day, fringe and prime time.

Discovering radio. Brooks Bros., New York, the prestigious men's clothing firm that dates back to 1818, plans to use radio advertising for first time in mid-March and has appointed Sawdon & Bess Inc., New York, as its broadcast agency. Brooks Bros., which operates 20 stores in major markets throughout the U.S., will use radio in the Midwest, Southwest and Far West to reach male, upscale audiences in drive time. Newspaper and direct mail advertising will continue to be handled in-house.

Agency: Long, Haymes & Carr, Winston-Salem, N.C. Target: 18 and over.

Woolco □ Sixteen-week TV campaign starts in late February for discount store chain in 43 markets during day and fringe time. Agency: Sawdon & Bess, New York. Target: adults, 25-64.

Ramada Inns □ Four-month national TV campaign begins in February with spots scheduled on *Tonight Show*, *Today*, *Good*

Morning, America, late-night programs and movies on ABC and CBS. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: business and leisure travelers.

National Enquirer □ Thirteen-week TV campaign for weekly newspaper starts in early February in 20 markets during day, prime and early news time. Agency: McCaffrey & McCall, New York. Target: women, 18 and over.

Riceland Foods □ Second-quarter TV campaign starts in April for food products group in 12 markets during day, fringe and prime time. Agency: Cranford, Johnson, Hunt & Associates, Little Rock, Ark. Target: women, 25-54.

Hershey □ Ten-week TV campaign begins next week for Kit Kat candy bar in 12 markets during day and prime access time. Agency: Doyle Dane Bernbach, New York. Target: children, 2-11, teen-agers and men and women, 18-49.

Prince Macaroni □ Six-to-nine-week TV campaign begins in February for macaroni and sauce products in seven markets during all dayparts except weekend and prime. Agency: LSF Media, New York. Target: women, 25-54.

Muellers □ Eight-week TV campaign for macaroni starts this week in four markets during fringe and prime time. Agency: Needham, Harper & Steers, New York. Target: women, 25-54.

Nailey □ Two-month TV campaign starts this week for Fine Foods imitation mayonnaise in eight markets during fringe, day and prime time. Agency: Della Femina, Travisano & Partners, Los Angeles. Target: women, 18-49.

Fruit of the Loom □ Seven-week TV campaign starts this week for Fruit of the Loom pantyhose, division of Kellwood Co., in 10 markets during fringe and prime time. Agency: Keller-Crescent, Evansville, Ind. Target: total women.

International Brands Corp. □ One-month TV campaign begins in mid-February for food products group's white bread in 15 markets during day, fringe and prime time. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-49.

Classic Labs □ Four-week TV campaign begins next week for nail care kit in 17 markets during all dayparts. Agency: A. Eicoff & Co., Chicago. Target: total women.

Bank of America □ Four-week TV campaign starts this week for Bank of



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- Students receive valuable on-the-air experience and develop managerial expertise while operating campus radio stations WJCR and WFAM Stereo. Study in Sunny Florida.
- JONES COLLEGE offers an Associate Degree program that prepares you for a place in the world of Broadcasting. Young men and women with ambition will find a career in Broadcasting to be rewarding and satisfying.
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New York	WRFM	San Jose	KSJO	Youngstown-Warren	WYFM
Los Angeles	KBIG	Indianapolis	WFMS	Greenville-	
Chicago	WCLR	Portland, Or.	KUPL	Spartanburg, SC	WGXL
San Francisco	KOIT	New Orleans	WRNO	Flint	WWCK
Philadelphia	WDVR	Rochester, NY	WCMF	Raleigh-Durham	WDCG
Detroit	WDRQ	Ft. Lauderdale, Hollywood-		Tucson	KCEE
Washington, D.C.	WPGC	Miami	WYOR	Knoxville	WIVK
Dallas-Ft. Worth	KAFM	San Antonio	KBUC	Fresno	KKNU
Houston-Galveston	KIKK	Sacramento	KXOA	Lansing-East Lansing	WILS
Pittsburgh	WDSY	Louisville	WVEZ	Baton Rouge	WFME
Minneapolis-St. Paul	WAYL	Memphis	WQUD	Austin, TX	KLBJ
Seattle-Everett-		Hartford-New Britain	WIOF	Canton	WHBC
Tacoma	KSEA	Nashville-Davidson	WKDF	El Paso	KLAQ
Atlanta	WZGC	Oklahoma City	KEBC	Albuquerque	KRST
San Diego	KOZN	Jacksonville	WIVY	Mobile	WLPR
Miami	WYOR	Honolulu	KUMU	Chattanooga	WDOD
Denver-Boulder	KOSI	Wilkes Barre-Scranton	WGBI	Wichita, KS	KFDI
Milwaukee	WNUW	Orlando	WHOO	Columbia, SC	WNOK
Providence-Warwick-		Springfield-Chicopee-		Little Rock-	
Pawtucket	WLKW	Holyoke	WMAS	North Little Rock	KLAZ
Cincinnati	WEBN	Richmond	WRXL	Bakersfield	KGFM
Buffalo	WBNY	Charlotte-Gastonia	WEZC	Shreveport	KROK
Kansas City	KMBR	Tulsa	KWEN	Des Moines	KGGO
Phoenix	KOPA	Grand Rapids	WGRD	Utica-Rome	WTLB

*Arbitron Radio 1978 Metro Area Ranking of Top 100 Markets

New York Philadelphia Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

America checking accounts in 11 markets during sports and special time. Agency: Grey Advertising, Los Angeles. Target: total adults.

General Motors □ Three-week TV campaign starts in late February for Pontiac division in 32 markets during fringe, news, weekend and prime-access time. Agency: D'Arcy-MacManus & Masius, Bloomfield Hills, Mich. Target: men, 18-49.

Polaroid □ Three-week TV campaign begins next week in 60 markets during fringe and prime time for One-Step camera. Agency: Doyle Dane Bernbach, New York. Target: total adults.

Nissin Foods □ Three-week TV campaign begins in early February for Cup O'Noodles in 22 markets during fringe, prime and prime-access time. Agency: Dentsu Advertising, New York.

Rep appointments

- KPRO(AM) Riverside, Calif.; WJCL(FM) Savannah, Ga., and WKNR(AM)-WKFR(FM) Battle Creek, Mich.: H-R/Stone, New York.
- City-TV Edmonton, Alberta: Devney-O'Connor Inc., New York (U.S. rep).

Target: women, 18-49.

International Harvesters □ Two-week TV campaign begins in mid-March for outdoor power products in about 45 markets during fringe, news and sports time. Agency: BBDM, Chicago. Target: total adults.

Wella □ Two-week TV campaign begins

in late February for shampoo and conditioner during day and late fringe time. Agency: James Neal Harvey, New York. Target: women, 18-49.

United Artists □ One-week TV campaign begins in early February for "The Great Train Robbery" in about 50 markets during fringe and prime time. Agency: Diener Hauser Bates, New York. Target: adults, 18-49.

Radio only

Dr. Tichenor's □ Twenty-week radio campaign begins for antiseptic this week in 20 markets including Chicago. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

TRW □ Nineteen-week radio campaign begins in mid-February for components and systems manufacturer in 15 markets including Atlanta, Boston, Detroit and Washington. Agency: Sapin & Tolle, Cleveland. Target: men, 35 and over.

California Avocado Commission □ Six-week radio campaign starts in early February in 29 markets including Philadelphia. Agency: Erwin Wasey, Los Angeles. Target: women, 25-54.

Sunkist □ Four-week radio campaign begins in early February for oranges in eight markets including Chicago, New York and San Francisco. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

Valle's □ Three-week radio campaign starts in early February for restaurant chain in 17 markets including Atlanta, Miami and Philadelphia. Agency: Allied Advertising Agency, Boston. Target: adults, 25-54.

Taylor Wines □ Two-week radio campaign begins this week in Los Angeles and San Diego. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

Chrysler □ Two-week radio campaign begins in February for marine products division in 60 markets including Albuquerque, Boston, Kansas City, Mo., Nashville and San Francisco. Agency: Ross Roy, Detroit. Target: men, 25-54.

Kneip □ One-week radio campaign begins in mid-March for Kneip's corned beef in nine to 10 markets including Milwaukee. Agency: Patten Advertising, Chicago. Target: women, 25-54.

Radio-TV

Yashica □ One-to-two-week TV and radio campaign begins for Yashica camera in 16 markets including Baltimore, Cleveland and Los Angeles. Agency: Media Design Group, New York. Target: adults, 18-34.

BAR reports television-network sales as of Dec. 24

ABC \$1,459,307,900 (36.2%) □ CBS \$1,320,336,300 (32.8%) □ NBC \$1,248,529,000 (31.0%)

Day parts	Total minutes week ended Dec. 24	Total dollars week ended Dec. 24	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.	147	\$1,164,000	7,788	\$59,411,100	\$51,083,300	+16.3
Monday-Friday 10 a.m.-6 p.m.	978	14,102,800	52,006	853,563,400	782,329,100	+9.1
Saturday-Sunday Sign-on-6 p.m.	254	9,292,500	15,563	473,616,000	408,204,500	+16.0
Monday-Saturday 6 p.m.-7:30 p.m.	103	4,372,500	5,243	229,947,000	200,718,600	+14.6
Sunday 6 p.m.-7:30 p.m.	18	1,890,400	1,082	72,531,700	58,068,700	+23.2
Monday-Sunday 7:30 p.m.-11 p.m.	407	37,223,600	21,198	2,053,764,500	1,820,094,600	+12.8
Monday-Sunday 11 p.m.-Sign-off	217	5,724,000	11,525	285,339,500	245,650,800	+16.1
Total	2,124	\$73,779,800	114,405	\$4,028,173,200	\$3,566,149,600	+13.0

Source: Broadcast Advertisers Reports

... as of Dec. 31

ABC \$1,479,906,700 (36.0%) □ CBS \$1,350,301,000 (32.9%) □ NBC \$1,274,881,000 (31.0%)

Day parts	Total minutes week ended Dec. 31	Total dollars week ended Dec. 31	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.	129	\$1,039,200	7,917	\$60,450,300	\$51,907,600	+16.5
Monday-Friday 10 a.m.-6 p.m.	945	14,698,300	52,951	868,261,700	796,553,600	+9.0
Saturday-Sunday Sign-on-6 p.m.	254	12,927,100	15,820	486,543,100	412,083,400	+18.1
Monday-Saturday 6 p.m.-7:30 p.m.	103	5,638,500	5,352	235,585,500	206,007,600	+14.4
Sunday 6 p.m.-7:30 p.m.	18	1,921,200	1,103	74,452,900	58,068,700	+28.2
Monday-Sunday 7:30 p.m.-11 p.m.	407	34,612,000	21,198	2,088,376,500	1,844,631,300	+13.2
Monday-Sunday 11 p.m.-Sign-off	217	6,079,700	11,786	291,419,200	250,467,200	+16.3
Total	2,124	\$76,916,000	116,537	\$4,105,089,200	\$3,618,719,400	+13.4

Source: Broadcast Advertisers Reports

The new generation TK-47 camera from RCA: automatic setup, automatic operation at the touch of a button.

The all-new TK-47 is a quantum leap into the automatic camera age. This advanced camera gives your video operator total freedom to concentrate on picture creativity in a way no other camera can match. Because no other camera is fully automatic.

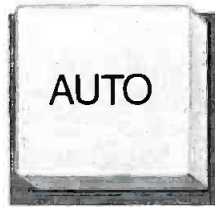
The first truly automatic camera.

The new TK-47 incorporates microprocessors and advanced electronics that provide sequential setup in minutes—not hours—all automatically. The touch of a button creates a new high in color standards—automatically.

The automatic TK-47 also provides a single-button daily performance check to assure optimum performance.

Many benefits for you.

The technical achievements of the new TK-47 give you



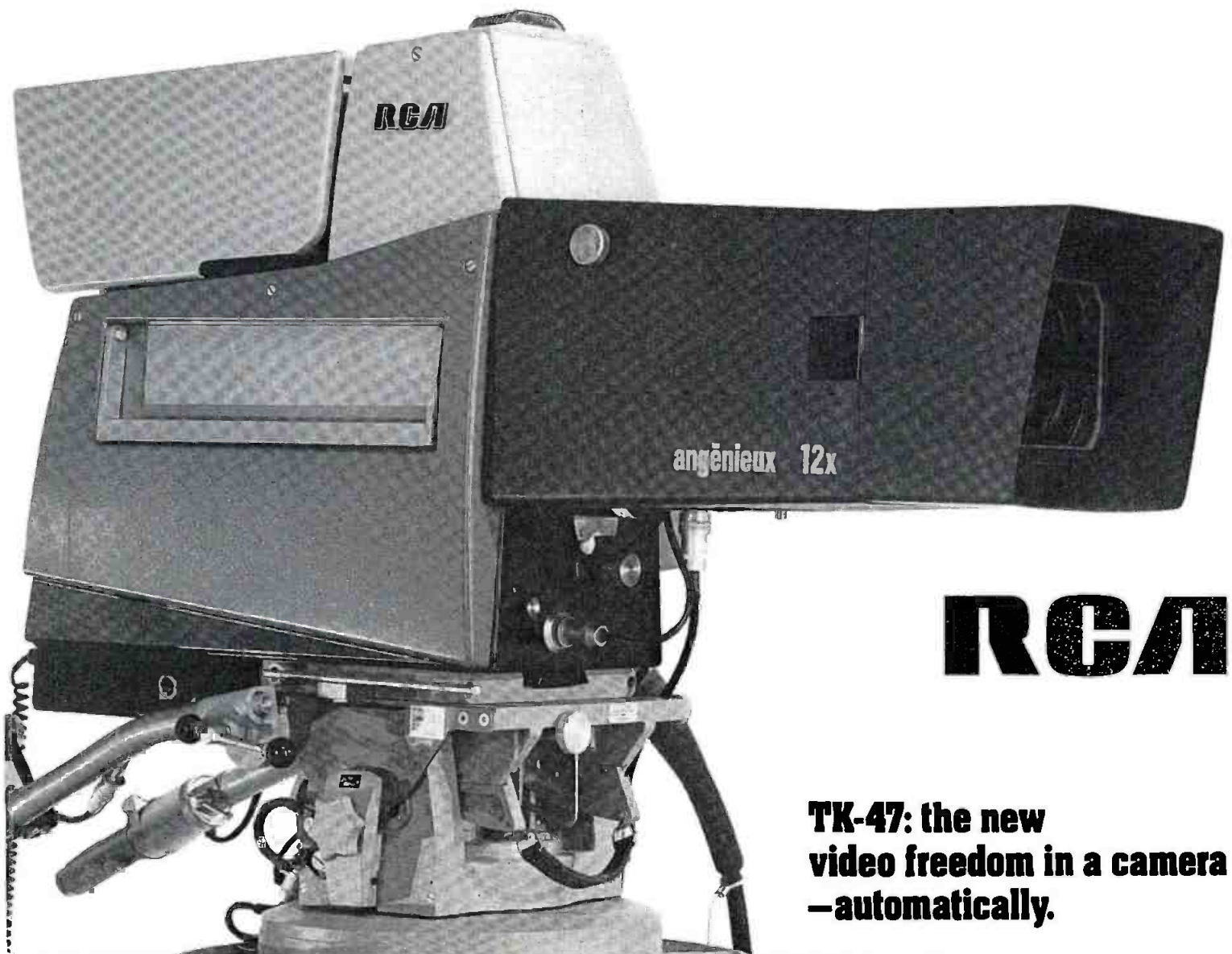
these benefits, among many:

- Constant camera readiness—no costly production delays.
- Consistent camera performance—never a variation in color consistency.
- Unusual system flexibility—one setup terminal can operate virtually any number

of TK-47s and other television cameras.

Contact RCA now.

To learn more about the new TK-47, or any of the RCA family of quality television equipment, simply contact your RCA Representative or write us. RCA Broadcast Systems, Bldg. 2-2, Camden, N.J. 08102.



RCA

**TK-47: the new
video freedom in a camera
—automatically.**

Monday Memo[®]

A broadcast advertising commentary from James R. Blocki, general advertising manager, Kraft Retail Food Group, Chicago

Kraft and quality TV: looking for the appropriate advertising environment

Broadcasting has, and will continue to have, a greater effect on society than any other single communications medium. It's a powerful and indelible influence on our lives.

Kraft's position on broadcast sponsorship has been a matter of record for decades. Our advertising policy is simple—we will not knowingly advertise on any program associated with excessive violence, sex or shock, or one that requires a parental discretionary advisory.

However, Kraft is not about to impose or pass judgment on the moral or social mores of our customers. We buy a lot of television, including specials and participations, as well as spot. We invest millions of dollars yearly, but we never consider ourselves censors. That is not our right as an advertiser. We merely follow our standing practice of placing our advertising in programming that is compatible with our marketing objectives, advertising standards and commercial strategy.

I've been asked if we as a corporation have the right to impose our programming tastes on the public. We don't presume to. We are totally against censorship of any kind as a means of eliminating excessive violence and sex on TV. There are forms of violence and sex in current dramatic programming that are tastefully covered and that are essential for the telling of the plot. But it is the senseless criminal passions and the totally sensational exploitation of sex that we feel should be eliminated from the air waves.

Life is complex, and we are not blind to changing times and the realities of today's marketplace. In our opinion, the viewers of television are the best "censors." They only have to change the channel if they have other preferences.

It isn't easy to meet the expectations of every individual who watches TV. As a broadcast pioneer and sponsor of the *Kraft Television Theater*, the *Kraft Music Hall*, and a continuous parade of variety shows and specials, we have broadcast production numbers, skits, costumes and nature documentary sequences that have not met a favorable response from every viewer or every Kraft executive. Tastes are different.

But our advertising is primarily directed to consumers who are involved with the planning and preparation of meals. We feel our advertising must sell to a universal audience because everyone likes to eat. How unappetizing our commercials would be if they were positioned between scenes of lust, death and bloodshed. Kraft messages



James R. Blocki has been associated with Kraft Inc., Chicago, since 1952. He began as assistant to the advertising manager for cheese. Later he advanced to various other posts and was named to his current position of general advertising manager of the Retail Food Group in 1977. Earlier he had been with Nesco Inc. and Toni Co., Chicago, in advertising and sales promotion posts.

are intended to emulate the good taste a well-mannered guest would show in the consumer's home—because that's how we see our Kraft commercials. We think that's smart marketing.

Currently, in addition to our other television activities, we are bringing the "Adventures of Slim Goodbody in Nutri-City," without commercials, to youngsters in millions of homes as a twice-weekly feature on CBS-TV's *Captain Kangaroo*. The series teaches nutrition and good health habits, and entertains at the same time. We're proud that our 52-episode series is the first company-produced feature ever to be accepted by the *Captain Kangaroo* producers.

In the short time the series has been on television, we have received positive reaction from parents, teachers and Action for Children's Television. Why do we underwrite a series like this—without commercials or product mentions? Because we hope to stimulate nationwide interest in promoting good health habits and sound nutrition. Healthy consumers enjoy good food and good food ideas.

In April, Kraft will present the most ambitious broadcast investment we have ever underwritten. It's a \$3-million project, two years in the making, to be aired April

1 and 2 on CBS-TV in a prime-time two-part series.

"The Lion, The Witch and The Wardrobe," the first book in the C.S. Lewis series of classics, "The Chronicles of Narnia," is being presented on television by Kraft and produced by The Children's Television Workshop in cooperation with the Episcopal Radio-TV Foundation. The animated program demonstrates basic human values as four children, living in an old English country home, discover the magical and mythical land of Narnia. Through a wardrobe closet the children find their way into the mysteries of Narnia and join the struggle between good and evil.

While quality programs do not always get the highest ratings, Kraft is one advertiser that believes it has a vested interest in quality television.

But are we being inconsistent in our programming policy when we buy daytime television, late-night talk shows and spot TV? We do buy a great deal of daytime network television, where programs often carry story-lines that we would not be comfortable with in prime time. However, the hard-core daytime fan is not part of an "all-family audience." The soap opera viewer, usually alone while her family is away from the home, shares a make-believe life with the characters on her favorite show. Daytime television is her means of entertainment and escape. We respect her right to view programs that help break-up the routine of her day, and we recognize that the story-lines appeal to her adult fantasies.

We also buy advertising on the *Tonight Show*, where we have a representative who screens the tape of a show, and who has the authority to pull our commercials should program content become inconsistent with Kraft policy standards.

Spot TV is by far, the toughest to monitor. Because of the nature of spot buying, there is no perfect solution. Agency spot buyers have a list of network programs we do not buy. They are as careful as possible to avoid placing our commercials in, or adjacent to, programs inconsistent with our programming policy.

In our business we are guided by the needs and wants of the consumer. We are encouraged by the growing number of consumers demanding improved television entertainment. They want programming in which humanity is valued above sensationalism, and where life and the dignity of human beings are respected. Our stand in broadcast is not a crusade for Kraft nor are we seeking publicity or praise. Just as we strive to produce the finest in food products for consumers, we pride ourselves in delivering tasteful and believable advertising carried on programs of the same quality.

PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

KEZK

St. Louis

METROPLEX COMMUNICATIONS

**NOW
REPRESENTED
NATIONALLY**

by



Buckley Radio Sales, Inc.

■ indicates new or revised listing

This week

Jan. 15-26—*Federal Trade Commission* hearing on children's advertising. San Francisco.

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

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

Jan. 22—Deadline for comments in *FCC* 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. 22-24—*Arbitron* television advisory council meeting. Camelback Inn, Scottsdale, Ariz.

Jan. 23—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott Inn, Orlando, Fla.

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, Pierre, S.D.

Jan. 24—*Federal Communications Bar Association* luncheon. Speaker will be William B. Ray, former chief of FCC Complaints and Compliance Division. Capitol Hilton, Washington.

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. 25—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Marriott, Atlanta.

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

Jan. 28-27—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. Pro-

fessional 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. 27—FCC's new deadline for comments in inquiry to consider broadening program definitions to include "community service" program category (Docket BC 78-355). Replies are now due Feb. 28.

Jan. 28-31—*Arbitron* radio advisory council meeting. The Tennis Club, Palm Springs, Calif.

Also in January

Jan. 30—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hyatt House, Seattle.

Jan. 30—TV meeting of *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

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.

Jan. 31—New deadline for reply comments in *FCC* rulemaking concerning network representation of television stations in national spot sales. Previous deadline was Dec. 22.

Jan. 31—Deadline for entries in *National Press Photographers Association* competition for TV news photographer of year and for TV news photography station of year. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355; (805) 259-1136.

Jan. 31—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Airport Hilton, San Francisco.

February

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. 1—New deadline for comments in *FCC* inquiry into future fee program (parts C and D). Previous deadline was Jan. 8. (Docket 78-316).

Feb. 1—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Holiday Inn, Los Angeles.

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*

Major Meetings

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

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

March 9-14—*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—*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; Las Vegas, April 10-13, 1988.

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

■ **May 7-11**—*ABC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

■ **May 13-15**—*NBC-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

May 20-23—*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 20-23**—*CBS-TV affiliates* annual meeting. Century Plaza hotel, Los Angeles.

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

June 5-9—*American Women in Radio and*

Television 28th annual convention. Atlanta Hilton.

June 8-9—*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—*Associated Press Broadcasters* convention. New Orleans Hilton. New Orleans.

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

Sept. 8-8—*Radio Television News Directors Association* international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

Sept. 16-19—*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—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunication Union*, Geneva.

Oct. 7-10—*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—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

Nov. 12-14—*Television Bureau of Advertising* annual meeting. Omni hotel, Atlanta. Future meetings: Nov. 10-12, 1980, Hilton hotel, Las Vegas; Nov. 16-18, 1981, Hyatt Regency, New Orleans.

**KATZ TELEVISION CONTINENTAL
IS PLEASED TO
ANNOUNCE
OUR APPOINTMENT AS
SALES AND MARKETING
REPRESENTATIVES FOR
KBJR-TV, DULUTH, MINNESOTA-SUPERIOR, WISCONSIN
EFFECTIVE
JANUARY 15, 1979**



KBJR-TV. KATZ. THE BEST.



RADIO ARTS

Serving Over One Hundred
Radio Stations With These
3 Great Formats
Available for Automation or
Live-Assist Programming



**Today's Truly Representative
Adult MOR Format**



**The Best In Adult
Contemporary Music**



**Country's Greatest Hits
by Country's Greatest Stars**



Radio Arts, Inc.

210 N. Pass Ave. Burbank, CA. 91505

Yes! Send me a demo of the most
exciting formats in radio today

Name _____ Title _____

Station _____ Present Format _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Engineers 13th annual television conference. St. Francis hotel, San Francisco.

Feb. 2-3—Annual seminar of *Northwest Broadcast News Association*. Charles Osgood, CBS, will be keynote speaker at banquet. Sheraton-Ritz hotel, Minneapolis.

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

Feb. 2-4—*Retail Advertising Conference*. Among participants will be Roger Rice, Television Bureau of Advertising; Don O'Brien, Jordan Marsh New England; Bob Gordon, Louisville Productions; Miles David, Radio Advertising Bureau, and Jack Trout, Ries Cappiello Colwell, Drake hotel, Chicago. Information: RAC, 130 East Randolph, Chicago 60601.

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

Feb. 5-6—*New Mexico Broadcasters Association* sales and programing seminar. Albuquerque Inn and Convention Center, Albuquerque, N.M.

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

Feb. 6—*Television Bureau of Advertising* regional sales meeting. Airport Marina, Dallas.

Feb. 6—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Inn, Dallas.

Feb. 6—*Alfred I. duPont-Columbia University* awards in broadcast journalism for 1977-78. Ceremonies will be telecast on Public Broadcasting Service. Columbia campus, New York.

Feb. 6—*Broadcast Pioneers* board meeting (10 a.m.), *Broadcasters Foundation* board meeting (1 p.m.) and Mike Award banquet (6:30 p.m.) to honor WGY(AM) Schenectady, N.Y. Pierre hotel, New York.

Feb. 6—Legislative meeting of *Michigan Association of Broadcasters*. Lansing, Mich.

Feb. 7—*Arkansas Broadcasters Association* business meeting and legislative reception. Bill Clinton, Arkansas governor-elect, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.

Feb. 8—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Airport Plaza Inn, Kansas City, Mo.

Feb. 8—Conference on "Public Service Programming for the Hispanic Community," sponsored by the *University of Maryland College of Journalism* and the *Johnson & Johnson Family of Companies*. Speakers will include Hector Acuna, director, Pan American Health Organization; Pablo Sedillo, secretary of hispanic affairs, U.S. Catholic Conference of Bishops; Representative Edward Roybal (D-Calif.), chairman Congressional Hispanic Caucus; Rene Anselmo, president, Spanish International Network; and William Medina, assistant secretary for administration, HUD. Campus of UM, College Park, Md.

Feb. 8—*Columbia University* seminar on public communications. Topic will be "Challenges of the Network Television News: The Last Decade and an Outlook on the Future." Guest will be Richard Salant, president, CBS News. Casa Italiana, 1161 Amsterdam Avenue, New York. Information: (212) 687-6020.

Feb. 9-11—Second annual radio news minicourse of *Department of Journalism of Florida A&M University* and *Florida Association of Broadcasters*. Marriott hotel, Orlando, Fla.

Feb. 13—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Inn, Baltimore.

Feb. 13-14—Winter meeting of *Wisconsin Broadcasters Association* and legislative reception/dinner. Concourse hotel, Madison, Wis. Chairman: Terry Shockley, WKOW-TV Madison.

Feb. 14—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Holiday Inn Woodlawn, Charlotte, N.C.

Feb. 14-16—*Howard University's* eighth annual communications conference. Shoreham-Americana hotel, Washington.

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

Feb. 15—Deadline for entries for 1979 Clarion Awards competition to recognize outstanding communication in areas of human rights, resources and

community. Radio and television documentaries and series are among all-media categories. Information and entry forms: *Women in Communications Inc.*, P.O. Box 9561, Austin, Texas 78766.

Feb. 15—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Royal Sonesta hotel, New Orleans.

Feb. 15-17—British-American Conference on "Issues of Governance in Public Broadcasting," sponsored by *Aspen Institute's Program on Communications and Society*. Wye conference center, Easton, Md.

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

Feb. 16-27—Annual North Carolina Farm Press, Radio and Television Institute of the *North Carolina Farm Writers and Broadcasters Association*. Sheraton-Crabtree motor inn, Raleigh, N.C. Information: Frank Jeter Jr., P.O. Box 27307, Raleigh 27611.

Feb. 20—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Carrousel Inn, Cincinnati.

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

Feb. 22—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hyatt House, Pittsburgh.

Feb. 22-23—*Georgia Cable Television Association* annual meeting. Hilton hotel, Savannah, Ga. Information: Wayne Knighton, (404) 291-7288.

Feb. 23—Rescheduled date for joint seminar on women's TV-radio ownership, sponsored by *National Association of Broadcasters* and *American Women in Radio and Television*. NAB headquarters, Washington.

Feb. 23-24—Meeting of *Oklahoma Broadcasters Association*. Enid, Okla.

Feb. 25-28—*CBS Radio Affiliates* board meeting. The Breakers, Palm Beach, Fla.

Feb. 26-March 2—Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Dallas Convention Center. Information: Horizon House International, 610 Washington St., Dedham, Mass. 02026; (800) 225-9977.

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—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Regency-Denver, Denver.

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. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

Feb. 28—Rally for deregulation, sponsored by *National Association of Broadcasters*, *National Radio Broadcasters Association*, *National Religious Broadcasters* and *Daytime Broadcasters Association*. Washington.

March

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, attention: Dean Tyler Jenks.

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

March 1—Tenth annual Abe Lincoln Awards ceremony of *Southern Baptist Radio and Television Commission*. Tarrant County Convention Center, Fort Worth.

March 1—*Television Bureau of Advertising* regional sales meeting. Marriott Downtown, Atlanta.

March 1—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Radisson St. Paul hotel, St. Paul.

March 1—Deadline for radio and TV regional and na-

tional editorial entries for *National Broadcasting Editorial Association* award for editorial excellence. Entry forms and information: Sydney Nickerson, KCBS(AM) San Francisco 94111.

■ **March 4-6**—*Oregon Cable Communications Association* annual convention. Holiday Inn, Salem, Ore. Convention chairman: John P. Johnston, (503) 378-9123.

■ **March 5**—*International Council, Academy of Television Arts and Sciences* ceremony to honor TV Globo Network of Brazil. Avery Fisher Hall, Lincoln Center, New York.

■ **March 5-6**—*Society of Cable Television Engineers* regional technical meeting. Del Webb's Townhouse, Phoenix.

■ **March 5-7**—Annual convention of *Association for Educational Communications and Technology*. Rivergate Convention Center, New Orleans. Information: AECT, 1126 16th Street, N.W., Washington 20036.

■ **March 5-30**—Continuation of *Federal Trade Commission* hearing on children's advertising. Start was in San Francisco on Jan. 15. Washington.

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

■ **March 6**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Sheraton Inn, LaGuardia, New York.

■ **March 6-7**—*Illinois Broadcasters Association* winter meeting. Forum 30 hotel, Springfield, Ill.

■ **March 8**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Copley Plaza hotel, Boston.

■ **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 13**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Hilton Inn, Troy, Mich. (for Detroit area).

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

■ **March 15**—Deadline for nominations for first Michelle Clark Awards, sponsored by *Radio-Television News Directors Association* to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(AM) Washington 20015.

■ **March 15**—*Radio Advertising Bureau/Sterling Institute* radio sales clinic. Arlington Park hotel, Arlington Heights, Ill. (for Chicago area).

■ **March 15**—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036. (Form will tell judges and schools to which regional entries must be submitted).

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

■ **March 18-20**—*Ohio Cable Television Association* annual convention. Sheraton Columbus, Columbus, Ohio.

■ **March 19**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **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**—Meeting of executive committee of *American Women in Radio and Television*. Fairmont hotel, Dallas.

■ **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 22**—*Television Bureau of Advertising* regional sales meeting. City Line Marriott, Philadelphia.

■ **March 22-23**—Meeting of national board of *American Women in Radio and Television*. Fairmont hotel, Dallas.

■ **March 24**—Meeting of *American Women in Radio and Television* Educational Foundation board. Fairmont hotel, Dallas.

■ **March 25-28**—*National Association of Broadcasters* annual convention. Convention Center, 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

■ **April 1**—Deadline for comments in FCC inquiry on measurement techniques of television receiver noise

figures. Replies are due May 1.

■ **April 1-3**—*American Association of Advertising Agencies* South-Southwest joint annual meeting. Key Biscayne hotel, Key Biscayne, Fla.

■ **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 3**—*Television Bureau of Advertising* regional sales meeting. Beverly Hilton, Los Angeles.

■ **April 5**—*Television Bureau of Advertising* regional sales meeting. Benson hotel, Portland, Ore.

**WOULD CONSISTENT CONTROL OF YOUR FORMAT
RAISE YOUR RATINGS? DO YOU NOW SUFFER FROM
LOST SPOTS, FORMAT ERRORS OR DEAD AIR?
DOES YOUR TALENT NEED MORE TIME TO BE
CREATIVE?**



Harris 9000 Program Control with Multi-File™ Program Memory is the answer.

Multi-File™ Program Memory provides:

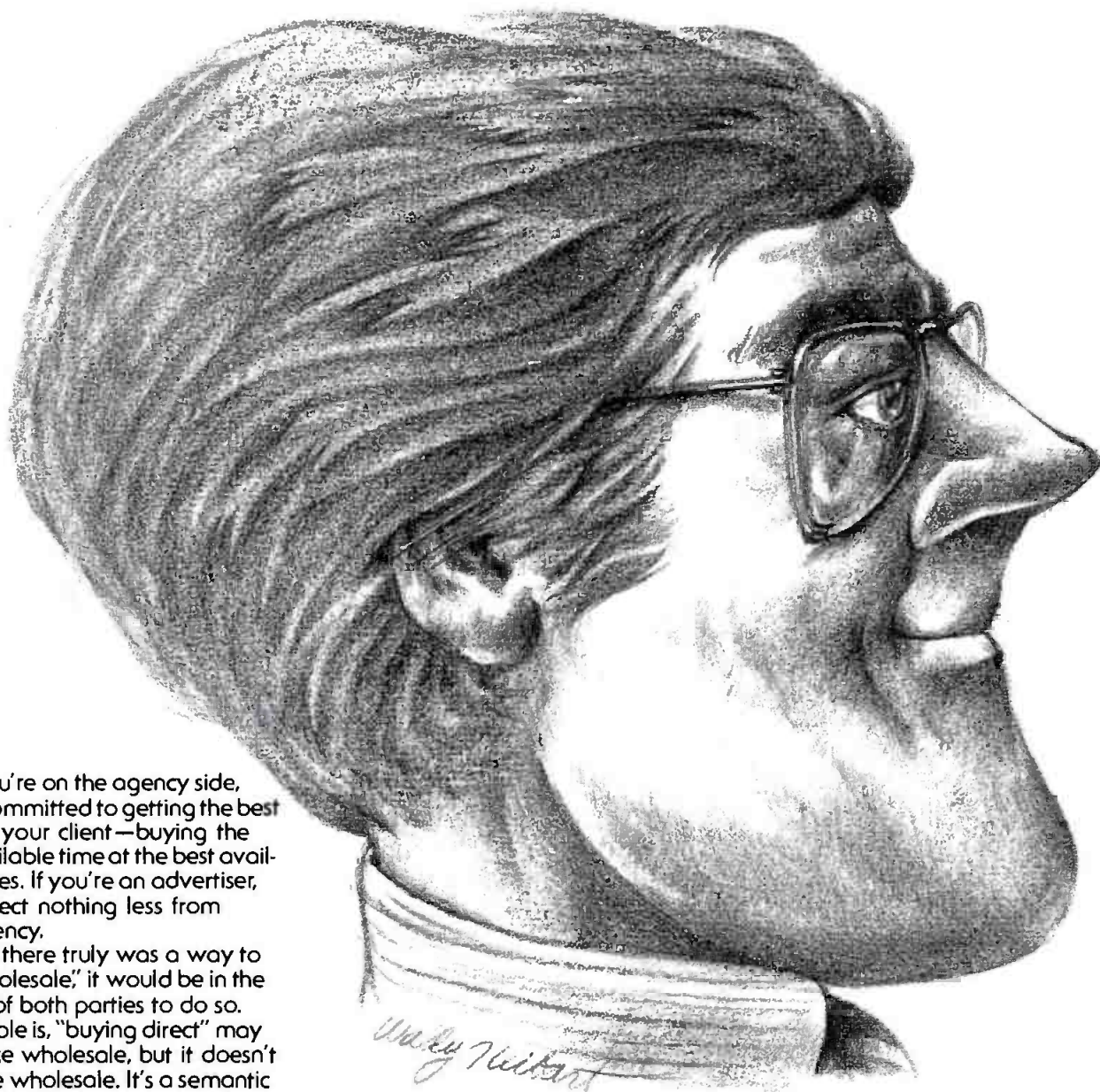
- Independent files for music, news, commercials—No chance of lost events
- Easiest system to learn—Eliminates operator errors
- Efficient entry of information saves time
- Self-checking rejects "phantom" or non-ready sources—Dead air is virtually eliminated

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So if there truly was a way to "buy wholesale," it would be in the interest of both parties to do so. The trouble is, "buying direct" may sound like wholesale, but it doesn't work like wholesale. It's a semantic dodge, a phantom procedure. In the true interest of agency and client, we'd like to present a simple set of facts on the subject of "direct buying":

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Broadcast rates are negotiated for each package buy, with supply and demand determining price levels. The station wants to make the sale, and depends on the skill of its sales force (local and representative) to negotiate the most

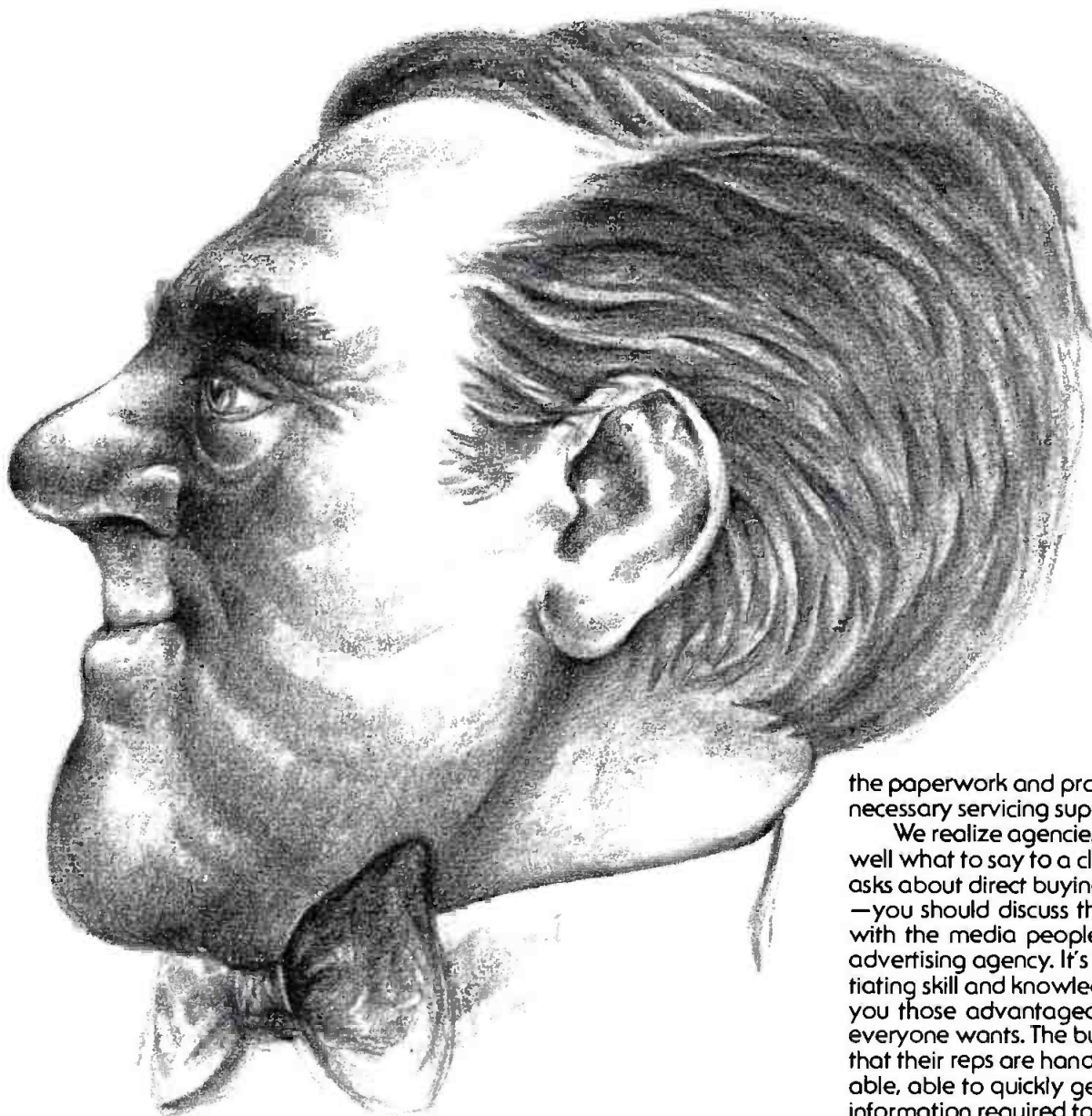
advantageous rates and marketing assistance. The fact that a sale comes through one channel or the other does not cause the station to give any rate advantage in the negotiation process. The buyer gets the same rate either way.

It's not wholesale.

The perception that buying direct is like buying wholesale is a

myth. The station representative is the station's national sales arm, and provides an accessible presence and service in every major buying center. Reps were created to provide a sales force no station could possibly afford to field outside of its home market. As such, the station rep is not a middleman, but a front line member of the station's own sales force—under the direction of the station's general sales manager.

What to tell an agency if they offer to buy your time direct.



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the paperwork and providing the necessary servicing support.

We realize agencies know very well what to say to a client who asks about direct buying. And clients—you should discuss the subject with the media people at your advertising agency. It's their negotiating skill and knowledge that gets you those advantageous rates everyone wants. The buyers know that their reps are handy and reliable, able to quickly generate the information required to provide that competitive edge. And that's what it comes down to!

So if some agency calls and tells you they can get lower rates through "direct buying," tell them you're interested in real competitive edges, not phantom procedures.

Station Representatives Association, Inc.

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Gold from the dross

EDITOR: Bernard Zlotnick's description of "The Golden Age of Television" ("Monday Memo," Jan. 1) as "primitive, boring and amateurish" offended me. However, I soon attributed his remarks to an overzealous, ad-man mentality. BROADCASTING's editorial (Jan. 8) supporting Mr. Zlotnick and referring to television's Golden Age as "... mostly junk by today's standards," cannot go unanswered.

Like Mr. Zlotnick, I too have spent time at the Museum of Broadcasting; however, I did not confine my viewing of early television programming to a single year. While Mr. Zlotnick recognized *Studio One* and *Philco Playhouse* as "good programs," he failed to make another distinction. These two series, along with *Playhouse 90*, *Armstrong Circle Theater* and *Alcoa Presents*, were regularly scheduled dramatic series presenting incisive dramas dealing with realistic themes. How many regularly scheduled dramatic series appear on network television today?

Mr. Zlotnick's mention of a single children's program, *Pinky Lee*, certainly needs more elaboration. In the fifties the networks approached children's programming with more responsibility than they do today. NBC presented *Junior Theater*, *Youth Wants to Know* and *Mr. Wizard*. CBS presented *Shakespeare on TV*, *Let's Take a Trip* and *You Are There*. Even quiz programs, like *Who Said That*, which used a current events format, gave children meaningful information. *Kukla, Fran and Ollie* along with *Peter Pan* provided youngsters with a pleasant fantasy format. This is hardly true today of children's fare.

No amount of technical wizardry can substitute for quality. Perhaps, we should recast early TV as the "Golden Age of Quality."—James Roman, professor, Hunter College, City University of New York.

CBS's stand

EDITOR: In the "Monday Memo" of Jan. 15, William O'Shaughnessy discusses issue advertising and quotes an unidentified CBS attorney as rejecting an editorial advertisement because "we consider this basically a pocketbook issue ... in other words we don't like to give free commercials (for counteradvertising) to anybody. We're in the business of selling commercials."

It is indeed "a pocketbook issue," but not for the reason cited above. CBS does not believe that the marketplace of ideas should be open to domination by the individual, organization or corporation with the largest pocketbook. It's that simple. Rather, we believe that coverage of viewpoints on public issues should be entrusted

to professional journalists. In the 1973 case of *CBS v. Democratic National Committee*, the U.S. Supreme Court held that our policy in this area was in keeping with the role of broadcasters contemplated by the First Amendment. Our position is as appropriate today as it was then.

We should add that no CBS attorney made the statement quoted as our explanation for rejecting the commercial discussed. Indeed, it was and is our view that acceptance of the commercial would have entailed no "counteradvertising" obligation. Rather, the basis for our rejection of the commercial—and I quote from our letter to the advertising agency—was our "policy which precludes the acceptance of commercials which do not promote goods and services."—Gene P. Mater, vice president and assistant to the president, CBS/Broadcast Group, New York.

To make it perfectly clear

EDITOR: The FCC has decided to break down 25 clear channel stations. However, with the big power stations gone I'm sure that someone in Washington will suggest that it would be nice to have a few super stations around the country with powers of 250,000 watts in case of an emergency. During such an emergency, so that people could get the straight story from Washington, all other stations would leave the air. We would not want confusion. This situation might continue for quite some time.

When you steal you often get just about what you deserve. I'm not sure that the American people deserve what they might get, nor the clear channel stations what they are going to lose.—Darrel K. Burns, Owner, KRSN-AM-FM Los Alamos, N.M.

Lightning license renewal

EDITOR: In these days of ponderous federal bureaucracy, the FCC office in Tampa, Fla., has evidently found a way to cut through it with remarkable efficiency.

Recently, it was time for me to renew my third-class license, so I checked with the FCC office in Miami, which advised me to mail my application two months ahead of time, to insure timely action. I noticed there was an FCC office in Tampa, so, living in Orlando, Fla., I figured that maybe I could get a little quicker action from Tampa. I mailed my expired license and application to the Tampa office by certified mail and received the newly renewed license back in the mail *three days before* I received the receipt from the post office for notice of the certified mail delivery.

Kudos for those hard-working people at the Tampa FCC office.—Bill Gronvold, Orlando.

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Top of the Week

ABC pares more off Saturday morning ad time

By 1981, it will be down to 6-½ minutes; other networks; stay mum, but advertisers call move inflationary

ABC-TV announced last week it would again reduce commercial time in children's programming, cutting it by 20% in two phases beginning next year.

ABC officials called on other networks to follow suit. Neither, however, had any immediate reaction.

The plan did bring quick reaction from Peter W. Allport, president of the Association of National Advertisers, and Peggy Charren, president of Action for Children's Television. They didn't like it.

The National Association of Broadcasters' commercial code now allows 9-1/2 minutes of nonprogram time per hour in Saturday and Sunday morning children's programs.

ABC said it uses 8-1/2 minutes of this allowance now and will reduce it to 7-1/2 minutes beginning next Jan. 1 and to 6-1/2 minutes beginning Jan. 1, 1981. The one-minute hourly allotment to ABC-TV affiliates will remain unchanged.

ABC said the freed network minutes—which are worth about \$20,000 each as commercial carriers—would be used for special messages on nutrition and health, public service announcements or general program information. Queried about the last category, an ABC spokesman said it could include program promotional announcements but that no decision had been made on this point.

With its reduction to 6-1/2 minutes, ABC said, the combination of network and local commercial time in and around

ABC children's shows will be "equal to or at times, less than" total commercial time in prime evening hours. The code now allows 9-1/2 minutes per prime time hour for all nonprogram materials, with an outside limit of 10 minutes per hour.

Announcing the reduction plan last Thursday, ABC officials recalled that they had advocated tighter and tighter commercial limits in children's programming since before the code maximum was first cut from 16 minutes an hour to 12 minutes in 1973, and that as the code limits have gone down, ABC has sold fewer minutes than the code allowed.

ANA's President Allport said he commended ABC's efforts to get more information to children but that this is "a bad approach" that is "without compensating social benefits."

"Fundamentally," Mr. Allport said, "we feel—and feel we can document—that advertising to children is a service to children. Hence any cutback in time devoted to advertising to children is in no way beneficial to children." Other advertising sources estimated ABC would have to raise commercial time costs at least 25% to make up for reduced inventory.

ABC's move came at a time when children's television advertising is under pressure at the Federal Trade Commission and the FCC—a point that did not escape Peggy Charren and ACT, which wants to delete all advertising from children's programs.

Mrs. Charren said she thought it too bad that ABC didn't change its "rules for children" until the FTC and FCC were considering changing the rules for the industry.

She also found other things wrong with the plan: It doesn't go "far enough" or "fast enough," she said, and it overlooks five other weekdays that carry children's programming. She also didn't like the idea that the freed minutes might be used to carry program promos.

More satisfied with the announcement, however, were Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, and FCC Commis-

sioner Abbot Washburn.

Senator Hollings, who has on his subcommittee's agenda for this Congress a wide-ranging inquiry into children's TV, said he was "pleased to see this sort of constructive action being taken." He added: "It's my hope we will begin to see more initiatives by broadcasters and advertisers that demonstrate a willingness to address the issues."

Mr. Washburn, who noted his call at last year's NAB convention for cutbacks in children's advertising, said he was "delighted" with ABC's move, and he too, said he hoped "the other networks will follow suit."

Stuck between two extremes, FTC may try to compromise on children's TV

San Francisco hearing features hard-line positions of opponents, but there are indications that the commission may back down from trying for an outright ad ban

There weren't exactly fireworks, but the opening round of the Federal Trade Commission's children's advertising hearings got under way last week with more than just snap, crackle and pop.

With emotions running high on both sides, the FTC opened proceedings in San Francisco concerning its controversial proposals to limit, and in some cases ban, advertising aimed at children.

By day two, however, reports had surfaced that FTC staff attorneys had given up the idea of an outright ban. Instead, the reports said, the FTC was hoping for some sort of compromise, which might include required public service announcements aimed at the younger audiences.

In Washington, an FTC spokesman sug-



FRED FURTH
Attorney Kellogg Co.



BERNARD LOOMIS
V.P., General Mills



PEGGY CHARREN
Action for Children's TV



NICHOLAS JOHNSON
Citizens Communications Lobby

Golden Gaters. Witnesses for the defense (Kellogg's Fred Furth, General Mills' Bernard Loomis) and prosecution (ACT's Peggy Charren,

Citizens Communications' Nicholas Johnson) before the FTC. Photos by KQED(TV) San Francisco, which carried prime time special on hearings.

gested that a close reading of commissioners' statements in early phases of the case indicate they never really favored an outright ban.

Only three FTC commissioners are participating in the case. Absent from the San Francisco hearings—which conclude this week—is FTC Chairman Michael Pertschuk. Mr. Pertschuk was disqualified from the proceedings by U.S. District Court Judge Gerhard Gesell. Also absent is Commissioner Robert Pitofsky, who disqualified himself because of his work in this area prior to joining the FTC.

Among those testifying against the proposals were toy and cereal manufacturers. Kellogg Co. attorney Frederick Furth denied allegations that that company's advertisements were misleading, and argued that the FTC had no jurisdiction over regulation of TV commercials.

Mattel Inc. attorney Michael Weinstock was even more emphatic. "Our position, simply stated, is that the proposed ban is unconstitutional, economically injurious and unnecessary," Mr. Weinstock said. He added that a ban on toy advertising would increase the cost of toys and decrease the quality and quantity of children's television programming. Mr. Weinstock predicted any such ban could cost Americans an estimated \$840 million a year in increased toy costs.

The issue of constitutionality, along with charges of the FTC's overstepping its regulatory bounds, have been major themes of opponents.

But advocates of the ban believe the commission's actions are justified. They claim industry self-regulation has not worked, and a ban is therefore necessary.

Peggy Charren, president of Action for Children's Television, described industry attempts at self-regulation as a "a disaster." At a news conference last week, Mrs. Charren called for a moratorium on advertising "harmful foods and toys."

"A child's desire for most unsafe toys and harmful foods is created by television advertisements," she said. "If the industry were forced to sell to adults, the products would very likely improve."

Another argument she offered is that children are unable to understand the real intent of an advertisement, that they are unable to distinguish between advertisements and programming, and that they thus become "targets" of the advertising industry.

One psychologist went a step further last week. Professor Robert Liebert of the State University of New York at Stony Brook claimed that a child might begin to mistrust a parent who contradicts the claims of a TV advertisement. An opposing view, however, was offered by one advertising agency executive who was quoted in the *Washington Post* as saying that advertisements were actually beneficial, since they helped a child develop a skeptical eye.

The second round of hearings will begin in Washington March 5 and is scheduled to go five weeks.



Pertschuk: bloodied but unbowed

The FTC chairman, tossed out of the children's TV proceeding, is undeterred from keeping his agency on consumerist course

Michael Pertschuk has a pretty good line on which way his agency is heading: "We're not retrenching."

The Federal Trade Commission chairman, who has been forced to wait in the wings while the hearings on children's TV advertising proceed (facing page) said last week that he felt "comfortable" with the agency's present direction.

"We've whittled away the petty stuff... and strengthened those programs that made sense," he said.

Mr. Pertschuk said in an interview he believes that, under his leadership, the commission is living up to its mandate. "By and large, I think it's important for those of us in this agency to stimulate public debate." He added that to let ideas "germinate secretly" would not be in the best interest of the American consumer.

The commission came under fire last week from groups opposed to the nature of the children's TV inquiry, charging that the FTC was overstepping its boundaries. And while Mr. Pertschuk declined to comment on the pending hearings (a federal judge disqualified Mr. Pertschuk from the case because the chairman had been found to have prejudged the issues [BROADCASTING, Nov 6, 1978]), he did say that actions the FTC have initiated were those he felt to be in the best interest of consumers.

Asked whether it was possible for the commission to remain objective, given its pro-consumer interests, Mr. Pertschuk said it was indeed. "To be a public interest law firm," he said, "means the agency's interest isn't shaped by an economic interest." With that attitude, he added, it is possible to look at the public interest as broadly as possible and still remain objective.

Mr. Pertschuk maintains that even though some view his agency as a collection of liberal, consumer-oriented lawyers, its primary concerns have actually been

quite traditional. Such practices as using information to redress balances and freeing up the marketplace have been the major thrust of the FTC's actions, he said.

"I think we're essentially a conservative agency," he added. "I think those who have observed the agency... have come away with the sense that we don't intervene in the marketplace unless that intervention will help consumers."

He believes that last year's symposium on media conglomerates (BROADCASTING, Dec. 18, 1978) was the type of information-gathering activity that can ultimately prove useful. That meeting, he said, was important because it gave both his staff and the public a chance to better understand a complex and important issue.

He said, however, that the meeting has thus far not resulted in any actions; no cases are pending before the commission, and all media mergers will be examined on a case-by-case basis.

As for the new Congress, the FTC chairman thinks his agency may be in for hard times. "This won't be a Congress friendly to regulation," he said.

But Mr. Pertschuk noted that he plans to make certain there are at least no misunderstandings with the Hill. He said he plans to establish good working relationships with key committee members and keep in close contact.

He has also tried to keep in close contact with his own staff. He said a week spent answering phones in the Chicago office was an interesting, although "frustrating," experience.

These kinds of actions, though, as well as meetings with consumer groups, have allowed him to get a good idea of what's on people's minds.

But he realizes that the marketplace changes, forcing the commission into "a continuous process of re-evaluating priorities."

And his own actions thus far? "I would say that if I started over I'd make all the speeches over again." To which he added, perhaps reflecting on the hearings he had been disqualified from, "Prudence in public debate is a good thing."

Deregulation, AM expansion key issues for NAB boards

TV side OK's radio's going it alone to get best deal possible from FCC and/or Congress; shift of all daytimers to full-time status made industry priority—but not at any cost; KPRC's Harris named to receive DSA

Peace and tranquility on the surface but a firm resolve to resist all substantive threats to the freedom of the broadcast media. That was a description of the National Association of Broadcasters winter board meeting at Maui, Hawaii, last week.

The joint radio and TV boards worked in closer harmony than at any time in the recent past toward the common goal of minimal regulation as the best approach to program improvements in both media. The board urged maximum deregulation of radio without corresponding treatment for TV in recognition of both congressional and FCC attitudes—a step without precedent for television-only members.

Generally the attitude was to issue no mandate on a legislative rewrite or on programming standards that might allow opponents to zero in with countermeasures. The strategy is to let the issues ripen, and if they do, to make appropriate responses even if litigation and legislation are deemed essential.

The closest thing to controversy developed on Thursday, when the radio board

discussed the drive by daytime stations for full-time status in the AM band. A carefully worded narrative resolution instructed the NAB staff to support the full-time ambition by whatever technical means this can be accomplished. By strong inference, such means might include breaking down the remaining 24 clear channels. Not so clear, however, was whether NAB would support reducing AM separations by 1 khz, from the existing 10 to 9.

In chronological sequence, this is how the week went:

Monday, Jan. 15 □ As the first order of business, Jack Harris, president of KPRC Inc., Houston, was selected as recipient of the Distinguished Service Award, NAB's highest tribute, over Stanley E. Hubbard, 81-year-old chairman of KSTP Inc., St. Paul-Minneapolis, in what developed into a two-way contest. Board Chairman Donald Thurston asked that his name be withdrawn with debate largely centering on Messrs. Harris and Hubbard.

The DSA will be presented to Mr. Harris at NAB's Dallas convention March 25-28.

As soon as the 40-odd board members and guests assembled on the gray, rainy, windblown Pacific island last week, conversation centered on the DSA contest and, with vehemence, on the scheduled Feb. 28 Washington rally against over-regulation, in which NAB is now a reluctant participant in the drive initiated by the

National Radio Broadcasters Association (see pages 36 and 98, BROADCASTING, Jan. 15). The disposition was to keep NAB's participation minimal and to seek to avoid embarrassment.

Tuesday, Jan. 16 □ The joint board meeting proceeded Tuesday with about a half-dozen members absent, including the chairmen of the radio and TV boards. All showed up later except National Black Network President Eugene Jackson, who was excused because of negotiations for station acquisition. Joint Board Chairman Thurston introduced new procedures. Instead of lengthy presentations of reports by NAB department heads, he proceeded on the assumption that all reports sent in advance had been read and that a greater sense of participation would develop through questioning of the department heads. While staff executives—denied time in the spotlight—were not pleased, most directors felt the method was beneficial.

Although final actions were not to come until the joint board meeting Friday, the consensus largely followed the recommendations of President Vincent Wasilewski and department heads on these propositions:

(1) Keep options open on Representative Lionel Van Deerlin's (D-Calif.) redraft of the Communications Act rewrite, rather than submit a full bill of particulars now, merely to be shot at.

(2) Keep a watchful eye on all regulatory agencies, since it isn't yet clear which way any segment of the Carter administration will jump. The greatest concern, of course, are activities of the FCC, Federal Trade Commission, Equal Employment Opportunity Commission as well as Congress.

(3) There was mixed reaction to



Harris

InBrief

Despite 20% drop in NBC's pretax profits, RCA Corp. registered record net income in 1978. In final quarter, also record, net income climbed to \$75.2 million, or 99 cents per share, from \$65.5 million, or 86 cents per share, in same period of 1977. Revenues reached \$1.85 billion, as against \$1.66 billion in previous year's quarter. For 1978, RCA reported net income of \$278.4 million (\$3.65 per share) on revenues of \$6.65 billion, up from \$247 million (\$3.23 per share) on revenues of \$5.92 billion in 1977. RCA said **1978 was "best year" in RCA's six-decade history**. Edgar H. Griffiths, president and chief executive, said only broadcasting segment of RCA's seven areas showed pretax profit decline; estimate for 1978 is approximately \$120 million, down from 1977's \$152.6 million.

□

Corinthian Broadcasting Corp. will acquire Peters, Griffin, Woodward rep firm for undisclosed price, subject to approval by PGW shareholders. Stock in PGW is held by more than 40 key employees. PGW will become independently operated subsidiary of Corinthian, which is part of Dun & Bradstreet, New York. PGW, founded in 1932 as radio representative, has been functioning solely as TV rep since 1957 and will now handle all Corinthian stations including KHOU-TV Houston, KOTV-TV Tulsa, Okla., and WANE-TV Fort Wayne, Ind. (now represented by Harrington, Richter & Parsons, New York) and KXTV-TV Sacramento, Calif., and WISH-TV Indianapolis (represented by TeleRep, New York). Continu-

ing in their management roles at PGW will be Charles Kinney, president; James R. Sefer, president of PGW National; Lawrence Loiello, executive vice president; Dennis Gillespie, executive vice president; Thomas Will, senior vice president, Midwest, and William Walters, member of board of directors.

□

ABC-TV says affiliates, which received no network compensation for carrying 1976 Olympics, will receive **50% of their normal network rates** for carrying ABC's 1980 winter Olympics coverage. This was reported Thursday at New York meeting winding up series of three regional sessions with affiliates. Affiliates also were told that in sales ABC-TV is "having the best first quarter we've ever had." Jake Keever, head of sales, also said ABC is getting **50% share of all first-quarter scatter business** currently being written by three networks. Recurrent theme throughout regional meetings was said to be **ABC commitment to become leader in news**—and not to become complacent about being first in other areas.

□

President Carter's nomination of **Anne P. Jones** to succeed Margita White as FCC commissioner was sent to Senate last week, and indications are that Senate Commerce Committee will hold confirmation hearing by mid-February.

□

"No angry confrontations are contemplated" for **Broadcasters Rally Against Over-Regulation**, says letter that rally coordinators addressed last week to "American broadcasters." Purpose of Feb. 28 gathering (breakfast and lunch scheduled for Quality Inn on Capitol Hill, with individual visits with congressmen in between) is to tell Congress that as

Critique. The NAB now is a more efficient and dedicated organization than at any other time in its half century of service. That is the view of a long-time observer who two years ago completed his second one-year term as joint board chairman.

Wilson Wearn, president of Multimedia Inc., Greenville, S.C.—owner of newspapers and radio-TV operations in the South and Midwest—said last week that erstwhile misgivings about the quality and efficiency of the executive staff have been dispelled under the leadership of President Vincent Wasilewski, who won Mr. Wearn's praise for his "outstanding qualities of leadership."

"They are a very professional group of people who work hard," Mr. Wearn said. "There is better cooperation between radio and TV members than in the recent past," he commented.

Mr. Wearn also felt the board sessions in Hawaii were more productive under the procedures established by his successor, Donald Thurston. He pointed out that board members had opportunities to read the detailed reports sent in advance and thus were free to interrogate department heads for clarification on any matters covered.

spectrum or license fees, but with a consensus that "no tribute" or discriminatory impost should be accepted. Smaller stations, mainly individually owned, for the most part were opposed to any impost. But larger entities, including the networks, were amenable to license or spectrum use fees in lieu of limited term licenses and ascertainment requirements, with licenses to be challenged only for cause.

(4) There was opposition, too, from many independent owners to fixed and general access for public service announcements or programs. These, as now, should be used at the discretion of station management and ownership, the majority held.

(5) Following a presentation by George Bartlett, NAB engineering vice president, on reduction in AM channel separation from 10 to 9 khz, the board approved further intensive study of the problem. Mr. Bartlett said that the reduction in separation would increase adjacent channel interference; reduce coverage areas; disrupt directional antenna patterns; have adverse

impact on AM receivers using frequency synthesis tuning; subject existing stations to the expense of reorienting engineering and even transmitter locations.

(6) The board approved a record budget of \$6.19 million for fiscal 1979, along with an increase in per diem and travel expenses of board members from \$44 to \$60, and an improvement in employee medical, retirement, and death benefits.

In an update on the WESH-TV renewal case, wherein the court of appeals in Washington affirmed its remand of the benchmark decision after revising it (see story, page 50), both President Wasilewski and General Counsel Erwin Krasnow admonished the board not to read the action as necessarily remedial. The FCC, which originally decided in favor of renewal by a narrow vote, now has two new members whose views on this borderline issue are questionable.

Wednesday, Jan. 17 □ Thomas E. Bolger, WMTV(TV) Madison, Wis.—who had been delayed by the Midwestern

blizzard—arrived in time to preside over Wednesday's television board session. The first two hours of the six-hour meeting were devoted to the clutter problem. The board backed its Code Authority on the nine-and-a-half minute maximum of commercials in prime time plus 30 seconds for "commercial purposes," but urged continued monitoring and study.

The American Association of Advertising Agencies and the Association of National Advertisers TV committee members were invited to a Feb. 20 meeting of the TV code review board. They had already been invited to attend the TV board meeting in Washington next June.

The perennial problem of loud commercials drew spontaneous debate after the engineering department, to which it had been referred, reported it had not yet been able to devise definitive answers on an issue that has defied technological solution. The matter was referred to the executive committee for further action, with emphasis that it would not lose its high priority.

All-out support of maximum deregulation of radio was voted by the TV board. The board said it recognized that governmental climate favors greater deregulation of radio than TV and urged the NAB to seek maximum benefits wherever it can.

Creation of a new committee on UHF to serve the needs of UHF TV outlets was approved by the television board. Of the 223 TV nonmembers of the NAB, 60% are UHF.

In other activities the TV board:

■ Endorsed three TV regional fall conferences as against six, for this year only.

■ Approved a public affairs program conference in Washington June 11-12 in lieu of last year's children's programming conference, which henceforth will be held

"force ascertainers," broadcasters "have a finger on the American pulse that tells them that the public wants less, not more, regulation. And that broadcast licensees, as important members of the communities they serve, are probably more burdened than any other business." Letter also promises that "this will be an all-industry effort with participating organizations completely burying any philosophical differences for the good of all broadcasters."

□

New personal products—**early pregnancy test kits**—made debut on ABC-TV and NBC-TV last week. Both carried spots for Warner-Lambert's "EPT" and J.B. Williams's "Acu-Test." Waiting in wings for go-ahead from networks are Whitehall Laboratories "Predictor" and Carter-Wallace's "Answer." CBS-TV has yet to clear category, which was okayed last fall by NAB TV code board for positioning from 9 a.m. to 4 p.m. and after 10 p.m. on weekdays, after 10 p.m. on weekend.

□

Introduction date for **second draft of Communications Act rewrite** has slipped from mid-February to end of February, following decision of House Communications Subcommittee Chairman **Lionel Van Deerlin** (D-Calif.) to undergo prostate operation. He expects to enter Bethesda (Md.) Naval Hospital around Feb. 12 and remain there about one week. Doctor says he shouldn't travel for two weeks after that.

□

ABC Entertainment is dipping its toe into **financing theatrical motion pictures**. Division announced last week signing of exclusive long-term contract with actress Goldie Hawn that calls for her to develop not only specials and TV movies for ABC, but also theatrical films. ABC has sold off movie theater properties, removing antitrust block.

FCC's momentum toward radio deregulation is, for time being at least, **granting reprieve** to one and probably numerous other stations that are under commission gun for **violation of current rules**. Commission last week put hold on staff recommendation to set for hearing renewal of Rust Craft's WPMY(FM) Rochester, N.Y., on several issues, including ascertainment, promise vs. performance and lack of licensee control of local operation. Some 65 stations have petitions to deny pending against them; some of commissioners, in this particular case, felt that deregulatory actions commission takes (and staff is expected to present proposals within month) could affect manner in which such alleged violations are treated.

□

ABC Radio is gearing up for change it says will have "as much impact on the industry" as four-network split in 1968. Redirection involves sales, network management and programming.

□

Young & Rubicam advertising agency, New York, has **formed new syndication unit**, Program Services, to develop and acquire programming. Agency's previous syndication efforts were handled by Y&R Ventures, now spun off to Dick Cox Associates. Heading new effort is Joseph Schrier, former manager of nighttime purchasing and programming at Y&R.

□

Bob Harris, who as Dr. Bob Harris was on-air weatherman for CBS's WCBS(AM) New York and consulting meteorologist of *New York Times*, was fired by both employers Thursday on grounds he had misrepresented academic credentials. He reportedly claimed AB and master's degrees and doctorate in geophysics.

every other year. The public affairs conference committee adopted the recommendation of its chairman, Mike Shapiro, president of WFAA-TV Dallas.

■ Also espoused were further town meetings, subject to approval of the full board at Friday's session.

■ A third TV board meeting in Washington—to be held in the fall on a non-compensated basis—was approved. The consensus was that six months is too long between board meetings.

Thursday, Jan. 18 □ Obviously impressed by the Bartlett presentation on the havoc that would result from 9 khz separations, the radio board Thursday adopted a carefully drawn resolution—revised several times with the aid of NAB lawyers—at a marathon session that lasted seven hours. The thrust was to advocate full time for daytimers without mention of reduced separations per se. The action nevertheless aroused ABC Radio President Harold L. Neal Jr., who cast the only negative vote. Peter Lund, CBS radio vice president, attending his first directors meeting, abstained. Marion Stephenson, NBC radio vice president, voted for.

The resolution seeks a national radio allocations policy under which all broadcast stations, present and future, would be authorized to provide full-time service, and urged that conversion of all existing AM radio stations into unlimited time outlets be accomplished "without significantly diminishing service by other classes of stations."

The resolution importuned the NAB to immediately petition the FCC to appoint a joint government-industry advisory committee "to prepare in-depth studies of the advantages and disadvantages of various methods to accomplish this national allocations goal, looking forward to a broad-ranging rulemaking proceeding with the objective of accomplishing this allocations policy."

Finally, the resolution directs the NAB staff to confer "with all appropriate departments in the executive and legislative branches with the objective of achieving this goal at the earliest possible time."

With the elimination of the fall conferences for radio (the TV board cut its series to three for 1979), the radio board approved a new concept wherein state associations—now stronger than ever—will conduct their own conferences under NAB auspices. Headquarters will supply packaged segments for such conferences along with specialized speakers who might be available from broadcasting ranks or possibly the outside. Heading the project is James Hulbert, senior vice president for station services, with radio vice president, Wayne Cornils, in immediate charge.

After discussion of the radio code (no new problems) and other matters that proved relatively benign, Jerry Lee, WDVR(FM) Philadelphia, offered a motion—unanimously adopted—commending the NAB executive committee and

staff "for a year filled with significant accomplishments for the industry."

The marathon radio board session was presided over by Chairman Walter E. May, WPKE(AM)-WDHR(FM) Pikeville, Ky., whose arrival in Hawaii had been delayed three days by bad weather.

Friday, Jan. 19 □ In its final actions, the joint board:

- authorized the executive committee to initiate a "First Amendment Congress" to explore joining forces with other media;
- approved \$85,000 to set up an engineering testing laboratory;

- declined as "premature" a recommendation that stations adopt the metric system in giving temperature readings on the air;

- approved the minority task force project seeking to raise \$15 million for funding broadcast acquisitions;

- scheduled the 1980 winter board meeting for the Canyon Club in Palm Springs, Calif., and 1981's for the Biltmore in Phoenix.

Can more FM's be wrung out of the spectrum?

Spectrum-efficiency bug spreads from AM as FCC approves research; Geller agency will propose directional antennas

The government is now casting its eye at FM as it looks into the possibility of establishing additional radio stations through more efficient use of the spectrum. Signs were evident at both the FCC and the National Telecommunications and Information Administration last week.

The commission included among a series of research projects it approved a preliminary study to examine the feasibility of reducing FM channel spacing from the present 250 khz to 150 khz or 100 khz. The commission expects bids for the research project, which will be contracted out, to be in the range of \$40,000-\$60,000.

The study will examine the trade-offs

involved in obtaining additional stations through reduction in spacing. There might be costs in terms of service provided by existing FM receivers and by subcarrier channel authorizations. FM stereo might be affected. Co-channel interference and a reduction in station coverage could result.

The study, whose undertaking was foreshadowed in the commission's further notice of inquiry issued a week earlier (BROADCASTING, Jan. 15), will also examine which of the various quadraphonic systems now being examined would be compatible with reduced FM spacing.

NTIA's interest in squeezing more stations out of the FM band will be revealed in a pleading it will file with the FCC in a few weeks. Henry Geller, the assistant secretary of commerce who heads NTIA, said it will propose the use of directional antennas in FM broadcasting, as they are used in AM.

One of the other research projects on the commission's list, although under consideration for some time, bears on a proposal NTIA offered the commission two weeks ago. It involves a study of the cost to AM licensees of a reduction in AM channel spacing from 10 khz to 9 khz (BROADCASTING, Jan. 15). The study, which is expected to cost about the same as the FM project, will seek to identify the assignment plan that should be adopted if a 9 khz spacing plan were adopted, and will examine the resulting costs to broadcasters in modifying directional antennas.

The research list—which contain projects with a total cost of as much as \$675,000—includes \$150,000 for UHF projects that were approved by the commission earlier (BROADCASTING, Jan. 8). One involves a study to develop the ability to assess the effects on television viewers of co-channel interference, propagation problems and the configuration of receiving equipment. Some \$30,000 is set aside for several small projects that have not yet been defined.

Another \$40,000 to \$60,000 will be spent on a study to determine the means of measuring the effectiveness of the Field Operations Bureau in achieving the commission's regulatory objectives. The FOB staff says it has been attempting to measure its effectiveness itself, but without success.

FCC talk may no longer be cheap. The days when FCC members and staff would appear without charge before organizations looking for speakers may be numbered. The commission is looking into the legality of charging fees for such services—with the money to go into a fund to benefit the agency generally. The question came up at the FCC last week during discussion of proposed amendments to the rules dealing with the publication of articles by commission personnel. Modifications easing restrictions on the printing of such articles were adopted (along with a provision prohibiting personnel from earning money for articles dealing with their official duties).

When the talk drifted to speeches, Chairman Charles D. Ferris noted that personnel of Congress's Office of Technology Assessment receive honoraria for giving speeches—but that the money is deposited in a fund that is used to finance seminars for the organization. Perhaps the FCC could do the same, he said. As it is, he added, "we're the cheapest speech in town." There is no cost (other than a meal, perhaps) in having a commissioner or staff member speak—no fee and the government pays expenses. If a fee were charged, he said, "we'd see how much people really want us." He asked the general counsel's office to check into the legal and policy questions involved.

The Merv Griffin Show	10	29
Talk/Variety Competition	9	26
Situation Comedies	8	24
Movies	7	21
Hour-Long Action/Drama Shows	7	21

Source: NSI, Nov. 1978. 3:30-6 pm. Rating and share averages not weighted. Estimated audiences subject to limitations of the rating service.



Merv: America's No.1 fringe benefit.

The news about early-fringe ratings is too good to be untrue.

In the top 50 markets with network affiliates, talk/variety shows outscore all other types of programs in average rating and share of audience.

Among these talk/variety attractions, "The Merv Griffin Show" does best. Merv enjoys the largest average rating and share of audience.

And this larger audience enjoys him.

What a nice arrangement!

"The Merv Griffin Show"

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The new Congress: legislative reruns and few new faces

As the 96th gets off the ground, committees and subcommittees important to broadcasting remain essentially the same, and many of the bills that are anticipated or already introduced are old ones

The 96th Congress, one that broadcasters anticipate will be more active than others for them, opened for business last week and began to put its House, and its Senate, in order.

While the legislative hoppers quickly began to fill, mostly with bills carried over from the previous Congress—such as Senator William Proxmire's (D-Wis.) measure to abolish the fairness doctrine and equal time (S. 22, same as last Congress)—the party caucuses and steering committees were filling leadership posts and making committee assignments. It may be one or two weeks yet before the members are in place on the House Communications Subcommittee, the first stop for Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) Communications Act rewrite. But the full committee assignments were made last week, bringing to the Commerce Committee five new Democrats and four new Republicans.

The Senate Communications Subcommittee was not in place yet either, but in that chamber, subcommittee memberships traditionally are not as important, because voting on legislation begins at the full committee level.

The chairmen of the Commerce Committee and Communications Subcommittee, Howard Cannon (D-Nev.) and Ernest Hollings (D-S.C.), respectively, remained in place. And House Commerce Committee Chairman Harley Staggers (D-W.Va.) and Communications Subcommittee Chairman Van Deerlin were assured of remaining, as well.

The new Senate order finds new Senator Nancy Kassebaum (R-Kan.) a member of the Commerce Committee. Senator Kassebaum is the daughter of 1936 presidential candidate Alf Landon, owner of a group of radio stations in Kansas and Colorado. At the time of her election she was vice president of KFJH Co., licensee of KFJH(AM)-KBRA(FM) Wichita, Kan.

And Senator Warren Magnuson (D-Wash.) became president pro tem of the Senate, placing him third in the line of presidential succession behind the Vice President and the Speaker of the House. Mr. Magnuson, the senior member of the Senate and chairman of the Appropriations Committee, is former Commerce Committee chairman and Communications Subcommittee chairman.

Changes in the House Commerce Committee line-up were due almost entirely to retirements and election defeats last year,

except in the case of W. Henson Moore (R-La.), an active member of the Communications Subcommittee who left the committee last week to join Ways and Means ("Closed Circuit," Jan. 15). The new House Commerce Committee, in order of seniority by party, looks like this (new members in *italics*):

Chairman Staggers, John Dingell (D-Mich.), Mr. Van Deerlin, John M. Murphy (D-N.Y.), David E. Satterfield (D-Va.), Bob Eckhardt (D-Tex.), Richardson Preyer (D-N.C.), James H. Scheuer (D-N.Y.), Richard L. Ottinger (D-N.Y.), Henry A. Waxman (D-Calif.), Timothy E. Wirth (D-Colo.), Philip R. Sharp (D-Ind.), James J. Florio (D-N.J.), Anthony Toby Moffett (D-Conn.), Jim Santini (D-Nev.), Andrew Maguire (D-N.J.), Marty Russo (D-Ill.), Edward J. Markey (D-Mass.), Thomas A. Luken (D-Ohio), Doug Walgren (D-Pa.), Albert Gore Jr. (D-Tenn.), Barbara A. Mikulski (D-Md.), *Ronald M. Mottl (D-Ohio), Phil Gramm (D-Tex.), Allan Byron Swift (D-Wash.), George Thomas (Mickey) Leland (D-Tex.), Richard C. Shelby (D-Ala.), Samuel L. Devine (R-Ohio), James T. Broyhill (R-N.C.), Tim Lee Carter (R-Ky.), Clarence J. Brown (R-Ohio), James M. Collins (R-Tex.), Norman F. Lent (R-N.Y.), Edward R. Madigan (R-Ill.), Carlos J. Moorhead (R-Calif.), Matthew J. Rinaldo (R-N.J.), Dave Stockman (R-Mich.), Marc L. Marks (R-Pa.), *Tom Corcoran (R-Ill.), Gary A. Lee (R-N.Y.), Thomas Loeffler (R-Tex.), William E. Dannemeyer (R-Calif.)*.*

In the Senate, on the other hand, many of the changes were due to members shifting to new committees. Senators Edward Zorinsky (D-Neb.) and John Durkin (D-N.H.) left that way, as did Ted Stevens (R-Alaska). Mr. Stevens has been active on several communications issues in past years; he departed to join the Energy Committee.

The Senate Commerce Committee membership, with two new Democrats and three new Republicans, looked like this: Chairman Cannon, Mr. Magnuson, Russell B. Long (D-La.), Mr. Hollings, Daniel K. Inouye (D-Hawaii), Adlai E. Stevenson (D-Ill.), Wendell H. Ford (D-Ky.), Donald W. Riegle (D-Mich.), *J.J. Exon (D-Neb.), Howell Heflin (D-Ala.), Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.), Harrison H. Schmitt (R-N.M.),*

John C. Danforth (R-Mo.), Larry Pressler (R-S.D.), John Warner (R-Va.), Mrs. Kassebaum.

Senator Pressler, one of the new Republicans on the committee, announced last year when he was still senator-elect that he intends to introduce legislation to break up media conglomerates.

Opening week on Capitol Hill also marked the beginning of the biannual flood of new bills. The big ones—Mr. Van Deerlin's Communications Act rewrite, Senator Hollings's renovation and Senator Harrison Schmitt's rewrite—are still weeks away from introduction, but there were some major issues among those that appeared last week. New bills included:

■ At least one reintroduction of last year's measure to reverse the Supreme Court's decision in the *Stanford Daily* case. The bill, similar versions of which were sponsored last year by Senate Constitution Subcommittee Chairman Birch Bayh and Senators Gaylord Nelson (D-Wis.), Howard Metzenbaum (D-Ohio) and Charles Percy (R-Ill.), would prohibit police from using search warrants to obtain information from newsrooms and private premises. They would instead have to use subpoenas, which can be contested in court before being carried out.

■ Senator Proxmire reintroduced his bill to abolish the fairness doctrine and equal time. The original version introduced in the 94th Congress would have prohibited government intervention in any broadcast decisions, but the senator modified it last year to give the FCC leeway to deal with excessive sex and violence on television.

■ There were numerous regulatory reform measures aimed at forcing agencies such as the FCC and Federal Trade Commission to reduce paperwork and needless regulation.

■ Another broadcast-related measure was H.R. 43 by Representative Benjamin Rosenthal to permit the advertising of drug prices. H.R. 44, by the same congressman, would require the use of a drug's "established name" alongside its proprietary name in any advertising.

■ And there was a perennial resolution to express Congress's distaste for movies and TV shows that "defame, stereotype, ridicule, demean or degrade ethnic, racial and religious groups," sponsored by Representative Frank Annunzio (D-Ill.).

Solidarity. George Meany told representatives of the American Federation of Television and Radio Artists and the Screen Actors Guild last week that the AFL-CIO he heads will be "right down the line with you" in the strike against advertising agencies and producers of radio and television commercials (BROADCASTING, Jan. 15).

Blaming the situation on "corporate greed," Mr. Meany assured union leaders he would lend "every possible support to what is really a lockout."

Accompanied by performers Dennis Weaver, Richard Kiley and Ruth Warrick, the SAG-AFTRA contingent convened a press conference with Mr. Meany in Washington to report prospects for resolving the conflict. Chester Migden, SAG's national executive secretary, said the strike "seems destined to go on indefinitely." The agencies and corporations involved "negotiate by ultimatum," he said.

According to Mr. Migden, the strike has been "99.9% effective." Although "some" commercials are being shot, Mr. Migden said the use of nonprofessionals has been ineffective. "They've succeeded in proving amateur night in Dixie still exists," he remarked.



HOLLYWOOD

KLOS 95½

TM

**L.A.'S BEST ROCK
SINCE '71**



“I was the idiot of my class. Everybody told me this was the best way of going broke ... In 1963, we were the laughing stock of the industry.”

— Mitchell Hastings, a founder of the National Association of FM Broadcasters (now the National Radio Broadcasters Association), and president of WBCN(FM) Boston, recalling reaction in 1963 to a Harvard University study predicting steady FM growth in the 1960's with FM passing AM by 1975.

No one's laughing now.

At 1978's close came news of a record price for an FM station: \$6.7 million for KBPI(FM) Denver. Given FCC approval, that's what Sandusky Newspapers Inc. will be handing over to Progressive Broadcasters Inc. RKO General Inc. lost out on what could have been a major bargain. Only a couple of months earlier, RKO General's deal to buy KBPI fell through because of FCC problems. Made only one year earlier, it had a price tag \$4 million lower.

In late 1978, San Juan Racing Association's WKTU(FM) New York achieved "the one-book miracle," moving from the relative obscurity of a 1.4 share in Arbitron's July-August book to a whopping 11.3 in October-November for full-week metro 12+. Since it dropped its soft-rock format, WKTU has toppled powerhouse WABC(AM) for first place and is discoing all the way to the bank.

The super-success stories of KBPI and WKTU may exceed others in scale, but lesser versions have become common. FM may not yet have surpassed AM—some say its just a matter of time—but there's plenty of reason for veteran FM'ers to say "I told you so."

Bottom lines being the bottom line, the FCC's latest financial figures announced last December (BROADCASTING, Dec. 11, 1978) sum up why:

In 1977, all FM stations, including those with companion AM's, saw their revenues increase 29.8% over 1976 to \$543.1 million. Independent FM's and FM's reporting separately from co-owned AM's had a pre-tax income of \$41.7 million on revenues of \$428.6 million, the second year in a row in which FM as a service showed a profit.

FM stations reporting separately from their AM's had a 1977 profit of \$32.4 million. Independent FM's had a 25.2% revenue jump and a profit increase from

\$4.3 million to \$9.3 million. Of all the independent FM's, 51.8% said they were profitable.

For reasons of confidentiality, the FCC does not name names. However, one example of FM broadcaster success is told by Arthur Kellar, president of Fairfax, Va.-based EZ Communications. In 1969, Mr. Kellar's first year with WEZR(FM) Manassas, Va., gross billings were said to have been \$83,000 for the year. Now, he says, they are in excess of \$83,000 monthly.

EZ Communications, co-owned with James L. Draper Jr., has five FM stations: WEZR, WEZB New Orleans, WEZC Charlotte, N.C., WJOI Pittsburgh and WEZS Richmond, Va. Mr. Kellar is expecting a \$5-million-plus year in 1979.

Although EZ Communications may have the advantage of group resources, its progress is more typical of the industry than, say KBPI and WKTU. Mr. Kellar talks of steady growth as opposed to a "point of explosion." And in a positive way, he's a victim of his own success as he searches for numbers six and seven to fill out his allowable complement of FM stations.

When Mr. Kellar and his partner first began buying into FM, he admits having an easy time of it. Sellers, he recalls, thought they were taking him for a ride. It's a different story today. People no longer think him "crazy" and "prices have skyrocketed."

Management expertise aside, there wouldn't be any success stories if there wasn't any FM receiver penetration. The Electronic Industries Association reported 38.6 million FM radios sold in 1977 compared to about 28 million in 1976. Preliminary projections estimate that set sales amounted to 32 million in 1978, a decline from 1977—which was considered an extraordinarily good year. Along with the Radio Advertising Bureau, EIA claims that there were 205 million FM radios in use in

1977 as opposed to 190 million in 1976. Back in 1970, the comparable figures were 24.3 million sold and 93 million in use.

With FM penetration itself at about 95% of U.S. households, FM operators no longer have to worry about getting their signals into homes. It is the automobile, however, that still presents a problem. According to the Target Group Index, 41.7% of car-owning adults have at least one FM-equipped car. That's up from, say, 1974, when the figure was 24%, but still nowhere near the parity with AM that FM operators are seeking.

Still, when FM's share of all radio listening is compared to years past, the increases are major. Even considering the disadvantage FM faces during drive time, it has made important strides during the 6 a.m.-10 a.m. daypart Monday through Friday for adults.

According to a comparison of 1973 and 1978 listening levels prepared for BROADCASTING by the Westfield, N.J.-based Statistical Research Inc., FM had a 39% share during those hours, an 86% increase since 1973.

Among the other advances outlined by comparing SRI's two RADAR studies (spring 1973 and spring/fall 1978, see table, page 33), FM had 49% of the 12-plus category (6 a.m.-midnight for the full week) of listeners in 1978 as opposed to 28% five years ago. That's an increase of 75%. Breaking down dayparts in the same category, FM took 40% from 6 a.m. to 10 a.m. (90% increase over 1973); 50% from 10 a.m. to 3 p.m. (61% increase); 52% from 3 p.m. to 7 p.m. (73% increase), and 58% from 7 p.m. to midnight (76% increase).

The largest gains made by FM radio over the past five years have been with teen-agers. From 6 a.m. to 10 a.m., for example, 51% listened to FM, an increase of 168% over the 19% share in 1973.

Discount the minor adjustments that

would have to be made for those listeners who switched between the AM and FM bands during an hour, and the FM share levels also indicate the diminishing hold of AM.

□

At network owned-and-operated FM stations, confidence abounds. When CBS Inc. comes out with its annual report in April, it will cite 1978 as the best year in history for CBS FM's, according to J. Robert Cole, vice president, CBS Owned FM Stations.

Over at ABC, Allen Shaw, president of that network's owned FM's, claims that since 1973, revenues have tripled and sales have increased 25% a year. Mr. Shaw, however, is quick to add that there's still plenty of room for growth, especially within the next five to eight years. He tells his salesmen, for example, that the group has reached only 75% of its audience potential, 50% of sales and 33 1/3% of profits.

And at NBC, Walter R. Sabo Jr., executive vice president, FM radio (and NBC's youngest vice president, having jumped from ABC last September at age 26), claims "the limitations on our business are self-imposed." He considered joint AM-FM management one such limitation; since he took over his job, individual general managers have been named for the FM's.

As do many on his side of the dial, Mr. Sabo doesn't consider FM stations as a class unto themselves. Rather, he calls them "radio stations with the advantage of



ABC's Shaw



CBS's Cole



NBC's Sabo

being on FM." It's a subtle difference but follows from his belief that the "next major change [for FM] is attitudinal."

CBS's Mr. Cole, however, does think FM is an "entirely different medium." As for futures, Mr. Cole generalizes that AM—with its skywaves—better fits news, talk and information, while FM will continue with music and fit different needs.

Despite the divergent philosophical views, there is common ground: Things are going well for FM and only stand to get better. That being the case, it's not surprising that there is little talk of major revolution or pioneering among FM operators, either big or small. Asked what may *really* shake up the FM business in the next five years or thereafter, managers don't have much to say. Things will improve. Things will refine. Format boundaries will con-

tinue to diminish. But, at basics, they expect the current apperact to continue to do the business.

Technologically, there's no revolution expected from FM quadruphones or any serious threat from AM stereo.

Allen Shaw, perhaps, summed up the general feeling among FM operators when he said that quadruphonic FM is "apparently a dead issue with the public which means it is a dead issue with us." That view isn't confined to network headquarters. Alan Beck, general manager of WLIF(FM) Baltimore, a beautiful-music station, says that it "will not change the face of broadcasting; the average person cannot use it" and doesn't "need it or understand it." At his top 40 station in Miami, Mike Ross, general manager of WHYI-FM, had it and gave it up, finding it was "more a sales

FM Share of All Radio Listening: 1973-78 Levels and Trend

From a medium that was earning only a 28% share of all radio listening in 1973, FM in the years that followed has almost reached parity with AM. Five years of growth has brought it up to a 49% share of persons 12+, Monday through Sunday. That's a 75% improvement, according to a comparison of its spring 1973 RADAR and spring/fall RADAR studies by Statistical Research Inc., Westfield, N.J. In other dayparts, FM's ahead. The table below, prepared for BROADCASTING by SRI, tells the FM success story.

	Persons 12+			Adults			Persons 35+			Persons 18-34			Teens		
	1973	1978	% Change	1973	1978	% Change	1973	1978	% Change	1973	1978	% Change	1973	1978	% Change
Monday-Friday															
24-hour day	27	48	+78%	28	47	+68%	24	39	+63%	34	57	+68%	23	57	+148%
6 a.m.-midnight	28	48	+71	28	47	+68	25	39	+56	34	57	+68	23	57	+148
6 a.m.-10 a.m.	21	40	+90	21	39	+86	18	31	+72	26	50	+92	18	50	+178
10 a.m.-3 p.m.	31	50	+61	31	49	+58	27	42	+56	36	58	+61	26	52	+100
3 p.m.-7 p.m.	29	51	+76	30	50	+67	28	44	+57	33	58	+76	22	58	+164
7 p.m.-midnight	33	57	+73	35	56	+60	29	46	+59	42	66	+57	27	62	+130
Weekend															
24-hour day	30	51	+70	31	50	+61	28	43	+54	35	60	+71	26	58	+123
6 a.m.-midnight	30	51	+70	31	50	+61	29	43	+48	34	59	+74	26	58	+123
6 a.m.-10 a.m.	22	40	+82	22	39	+77	20	34	+70	26	49	+88	21	51	+143
10 a.m.-3 p.m.	31	52	+68	32	51	+59	31	45	+45	33	60	+82	28	57	+104
3 p.m.-7 p.m.	33	55	+67	34	54	+59	33	48	+45	36	61	+69	28	58	+107
7 p.m.-midnight	34	59	+74	37	57	+54	32	49	+53	42	66	+57	26	62	+138
Monday-Sunday															
24-hour day	28	49	+75	29	48	+66	25	40	+60	34	58	+71	24	57	+138
6 a.m.-midnight	28	49	+75	29	48	+66	26	40	+54	34	58	+71	24	57	+138
6 a.m.-10 a.m.	21	40	+90	21	39	+86	19	32	+68	26	50	+92	19	51	+168
10 a.m.-3 p.m.	31	50	+61	31	50	+61	29	43	+48	35	59	+69	27	54	+100
3 p.m.-7 p.m.	30	52	+73	31	51	+65	29	45	+55	34	59	+74	23	58	+152
7 p.m.-midnight	33	58	+76	35	56	+60	30	47	+57	42	66	+57	26	62	+138



WBCN(FM)'s Hastings



KCLI-FM's Jenkins



WNCN(FM)'s Richer



RKO-FM's Lyman



KCBS-FM's Pierce

gimmick, wasn't a help" and that there wasn't enough "product, or people who could receive it."

Similarly, competition from AM stereo doesn't seem to bring any great fears from FM operators. Mr. Sabo of NBC Radio says it would be an "effective marketing tool" but brought up the "big if" of commercial acceptance. Should AM stereo become popular, Mr. Cole of CBS Radio says he doesn't expect enough receiving equipment to be in listeners' hands for a number of years.

And elsewhere, Steve Edwards of KFOG(FM) San Francisco, another beautiful-music station, says "AM stereo cannot make any marked impact. No way can AM ever get the frequency response that FM has." Mr. Edwards, however, does admit that AM stereo could be a boost in those markets with few FM's. Doug Brown, general manager of middle-of-the-road KEEY-FM Minneapolis-St. Paul, is another who doesn't believe AM stereo quality will be the same but added, as others did, that "if it strengthens radio, then it will be good."

□

Not all would agree with WHYI-FM's Mr. Ross who says: "FM can be whatever you want it to be. Promote it." But Quinton Jenkins of KCLI-FM Clinton, Okla., apparently is one who does.

Even in 1978—15 years after Mitchell Hastings and the NAFMB were told they were going out too far on the limb in predicting FM's future bounty—Mr. Jenkins had friends tell him "you lost your marbles" for building an FM station for a country format.

As Mr. Jenkins explains, he knew country was the way to go in western Oklahoma and bordering states and "really didn't care" whether he built an AM or an FM station. Despite country's traditional place on the AM dial, Mr. Jenkins put his station on in April 1978 and went into the black earlier this month.

FM operators in general won't say every format is open to them. All-news and information, for example, are seen as AM territory by most. But even with that limitation (self-imposed or not), the FM format game ain't what it used to be.

FM success had its beginnings with beautiful music and it's still a thriving force. However, as Jim Schulke, beautiful-

music veteran and president of Schulke Radio Productions, explains, "You can go into almost any format now" and "you don't have to be beautiful music on FM."

"The also-rans [those beautiful-music FM's that aren't finding enough success] are moving elsewhere," Mr. Schulke explains. It's a point seconded by Darrel Peters, president of The FM 100 Plan syndication firm. Mr. Peters expects fewer beautiful-music stations in the future but those remaining to be "stronger than they are today."

The beautiful-music contents, too, have changed. Marlin Taylor, president of Bonneville Broadcast Consultants, who has been in the beautiful-music business for 17 years, describes a more "contemporary" flavor today instead of the bygone "Banjo Barons and Hawaiian melodies." Solo vocals no longer are taboo and "beautiful music basically follows a few steps behind popular music."

Finding those contemporary arrangements that still fit within the beautiful-music confines has been the major task and expense of beautiful-music syndicators. According to Jay Taylor, president of Master Broadcast Services, "Any syndicator who wants to stay competitive has to invest heavily." The investment is in customizing music.

SRP's Mr. Schulke claims to have a customized library of about 1,000 cuts, of which more than 900 are exclusive. Within his programming mix, he says, customized music amounts to about 20%—but the vital 20%.

An important part of beautiful music's product now comes from overseas. In Mr. Schulke's case, a major breakthrough was made in 1973-74 when he went to work with BBC fare. Of the American artists, Bonneville's Mr. Taylor can name only three big stars: Ferrante and Teicher, Lenny Dee and Andre Kostelanetz.

In beautiful music American superstars may be scarce, but for the newest format to go into syndication finding home-grown talent shouldn't be any problem.

Beginning March 15 TM Programming will be adding a "pure disco" service modeled on the success of WKTU New York. The service is created by Burkhart/Abrams Associates and Wanda Ramos Charres, former WBS(FM) New York music director. TM will be producing and

distributing. The primary thrust will be toward FM and although TM is being selective about where it will be launched, according to Ernie Winn, vice president and general manager, station interest has been widespread.

Also syndicating on the disco beat: Century 21, which has converted its weekly *Electric Disco* into a week-round format, with first sales in the Dallas market (KDNT-FM Denton) and to an AM station in Columbia, S.C. (WNOK). Drake-Chenault Enterprises began offering an eight-hours-weekly disco package (in 13-minute segments) last Friday; it's called *Night Fever*. And Peter Productions reports it will release a full disco format in March.

But the format syndicator hasn't been the only one in the distribution field to benefit from the growth of FM. There are the ones like D.I.R. Broadcasting, London Wavelength, Watermark and Westwood One that have found a marketplace there.

Norman Pattiz, president of Westwood One, wouldn't go so far as to say he wouldn't be in business if it were not for the growth of FM, but he admits he probably wouldn't have nine programs in radio syndication. With the advent of more free-flowing formats on FM, Mr. Pattiz says, many programs found a home not available within the tighter AM structure. FM now is getting tighter with its own formats, he adds, but syndicators have grown more sophisticated, and station programmers more open to national vehicles.

FM may well have had its successful beginnings with beautiful music, but in 1979, that format falls in the middle of a competitive FM programming range from classical to top 40. It's serious business all around, a likely offshoot of the profitability of any FM station if it's programmed right.

Classical music is no exception. At WGMS(AM) Bethesda, Md., and WGMS(FM) Washington, Jerry Lyman, RKO senior vice president and director of FM, says "all you need to do is become as aggressive in your market" as other formats to make classical music successful.

The problem still exists, Mr. Lyman says, where classical stations allow "the music to control the station" and have "tried to create stereo systems" rather than businesses.

At WNCN(FM) New York—a station that



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Source: Arbitron 1978 three-book average (Jan/Feb, Apr/May, Jul/Aug) TSA TP 12+.
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The FM facility: 'like ocean-front property'

FM station prices are rising along with the ratings. Last year alone, for instance, one FM record was set when 16 stations sold for over \$1 million each. Three weeks ago, a record price for an FM was announced in the sale of KBR(FM) Denver for \$6.7 million. Prices for some of the major deals were already inching toward the \$6 million mark, and there is little reason to believe that they will not continue rising—in part because of the over-all price increases in broadcasting and in another part because of the growing attractiveness of FM properties.

In 1975, the top price paid for an FM station was \$2.5 million for KBRE(FM) Houston, sold by A.M. Tanger to Lake Huron Broadcasting Corp. In 1976, Coca-Cola Bottling Co. of Los Angeles paid \$3.9 million for KJOI(FM) there. And in 1977, by far the biggest year for single FM station prices, records came and went like poorly rated television shows: First, Mark and Connie Wodlinger sold KBEQ(FM) Kansas City, Mo., to Mariner Communications for the then-unheard-of price of \$5.1 million. Then Sudbrink Broadcasting sold WPCH(FM) Atlanta for \$5.2 million to Meredith Broadcasting. And if that wasn't enough, Sudbrink then sold Storer Broadcasting WLYF(FM) Miami for \$5.56 mil-

lion, plus a \$500,000 consulting agreement.

Whereas prices for FM stations in 1978 generally did not reach such dizzy heights, the medium more than made up for that in volume. Two \$4.5-million deals led the list last year: Outlet Co.'s buy of KIQQ(FM) Los Angeles from Cosmic Communications Inc. and First Media Corp.'s purchase of KFMK(FM) Houston from Liberty Communications Corp. Another FM station, KHTZ(FM) Los Angeles, was sold for \$4 million by Storer to Greater Media Inc., and a Dallas station, KNUS(FM), was sold by McLendon Corp. to SJR Communications for \$3.75 million.

FM "is like ocean-front property—there's only so much available," said Washington media broker Cecil L. Richards. More and more, he believes, buyers are becoming aware of the profitability of FM stations—40%-50% of the gross revenues can be turned into profits.

In part, Mr. Richards suggested, the FM prices reflect the generally sound economic condition of radio—it "doesn't suffer in a recession." But, he said, bad economic times do tend to affect advertising sales on television. Time buys in that medium become too expensive, and advertisers turn to radio—a "more flexible" medium.

switched formats under previous owners, causing a protest to the FCC before it returned to classical—it is being treated as a business. And according to Bob Richer, general manager, it has been in the black, consistently for the past five months, after years and years of losses.

Mr. Richer admits "I don't know anything about classical music," aside from the enjoyment of listening to it. That doesn't seem to matter, however. When it comes to management or the battle to attract advertisers, Mr. Richer says, he runs the station just as he would a hard-rocker.

FM top 40 also is serious business, as owners are finding that this traditional AM music form can bring in the ratings and dollars on FM if properly researched.

Take WKRG-FM Mobile, Ala. According to Edd Routt, general manager there since February 1978, the station went from a 4.1 share (full week, 6 a.m.-midnight, 12+) in Arbitron's April/May 1977 book to a 20.8 a year later. The basic rate card went from \$5 in February to \$22 in September. Previously, WKRG-FM had programmed with an automated hit parade format.

Prior to the format change, says Mr. Routt, a former executive assistant to top 40 pioneer Gordon McLendon, "we were astounded to find that no FM was doing the old top 40 approach" in Mobile. The approach Mr. Routt employs doesn't involve experimentation; rather it is the known and accepted hits, recent successes and goldies.

Then take KZZX(FM) Albuquerque, N.M., a station frequently described in the market as "AM top-40 on FM without much talk."

According to Bill Sanders, vice president and general manager, "There is nothing, including the disk jockeys, that is not researched." Considering the fact that KZZX has the same corporate parentage as The Research Group consulting firm, that's likely more than just talk.

Sunbelt Communications, the parent, took over the station Nov. 1, 1977, and used The Research Group in what Mr.

Sanders calls "a different approach to programming," namely a "qualitative look at marketability." Radio stations, Mr. Sanders says, have to start "thinking like a mass retailer."

In his own market, he explains, research determined that a product was needed for 18-34 females in particular. The product became "mass appeal" and the album-oriented rock format was shelved. Mr. Sanders is quick to qualify his station's format, saying that there's no clutter, no hype, no hip phrases and no laid-back attitude—rather, a normal talking style.

The research is ongoing, obviously, in determining the station's playlist. "Some superstars we know are a tune-out," Mr. Sanders says, if their songs are played too often. Who they are he won't say, for competitive reasons.

"Mass appeal" may be the product Mr. Sanders believes to be needed in his market, but in New York, it's "pure rock and roll" that Vince Cremona, vice president and general manager of WPIX-FM, is banking on. Mr. Cremona admits that his designation for the format comes simply for lack of a better one, but it means "all of the mainstream rock music from Elvis Presley to Elvis Costello."

"Pure, consistent rock and roll," Mr. Cremona says, has been missing from the market and with the "tremendous crossover" of music between radio bands, he says it doesn't matter whether AM or FM programs it. WPIX-FM begins its new format and drops album-oriented rock today (Jan. 22).

□

The excitement that had brought many album-oriented rock formats on the air now seems to be directed toward disco.

From relative unknown in the first half of 1978, San Juan Racing's WKTU(FM) New York has become perhaps the most widely talked-about station in the country. With its 11.3 share of New York, a double digit figure unheard of in that city in recent years, it has become number one in the number one market—and is now charging

\$250-\$300 for a typical spot.

ABC's WDAI(FM) Chicago, a station that pioneered album-oriented rock in 1968, has been needing a ratings shot in the arm since 1977, and now having switched to disco, it hopes that will be the effective medicine. ABC FM's Allen Shaw says disco could be one of the biggest threats to AM contemporary but he, too, says "it's too early to tell."

Whatever disco's eventual impact, it has brought back an element of surprise to the FM formatting business. As Mr. Shaw says, "Just about the time I thought this industry was getting predictable, it's getting exciting again."

At WKTU, the surprise was not the success but the level of success. Dave Rapaport, general manager, explains that, based on Mediatrends, a pool was made among employees as to how big the Arbitron book would be. The highest guess from Ed Cossman, executive vice president of SJR Communications—7.2—fell short by 4.1 points.

According to Mr. Rapaport, a crucial piece of evidence leading the station to the format switch (with Burkhart/Abrams consultation) simply was the "amount of people going to discos" and "putting their money down." While the time may have been right for a disco WKTU in 1978, research on the format had begun four years earlier when Bob Henabery of Bob Henabery Inc. did a feasibility study for San Juan Racing's SJR Communications.

NBC-owned WKYS(FM) Washington, with the help of Mr. Henabery and others, was the one to pioneer disco in 1975.

When the Washington-based Abramson/Himelfarb agency came out with its 1975 "Make Good" Awards, it said: "Most unique format—WKYS. A station with a half-black, half-white audience with a turnover totally unique to upbeat radio. How long will it last?"

In WKYS's case, disco has lasted, but not with the same ratings success it had earlier, despite the current disco boom. But overall the same question is being asked na-

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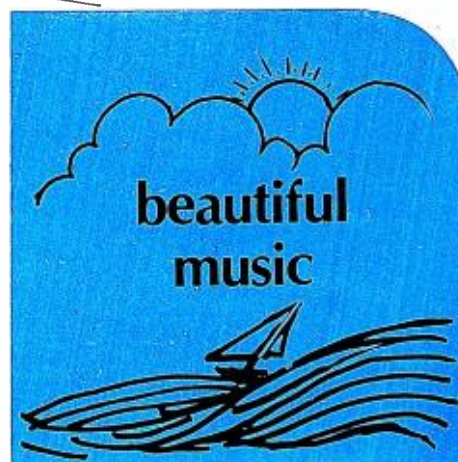
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tionally: "How long will it last?" WKYS now is researching to try and find out what happened to its higher ratings. And other stations are researching to figure out whether they can make disco work in their markets.

One station that has no hangups about format changing is KCBS-FM San Francisco, the CBS O&O that is undergoing a programming facelift to match its shift to new facilities (from 4,270 watts to 82,000 watts, with a frequency shift from 98.9 to 97.3, accomplished in a three-way station swap approved by the FCC last year). According to General Manager Thomas H. Pierce, KCBS-FM's new format changes by daypart: "Monster FM [the station's new promotional designation] matches the mood of our 18-34 target audience through the day by shifting the energy level of the music as the day goes on." Morning drive (5-9 a.m.) is up-tempo contemporary with extra news and information. The station "gears down" from 9 a.m. to 2 p.m., then gears up again from 2 p.m. to 8 p.m. before going disco at 8.

□

If music knows no AM/FM boundaries, what of full service—the meteorologist, the traffic helicopter, the informational elements generally expected to be on the AM dial? FM's now are providing as full a service as they believe necessary to draw listeners.

At KPGA(FM) Pismo Beach, Calif., Tony Kent, owner and general manager, doesn't have the resources to rent or buy a helicopter for traffic reports. But his station does provide an informational service through *Your Opinion*, a twice daily poll of listeners' views, during breaks in KPGA's version of soft rock. The input from *Your Opinion* is especially useful, Mr. Kent says, considering KPGA's location, between conservative San Luis Obispo and progressive Santa Maria.

At adult contemporary WFYR(FM) Chicago, the RKO station has a meteorologist as well as a sports director, nine-person news team, regularly scheduled news and information and a large commitment to public affairs. According to Don Kelly, program director, his effort is toward a "balanced approach." It could be a year off, he says, but a daily "talk show late at night is something we're thinking about." WFYR already has 90 minutes of talk on Sunday nights.

It's programming like this that leads Mr. Kelly to believe that in five to 10 years, there will be full service "giants of the FM dial" like AM's WGN Chicago, WCCO Minneapolis and WSB Atlanta.

At the ABC-owned FM stations, Mr. Shaw says, "we've been trying to head in [the full-service] direction, especially in the morning." However, he added that there haven't been "any dramatic fruits in that direction" and that "music is still the dominant appeal to the FM listeners." CBS FM's Mr. Cole also agrees that music is the number-one interest of FM listeners but he cites his group's documentary reporting, particularly at KNX-FM Los Angeles.

NBC FM's Walt Sabo, however, claims not to accept the traditional notions of FM and says "it's time for FM to grow." If play-by-play sports or telephone talk works well on AM at night, for example, he wouldn't automatically rule it out on FM.

Even at "constant country" KCLI-FM Clinton, Okla., it isn't all music. Information there plays a major role with two-and-a-half hours daily of farm and ranch news. And at WKTU(FM), Mr. Rapaport talks of a strong commitment to information and "a definite void" at many other FM's. In WKTU's case, he explained, there are six information breaks with news and sports during the morning show, in addition to traffic reports.

"The last bastion of AM strength," Mr. Rapaport says, "is information in the morning. I think we're going to show the people something about that."

As for the future, that's anyone's guess. However, these days common thought follows more along the lines of Mitchell Hastings, the veteran NAFMB'er and the Harvard researchers of the 1960's.

In September 1976 Cox Broadcasting Corp. brought out its now widely quoted "Cox Looks at FM Radio: Past, Present and Future." The Cox picture saw FM revenues reaching more than three-quarters of a billion dollars by 1980. Pre-tax income by that same year was to reach \$60 million, with FM cash flow at more than \$70 million. FM listener share by 1980 was expected to be at 50% (BROADCAST-

ING, Sept. 13, 1976)

There has been no major update of the 1976 predictions, but events have put FM growth as of early 1979 ahead of schedule.

Cox, like others, has continued thinking. In its company magazine, *Images*, the group broadcaster last spring predicted this:

"AM and FM will move closer together, both in revenues and in programming. As FM's fortunes increase, they'll offer more full-service programming, live personalities, news, talk, interviews. Like AM. Any chinks in that AM fortress, drive time, will be small ones, at least for the time being. But that won't stop FM from trying for those lucrative morning and evening audiences, especially as in-car listening rises

"The key question remains: Has FM's growth come at the expense of AM? Broadcasters differ. Some answer yes, that there are only so many sales dollars, so many listeners to go around. Any growth on FM's part has to weaken AM's strength.

"Others, like most Cox spokespeople, feel that AM and FM have grown together—and will continue to do so. FM is riding the crest of changing lifestyles, evolving tastes, the public's demand for specialization. Its growth will continue, but will level. ... We're obviously convinced of FM's potential. But we also see AM and FM living very peaceably together."

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A relative positioning of that medium's standings in the country's biggest markets

WKTU(FM) New York may be the crowning glory. But even without that FM outlet leading the list as the number one station in the number one market, there would be no doubt that the scales are tipping to FM.

In New York, Chicago and Los Angeles, five of the top-10 ranked stations are FM's. Follow that by five in Detroit, seven in Philadelphia, four in San Francisco, five in Boston, seven in Dallas, six in Pittsburgh, and round out the top-10 markets with Washington, which has the most: eight.

Within all of the top-50 markets in the continental U.S. (San Juan, a non-rated market, claims to be the 31st in metro area population), there is no area where FM doesn't have at least four of the top-10 stations.

All told, FM accounts for more than half of all stations in the top-10 ranks of the top-50 markets.

The following are Arbitron Radio's rankings of FM stations in each of its top-50 markets. The rankings are based on the most current measurements obtainable, in most cases the April/May 1978 listings. Where available, October/November 1978 results are used and are indicated by

an asterisk. Audiences represent total persons, 12+, average quarter-hour, Monday-Sunday, 6 a.m. to midnight, Metro. Because of this narrow survey area, some markets, Nassau-Suffolk, N.Y., for example, may have substantial listening to out-of-market stations which may not be reflected.

The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.

1. New York*

1. WKTU(FM)	Disco	278,400
6. WRFM(FM)	Beautiful music	114,900
7. WCBS-FM	Oldies	84,300
9. WPLJ(FM)	AOR	80,400
10. WBLS(FM)	Contemporary/disco	75,800
13. WPAT-FM	Beautiful music	65,000
16. WXLO(FM)	Contemporary	63,600
17. WTFM(FM)	Beautiful music	54,100
20. WNEW-FM	Rock	41,400
21. WQXR-FM	Classical	31,500
22. WRVR(FM)	Jazz	31,200
23. WVNJ-FM	Beautiful music	30,500
24. WPIX-FM	AOR	27,700
25. WYNY(FM)	Soft Rock	27,000
26. WBLI(FM)	MOR	26,100
27. WNCN(FM)	Classical	19,000
29. WLIR(FM)	Progressive	14,600
33. WCTO(FM)	Beautiful music	9,400
35. WMGQ(FM)	MOR	8,800
38. WEVD-FM	Diversified	7,500
39. WHUD(FM)	Beautiful music	7,400

2. Chicago*

2. WLOO(FM)	Beautiful music	72,900
6. WBMX(FM)	Black	48,900
7. WLAK(FM)	Beautiful music	38,300
8. WCLR(FM)	MOR	37,800
9. WFYR(FM)	Oldies/MOR	35,200
13. WLUP(FM)	AOR	27,700
14. WEFM(FM)	Classical	26,200
15. WBBM-FM	Mellow contemp	25,500
16. WKQX(FM)	AOR	25,100
17. WMET(FM)	Top 40	21,300
18. WFMT-FM	Classical	20,600
19. WXRT(FM)	Progressive	19,800
20. WGCI(FM)	MOR	18,900
24. WDAI(FM)	AOR	13,100
25. WJEZ(FM)	Country	13,000
26. WOJO(FM)	Spanish	8,500
30. WNIB(FM)	Classical	4,600
30. WYEN(FM)	MOR	4,600

3. Los Angeles*

2. KBIG(FM)	Beautiful music	71,000
3. KJOI(FM)	Beautiful music	62,700
4. KMET(FM)	Rock	58,700
8. KOST(FM)	Beautiful music	39,900
9. KNX-FM	Adult contemporary	37,400
11. KRTH(FM)	Oldies	36,100
13. KUTE(FM)	Disco	30,900
17. KLOS(FM)	AOR	28,500
18. KIIS-FM	Top 40	24,500
19. KZLA(FM)	Adult contemporary	24,000
22. KIQQ(FM)	Top 40	21,600
23. KLVE(FM)	Spanish	20,500
24. KFAC-FM	Classical	19,200
26. KHTZ(FM)	Country	15,400
26. KWST(FM)	Rock	15,400
28. KKGO(FM)	Jazz	13,300
29. KROQ-FM	Rock	12,500
31. KNOB(FM)	Beautiful music	10,300
33. KJLH(FM)	Contemporary/black	9,600
39. KWIZ-FM	MOR	6,600
41. KACE(FM)	Black	4,600
43. KEZY-FM	Rock	3,900

4. Detroit

2. WRIF(FM)	AOR	44,100
3. WJR-FM	Beautiful music	35,900
4. WOMC(FM)	MOR	29,200
6. WWJ-FM	Beautiful music	27,700
7. WNIC-FM	Soft contemporary	27,400
12. WDRQ(FM)	Contemporary	22,900
13. WWWW(FM)	Progressive	20,900
14. WABX(FM)	Progressive	20,200
14. WMJC(FM)	Contemporary	20,200
16. WGPR(FM)	Black	18,100
18. WJZZ(FM)	Jazz	14,200
19. WCZY-FM	Beautiful music	7,200
21. CKLW-FM	C&W	6,400
23. WCAR-FM	Adult contemporary	6,000
24. WMZK(FM)	Bilingual	4,700
25. WQRS-FM	Fine arts	4,400
26. WBFG(FM)	Religious	2,500
27. KGRB-FM	MOR	2,400
28. WMUZ(FM)	Religious	1,900

5. Philadelphia*

3. WDAS-FM	Black	46,200
4. WWSH(FM)	Beautiful music	44,400
5. WDVR(FM)	Beautiful music	24,300
7. WIOQ(FM)	Progressive	29,000
8. WYSP(FM)	AOR	28,500
9. WWDB(FM)	Talk	27,700
10. WIFB(FM)	Top 40	27,400
11. WUSL(FM)	Classic MOR	25,700
13. WSNB(FM)	C&W	23,300
14. WCAU-FM	Disco/jazz	22,100
15. WMMR(FM)	Album rock	21,700
16. WMGK(FM)	Soft music	21,600
20. WFLN-FM	Classical	13,400

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Yes, the April/May 1978 Arbitron is better than ever for WQLR. Our audience is up in the metro, TSA and ADI. Of the Kalamazoo stations in the thirteen county ADI WQLR is:*

#1 Adults 25-44	#1 Women 18+	#2 Adults 18-44
#1 Adults 25-54	#2 Adults 18+	#2 Men 18+
#1 Adults 25-64	#2 Adults 18-34	#2 Persons 12+

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*Source: Kalamazoo Arbitron April/May, 1978 (Monday through Sunday 6 a.m. - Mid.) Average ¼ hr. estimates, ADI section. Audience estimates subject to qualifications given in the Arbitron report.



"Our business has literally doubled in one year with TM Stereo Rock"

—Don Walters, WXUS,
Lafayette, Indiana



Don Walters,
Vice President/Sales,
WXUS-FM

WXUS used to be a moderately successful beautiful music station. Now they're a spot sales monster known as "Rock 93." In one year, they've more than doubled their rates. And they're still growing. Read on to find out how they did it. December 1, 1977, at 6:00 in the morning. After two and a half years as a self-programmed beautiful music station, WXUS began broadcasting the TM Stereo Rock format. Almost immediately, things started to happen.

"The buys came in without ratings."

Word spread like crazy. All over town, people were listening to Rock 93. Don Walters still has a hard time believing how fast it all happened.

"It was amazing," he said. "We started getting buys from out-of-town agencies without even having any numbers."

Meanwhile, the local advertisers were making their own "ratings" surveys. "We had the format on the air less than six weeks when we started getting buys from stores which had run their own in-store surveys."

The new format created so much excitement that many buyers didn't even wait to be contacted by Don's sales force. "There was no contact on our part. They called out of the clear blue sky."

"TM is like a sales consultant as well as a programming consultant."

Don has been particularly impressed with the depth of TM's expertise. "They help us with more than just programming. They help us plan our promotions, advertising, community involvement and sales strategy. They've even

helped me in areas like the hiring and training of salespeople and the planning of rate increases."

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City, State, Zip _____

TM

TM Programming
1349 Regal Row
Dallas, Texas 75247

6. San Francisco

5. KFOG(FM)	Beautiful music	30,300
6. KIOI(FM)	Adult contemporary	26,800
7. KOIT(FM)	Beautiful music	24,400
9. KSFX(FM)	Contemporary rock	23,300
12. KMEL(FM)	AOR	17,100
13. KSOL(FM)	Black	17,000
14. KABL-FM	Beautiful music	16,600
18. KBAY(FM)	Beautiful music	13,400
19. KSAN-FM	Progressive	13,100
20. KYUU(FM)	Album oriented MOR	11,600
22. KDFC(FM)	Classical	10,300
23. KCBS-FM	Adult contemporary	9,200
24. KARA(FM)	Oldies	7,800
25. KKKH-FM	Classical	7,200
26. KYA-FM	Progressive Top 40	6,900
28. KMPX(FM)	Swing bands	6,600
30. KJAZ(FM)	Jazz	6,200
32. KRE-FM	Black	6,000
33. KSJO(FM)	Progressive	5,700
34. KOME(FM)	Progressive	5,400
35. KEZR(FM)	Easy rock	5,300
37. KFAT(FM)	Album country	4,600
44. KTIM-FM	Progressive	1,200

7. Boston

3. WJIB(FM)	Beautiful music	42,900
5. WVBF(FM)	Adult contemporary	32,200
7. WCOZ(FM)	Progressive	27,300
9. WEEI-FM	Adult Contemporary	19,200
10. WROR(FM)	MOR	16,500
11. WWEL-FM	Beautiful music	11,100
12. WBCN(FM)	Progressive	10,900
13. WSSH(FM)	Beautiful music	9,900
14. WCGY(FM)	Top 40	8,600
15. WCRB(FM)	Classical	7,600
19. WBZ-FM	Rock	5,000
25. WTTK(FM)	Progressive	3,200
27. WBOS(FM)	Disco	2,100

8. Dallas-Fort Worth

2. KVIL-FM	MOR	31,100
3. KSCS(FM)	C&W	22,100
4. KFJZ-FM	Top 40	21,100
5. KOAX(FM)	Beautiful music	20,700
6. KKDA-FM	Black	19,300
7. KMEZ(FM)	Beautiful music	16,200
9. KZEW(FM)	AOR	13,500
13. KNOK-FM	Black	9,700
14. KFWD(FM)	Rock	9,500
14. KPLX(FM)	MOR	9,500
16. KNUS(FM)	Rock	7,800
17. KAFM(FM)	MOR	7,000
20. KMGC(FM)	Rock	4,900
26. WRR(FM)	Classical	2,900

9. Pittsburgh

2. WSHH(FM)	Beautiful music	28,000
3. WXKX(FM)	Contemporary	20,600
5. WJOI(FM)	Beautiful music	18,700
6. WDVE(FM)	AOR	18,200
8. WPEZ(FM)	Top 40	14,700
10. WAMO(FM)	Rock/R&B	11,200
13. WFFM(FM)	Soft rock	5,400
13. WYDD(FM)	AOR	5,400
15. WDSY(FM)	Beautiful country	4,300
16. KDKA-FM	Beautiful music	3,500
17. WNUF(FM)	Big band	3,000
26. WESA-FM	Contemporary	1,300
27. WPIT-FM	Religious	1,200

10. Washington

2. WPGC-FM	Contemporary	31,800
3. WASH(FM)	MOR	27,000
4. WOOK(FM)	Black	26,400
5. WGAY-FM	Beautiful music	23,700
6. WHUR-FM	Black	22,000
7. WJMD(FM)	Beautiful Music	21,400
8. WWDC-FM	AOR	16,400

8. WMZQ(FM)	Country	16,400
11. WRQX(FM)	Rock	14,900
13. WKYS(FM)	Disco	10,000
17. WGMS-FM	Classical	8,900
18. WEZR(FM)	Beautiful music	8,700
20. WAVA-FM	AOR	7,000
25. WXRA(FM)	Modern country	3,600
27. WHFS(FM)	Progressive	3,300
28. WXTR-FM	Country	2,000

11. Cleveland

1. WQAL(FM)	MOR	28,100
2. WDOK(FM)	AOR	22,900
3. WMMS(FM)	AOR	21,700
9. WWWW(FM)	Rock	10,900
10. WKSW(FM)	Beautiful music	10,800
11. WZZP(FM)	Top 40	9,200
12. WGCL(FM)	Top 40	8,500
13. WDMT(FM)	MOR	7,200
14. WCLV(FM)	Classical	5,600
15. WLYT(FM)	Disco	3,400
19. WDBN(FM)	Beautiful music	2,700
20. WZAK(FM)	Ethnic	1,900

12. St. Louis

2. KSHE(FM)	Rock	25,000
3. KSLQ(FM)	Contemporary	24,100
4. KEZK(FM)	Beautiful music	22,800
8. KKSS(FM)	Black	14,700
10. WLL-FM	Modern country	12,400
11. KMOX-FM	MOR	12,000
12. KADI-FM	Progressive	8,300
14. KCFM(FM)	Beautiful music	5,900

13. Minneapolis-St. Paul

2. WCCO-FM	MOR	21,000
3. KEEY-FM	Beautiful music	19,600
4. KQRS-FM	AOR	18,900
6. WAYL-FM	Beautiful music	11,600
7. KDWB(FM)	Contemporary	11,000
8. KSTP-FM	MOR	10,900
12. KFMY(FM)	MOR	5,200
16. KTCR-FM	Modern country	4,000
19. WLOL-FM	MOR	3,100

14. Cincinnati

3. WKRQ(FM)	Top 40	19,300
5. WEBN(FM)	Rock	14,800
8. WVEZ(FM)	Beautiful music	9,500
9. WVBE-FM	C&W	9,000
10. WLQA(FM)	MOR	7,400
11. WSAI-FM	Rock	5,200
13. WLYK(FM)	Beautiful music	1,300
14. WSCH(FM)	C&W	1,100

15. San Jose, Calif.

1. KBAY(FM)	Beautiful music	11,000
4. KEZR(FM)	Easy rock	4,600
5. KARA(FM)	Oldies	4,400
5. KOME(FM)	Progressive	4,400
7. KSJO(FM)	Progressive	4,200
8. KFAT(FM)	Album country	3,400
13. KDFC(FM)	Classical	2,200
14. KPEN(FM)	MOR	1,100

16. Houston-Galveston

1. KMJQ(FM)	Disco	40,100
2. KRBE(FM)	Top 40	29,900
3. KYND(FM)	MOR	28,000
7. KIKK-FM	C&W	18,500
8. KILT-FM	MOR	13,400
9. KAUM(FM)	Rock	13,300
10. KQUE(FM)	MOR	12,400
12. KRLY(FM)	AOR	11,600
14. KODA-FM	Beautiful music	8,500
15. KLOL(FM)	Progressive	7,500
21. KFMY(FM)	Religious	3,100
24. KLEF(FM)	Classical	2,400
25. KHCB-FM	Religious	1,500
27. KGOL(FM)	Top 40	1,300

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ARBITRON APRIL/MAY RANKINGS FOR SRP SUBSCRIBERS

Adults 18+, 6am–Mid, Mon–Sun,
Total Area Avg ¼ Hr and/or Metro Share

		Ranking AM or FM 1977 1978				Ranking AM or FM 1977 1978	
Albany	WHSB	10	5	Las Vegas	KORK-FM	1	2
Albuquerque	KOB-FM	2	2	Los Angeles	KJOI	3	3
Appleton	WROE	1	1	Louisville	WVEZ	4	3
Atlanta	WPCH	3	3	Lubbock	KTEZ	3	1
Baltimore	WLIF	2	3	Melbourne	WDBO-FM	1	1
Baton Rouge	WQXY	2	1	Memphis	WEZI	1	3
Beaumont	KQXY	8	2	Miami	WLYF	2	1
Binghamton	WQYT	1	1	Milwaukee	WEZW	3	3
Boston	WJIB	3	2	Montgomery	WREZ	4	5
Buffalo	WBNY	1	1	New Orleans	WBYU	2	2
Cedar Rapids	WMT-FM	3	4	Norfolk	WKEZ	4	4
Chattanooga	WYNQ	4	3	Oklahoma City	KKNG	3	2
Chicago	WLAK	6	5	Orlando	WDBO-FM	1	1
Cincinnati	WWEZ	2	5	Pensacola	WMEZ	2	1
Colorado Springs	KRDO-FM	1	1	Peoria	WSWT	3	1
Columbus	WBNS-FM	2	1	Philadelphia	WWSH	3	2
Dallas	KOAX	3	3	Pittsburgh	WSHH	2	2
Davenport	KRVR	1	3	Portland, ME	WGAN-FM	1	1
Daytona Beach	WDBO-FM	1	2	Raleigh	WYYD	3	3
Denver	KLIR	3	2	Sacramento	KEWT	1	1
Des Moines	KLYF	2	2	St. Louis	KEZK	6	2
Erie	WLVU	1	1	San Antonio	KQXT	3	2
Ft. Lauderdale	WLYF	1	1	San Francisco	KFOG	5	5
Fresno	KKNU	3	1	South Bend	WWJY	4	2
Grand Rapids	WOOD-FM	1	1	Syracuse	WEZG	5	4
Hartford	WKSS	3	2	Tampa	WJYW	10	4
Houston	KYND	1	1	Topeka	KSWT	1	3
Indianapolis	WXTZ	2	2	Tucson	KJYK	—	1
Jackson	WLIN	2	3	Tulsa	KBEZ	—	3
Jacksonville	WKTZ-FM	1	1	West Palm Beach	WEAT-FM	1	1
Kansas City	KCEZ	5	4	Wichita	KBRA	3	2

1978 Summary: 22 Markets Ranked NUMBER ONE, 17 SECOND, 13 THIRD, 5 FOURTH and 5 FIFTH among all AM or FM stations.

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KNX	Los Angeles	KCEY	Modesto/Turlock
WBBM	Chicago	WSUL	Monticello, NY
WHLO	Akron	WCVU	Naples/ Fort Myers
KOB	Albuquerque	WNOG	Naples/ Marco Island
WRNG	Atlanta	WAMB	Nashville
KLBj	Austin	WELI	New Haven
WAPL	Birmingham	WWL	New Orleans
KYME	Boise	WOKT	Norfolk
WEEI	Boston	WKIS	Orlando
WJOY	Burlington	WPBR	Palm Beach
WCIB	Cape Cod	WCAU	Philadelphia
KKOY	Chanute	KTAR	Phoenix
WTIP	Charleston, WV	WWSW	Pittsburgh
WSOC	Charlotte	WADB	Point Pleasant
WDEF	Chattanooga	KPAC	Port Arthur
WLQA	Cincinnati	WDCS	Portland, ME
WJW	Cleveland	KYXI	Portland, OR
WIS	Columbia, SC	WHPN	Poughkeepsie/ Hyde Park
KRLD	Dallas	WHWH	Princeton
WDAN	Danville	WEAN	Providence
KDEN	Denver	WKIX	Raleigh
WHO	Des Moines	WRVA	Richmond
WWJ	Detroit	WROC	Rochester, NY
KXGO	Eureka/Arcata	KFBK	Sacramento
WFNC	Fayetteville	WSGW	Saginaw
KFPW	Fort Smith	KMOX	St. Louis
KMJ	Fresno	KSXX	Salt Lake City
WMAX	Grand Rapids	WOAI	San Antonio
WBG	Greensboro	XETRA	San Diego
WNCT	Greenville, NC	KXRX	San Jose
WFBC	Greenville/ Spartanburg	KZST	Santa Rosa
WPOP	Hartford	WQSA	Sarasota
KHVH	Honolulu	WTOC	Savannah
KEYH	Houston	KIRO	Seattle
WHEZ	Huntington, WV	KBCM	Sioux City
WXLW	Indianapolis	KSPQ	Spokane
KCMS	Indio/ Palm Springs	WNUS	Springfield, MA
WRBC	Jackson, MS	KWG	Stockton
WEXI	Jacksonville, FL	WONO	Syracuse
WQLR	Kalamazoo	WWBA	Tampa/ St. Petersburg
KMBR	Kansas City	KAIR	Tucson
WKPT	Kingsport	KRMG	Tulsa
WEZK	Knoxville	WNPT	Tuscaloosa
WIOU	Kokomo	WIBQ	Utica/Rome
KNUU	Las Vegas	WTOP	Washington, DC
KOMS	Lebanon, OR	WNVR	Waterbury
WLSR	Lima	WWNY	Watertown
KARN	Little Rock	KIAM	Wenatchee
KEDO	Longview	KFH	Wichita
WLGm	Lynchburg	WARM	Wilkes-Barre/ Scranton
WMOA	Marietta/ Parkersburg	WILM	Wilmington, DE
WWEE	Memphis	WNAX	Yankton
WVCG	Miami/ Coral Gables	WSBA	York
KMND	Midland	WBBW	Youngstown/ Warren
WWTC	Minneapolis		

17. Miami

3.	WYOR(FM)	Beautiful music	16,300
4.	WMJX(FM)	Contemporary	12,900
5.	WCMQ(FM)	Latin contemporary	10,500
6.	WINZ-FM	AOR	10,300
9.	WLYF(FM)	MOR	9,200
11.	WEDR(FM)	Black	8,800
17.	WWWL(FM)	Mellow rock	5,500
18.	WAIA(FM)	MOR	5,300
21.	WTMI(FM)	Classical/Jazz	4,100
23.	WJOK(FM)	C&W	700

18. Fort Lauderdale-Hollywood, Fla.

1.	WHYI(FM)	Top 40	14,700
3.	WGLO(FM)	Beautiful music	8,700
4.	WSHE-FM	Rock	6,800
5.	WAXY(FM)	Oldies	6,200
9.	WCKO(FM)	Black	1,900

19. Hartford-New Britain*

2.	WRCH-FM	Beautiful music	10,500
3.	WKSS(FM)	MOR	9,800
5.	WTIC-FM	Top 40	7,100
7.	WDRG-FM	Top 40	5,100
10.	WHCN(FM)	Rock	4,000
11.	WCCC-FM	AOR	3,600

20. Atlanta

2.	WZGC(FM)	Top 40	28,100
3.	WQXI-FM	Rock	16,000
4.	WKLS-FM	Rock	15,200
5.	WPCH(FM)	Beautiful music	14,300
6.	WSB-FM	Beautiful music	14,100
9.	WVEE(FM)	Top 40	10,400
13.	WLTA-FM	MOR	5,300
15.	WBIE(FM)	C&W	4,400
23.	WCHK-FM	C&W	900

21. Kansas City

2.	KMBR(FM)	Beautiful music	14,800
4.	KBEQ(FM)	Top 40	14,100
5.	KYYS(FM)	Rock	13,700
8.	KCEZ(FM)	Beautiful music	11,800
9.	KPRS(FM)	Rock	9,100
10.	KCKN-FM	C&W	5,700
11.	KUDL-FM	Top 40	4,100
12.	KWKI(FM)	Rock	2,600
14.	KXTR(FM)	Classical	1,700
20.	KIEE(FM)	Diversified	600

22. Baltimore

3.	WLIF(FM)	Beautiful music	23,700
5.	WXYV(FM)	Top 40	15,300
7.	WMAR-FM	Beautiful music	13,300
8.	WYYY(FM)	AOR	12,000
10.	WBKZ(FM)	C&W	11,100
11.	WPOC(FM)	Hit country	10,700
12.	WLPL(FM)	Contemporary	10,200
14.	WKTK(FM)	Disco rock	7,400
15.	WRBS(FM)	Religious	3,700
17.	WITH-FM	Beautiful music	3,000
20.	WNAV-FM	Bright and beautiful	1,800
20.	WTTR-FM	MOR	1,800

**23. Nassau-Suffolk (Long Island),
N.Y.**

1.	WBLI(FM)	MOR	21,800
2.	WCTO(FM)	Beautiful music	11,800
3.	WALK-FM	MOR	11,000
5.	WTFM(FM)	Beautiful music	8,900
6.	WLIR(FM)	Rock	8,800
7.	WBAB-FM	Rock	5,300
10.	WIOK(FM)	Beautiful music	4,400
11.	WRCN-FM	Progressive	4,300
16.	WLNG-FM	MOR	1,200

24. Seattle-Everett-Tacoma

3.	KSEA(FM)	Beautiful music	16,600
7.	KVI-FM	Top 40	10,600
8.	KZOK(FM)	Rock	9,500
10.	KYYX(FM)	Top 40	7,200
11.	KISW(FM)	Rock	7,000
12.	KEZX(FM)	Beautiful music	6,600
13.	KZAM-FM	Progressive	5,600
14.	KIXI-FM	MOR	5,200
16.	KMPS-FM	C&W	4,900
18.	KBRD(FM)	Beautiful music	4,300
21.	KING-FM	Classical	3,800
22.	KNBQ(FM)	Top 40	3,700
25.	KLAY-FM	Rock	2,600
28.	KBIQ-FM	Religious	2,000

25. San Antonio, Tex.

3.	KQXT(FM)	Beautiful music	12,700
4.	KTFM(FM)	Rock	11,200
6.	KBUC-FM	C&W	7,600
8.	KZZY(FM)	Top 40	5,600
13.	KITY(FM)	MOR	3,800
14.	WOAI-FM	Beautiful music	3,600
15.	KISS(FM)	Rock	3,400
20.	KITE-FM	MOR	1,300
22.	KMFM(FM)	Classical	700
23.	KNBT(FM)	Beautiful music	500

26. Denver-Boulder

2.	KBPI(FM)	AOR	16,600
4.	KLIR-FM	Variety	14,500
5.	KOSI-FM	Beautiful music	10,800
7.	KAZY(FM)	Rock	9,800
9.	KVOD(FM)	Classical	7,400
11.	KIMN-FM	Top 40	6,100
15.	KXXK(FM)	Beautiful music	5,200
17.	KOAO(FM)	Adult rock	5,000
20.	KADX(FM)	Jazz	2,900
22.	KBCO(FM)	Rock	2,500
25.	KPPL(FM)	Beautiful music	1,000
26.	KBVL(FM)	Classical	900

27. Tampa-St. Petersburg

2.	WWBA-FM	Beautiful music	19,200
4.	WJYW(FM)	Beautiful music	14,600
6.	WFLA-FM	Beautiful music	14,300
8.	WYNF(FM)	Rock	11,500
9.	WQXM(FM)	AOR	11,400
10.	WRBQ(FM)	Top 40	11,000
11.	WQYK-FM	C&W	7,900
14.	WOKF(FM)	Top 40	4,300
19.	WGUL-FM	MOR	2,000

28. Memphis

4.	WEZI(FM)	Beautiful music	8,900
6.	WHRK(FM)	Disco	6,400
6.	WMC-FM	Contemporary	6,400
6.	WZXR(FM)	AOR	6,400
11.	WQUD(FM)	Good music	4,700
13.	WEEF(FM)	MOR	1,600
15.	KWAM-FM	C&W	1,200

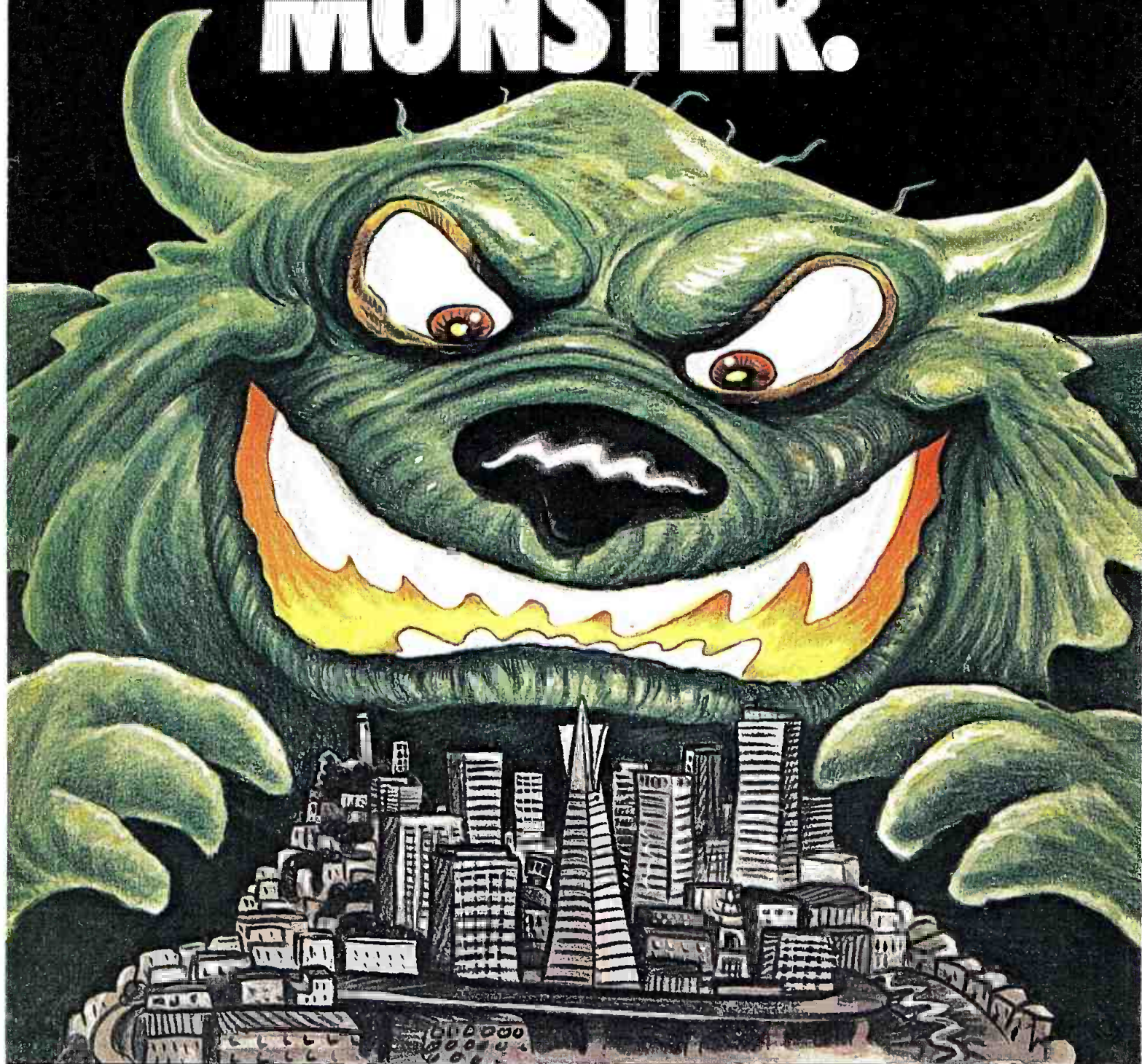
29. Indianapolis

2.	WXTZ(FM)	Beautiful music	19,500
3.	WNAP(FM)	Top 40	13,200
5.	WFMS(FM)	Modern country	12,500
6.	WTLC(FM)	Black	11,700
8.	WFBQ(FM)	Progressive	8,500
13.	WCBK-FM	Variety	1,500
15.	WSVL-FM	C&W	1,000

30. Milwaukee

3.	WEZW(FM)	Beautiful music	14,300
5.	WZUU-FM	Top 40	12,900
6.	WBCS-FM	C&W	10,600
7.	WLFX(FM)	AOR	10,500
9.	WFMR(FM)	Classical	6,700
10.	WKTJ(FM)	Rock	6,000
11.	WNUW(FM)	MOR	4,400

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12. WQFM(FM)	AOR	3,700
13. WBKV-FM	Beautiful music	3,600
15. WZMF(FM)	Rock	3,200
20. WAWA-FM	Black	1,300
20. WTKM-FM	MOR/polka	1,300
26. WGLB-FM	C&W	300

31. New Orleans

3. WQVE(FM)	Top 40	9,900
4. WBYU(FM)	Beautiful music	8,800
5. WRNO(FM)	AOR	8,700
8. WNOE-FM	Rock	6,600
12. WXEL(FM)	Black	6,000
14. WWL-FM	Beautiful music	3,300
15. WEZB(FM)	Beautiful music	3,200
16. WYLD-FM	Jazz/progressive	3,000

32. Sacramento, Calif.

1. KEWT(FM)	Beautiful music	17,200
5. KXOA(FM)	Mellow album rock	7,300
7. KROI(FM)	Top 40	6,600
8. KCTC(FM)	Beautiful music	6,000
10. KSFM(FM)	Progressive	5,000
11. KZAP(FM)	Contemporary	3,900
12. KFBK-FM	Classical	2,700
15. KWOD(FM)	Top 40/jazz	2,100
16. KEBR(FM)	Religious	1,500
18. KHYL(FM)	MOR	700
18. KPIP(FM)	Black/Spanish	700

33. Omaha-Council Bluffs

3. KGOR(FM)	MOR	7,300
4. KEZO(FM)	MOR	7,100
5. KQKQ-FM	Rock	5,400
8. KEFM(FM)	C&W	2,400
9. KOWH-FM	Black	2,100
11. KOOO-FM	MOR	1,100

34. Buffalo, N.Y.

2. WBNY(FM)	Beautiful music	21,600
3. WBEN-FM	Top 40	9,600
6. WGRQ(FM)	Rock	7,500
7. WADV(FM)	MOR	7,300
8. WBLK-FM	Black	7,000
9. WPHD(FM)	Top 40	5,600
12. WBUF(FM)	Progressive	2,800
13. WWOL-FM	C&W	2,600
15. WHLD-FM	Beautiful/classical	2,000
17. WDCX(FM)	Religious	1,600

35. Charlotte-Gastonia, N.C.

3. WROQ(FM)	Rock	7,300
4. WBT-FM	Beautiful music	5,400
5. WSOC-FM	C&W	5,000
8. WEZC(FM)	Beautiful music	3,500
12. WZXI(FM)	Rock	600

36. Portland, Ore.

6. KUPL-FM	Beautiful music	7,400
7. KGON(FM)	Rock	7,300
8. KXL-FM	Beautiful music	7,100
9. KPAM-FM	Top 40	5,900
11. KINK(FM)	Soft AOR	4,800
12. KJIB(FM)	Beautiful music	4,600
15. KYTE-FM	MOR	3,800
16. KMJK(FM)	Contemporary	3,200
19. KQFM(FM)	AOR	1,700
21. KPDO-FM	Religious	1,100

37. Columbus, Ohio

1. WBNS-FM	Beautiful music	16,400
2. WNCI(FM)	Top 40	16,100
5. WCOL-FM	Top 40	6,700
8. WLVQ(FM)	Rock	5,400
11. WVKO-FM	Jazz	3,700
10. WHOK-FM	C&W	3,500

12. WRMZ(FM)	Adult contemporary	2,700
15. WNRE-FM	Variety	1,400

38. Providence-Warwick-Pawtucket, R.I.

2. WLKW-FM	Beautiful music	21,300
3. WPRO-FM	Top 40	16,100
5. WPJB-FM	Top 40	13,300
6. WHJY(FM)	C&W	12,000
10. WBRU(FM)	Progressive	5,200
13. WMYS(FM)	Beautiful music	4,300
21. WRLM(FM)	Rock	1,300
22. WWON-FM	Easy listening	1,200
24. WERI-FM	News	500

39. Anaheim-Santa Ana-Garden Grove, Calif. *

2. KWIZ-FM	MOR	5,000
4. KEXY-FM	Progressive	2,800
5. KYMS(FM)	Religious	2,200
6. KOCM(FM)	MOR	2,000
7. KORJ(FM)	MOR/Top 40	1,300

40. Nashville-Davidson

3. WSIX-FM	Country	9,100
4. WKDF(FM)	AOR	8,800
6. WZEZ(FM)	Beautiful music	6,500
7. WBYQ(FM)	Contemporary	4,900
8. WKQB(FM)	AOR	3,900
10. WSM-FM	AOR	3,200
14. WWKX(FM)	Top 40	1,800
17. WDBL-FM	C&W	600
22. WMTS-FM	Adult contemporary	400

41. San Diego*

2. KPRI(FM)	Adult rock	11,700
3. KEZL(FM)	MOR	11,200
4. KFMB-FM	Top 40	11,000
5. KGB-FM	Rock & Roll	10,900
6. KOZN-FM	Beautiful music	10,700
9. KIFM(FM)	Mellow music	10,300
10. KBZT(FM)	MOR	8,800
13. KFSD-FM	Classical/jazz	8,400
14. KYXY(FM)	Better music	6,000
17. KJFM(FM)	MOR	4,500
18. KSON-FM	Easy country	3,500
19. KKOS(FM)	Contemporary	2,300
20. KOWN-FM	Top 40	1,800

42. Dayton, Ohio

2. WHIO-FM	Beautiful music	15,300
5. WDAO(FM)	Black	7,200
6. WTUE(FM)	AOR	6,100
8. WVUD-FM	Rock	2,300
9. WPTW-FM	MOR	1,600

43. Raleigh-Durham, N.C.

2. WRAL(FM)	Contemporary	8,600
3. WQDR(FM)	AOR	5,300
5. WYYD(FM)	Beautiful music	4,800
9. WDCG(FM)	Top 40	2,100
14. WDBS(FM)	Rock	800

44. Oklahoma City

2. KKNQ(FM)	Beautiful music	9,900
4. KATT(FM)	Rock	9,000
5. KOFM(FM)	MOR	8,100
6. KEBC(FM)	C&W	7,900
8. KZUE(FM)	MOR	5,700
9. KFNB(FM)	Beautiful music	3,900
14. KXXY(FM)	Contemporary	1,700
15. KFJL(FM)	Black	1,500
16. KJIL(FM)	Religious	1,400
16. KWHP(FM)	MOR	1,400
20. KAEZ(FM)	Jazz/rock/R&B	800

45. Louisville, Ky.

4. WLRS(FM)	Rock/AOR	9,700
5. WQHI(FM)	Top 40	9,500
6. WVEZ(FM)	Beautiful music	9,000
9. WOSN(FM)	Beautiful music	6,200
11. WAMZ(FM)	C&W	5,200
13. WNUU(FM)	MOR	1,700
15. WFIA-FM	Adult/Inspirational	1,500

46. Phoenix

1. KQYT(FM)	Beautiful music	18,800
2. KUPD-FM	Top 40 ¹	16,500
4. KDKB-FM	AOR	13,000
6. KMEO-FM	Beautiful music	10,000
9. KNIX-FM	Country	6,900
10. KBBC(FM)	AOR	6,800
14. KOOL-FM	MOR	4,300
19. KIOG(FM)	Soft rock	2,500
22. KOPA-FM	MOR	1,700
23. KXTC(FM)	Jazz	1,600
25. KHEP-FM	Classical	1,200

47. Birmingham, Ala.

1. WKXX(FM)	Top 40	10,500
8. WVOK-FM	Rock	4,900
9. WZZK(FM)	Country	4,300
10. WQEZ(FM)	Beautiful music	4,000
11. WAPI-FM	Beautiful music	3,100
13. WDJC(FM)	Religious	3,000
14. WENN-FM	Black	2,700
20. WWWB-FM	MOR	700

48. Albany-Schenectady-Troy, N.Y.

4. WROW-FM	Beautiful music	8,000
5. WGFM(FM)	Top 40	7,300
7. WSHH(FM)	Beautiful music	5,700
9. WFLY(FM)	Contemporary	4,500
11. WGNA(FM)	C&W	3,000
12. WWOM(FM)	AOR	2,200
14. WQBK-FM	Rock	2,000
15. WHRL(FM)	Beautiful music	1,600
16. WKAJ-FM	Beautiful music	1,100

49. Grand Rapids, Mich.

1. WOOD-FM	Beautiful music	11,200
3. WGRD-FM	Contemporary	8,000
4. WLAV-FM	AOR	6,200
5. WZZR-FM	Top 40	5,500
8. WMLW(FM)	MOR	2,600
9. WFUR-FM	Beautiful music/religious	2,300
12. WJBL-FM	Religious	1,100
16. WHTC-FM	Beautiful music	700
16. WJFM(FM)	Contemporary	700
18. WZND(FM)	C&W	400

50. Norfolk-Portsmouth-Newport News-Hampton, Va.

1. WOWI(FM)	Jazz/progressive	13,300
4. WNOR-FM	Rock	11,200
6. WFOG-FM	Beautiful music	9,600
7. WOMS-FM	C&W	9,500
8. WQRK(FM)	Top 40	8,900
9. WKEZ(FM)	Beautiful music	8,700
10. WMYK(FM)	Contemporary	6,700
12. WBCI(FM)	MOR	5,200
13. WGH-FM	Classical	3,500
16. WXRI(FM)	Religious	2,300
21. WYVA-FM	C&W	1,700
23. WVHR(FM)	MOR	1,100

¹From supplement to Phoenix local market report because of contest run by KUPD-FM during Arbitron's survey period.

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18-44*



2ND PLACE

18-54*



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25-44*



3RD PLACE

**TOTAL
12-34***



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The WESH case: On second thought, court gives FCC more discretion in redesigning policy for comparatives

Commission officials and incumbent licensees are breathing easier as court retracts some language of first opinion, although it refuses to reconsider its remand

The FCC, which for the past several months has been holding off on initiating a proceeding aimed at developing policy to govern comparative renewal proceedings, is ready to start. The U.S. Court of Appeals in Washington has given it something of a new slate on which to write.

Of course, little in communications law is not affected by some history. But commissioners and commission and private attorneys, some of whom could be described as jubilant, last week read the court's order and opinion in the WESH case as taking back much of what the court said in the original opinion, in September, and affording the commission a fresh opportunity to state its position on comparative renewal policy. "I regard it as a victory," said one commissioner.

The court—actually the three-judge panel that issued the original opinion—seemed to legitimize the concept of renewal expectancy on the part of broadcasters whose records are "meritorious"; it eliminated language indicating that a broadcaster's record must be "superior" to assure renewal. And it backed off from a suggestion that the commission would need an act of Congress before it could treat comparative renewal proceedings differently from those involving new applicants only. As one commission official said, "The court has returned to the commission a lot of the discretion it had taken away in the original opinion."

But if its actions constituted a retreat, the court had some final volleys. It told the commission almost in so many words that if it attempts to write new policy, please, do a better job. It described the commission's reasoning at one point in the original WESH decision as "incoherent" and said that in the new one, "something more than the commission's customary recitals, 'completely opaque to judicial review,' must be provided."

The panel—consisting of Judge Malcolm Wilkey, who wrote the original opinion, Judge Spottswood Robinson III, and U.S. District Judge Thomas A. Flannery—expressed their views in an order amending their original opinion and in a new supplemental opinion (BROADCASTING, Jan. 15). Those filings accompanied

the court's denial of the commission's petition for rehearing of the opinion that reversed the commission decision granting the renewal of WESH-TV Daytona Beach, Fla., and denying the competing application of Central Florida Enterprises Inc. The court had sent the case back to the commission for further consideration.

That opinion had not only dismayed Cowles Communications, owner of the station, but had also alarmed the commission and broadcasters generally (BROADCASTING, Oct. 2, 1978). For it seemed to say that renewal applicants stand on no better footing than new applicants in comparative proceedings. That position would often give challengers an advantage over incumbents with other media interests, since diversification of such interests is a standard the commission uses in comparing new applicants. Only applicants with "superior" performance could feel secure.

Commissioners and staff members were in general agreement that the opinion left the agency's policy governing comparative renewal proceedings in shambles, and that a new policy must be drafted—one that would withstand court scrutiny. Machinery was set in motion by General Counsel Robert Bruce—a task force was to be created that would begin the job, and eventually a notice of inquiry would be issued to enable the public and industry to participate.

However, work was not begun because of concern over possible impact the publicity of such action would have on litigation strategy, which involved the petition for rehearing. With the court having dealt with that petition, commission officials last week said the work on a new policy statement will proceed.

The direction the commission will take and the manner in which it will use what is regarded by some as its regained freedom of action in renewal areas remain to be seen. But some commission officials believe that at least one element in any new policy will be the quantitative standards—specifically, percentage guidelines—that the National Telecommunications and Information Administration has urged the commission to adopt for determining the amount of programming (NTIA is concerned only with informational and local programming) that adds up "meritorious" service (BROADCASTING, Nov. 6, 1978). One staff member noted the court said that if the commission is to give weight to past performance, it should describe "with at least rough clarity" how it weighs that performance.

Indeed, some officials, as well as industry lawyers, feel the way is clear for the commission to adopt the two-step comparative-renewal proceeding NTIA is urging. Broadcasters who measure up to the quantitative standards and have no serious defects in their records would be assured of renewal; criteria applied in hearings involving new applicants only—including diversification of media ownership and integration of ownership and management—would be brought to bear only if the incumbent does not meet the quantitative standards.

The two-step suggestion is gaining broadcast support (see page 52).

However, the appeals court, in 1970, overturned a commission comparative policy statement providing for a two-step hearing. The court held that such a proceeding denied a challenger the full hearing rights to which he is entitled. And although NTIA and some broadcast companies argue that decision is simply wrong, the FCC will explore alternatives.

In either case, the court has made it easier for the commission to proceed. By the simple erasure of a sentence in a footnote that was in its original opinion the court removed any doubt of the commission's ability to treat comparative renewal proceedings differently from those involving new applicants. The sentence said it is "doubtful whether any such distinction would be lawful without an amendment" to the Communications Act. And the court included in its new opinions passages that conceded the FCC's discretion in specific areas.

For instance, where the original opinion appeared to require the commission to consider diversification of media ownership in comparative renewal cases as it would in cases involving new applicants, the court, in its amendment, said it confines its objections "to the manner in which the commission" analyzed that factor. The court said it did not intend to "prescribe the weight" the commission should accord media concentration in comparative renewal hearings. The court's treatment of past performance also pleased commission and private attorneys. In its original opinion, the court said that past performance was relevant only as an indicator of future service. It still is not ready to agree that "meritorious" service warrants renewal, irrespective of the predictive factor. But it is leaning that way. The commission's argument, in its petition for rehearing, that to reward "meritorious" service with renewal of license is to promote "security of tenure" and to "induce efforts and investments" to improve service provides "at least a plausible construction of the public interest," the court said.

The difficulty the court had, it said, was that, in the commission's decision, "there were few intimations that this was the commission's inchoate rationale." The court said that if the commission is to develop a new rationale, it must do so after taking the case back and reviewing its decision in light of the court's opinions.

And the court does appear to have abandoned "superior" as the standard for determining the kind of service that would afford a renewal applicant an automatic advantage in a comparative proceeding. (The commission and broadcasters have argued that, by definition, at least 50% of the renewal applicants could not meet that standard.) The court struck out a sentence stating that expectations of renewal are limited to the likelihood that a show of "superior performance" will be enough "to carry the day in the over-all public interest inquiry." In place of that language, the court provided several paragraphs that

make the point that "although not a precise standard renewal expectancies derived from 'meritorious service' . . . are a natural aspect of the public interest inquiry." The term is taken from language in the Supreme Court decision issued last June in the crossownership case.

The court's clarification of its opinion marks not the end of the story but a new beginning. Not only must the commission decide how to proceed with the drafting of a new policy statement, it faces the question of how to deal with the WESH case—whether to reopen the record and develop new evidence, or simply rewrite the opinion. Some commissioners favor reopening the record.

The matter is complicated in that policy matters and questions of commission discretion are not the only factors in the case. One of the issues involves an allegation of mail fraud on the part of Cowles Communications Inc. subsidiaries; another, a question of an allegedly illegal move of WESH-TV's main studio.

And if the commission appears ready to accept the court's remand of the case, Cowles is not. M.C. Whatmore, chairman of the board, said the company would ask the Supreme Court to review the case.

Something for both sides in the renewal controversy

Geller plan aims for a trade-off: Broadcasters get limits on percentages, longer license terms and no more comparative hearings when record is meritorious; citizen groups would be reimbursed for participation, and renewals in an area would come up at different times

Henry Geller, the assistant secretary of commerce for communications and information, who has long championed the use of percentage guidelines for judging the performance of television broadcasters facing challenge at license renewal time, last week offered a suggestion to ease the concerns the idea has raised among some broadcasters:

Ask Congress to limit the uses to which percentage guidelines can be applied, to extend the three-year license period to five years and to eliminate the comparative renewal process in cases where an incumbent has provided "meritorious" service.

But that's not all. There is in the proposal elements designed to ease concerns of citizen groups who might feel they would be denied any voice in renewal matters: Stagger renewals so that all those in an area would not come due at the same time, as at present, and provide for reimbursement of public groups that participate in renewal and other proceedings.

Mr. Geller, who heads Commerce's Na-

tional Telecommunications and Information Administration, expressed his views in a speech on Wednesday to the International Radio and Television Society, in New York.

For the most part, the speech was a restatement of his views regarding deregulation.

Mr. Geller said that with more than 8,000 outlets on the air, and more on the way, the time has arrived for deregulation of radio—by the FCC, to the extent that it can, and by Congress, in areas where the commission cannot act (BROADCASTING, Jan. 8.)

Among other things, NTIA has backed the Communications Act rewrite's proposed elimination of the public trustee concept for radio, at least in major markets. Mr. Geller last week said the concept, which provides for periodic license renewals, petitions to deny, the fairness doctrine and programing regulations, has high First Amendment "costs."

As for television, the situation is different. Although the number of television stations is increasing, with UHF becoming more financially secure and the commission considering proposals for low-power television stations, Mr. Geller said, "the public trustee concept will remain for television for some significant time to come." There is, he said, "a long way to go."

But there are things that can be done to make regulation of television more "objective," particularly in the comparative renewal area, which Mr. Geller described as a "disaster." The "unpleasant truth," he said, is that "there is no way to avoid looking at programing under the public trustee concept."


Mr. Geller's suggestion for dealing with the problem, as NTIA proposed two months ago in a petition urging the commission to take such a step, is the adoption of percentage guidelines in two "bedrock" areas—local and informational programing—to determine whether a broadcaster has provided the "meritorious" service that warrants renewal of license (BROADCASTING, Nov. 6, 1978). He suggested, as standards, 15% for each category, including prime time.

Mr. Geller said he does not like the approach any more than he assumed the broadcasters in his audience do. But, he said, assuming the retention of the public trustee concept, "what is your alternative?" Actually, broadcasters, if not enthusiastic, are lining up in support of the petition for rulemaking that NTIA has filed (see page 52).

However, concerns have been expressed that the commission, once it adopts percentages for one or two program categories, would extend the procedure to others—religious, agricultural and minorities, for instance.

Mr. Geller's suggestion for guarding against such a development is for Congress to specify in a statute the percentages in the two categories, with the provision preventing the commission from adopting percentages in any other category.

What is "more important," he said, is



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that while the commission cannot eliminate the comparative renewal, Congress can—and should. The purpose of the comparative renewal process, he said, is not to provide for diversification of ownership of media (that is better done through rulemaking) or to get new local or minority owners (there would be no stability in the industry if even good operators were denied renewal). The purpose, he said, is to spur meritorious as against minimal or mediocre service. “But this is a long and tortuous way to do that, since these hearings take eight years or so.” Specifying the programming percentages that would assure renewal would be simpler, he said.

Mr. Geller’s suggestion is composed of a series of trade-offs designed to attract broadcaster support without, at the same time, alienating citizen groups:

The television license should be lengthened to five years, with renewal assured if the broadcaster rendered “meritorious service” and there were no substantial derelictions of rules or policies, and the comparative renewal would be eliminated. Percentages constituting meritorious service in local and informational programming would be specified.

What’s more, renewals within an area would come up at different times. (This would ease the burden of citizen groups attempting to study the record of all stations in major markets.) And the administration “supports legislation to reimburse public groups that participate in agency proceedings and, in the agency’s judgment, make a useful contribution.

Mr. Geller said there is support in the administration, in the industry and among members of the public for all or most of the elements in the package, and he stressed the administration’s determination to seek enactment of it.

Patience pays off

After an 18-year tale of perseverance, KFIA(AM) Carmichael, Calif., is on the air.

Olympic Broadcasters Inc. applied for a construction permit to build a new AM on 710 khz in August 1960, but it wasn’t until Jan. 9, 1979, that the FCC granted it program test authorization.

Olympic, owned by Doug Kahle and William Boeing, was the victim of two “freezes” imposed by the FCC on AM station applications in the 1960’s to slow the growth of AM and redesign the rules governing AM. The first lasted from May 1962 to July 1964 and the second from July 1968 to February 1973.

During the sixties, Olympic had two other problems: the competing application of West Side Radio for 710 khz in Tracy, Calif., and the FCC’s desire to put a 50 kw station on 720 khz or 780 khz somewhere in Nevada. The second of these problems was resolved when KCRL(AM) Reno was granted 780 khz with 50 kw in 1970 and KDOWN(AM) Las Vegas was granted 720 khz. “If the reverse had happened, it would have precluded 710 from going

here,” said KFIA’s manager, Roger Booth.

According to Mr. Booth, the technical issues were no sooner resolved and the CP revised and resubmitted than another obstacle presented itself. In 1975, an environmentalist group, made up of local citizens, protested the construction of the station’s transmitter site, along the American River in Rancho Cordova, Calif. Olympic was forced to change the site to Placer county, Calif.

That done, Olympic bought out West Side Radio (it had had its application pending before the commission since 1950), and cleared the way for the FCC’s grant of its application in December 1977, Mr. Booth said.

Mr. Kahle is one-third owner of the American Bible Radio Group, owner of WBRI(AM) Indianapolis; WFIA-AM-FM Louisville, Ky., and WABS(AM) Arlington, Va. Mr. Boeing is the son of the founder of Boeing aircraft company.

Line lengthening behind NTIA plan for percentage guidelines in TV

No voice heard in opposition

The National Telecommunications and Information Administration has received still more support for its proposal that the FCC modify its license renewal process to include quantitative program standards. Of the dozen-plus comments on record so far, none has raised a serious objection.

In final comments filed with the FCC, a number of broadcast group owners followed the lead of the Newspaper-Broadcaster Committee (representing 19 licensees) and Storer Broadcasting Co. (BROADCASTING, Jan. 15) and Midwest Television Inc., Post-Newsweek Stations Inc. and The Spartan Radiocasting Co. (BROADCASTING, Jan. 8) in urging the commission to implement NTIA’s recommendations.

Among those supporting the recommendations last week were General Electric Broadcasting, ABC, McGraw-Hill Broadcasting and Taft Broadcasting. All four agreed with NTIA that an incumbent licensee’s record should be measured by quantitative criteria for local and informational programming. In addition, they said, the commission should establish standards to determine whether a record warrants renewal of a television license.

ABC said it was the “essence of unfairness” not to give renewal applicants adequate notice of what is expected of them. It added that the standard of “superior service” suggested by the U.S. Court of Appeals (in an opinion that the court has now modified [see page 50]) is “patently defective” and generally unworkable.

General Electric recommended that if the incumbent complied with FCC regulations and was not found guilty of any serious violations which might affect its

ability to serve the public, it should be “entitled to renewal.”

McGraw-Hill and Taft, in a joint pleading, dubbed the NTIA recommendations “a constructive approach to the development of new comparative renewal standards,” and called on the commission to issue a policy statement giving renewal applicants with meritorious broadcast records preferences against competing applicants. Others commenting on the issue last week:

Westinghouse, acknowledging that the licensing process will not work effectively unless all concerned parties know in advance the general standards by which the broadcaster’s record will be measured, urged the FCC to act promptly on the proposal. It also called on the commission to consider extending the guidelines approach to radio as well as to TV—taking into account differences between the two.

The Tribune Co., however, was somewhat less enthusiastic. Although it agreed with the “central thrust” of the guidelines proposal—that the situation surrounding competitive renewals is “thoroughly confused” and the commission should reclaim its policy-making role in this area—it said the FCC’s first order of business should be to have the court’s decision in the WESH case reversed. “We cannot agree with NTIA’s contention that the commission shares responsibility for the unsatisfactory state of affairs that prevails post-WESH,” it argued. (The Tribune filing came before the U.S. Court of Appeals revised its decision on WESH.)

Tribune also disagreed with NTIA’s percentage guideline test for measuring the adequacy of an incumbent’s service, because it is limited to specific program categories. The NTIA proposal calls for percentage guidelines in two “bedrock” areas—local and informational programming—that would be used to determine whether a licensee’s service adds up to the kind of “meritorious” record that should warrant renewal.

NRBA breaks rank over NAB’s radio deregulation ideas

All-radio association says petition to FCC doesn’t go far enough

The National Association of Broadcasters’ request for an FCC rulemaking proceeding on deregulation of radio has begun to draw support from the industry, with the exception of one major group, the National Radio Broadcasters Association. The NAB proposes elimination of time standards for commercials, current program guidelines, formal ascertainment requirements and program logging requirements.

The prevailing sentiment among those filing comments was that present regulations are burdensome and, in the long run, of little or no value. One station manager commented, for example, that “In the dozen or more years of ascertainment of community problems by this licensee,

two members of the general public have asked to see the public file. Both were students, sent on class assignments by their professor."

Another licensee, echoing the feelings of many, complained that the paperwork surrounding the FCC ascertainment rules is not only unnecessary, "but burdensome in both time and money" as well. The licensee of KITN(AM) Olympia, Wash., offered the opinion that broadcasters are best equipped to respond to the public interest, rather than the FCC, and said his colleagues were "suffocating from government regulation."

Also supporting the NAB proposals was the Radio Television News Directors Association, on behalf of that organization and nine broadcast companies. However, in addition to the NAB proposals, RTNDA also called for a rulemaking proceeding that would include the fairness doctrine, concerning which, it said, "deregulation could have substantial beneficial effects."

It seemed ironic to some that opposition to the proposal is coming from NRBA, the group that has most consistently argued for radio deregulation. But in its filing with the commission last week, the association argued that the proposed steps amount to no more than "reregulation" of radio, not true "deregulation."

It said it opposes "piecemeal" efforts for radio, fearing that such action might undermine attempts at total efforts to win total freedom for radio. Radio's energies should be turned on Congress, it said, because only there can total deregulation be won.

Other reservations about the NAB proposal were expressed by the National Telecommunications and Information Administration and the National Black Media Coalition. Although NTIA concurred with NAB's wish for a reduction of unnecessary radio regulation, it contended that only Congress can fully accomplish the desired deregulatory goals (BROADCASTING, Jan. 8). NBMC agreed that some current regulations serve no purpose for either broadcasters or consumers and should be eliminated. It contended, however, that if all regulations were removed, serious dialogue with black leadership—or any other leadership not associated with business interests—might be stilled.

McGraw-Hill says emphatic 'no' to American Express

Board rejects \$880-million offer as 'illegal, improper' and moves in court and at FCC to block takeover; Amexco may appeal directly to M-H stockholders

McGraw Hill last week got nasty over American Express's offer to buy the giant publishing firm, which has some broadcast

interests. The McGraw-Hill board, as expected (BROADCASTING, Jan. 15), rejected American Express's offer of \$880 million (revised upwards from the earlier-reported \$830 million), while McGraw-Hill's chairman and chief executive, Harold W. McGraw Jr., called the offer "illegal, improper, unsolicited and surprising," and McGraw-Hill moved on several legal fronts to block any takeover.

In a filing last week with the Securities and Exchange Commission, American Express said the cost to acquire all McGraw-Hill shares would be \$880 million. American Express also said that Roger H. Morley, president of that firm, while serving on the McGraw-Hill board, had not received any data that was "material to the decision of American Express to make the offer." (McGraw-Hill earlier had charged that Mr. Morley had "misappropriated confidential information and conspired with American Express to make the offer.")

On Tuesday McGraw-Hill initiated a suit with the New York Supreme Court to compel American Express to file its proposal with the New York state attorney general. Since American Express already had complied, that suit is moot. But McGraw-Hill's filing enables New York state to set a hearing to decide whether American Express has provided full disclosure to M-H stockholders.

McGraw-Hill also moved at the FCC to block a takeover. It asked the commission to order American Express not to proceed with any offer that would result in a transfer of control of McGraw-Hill in violation of the rule barring transfers without commission approval.

A spokesman for American Express called the McGraw-Hill response "intemperate" and said the company would proceed with its offer. There was speculation that American Express would make a tender offer directly to McGraw-Hill shareholders.

McGraw-Hill is active in publishing books, magazines and newsletters and owns and operates four television stations—KMGH-TV Denver, WRTV(TV) Indianapolis, KGTV(TV) San Diego and KERO-TV Bakersfield, Calif.

Media Briefs

Spelling it out. Arbitron said it was offering radio station clients new contract provision under which any Arbitron decision regarding "delisting" or deleting ratings of any station for alleged diary-distortion activities will be communicated to that station in writing within seven days. In addition Arbitron said it was offering changes in both radio and TV station contracts to assure stations of "proportionate" refunds if Arbitron should have to publish report covering seven or more days fewer than scheduled or if report covers "a substantially decreased geographic area."

Wants tighter reins. Absence of network regulation in first draft of Communications Act rewrite is "a deficiency which

must be rectified," House Communications Subcommittee member Henry Waxman (D-Calif.) said in Dec. 28, 1978, letter to group of his Hollywood constituents, Caucus for Producers, Writers and Directors. Congressman said he welcomes caucus's suggestions for reducing network control over entertainment programming (and news, to an extent) and for encouraging more networks (BROADCASTING, Dec. 18, 1978). He said economic relationships between networks and program suppliers "warrant strict scrutiny" by subcommittee; other suggestions deserve "searching consideration."

Supreme Court tries to sort the complexities of CBS suit against ASCAP and BMI

Oral arguments bring out tangled subtleties of case that's nearly a decade old, as network tries to throw off blanket licenses

CBS's nine-year-old legal effort to outlaw the blanket music licenses issued to the TV networks by ASCAP and BMI reached the Supreme Court last week.

The case, which presents problems in-

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volving a unique industry and raises questions concerning the connection between copyright and antitrust laws, is not getting any easier.

The justices probed lawyers for both sides for clues as to the similarity or differences between the publishing and performing of copyrighted music and other, more familiar kinds of business, and sought to determine whether the networks really are as helpless in negotiating direct licenses as CBS suggests.

At issue is CBS's charge that the blanket licenses offered for a set fee to the networks by the American Society of Authors, Composers and Publishers and Broadcasting Music Inc. for the use of

members' music, regardless of the amount of music performed, constitutes price-fixing and is per se illegal under the Sherman Antitrust Act.

The case reached the high court on appeals by ASCAP and BMI from a decision of the Second Circuit Court of Appeals, in New York, which held that the blanket decisions were illegal per se. That decision (BROADCASTING, Aug. 15, 1977) reversed the ruling of a district court that had dismissed CBS's suit two years earlier.

CBS initiated the litigation in late 1969, seeking an order requiring the music-licensing associations to offer per-use licenses, so that the fees charged would reflect the amount of music actually used.

The appeals court, in its decision, did not grant that request, however; it sent the case back to the district court to devise some form of per-use licensing that would insure competition and satisfy the networks.

ASCAP and BMI are not alone in their effort to win a reversal of the appeals court ruling. The Department of Justice is on their side. (The department's interest in the case was reflected in the high-level delegation from the Antitrust Division, including the assistant attorney general in charge of antitrust, John H. Shenefield, who attended the oral argument.)

At stake is a way of doing business that dates back more than 60 years and a system that in 1977 produced almost \$11 million in network fees to ASCAP and BMI. And the justices approached the issues cautiously.

Is there anything in the association's contracts that would block writers or producers from dealing directly with CBS? Justice William Rhenquist wanted to know. Did users other than CBS seek direct licenses? Justice Lewis Powell asked. Is it a per se violation if two companies use a common sales agent? Or is it unlawful only if substantial portions of the market are involved? asked Justice John Paul Stevens.

Jay H. Topkis, counsel for ASCAP, and Amalya L. Kearsse, counsel for BMI, argued that CBS is not limited to the license fees imposed by the music-licensing associations. CBS, said Mr. Topkis, can deal individually with writers and producers, or get a per-program license, or it can request court-supervised negotiations with ASCAP. Miss Kearsse said the "consensus" within the industry is that direct licensing is possible. If CBS expressed an interest in dealing with writers and publishers, Miss Kearsse added, quoting the district court, they "would line up" at the network's door to have their music performed. (Her answer to Justice Powell's question regarding the interest of other users in direct licenses was "no.")

In the Department of Justice's view, according to Frank H. Easterbrook, of the solicitor general's office, the appeals court conclusion that blanket licenses constitute a per se violation of the antitrust laws is wrong. The benefits that go with such licenses—the joint monitoring of music use by the associations, for instance—take them out of that category, he said.

Furthermore, he said, ASCAP "must set the prices" for its members' music. "There is no more competition in the sale of ASCAP licenses, or in BMI licenses," than there is in the sale of "Schick razors," he said.

But CBS's counsel, Alan J. Hruska, argued that other parts of the music business—involving the sale of print rights to sheet music publishers, among others—are conducted without resort to blanket licenses. And if the ASCAP-BMI approach were attempted in some other industry, he said, in answer to questions from the bench, it would be "per se unlawful." The steel industry "would be laughed out of court," if it attempted to combine and sell

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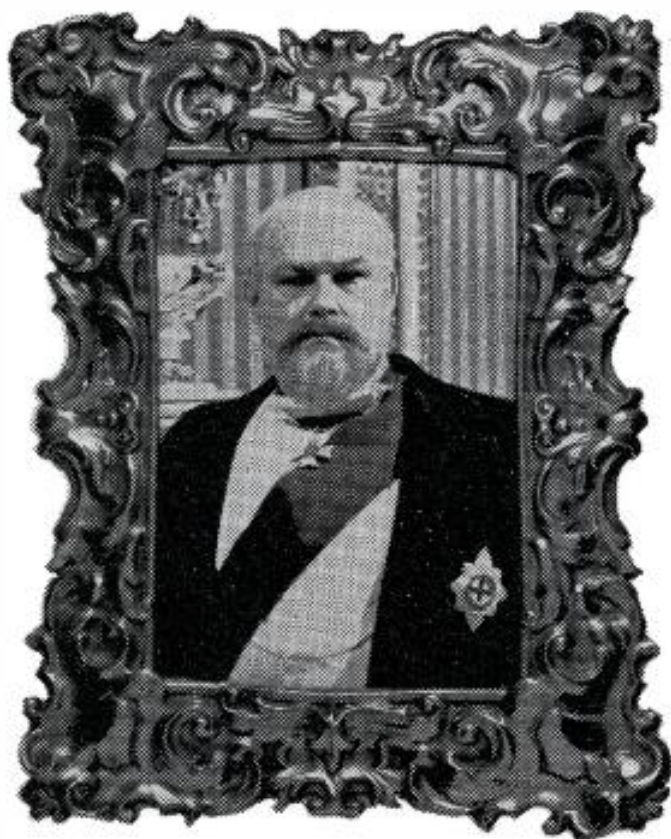
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through a single agent, he said.

Mr. Hruska rebutted the arguments that CBS is free to deal directly with publishers and writers. Because of the lack of machinery for direct licensing, he said, it would take CBS "a year" to go through the rigamortale that would be involved before it could negotiate a license. Then, he said, the network would be faced with a publisher who knows he can get a particular price under the blanket licensing system, and would set his price higher.

Those problems, CBS argues, can be cured by an injunction barring blanket licenses.

The prospect of further litigation resulting from the Supreme Court decision—an order affirming the appeals court decision to send the case back to the district court, for instance—caused Mr. Topkis to close his argument with a plea. "Don't remand the [nine-year old] case for further trial," he said. He noted that the district court had already rejected CBS's argument. And he said, "I ask the court to remind the parties it sometimes makes sense to negotiate rather than litigate. We stand ready to negotiate."

The CBS case is not the only one in which ASCAP and BMI are accused of violating the antitrust laws. A group of television stations two months ago filed a class-action suit charging that the blanket licensing policies are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978).

Changing Hands

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

Proposed

■ **KFSM-TV** Fort Smith, Ark.: Sold by Buford Television Inc. to New York Times Co. for \$17.5 million. Seller is owned by Robert Buford (president), Gerald Buford and Geoffrey Buford (brothers). Bufords also own KLTW-TV Tyler and KTRE-TV Lufkin, both Texas, and CP for WBTI-TV Cincinnati. Buyer, publisher of *The New York Times*, other newspapers and magazines, owns WREG-TV Memphis and WQXR-AM-FM New York. Charles Brakefield, vice president, is director of broadcast division. KFSM-TV is on channel 5 with 100 kw visual, 12.7 kw aural and antenna 1,260 feet above average terrain. It is only VHF in two-station Fort Smith market (number 160 among Arbitron's ADI's) and is affiliated with NBC. Broker: Dan Hayslett and Associates Inc.

■ **WHIS-TV** Bluefield, W. Va.: Sold by Daily Telegraph Printing Co. to Quincy Newspapers Inc. for \$8 million. Seller is owned by Hugh I. Shott and family. It publishes *Bluefield Daily Telegraph* and owns WHIS(AM)-WHAJ(FM) Bluefield and

WBTW-TV Florence, S.C. Buyer is principally owned by Thomas A. Oakley and family. It publishes *Quincy (Ill.) Herald-Whig* and owns WGEM-AM-FM Quincy; WSJV-TV Elkhart (South Bend), Ind.; KTTC-TV Rochester, Minn., and WBOW(AM)-WBOQ(FM) Terre Haute, Ind. FCC in 1975 ordered divestiture of WHIS-TV as one of 16 "egregious" concentrations of media control to be broken up under new crossownership rules that U.S. Supreme Court affirmed last year (BROADCASTING, June 19, 1978). WHIS is NBC affiliate on channel 6 with 50 kw visual, 6 kw aural and antenna 1,220 feet above average terrain. Broker for buyer: Blackburn & Co.

■ **KJLH(FM)** Compton, Calif.: Sold by John L. Hill to Taxi Productions Inc. for \$2.2 million. Seller has no other broadcast interests. Buyer is wholly owned by Stevie Wonder, recording artist, who has no other broadcast interests. KJLH is on 102.3 mhz with 3 kw and antenna 100 feet above average terrain.

■ **WBRJ(AM)** Marietta, Ohio: Sold by 5 KW Inc. to Employee Owned Broadcasting Corp. for \$550,000. Seller is wholly owned by Gannett Co., which is spinning off both WBRJ and WHEC-TV Rochester, N.Y. (BROADCASTING, Aug. 28, 1978), in preparation for proposed acquisition of Combined Communication Corp. Gannett also owns—and is retaining—WKFI(AM) Wilmington, Ohio. Buyer is owned by Carl Clovis (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and other employees of WBRJ; Mr. Clovis is general manager. None have other broadcast interests. WBRJ is on 910 khz with 5 kw.

■ **WMRB(AM)** Greenville, S.C.: Sold by Paramount Broadcasting Co. to Johnston Broadcasting Inc. for \$325,000 and \$75,000 for agreement not to compete. Seller is owned by C. Frank Cope (station's general manager), Katherine M. Simpson and Belk-Simpson Co. They have no other broadcast interests. Buyer is principally owned by Hugh Johnston, former owner of WCSM-AM-FM Celina, Ohio. WMRB is on 1490 khz with 1 kw day and 250 w night. Broker: Chapman Associates.

■ **KMYC(AM)-KRFD(FM)** Marysville, Calif.: Sold by California First Broadcasting Corp. to River Cities Radio Corp. for \$200,000. Seller is owned by Frank Oxart (51%), Lloyd H. Klemp (45%) and H. Bruce Baumeister (4%). Messrs. Oxart and Baumeister also are principal owners of KIBS(AM) Bishop, Calif. Buyer is owned equally by Palomar Broadcasting Corp. and Kilibro Broadcasting Corp. Palomar is principally owned by John D. Feldman, president, and Arthur B. Hogan (38% each). It is licensee of KOWN-AM-FM Es-



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Your door. The passing of the key that opens the front door closes the sale of KVUE(TV) Austin, Tex., from Channel Twenty Four Inc. to the Evening News Association for \$12.7 million. Receiving the key from Tolbert Foster, president of Channel Twenty Four, is Joe Jerkins, the station's new general manager. On hand for the ceremony were: (standing, l-r) Frank Kalil, of broker Richter-Kalil & Co.; Peter Clark (president), Pete Kizer (vice president, broadcast) and Len Hanna (vice president, finance) of the Evening News Association; Ed Richter, Richter-Kalil; (seated l-r) W.E. Dyche, Houston attorney; Mr. Jerkins; Mr. Foster, and Allan Shivers, former governor of Texas. Messrs. Dyche, Foster and Shivers established kvue in September 1971. The FCC granted the sale on Sept. 8, 1978, and granted assignment of license to newly formed subsidiary of the Evening News Association, Kvue Inc., on Dec. 13.

condido, Calif. Messrs. Feldman and Hogan also own 31% each of KCMX(AM)-KKIC(FM) Ashland, Ore.; 45% each of KRKC(AM) King City, Feldman and Hogan also own 31% each of KCMX(AM)-KKIC(FM) Ashland, Ore.; 45% each of KRKC(AM) King City, Calif., and 50% each of media brokerage in Encino, Calif. Kilibro is owned by F. Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller (43% each), Los Angeles investors. Kilibro owns KTOM(AM)-KWYT(FM) Salinas, Calif.; KFIV-AM-FM Modesto, Calif., and, with Messrs. Hogan and Feldman, KCMX(AM)-KKIC(FM) Ashland, Ore. City Capital owns small interest in HarriScope Broadcasting, licensee of three TV's and AM. KMYC is on 1410 khz with 5 kw day and 1 kw night. KRFD is on 99.9 mhz with antenna 180 feet above average terrain.

■ KPUA(AM) Hilo, Hawaii: Sold by KPRA Partnership to Hawaii Broadcasting Co. for \$200,000. Seller is owned by Thomas K. Reed and his former wife, Lynn W. Reed. They also have interests in KKUA(AM)-KQMQ(FM) Honolulu. Buyer is wholly owned subsidiary of Realty Investment Co., Hilo, owned principally by Richard Henderson (25%) and his wife, Eleanor (14%). Neither they nor other Realty stockholders have other broadcast interests. KPUA is on 970 khz with 5 kw.

■ Other station sales proposed last week included WIGG(AM) Wiggins, Miss. (see "For the Record," page 70).

Approved

■ KVOR(AM)-KSPZ(FM) Colorado Springs: Sold by Wolverine Broadcasting Corp. to Sunbelt Communications Inc. for \$1.79 million. Seller is owned by James W. Vinall, president and general manager, and Mr. and Mrs. Eugene Powers. None have other broadcast interests. Buyer is owned by C.T. Robinson, William C.

Moyes, Michael B. Hesser and Robert O. Magruder, who own KSLY(AM)-KUNA(FM) San Luis Obispo, Calif., and KQEO(AM)-KZZX(FM) Albuquerque, N.M. They also own The Research Group, San Luis Obispo, perceptual audience research firm. KVOR is on 1300 khz with 5 kw daytime and 1 kw night. KSPZ is on 92.9 mhz with 25 kw and antenna 2,130 feet above average terrain.

■ WBAB-FM Babylon, N.Y.: Sold by Babylon Bay Shore Broadcasting Corp. to Franz Allina for \$800,000, plus \$150,000 for consulting and noncompetition agreements. Seller is principally owned by Sol Horenstein and his wife, Muriel, who own WNYG(AM) Babylon. Buyer is president of KACY-AM-FM Port Hueneme, Calif., and Hawaii Cablevision Holdings Inc., Hawaii CATV system, all owned by subsidiaries of Children's Television Workshop, producer of *Sesame Street* and other programs. WBAB is on 102.3 mhz with 3 kw and antenna 115 feet above average terrain.

■ Other station sales approved last week included: WSYX(FM) London, Ohio, and WHSV-TV Harrisonburg, Va. (see "For the Record," page 70).

Deregulation and minority gains are not incompatible, says Ferris

In speech to black lawyers, FCC chairman tells of commission and industry efforts to increase participation

FCC Chairman Charles D. Ferris, who for the past several months has spoken frequently of the need to deregulate broad-

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casting, cable and other industries under the commission's jurisdiction, last week sought to ease concerns such talk may have raised among minorities. Deregulation does not mean de-emphasis of minority participation in the fields the commission regulates—particularly broadcasting, he said last week.

Chairman Ferris, who was addressing the National Conference of Black Lawyers, said the commission "must continue on the path on which it has embarked to foster minority employment and ownership in the communications industry. "I remain committed to the goal of increased participation in all the industries we regulate."

Indeed, Chairman Ferris suggested that the goals are compatible. Significant minority ownership and employment in policy-making jobs at broadcast stations, he said, could lead to the kind of programming decisions that would obviate the need for regulations aimed at insuring that views reflected in programs "are representative and that the needs of the minority community are served."

Chairman Ferris noted that the commission has taken a number of steps to improve broadcasters' and cable systems' EEO performance, and that its policies of awarding tax certificates and permitting distress sales where stations are sold to minorities are bearing fruit.

The chairman noted that the commission's own house is not in order, in terms

of its record in the employment and promotion of minorities and women. But, he said, the commission is attempting to become "a model agency in terms of EEO performance."

He said that the staff, at his instruction "and with the support of the entire commission," is exploring a number of mechanisms to increase involvement of minorities and women at the commission—among other things, creating an upward mobility program, establishing EEO performance as part of the job-evaluation of FCC supervisors, and using targets for percentage increases in the employment of any group whose representation at the commission is below work-force parity.

Chairman Ferris mentioned two categories in which representation at the commission exceeded that parity—black engineers (2.4% in the work force, 8% at the commission), and black lawyers (5.1% and 8%).

Later, during a question-and-answer session, when asked about the shortage of blacks in top branch, office and bureau jobs, the chairman said efforts to boost minorities into top jobs would not be made at the expense of quality.

"I know I've been criticized for being slow in making appointments," he said. "But those ultimately selected were the best. In the future, everyone selected, whether a woman, a black or a white, will know... they won because they were the best."

Civil rights agency keeps up criticism of TV

"Window Dressing on the Set" is updated, but findings remain same

Seventeen months after publishing a report critical of television for the manner in which it employs, pictures and treats women and minorities (BROADCASTING, Aug. 22, 1977), the U.S. Commission on Civil Rights last week published an update, which says things have not improved. It says minorities and women continue to be underrepresented, both on the screen and behind the camera, and to be represented by stereotypes.

"Window Dressing on the Set: an Update" says that white males continue to dominate in the decision-making process of television, that minorities and women are given a disproportionately high number of immature, demeaning and comic roles in television programs, and minorities, a disproportionately high number of roles as service workers and students. What's more, the stereotyping is said to be greatest during the family hour.

And in news operations, a sample of 15 network news broadcasts showed a "significant" decrease in the number of female network correspondents—from 3.5% to 0%. On the other hand, the number of minority male correspondents increased "significantly," from 2.4% to 7.8%. (However, minority males, the report says, "continue to be underrepresented as correspondents.")

A key recommendation of the report is that the FCC conduct an inquiry and proposed rulemaking to examine the relationship among the network programming decision-making process, the resulting portrayal of minorities and women, and the impact of those portrayals on viewers.

The same recommendation was made in the commission's August 1977 report, and drew considerable criticism as an invitation to the FCC to violate the First Amendment. Then-Chairman Richard E. Wiley said he could not conceive how the commission could deal with "such a complex and highly subjective concept as stereotyping without becoming deeply involved in the review of broadcast programming material."

And last week, the present FCC chairman, Charles D. Ferris, indicated he was uncomfortable with the recommendation. "Evaluating the stereotyping of television would require monitoring of television, which we don't do and shouldn't do," he said.

The commission's effort at dealing with the problems discussed in the report, he said, should be made through the network inquiry, now under way. The commission's solution can come through an examination of the structure of the industry.

However, the CCR report said the FCC could examine the question of stereotypes

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on television without violating the First Amendment, in the manner that it examined children's television programming and advertising—"while adhering to its interpretation of the First Amendment."

The report cited two court decisions for the proposition that the commission can conduct the proposed inquiry without violating the First Amendment. One was the decision in the family viewing case, in which a district court in Los Angeles indicated the commission would not violate the First Amendment by examining the question of whether particular types of programming would be injurious to "the public health" (BROADCASTING, Nov. 8, 1976). And the other was issued by the U.S. Court of Appeals, in Washington in affirming the commission's renewal of WRC-TV Washington in the face of a petition to deny filed by National Organization for Women. It said NOW's grievances regarding the manner in which women are portrayed on television "might more appropriately be considered in an over-all inquiry (BROADCASTING, April 18, 1977)."

The report said the employment of minorities and women at ABC, CBS and NBC headquarters is "significantly lower" than at their owned stations, where the commission has authority to enforce EEO rules. Those regulations have provided "some impetus" for the employment of minorities and women at stations, the report said, "and should be extended to the networks and to all broadcast group owners."

The staff that prepared the report examined data for 40 major-market commercial and public television stations, prime-time network programs for 1975-1977, and network news programs broadcast in 1977, and compared them with data for 1969-74, on which the first report was based.

Among the findings:

- White males constituted 64.9% of all officials and managers at the stations (62.2% of the officials and managers at network-owned stations and 75.6% of them at the network headquarters). White females constituted 21.3% of the officials and managers at the 40 stations; black males, 5.2%; black females, 4.4%; Hispanic males, 1.7%; Hispanic females, 0.8%; other minorities, less than 1.7%.

- White males continue to be "over-represented" in dramatic programs—they filled 62.7% of all roles in the 1975-77 period studied, although they constitute only 39.9% of the U.S. population. White females, on the other hand, constituted 24.1% of all characters in the same period, while they account for 41.6% of the country's population.

- Minority women constituted 3.6% of all characters, although they account for 9.6% of the population. Minority males are actually overrepresented, in the terms of the report—they constitute 9.6% of all characters and 8.9% of the population. But, the report says, "the stereotyped quality of their portrayal seriously detracts from the quantity of minority male characters who appear in television drama."

Broadcast Journalism

Salant's views on network news

In speech in New York, outgoing CBS News president predicts one-hour prime time broadcasts will be standard in five years, urges more effort in fight for repeal of fairness doctrine and 315

CBS News President Richard S. Salant ventured a guess last week that some TV network will introduce a one-hour newscast in prime time within five years.

"I'm going to guess," he said in response to a question after addressing New York Women in Communications, "that some time within the next five years somebody is going to break this logjam and find a way to do an hour of news some time between 8 and 11 p.m."

He said he made the prediction in the knowledge that he will retire in three months and thus won't be around to be reminded of it if events prove him wrong. But, he added, "When we get an hour, I'll

come out of retirement and start a campaign for an hour and a half."

Looking to the future again, he said he thought news "will play a larger and larger part in the network schedules," with appearances in every daypart.

Mr. Salant called it "deplorable" that "broadcasting managements" have put so much of their Washington emphasis on getting longer license terms, "which they should have," and protection against cable, "which they shouldn't have," while not putting repeal of Section 315 and the fairness doctrine at or near the top of their agenda.

"Unless they do," he said, "we will never be able to do all we can do and should do."

At another point he said: "We're not doing the job we owe a working democracy."

Of court decisions limiting news operations, he said many people call it "a war between the courts and journalists" but that "I happen to think it's a war between the courts and the First Amendment."

"I hate to be dependent on legislation" to protect journalistic rights, he said, because "what Congress gives, Congress can take away." He said that "maybe we'll have to wait for the next court—or the one after that"—and perhaps in the meantime will



Work in progress. Construction of the television system that will produce the first regular broadcast feed of the floor proceedings of the House of Representatives is about half completed, with start-up date still projected for mid-February, House staffers report. Among pieces of equipment already installed in the new TV control room, located in the Capitol basement, are the audio console (top left), racks for support equipment with amplifiers and character generator (right), and (bottom left) the camera remote control panel (each handle controls one camera). Three RCA TK-46 cameras are ready to be installed, while another three are on the way, as are video tape machines and a switcher. Total cost of the machinery is projected at about \$1.2 million, which is about \$400,000 under budget. All the labor and design work is being supplied by people already on the House payroll, however. The system will also be operated by House employees, up to 12 cameramen and technicians for whom the House has been advertising in newspapers and magazines the last two months. It's expected the TV signal will "go public" about the first of March, following a shakedown period of about two weeks. So far no networks or broadcast stations have indicated a desire to take the feed, but House staffers anticipate there will be some demand after all have had a chance to see the system in operation. Preparations for the new system have been overseen to date by an advisory committee of three Democrats, headed by Representative Charles Rose (D-N.C.). Reports from insiders last week said Speaker Thomas P. O'Neill (D-Mass.) had yielded to Republican demands for appointment of one from their ranks to the committee, and was about to name Representative Dave Stockman (R-Calif.).

have to be dependent on legislative protection.

Asked about the future for women in broadcast journalism, Mr. Salant said progress has been made but not nearly enough. To a questioner who wanted to know how soon there might be a woman president of CBS News, he replied that "if I were making the decision, I'd say a woman president could get there pretty fast." He added that his designated successor, Bill Leonard, is not too far away from mandatory retirement age himself, so that a woman may have another shot at the job in a couple of years.

Republican presses for controls on political uses of House TV feed

Anderson calls for prohibition against congressmen sending tapes home to local stations

House rules should prohibit congressmen from excerpting debates from the House broadcast feed and sending tapes of themselves home to their broadcasters, according to Representative John Anderson (R-Ill.).

Representative Anderson, chairman of the House Republican Conference, said it is one thing for broadcasters to cover their congressmen via the TV feed the House plans to initiate in February, but quite another for congressmen to "use the House floor as they now do the House recording studio." He said that "not only will this greatly prolong and distort House floor debates, but it will be subject to criticism that we have given ourselves but one more incumbent protection device to maintain ourselves in office forever."

The rules for use of the TV system as originally approved by the House prohibit members from using any parts of the House floor broadcasts for political or commercial purposes. But they don't prohibit members from making tapes and sending them to the media between elections. The House Speaker has already permitted members to make copies of the audio feed being produced at the end of the last Congress. Representative Anderson said he wanted to stop the personal use of both audio and video feeds.

Snow job. WBBM-TV Chicago—in the city hit by one of the worst blizzards in its history—pre-empted its CBS-TV prime-time line-up at 7 on Sunday, Jan. 14, for a half-hour news special that "swamped" the entertainment competition on the other two network stations, according to WBBM-TV spokesperson who reported a Nielsen 35.7 rating and 46 share against the first half hours of WLS-TV's (ABC) *Battlestar Galactica* with a 24.7/32 and WMAQ-TV's (NBC) *Centennial* with a 12.3/16.

Broadcast Technology

Broadcasters clash on value of circular polarization

Reports by CBS and Bonneville to FCC question worthiness of technique; ABC sharply rebuts both studies; Boston pay-TV outlet claims merit in CP

In April 1977, the FCC voted to allow television stations in this country to transmit their signals with circular polarization (CP), a technique already in general use by FM broadcast stations. At the time, the commission admitted that it had received little specific data on the propagation characteristics of the system in the low VHF television band.

About a dozen stations in the U.S. now transmit circularly polarized signals, and at least two major broadcasters, Bonneville International Corp. and CBS Inc., have submitted reports to the commission in the last month claiming that CP has serious technical problems. Bonneville's study, conducted in Utah's Salt Lake Valley under actual broadcast conditions, concluded that CP "does not provide better television reception than the traditional horizontal polarization."

CBS's report, a theoretical study, concluded that CP "could significantly increase the levels of both tropospheric and ionospheric co-channel interference on some channels throughout the U.S." ("In Brief," Jan. 1).

Bonneville's test found that CP "delivered the expected 'double strength' signal" in areas that already were considered "good reception" locales. But, said Bonneville, the "CP signal . . . did not reduce ghosts and multipath reflections" at traditionally poor reception sites. "The performance of CP was disappointing, to say the least," according to Bonneville's chief engineer, Bill Loveless.

"Both our field tests and electromagnetic field theory demonstrate that horizontal signal polarization is generally superior to CP in poor reception areas," Mr. Loveless said.

ABC Inc., on the other hand, was an early advocate of CP, and it is now preparing an official reply to CBS's study, according to Verne Pointer, vice president for engineering. "CBS has been opposing ABC on circular polarization since day one," he said, adding that the CBS report was "possibly just another disguise to thwart circular polarization development."

Mr. Pointer said last week that the interference CBS contends occurs "only exists on channel 2, and they admit that." (Of CBS's five owned and operated VHF's, three are on channel 2.) That channel, he said, has always had tropospheric and ionospheric problems. Also, emphasizing

the theoretical nature of the CBS study, Mr. Pointer said, "there's nothing in the practical evidence that exists today to support their theory."

Mr. Pointer was even less impressed by the Bonneville study. He said the testing techniques employed were "not adequate" and that the results were in "direct contradiction" with studies by major equipment manufacturers. "No other tests would support that theory," he said.

In its 1977 notice, the commission noted that the Corporation for Public Broadcasting, CBS and the Association of Maximum Service Telecasters did not support the proposal to go to CP and recommended further study. AMST has since pointed out that a 1978 poll of chief engineers found that 58.6% of those asked, "Do you feel circular polarization is worth the money currently?" answered in the negative. Almost 68% of the engineers with stations in the top 10 areas of dominant influence answered no to the question, and over-all, 18.4% answered yes.

Some of the stronger advocates of CP have been UHF broadcasters. Phil Martin, chief engineer of the new channel 68 WQTV(TV) Boston, a subscription television station, said that he has been converted to CP as a result of his experience with the technique.

Mr. Martin said that he lives 29 miles from the station's tower and his home picture is "as good as looking at a monitor in the station." He added that he thought WQTV's signal was "as good" as any other area station's—including VHF outlets. WQTV's experience, he said, has "proved beyond a shadow of a doubt that [CP] is the way to go."

Digital VTR session high on SMPTE agenda

Association puts finishing touches on S.F. agenda that will include exhibits by top equipment manufacturers

San Francisco's St. Francis hotel will be the site of the Society of Motion Picture and Television Engineers 13th Annual Television Conference next week—Feb. 2-3. One-inch video tape recorders, microprocessors, digital video effects and digital video recording will highlight the meeting that is expected to draw 800 engineers and 19 equipment exhibitors.

A Saturday afternoon session featuring five papers and a panel discussion will be devoted to digital video recording. Peter Rainger of the BBC will present a paper that afternoon on "Low Bit Rate System for Digital Coding of the Television Picture." Charles Ginsberg of Ampex Corp. and chairman of the SMPTE study group on digital television will discuss "Picture Impairments Caused by Passing the NTSC Color Signal Through a Number of Codecs in Tandem." After Mr. Ginsberg's talk, Dominique Nasse of the Centre Commun D'Etudes de Television et de Telecommunications (CCETT), Rennes,

France, will discuss "Separate-Components Digital Video Recording Is Needed and Possible." Joachim Diermann and Maurice Lemoine of Ampex will then present a paper titled "Digital Video Recording: A Progress Report." Their presentation will also include a demonstration. The fifth paper will be that of Edward Herlihy of Golden West Broadcasters Inc., who will discuss "Digital Video Recording: What It Will Do for the Broadcaster." Joining them for the panel discussion will be K. Blair Benson, Video Corp. of America; Arch Luther, RCA Corp.; Marcel Auclair, Canadian Broadcasting Corp., and Norbert Wassiczek, Österreichischer (Austrian) Rundfunk. Donald West, managing editor of BROADCASTING, will moderate the panel session.

In addition to the digital video session, there will be a session on "Production and Post-Production Operating Experience with One-Inch Videotape Recorders" on Friday morning; a conference on "Microprocessors in Video Editing and Machine Control Systems" Friday afternoon, and a Saturday morning discussion on "Digital Video Effects and Computer Animation."

According to SMPTE, the accompanying equipment exhibit will provide conference delegates an opportunity to see and handle much of the equipment being discussed in the sessions. Companies participating in the exhibit are: Adda Corp., Ampex, Bosch Fernseh, Central Dynamics Corp., Consolidated Video

Systems, Eigen Video, Electronic Applications Inc., Fuji Magnetic Tape, Listec Television Equipment Corp., Micro Consultants Inc., NEC America Inc., Sony Corp. of America, TeleMation, Tentel Corp. and Videomedia/SED Inc.

FCC stops short of setting hearing on AT&T rates for occasional users

It orders carrier to come up with a date for delivery of 'justifiable' tariff structure

The FCC has denied AT&T's petition for reconsideration of a commission decision late in 1977 rejecting the carrier's proposed revision of rates for television transmission service (BROADCASTING, Dec. 5, 1977). But rather than ordering the hearing the commission had indicated it would call as a step toward prescribing rates, the FCC ordered AT&T to state when it would file a "fully justified and lawful" tariff for the service.

The commission rejected the original proposal on the ground it discriminated against part-time users—customers that pay for service on a daily basis, such as Hughes Sports Network and the Independent Television News Association. Their

rates would have increased substantially, while those for ABC, CBS and NBC would have remained essentially unchanged. The commission said the difference in treatment of the two kinds of customers had not been justified.

The commission, in a meeting Dec. 21, rejected AT&T's arguments, supported by the major networks, that the commission had exceeded its authority. Accepting that position would render ineffectual the commission's tariff review and hearing process, the commission said. It added that its decision in the proceeding was important as a regulatory tool to insure that all subscribers to AT&T's major interstate services pay just, reasonable and otherwise lawful charges.

The commission also rejected an AT&T contention that a change in circumstances had led to a dedication of facilities to full-time service which supersedes an earlier finding that the full- and part-time services were "like" services. The commission said AT&T's new material had not cured the alleged defects found in the original cost justifications.

The commission vote on the petition was 6 to 1, with Commissioner Joseph Fogarty dissenting in part. He objected to that portion of the order directing AT&T to state when it will file a fully justified and lawful tariff. He noted that the commission, in its original order, said it would consider an inquiry aimed at prescribing lawful rate structure. And that, he said is what the commission should do.

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CASH PRIZES AND MEDALLIONS OF MERIT WILL BE AWARDED

On the balance of trade. Exact figures are hard to come by—even the Department of Commerce doesn't have them—but one foreign trade official there said last week that the over-all decline of the American dollar against the currencies of some of the other industrial nations "should give us a distinct advantage" in the international broadcasting hardware marketplace. And, according to E. MacDonald Nyhen, with the science and electronics division of Commerce's Bureau of Domestic Business Development, Industry and Trade Administration, as long as the dollar is down, the economics of foreign trade suggests that Europeans and Japanese manufacturers "probably won't make serious inroads" in some of the higher-ticket broadcast equipment markets. The Japanese, especially, he said, are not likely to "make the kind of inroads they did in the consumer market"—which they first entered when the dollar was way up there. European and Japanese cameras and video recorders have become popular in this country, but, Mr. Nyhen said, U.S. manufacturers are "probably selling more in the world market than we're bringing in." □ □ □ **Who?** The most aggressive American firms in the overseas market, he said, have been RCA, Ampex and, to a lesser extent, Harris. □ □ □ **The shape of things to come.** Mr. Nyhen was instrumental in getting American firms to try to persuade Colombia to go with an American-style NTSC color television system ("In Sync," Nov. 20, 1978), and, as he said, "our efforts down there were successful" when earlier this month the South American country announced it would be adopting the U.S. system and not PAL or SECAM. It's "fairly likely," he said, that since Colombia went with the U.S., Venezuela will too. He also said that Chile and Ecuador were interested in the NTSC color system. "We've been talking to Bolivia," he said, and in the distant future "we'll possibly make our case" before Paraguay and Uruguay. (Argentina is likely to go with a German PAL system, in part because the country acquired a considerable amount of German equipment last year for the coverage of the World Cup soccer tournament in Buenos Aires. Brazil has a PAL-M system, a European system on an American-style 6 mhz television channel.) □ □ □ **Consumer electronics update.** Total 1978 U.S. market sales to dealers of color television sets were the highest ever—12.4% above 1977—rising to 10,236,319 units, the Electronic Industries Association reports. Total receiver sales for the year were up 10.4% to 16,300,723. (The record year for television receivers was 1972 with 16,523,000 units.) Last year was the first that EIA compiled statistics on home video recorders, and they totalled 401,930. Radio set sales were significantly below 1977's volume, however—45,146,245, down 17.5% from the previous year's total of 54,694,701. □ □ □ **A piece of Iraq.** Ampex has sold 12 AVR-3 quadruplex videotape recorder-reproducers and supporting equipment to the Iraqi Ministry of Information and two HS-100C "slow motion" disk recorder-reproducers and a substantial supply of 175 series quadruplex video tape to the Iraq Broadcasting and Television Establishment. Ampex put the value of the orders at \$3 million. The recorders purchased by the Information Ministry will be used at regional television centers in Mosul, Basrah and Kirkuk. The other recorders will be used in Baghdad, the nation's capital. □ □ □ **The B's have it.** Bosch Fernseh reports that it has delivered more than 650 of its BCN type "B" one-inch videotape recorders. Of those, the German firm says, "at least 180 are portable BCN 20's," the company's battery-powered recorder features 65 minutes of playing time, full insert and editing facilities and "complete tape compatibility." The company said it has sold about 90 of its type B machines in the U.S. □ □ □ **To market, to market.** Hungary is looking to buy American-made broadcasting and telecommunications equipment, according to PRM Expositions Ltd., Chicago, which is sponsoring "USA/80," a U.S.-Hungarian trade show April 21-26, 1980. Hungary has a "most favored nation" trade relationship with the U.S., and the Eastern European country has recently agreed to grant tariff concessions on a broad range of U.S. industrial products. □ □ □ **These deflationary times.** Consolidated Video Systems, Sunnyvale, Calif., announced price reductions of 8%-20% on three of its digital time base correctors. The CVS 520 has been reduced \$3,500 to \$13,990; the CVS 516 is now selling for \$10,500—down \$1,000—and the CVS 517 (a PAL/SECAM unit) is going for \$10,990—down from \$12,000. According to CVS's director of marketing, William Miller, "These reductions result from the same factors that have caused dramatic cuts in the price of home video systems and computers—lower component costs and manufacturing efficiencies made possible by high sales volume." □ □ □ **One for the Nipper.** RCA has sold \$1.5 million in hardware to Combined Communications. The television order includes 14 TK-76B electronic newsgathering cameras and three TK-46 studio cameras that will be passed out to the company's seven stations. Koco-TV Oklahoma City is picking up a TCR-100 video cartridge recorder, a TK-29 telecine island and a TFS 121 digital video frame synchronizer. WPTA(TV) Fort Wayne, Ind., a channel 21 outlet, will be adding a new TFU-24J broadcast antenna.

Broadcasters want to be left alone in children's TV

In comments on FCC inquiry, they maintain, as they have with FTC, that there's no need for—and legal barriers to—government restrictions against such programs; ACT has other ideas, however

The FCC received comments last week that sounded like an instant replay of the Federal Trade Commission's current investigation of television advertising aimed at children (see story, "Top of the Week").

In fact, at least one company, Mattel, submitted a carbon copy of its previous comments to the FTC. And the FTC itself, with a reminder that it has an interest in the matter, forwarded to the FCC a three-inch thick packet of testimony.

The FCC inquiry, which also includes children's TV programming as well as advertising, was harshly attacked by broadcasters and major advertisers in children's shows. Both groups claimed the inquiry is uncalled for since industry self-regulation has proved effective.

Proponents of the inquiry, however, expressed disappointment with the quality of children's programming and fears that children were being misled by advertisements.

The major thrust of the broadcasters' arguments was that they have complied with the commission's 1974 policy statement on children's television.

A joint comment filed last week by 23 broadcast companies, including Cox, Gannett and Newhouse, stated that the goal of offering quality programming "provides no justification for the adoption of formal rules regulating the content and scheduling of programming and advertising which are of dubious legality and are, in practice, counterproductive."

In addition, their statement said, since issuance of the 1974 report, "significant" changes have occurred in programming and advertising, which reflect a commitment by broadcasters and advertisers to operate "in the best interests of children."

"Further intrusion into the programming and advertising areas by the commission would have serious constitutional implications and, in our opinion, be unnecessary and counterproductive," the document concluded.

The Kellogg Co. also raised the question of constitutionality, stating that the inquiry could ultimately result in an attempt by the FCC to "abridge Kellogg's and other advertisers' freedom of speech."

General Foods expressed fears that a reduction in commercial time would diminish free trade for three reasons: Small companies wouldn't be able to

afford air time, a lack of air time would force advertisers to less efficient media, and higher ad costs would inhibit development and introduction of new products.

On the other hand, comments filed by Action For Children's Television, the Massachusetts-based group that filed the petition for inquiry, requested an FCC rulemaking to remedy what ACT claims are the failures of industry self-regulation.

ACT made four major charges: The National Association of Broadcasters code has not increased over-all children's programming, has not fostered more balanced scheduling of children's programs, has not increased educational or age-specific programming, and has not curtailed overcommercialization in children's programs.

ACT's recommendations to the commission called for a redefinition of children's programming for the purpose of applying commercialization standards, a reduction of the number of commercials per hour in children's weekday programs and a phased reduction of commercialization during all children's programming until all commercial material is eliminated.

Additional support for the inquiry came from several churches, the American Dental Association and the Association for the Advancement of Psychology.

The church groups complained of too much violence and sex in programming, while the ADA recommended a balance of positive health education information included in both advertising and public service messages aimed at children.

The latter group claimed that children are not able to recognize that actors are using their powers of persuasion to convince them to buy a product. This problem, they said, is especially important in commercials about food products. "Even if nutritional information is included in such advertising, it is doubtful that children would be able to make appropriate judgments."

The Producer Association for Children's Television also took a strong stand against the proposals outlined in ACT's original petition. "PACT believes that severely restricting or banning truthful advertising for lawful products to children is both illegal and unwarranted and would seriously impair the programming for children which is now available on television."

A-R oils both program and promotion for PBS

Atlantic-Richfield executive tells TV critics that its grants go half for production, half for tune-in ads

The Atlantic-Richfield Corp. spends at least as much money promoting the public television programs it underwrites as it does on the programs themselves, an executive of the company said last week.

Larry Bershon, Atlantic's manager of advertising services, told a meeting of the nation's television critics that of the \$3 million-\$3.5 million the company spent on

PBS grants last year, half or more was allocated to advertising and promotion and the rest to finance production.

"We certainly want the word to be out that we are associated with [a program]," he said. "But we also want the show to be seen, and PBS doesn't have the funds for promotion. What's the point of producing more shows if people don't know they're there? You've got to break the three-network habit."

Neil Mahrer, senior vice president of development and public information for PBS, said the system's Station Program Cooperative has an average promotion budget of 15% of total program expenditures, although promotional efforts for specific programs fluctuate depending on the support they're likely to receive from underwriters. An additional promotion allocation of about \$1.5 million was offered to PBS stations on a matching basis this year by the Corporation for Public Broadcasting, Mr. Mahrer said.

He added that Atlantic's 50/50 production/promotion ratio is not typical among PBS underwriters (most promote less), but that Gulf Oil also spends at least that much advertising PBS projects with which it is involved. "We wish that was the rule rather than the exception," he said. Lawrence Grossman, president of PBS, expressed similar sentiments. "To us it's a great boon," he said. "It's the only way we get people to know about our programs."

Backe to producers: We're in this together

CBS president calls for cooperation, joint effort to improve programs, protect against intrusions on First Amendment freedoms

John D. Backe, president of CBS Inc., called upon members of the creative community last week to join broadcasters in "our own very clear declaration of interdependence" to maintain and improve the present system of broadcasting.

The system works, he told the Academy of Television Arts and Sciences at a Monday luncheon in Los Angeles. "It works very well for you, for us—and most importantly—for the public," he said.

"So let's put aside our bickering and spend more of our energies doing what we're supposed to—and that is lighting up that television screen with the best entertainment and informational programming our imaginations and our resources are capable of delivering."

Programming is costly, he said: At CBS, the cost of operating and programming the TV network has risen from under \$300 million in 1974 to over \$600 million last year. "But," he asserted, "if it produces a spark of solace in a moment of loneliness, produces a smile at the end of a tough day, produces a thought that can inspire creative action or furnishes a fact useful in personal or political decision-making, then it's all worth it."

Mr. Backe warned against efforts to

"restructure" broadcasting.

"Those who would reduce the strength of networks and stations should consider what this means to news," he asserted. "First of all, news is expensive, particularly when it's done right (and network news is done right)."

"I would estimate that by the next presidential year the total budgets of the three commercial network news organizations will be more than a third of a billion dollars. That may not mean much to Washington bureaucrats, but it is a lot of money."

Strong financial resources, he said, enable networks to do more for journalism than report the news.

"At a time when the courts seem determined to weaken news reporting by persisting in the pursuit of reporters' notes, film outtakes and the revealing of sources, the networks have the desire and money to challenge these decisions in the courts."

"Many a small station or small newspaper simply has to give up its fight because it can't afford that lawyer's fee. I do not think this is what the founding fathers had in mind when they wrote the First Amendment. They did not intend that it be set aside simply because fighting inappropriate government intrusion is costly."

He said the editor of "a prestigious American magazine" that is co-defendant with CBS in court action "told us that while CBS is paying the heavy share of the costs in the case ... he still has had considerable legal fees of his own, [amounting to] more than his magazine made in profits last year."

"That's a heavy cost to protect First Amendment freedoms. It's vital that there be large organizations with the will and the funds to do it. Few newspapers could afford the costs accrued by the *New York Times* in the Farber case or even, earlier, by CBS with regard to a congressional subpoena resulting from *The Selling of the Pentagon* broadcast. Networks can afford to fight—and do fight for broadcasting's First Amendment rights—and we are all the better for it."

ABC-TV bobs back up to the top

Network wins prime-time ratings on four nights in Jan. 8-14 week; specials give NBC-TV two nights; Monday line-up scores for CBS-TV

After two consecutive weekly losses to CBS, ABC returned to its prime-time winning ways in the week of Jan. 8-14, taking it with a 22.2 average rating to CBS's 21.0 and NBC's 17.6.

ABC took four nights of the week—including Tuesday, even though its entire Tuesday-night powerhouse was still in the rerun format that ABC had used extensively since the yearend holidays. ABC's Tuesday-night results were in fact, the highest nightly score turned in by any network during the week, averaging a 26.4

rating and 41 share. ABC also won Thursday, Friday and Sunday nights.

NBC, despite its distinctly third-place weekly average, won two nights: Wednesday, with a 21.8 rating and 32 share on the strength of two specials, the UNICEF *Gift of Song* (31 share) and *The Best of Saturday Night Live* (33), and Saturday with a 21.1 rating and 33 share to which *CHiPs* contributed a 39 share that the NBC Saturday movie "Who Is Killing the Stuntmen?" couldn't hold, dropping to a 30.

CBS's one nightly win, on Monday, came on a 24.4 rating and 36 share compiled from a repeat of a *Charlie Brown* special and three of its regular series, *White Shadow*, *M*A*S*H* and *Lou Grant*.

White Shadow had a 23.7 rating and 33 share on Monday, then moved to its new 8-9 p.m. NYT slot on Saturday, where it slipped to a 17.5 and 27.

ABC's 20/20 magazine entry on Monday night mustered only a 20 share against the *Charlie Brown* rerun (36 share) and the first half of *White Shadow* on CBS and *Little House on the Prairie* (also 36) on NBC.

CBS's 60 Minutes magazine on Sunday rolled up a 45 share and placed sixth among all shows for the week. NBC's *Weekend* later the same night had a 14 share and was at the bottom of the week's ratings.

ABC's Sunday movie, "The Dallas Cowboys Cheerleaders," pulled a 48 share and ranked third for the week, behind ABC's *Mork and Mindy* (51) and an ABC

Laverne and Shirley repeat (49). Repeats of *Three's Company* and *Happy Days*, both on ABC, rounded out the top five.

NBC's new comedy entry, *Diff'rent Strokes*, continued to show improvement, reaching a 38 share and placing 16th for the week.

Biting the hand

New TV critic on NBC's 'Today' pans that network's movie and recommends show on CBS; producer says it's in keeping with promise of no censorship

Television critic Ron Hendren last week bombed NBC's made-for-TV movie, "Charleston." "It may just be among the worst two hours of prime time we'll have a chance to see this year," he said, advising viewers to turn to CBS-TV instead for *WKRP in Cincinnati*.

Had Mr. Hendren's review been for print, it probably would have been passed off as routine criticism. But from the new television critic for NBC's *Today* show, Mr. Hendren's suggestion that NBC viewers watch CBS was far from run-of-the-mill.

"It's a bad, bad show," Mr. Hendren said, "But never fear. There is a bright side to Monday night. A dynamite new comedy series (*WKRP*) is back in a different time slot on CBS."

Although his review may have attracted considerable industry attention, it didn't bring any pressure from network higher-ups, according to Paul Friedman, *Today* executive producer.

Mr. Friedman explained that the only restriction on his TV critic is that programs in the 7-9 a.m. slot may not be discussed. That's where *Today* competes. But Mr. Friedman added that that prohibition is likely to be dropped eventually.

As for how Mr. Hendren handles his reviews, Mr. Friedman claims not to know until airtime. All he requests from his commentators, he said, is general subject matter. "If I play it any other way, I get involved in second-guessing," Mr. Hendren, along with several other new commentators, joined *Today* earlier this month (BROADCASTING, Jan. 15).

Although Mr. Hendren is currently the only television critic on network airwaves (there are some at local stations), it will be a short-lived distinction. With its new *Sunday Morning* news, CBS plans to have a TV critic who's also expected to show up periodically during weekdays.

The Sunday edition is set to begin Jan. 28, with the critic expected to be named shortly.

ABC's *Good Morning America*, on the other hand, has no similar plans, according to a spokesperson.

As *Today* host Tom Brokaw remarked immediately following Mr. Hendren's review, the "Charleston"/*WKRP* segment did clear up one question: "For those of you who were wondering whether a critic on this program would ever say anything bad about NBC, there is your very explicit answer."

Subtractions and additions. NBC-TV revised its Saturday morning children's schedule, effective Feb. 3. Canceled are *Galaxy Goof-ups* and *Bay City Rollers*; *The New Fred [Flintstone]* and *Barney [Rubble] Show* and *The Jetsons*, both from Hanna-Barbera, are to be added. Also, *Buford and the Galloping Ghost*, element of *Yogi's Space Race*, will become series, and several continuing shows were given new time periods. New line-up: *Yogi's Space Race*, 8-8:30 p.m. NYT; *The Fantastic Four*, 8:30-9 a.m.; *The Godzilla Super 90*, 9-10:30 a.m.; *The Daffy Duck Show*, 10:30-11 a.m.; *The New Fred and Barney Show*, 11-11:30 p.m.; *The Jetsons*, 11:30 a.m.-12 noon; *Buford and the Galloping Ghost*, 12 noon-12:30 p.m.; *Fabulous Funnies*, 12:30-1 p.m.

NBC signs team. NBC Entertainment has acquired producer-director Art Fisher and producer Frank Brill under exclusive, long-term contract calling for development of series, specials, TV movies and miniseries.

Good morning. Paul Harvey, whose commentary on ABC Radio is carried daily to 746 affiliates, will appear each Wednesday on ABC-TV's *Good Morning America*, starting Jan. 31. TV series will present Paul Harvey's "Rest of the Story" segment of stories and anecdotes during program's first hour.

Toward 1980. NBC Sports is to kick off its *Olympic Diary—The American Way* series on Sunday, Jan. 28 (1-2 p.m. NYT). Specials will profile athletes contending for 1980 Olympic games in Moscow, to be televised by NBC. First installment features segments filmed at venues for games in and around Moscow.

Public affairs pow-wow. National Association of Broadcasters plans new kind of meeting for broadcast general managers and public affairs directors to explore public affairs programming on television. Tentative date for it is May 20-22.

World records in access. Pilot for new access game show, developed for NBC-TV O&Os, has just been completed by partners Ogilvy & Mather (for General Foods), 20th Century-Fox TV, Hill-Eubanks Productions and David (Frost) Paradine Television. Called *The Guinness Show*, it is based on best-selling "Guinness Book of Records." Contestants bet on contenders who try to break various records onstage.

Westwood's latest. *Spaces and Places*, new two-and-a-half minute feature on subjects ranging from ecology to adventure is latest project from Westwood One radio syndication firm. Barter sponsor is International Harvester's Scout vehicle. Radio feature is to run 10 times weekly, with information gathered from *Mariah Magazine* and *Outside Magazine*. KMET(FM) Los Angeles's David Perry is host.

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mittee for Broadcasting has released partial results of pilot test for its new Quality Index, alternative television rating service that measures viewer reaction to programs. Copyrighted story in group's *Access* magazine (Jan. 15) says results indicate rating is "valid measurement of perceived program quality and the Quality Index is not a duplication of the current program ratings." NCCB said that ABC-TV's *Happy Days* ranked third in ratings but 27th according to "QI Factor." PBS's *I, Claudius* was 46th rated but first with QI. Test was conducted in Washington with over 200 adults in November 1977.

Favorable ruling upheld. MCA said U.S. Court of Appeals for Ninth Circuit had affirmed lower court ruling in support of its claim to investment tax credit of \$34.5 million on TV and theatrical films for years 1962-70. Suit, filed in 1975, sought federal income tax refunds totaling approximately \$13 million, plus interest (BROADCASTING, Feb. 24, 1975; Nov. 16, 1976).

New home. Westwood One, West Coast-based radio syndication firm, has moved to 15434 Dickens Street, Sherman Oaks, Calif. 91403, (213) 995-3277.

Berg to Lorimar. Lorimar Productions has signed writer/producer Dick Berg to produce theatrical films and TV productions exclusively for Lorimar through his Stonehenge Productions.

Gospel music honor. Universal Broadcasting Corp., Pasadena, Calif., has been given SESAC Broadcast Media Award for 1978 in recognition of contributions to gospel music on religious group's seven AM's and two FM's. UBC was sole selection in media category during Gospel Radio Week in Nashville.

NBC pulls out all stops to back 'Year of the Child'

Six 30-second public service announcements, featuring ventriloquist/puppeteer Shari Lewis and promoting sound dietary habits among children, have been produced by the NBC Television Stations Division.

The PSA's, to be used by the NBC owned-and-operated TV's and the NBC-TV network, will also be available for local use by affiliates. The owned stations are scheduled to begin broadcasting them soon.

Through Miss Lewis and such characters as Lamb Chop and Grizzly, the announcements humorously cite the advantages of wholesome snacks, good breakfasts and over-all balanced diets.

Consultant to the project was Dr. Katherine Wishner, a fellow in pediatric endocrinology at the City of Hope Medical Center in Los Angeles. The PSA's have

been endorsed by the Society of Nutrition Education.

The stations division effort is described as part of NBC's support for the "International Year of the Child," as designated by the United Nations. At the Jan. 7 dedication of new facilities for NBC-affiliate KMTV(TV) Omaha, NBC-TV President Robert Mulholland said that "every sector of NBC will in some way be involved, from news to entertainment to sports. You'll be hearing more about this in the months ahead."

Mr. Mulholland said to expect soon the announcement of a "major and very costly new programming commitment."

Aside from the nutritional campaign, other aspects already have shown up. Mr. Mulholland called the three-hour news special *The American Family: An Endangered Species*, "our beginning."

And, NBC-TV on Jan. 10 presented *A Gift of Song—The Music for UNICEF Concert*, a 90-minute prime-time special taped the day before at the UN General Assembly. The "Music for UNICEF" project, a nonprofit venture developed by the Bee Gees, impresario Robert Stigwood and TV interviewer/personality David Frost, featured many contemporary music stars who have donated in perpetuity to UNICEF the proceeds from song copyrights. Messrs. Frost and Stigwood were executive producers of the broadcast; Mr. Frost also served as host.

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CAN MAKE
YOUR
DAY!



Worldwide Marriage Encounter

The Broadcasting Playlist Jan 22

Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
1 1	<i>Le Freak</i> □ Chic	Atlantic
3 2	<i>Too Much Heaven</i> □ Bee Gees	RSO
4 3	<i>YMCA</i> □ Village People	Casablanca
7 4	<i>September</i> □ Earth, Wind & Fire	Columbia
6 5	<i>Hold the Line</i> □ Toto	Columbia
5 6	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
10 7	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
9 8	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
2 9	<i>My Life</i> □ Billy Joel	Columbia
11 10	<i>We've Got Tonight</i> □ Bob Seger	Capitol
16 11	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
8 12	<i>Sharing the Night Together</i> □ Dr. Hook	Capitol
13 13	<i>A Little More Love</i> □ Olivia Newton-John	MCA
15 14	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
17 15	<i>Fire</i> □ Pointer Sisters	Planet
18 16	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
20 17	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
23 18	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
19 19	<i>Instant Replay</i> □ Dan Hartman	Blue Sky
25 20	<i>Soul Man</i> □ Blues Bros.	Atlantic
— 21	<i>I Don't Know If It's Right</i> □ Evelyn "Champagne" King	RCA
22 22	<i>Shake It</i> □ Ian Matthews	Mushroom
— 23	<i>Livin' It Up (Friday Night)</i> □ Bell and James	A&M
28 24	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
24 25	<i>Shattered</i> □ Rolling Stones	Rolling Stones
29 26	<i>Heaven Knows</i> □ Donna Summer	Casablanca
12 27	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
27 28	<i>Promises</i> □ Eric Clapton	RSO
26 29	<i>(Our Love) Don't Throw It All Away</i> □ Andy Gibb	RSO
34 30	<i>No Tell Lover</i> □ Chicago	Columbia
30 31	<i>I Just Wanna Stop</i> □ Gino Vannelli	A&M
33 32	<i>Don't Hold Back</i> □ Chanson	Ariola
49 33	<i>I Was Made for Dancin'</i> □ Leif Garrett	Scotti Bros.
32 34	<i>Take Me to the River</i> □ Talking Heads	Sire
38 35	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
35 36	<i>The Gambler</i> □ Kenny Rogers	United Artists
37 37	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
21 38	<i>I'm Every Woman</i> □ Chaka Khan	Warner Bros.
36 39	<i>New York Groove</i> □ Ace Frehley	Casablanca
43 40	<i>Love Don't Live Here Anymore</i> □ Rose Royce	Warner Bros.
14 41	<i>MacArthur Park</i> □ Donna Summer	Casablanca
39 42	<i>How Much I Feel</i> □ Ambrosia	Warner Bros.
41 43	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
— 44	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
47 45	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
48 46	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
40 47	<i>How You Gonna See Me Now</i> □ Alice Cooper	Warner Bros.
— 48	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
31 49	<i>Strange Way</i> □ Firefall	Atlantic
— 50	<i>Crazy Love</i> □ Poco	ABC

Playback



King

Champagne's bubbling. Evelyn (Champagne) King, who at the age of 17 made "Playlist's" top 10 last August with *Shame* (RCA), returns to the chart this week at 21 with *I Don't Know If It's Right*. Both disco singles are from the artist's debut album, *Smooth Talk*. WABC(AM) New York added *I Don't Know* this week, as did WRKO(AM) Boston; it's also on at CKLW(AM) Windsor, Ont. (Detroit). **More disco disks.** *Livin' It Up (Friday Night)* (A&M) by Bell and James enters at 23 and Eva Wood of WLAC(AM) Nashville calls this disco single "hot, hot." Leif Garrett sheds his teen image with *I Was Made For Dancin'* (Scotti Bros.), which bolts to 33 from 49. Colleen Cassidy of WHYI(FM) Fort Lauderdale, Fla., says the "disco-ish" single is a "very valuable, solid, good record. It's very male oriented—which most Leif Garrett records aren't ... It's his first honest-to-goodness, mass appeal hit." **Chart breakers.** The Doobie Brothers enter the chart at 44 with *What a Fool Believes* (Warner Bros.), co-written by group member Michael McDonald and Kenny Loggins. The single is on the *Minute by Minute* album and Dave Bishop of WCOL(AM) Columbus, Ohio, says: "It will bring the Doobies back into prominence." Ed Alexander of KTKT(AM) Tucson, Ariz., calls the single "laid back and mellow, really clean. They've always been clean but this is more bluesy, soulful." Anne Murray returns to "Playlist" at 48 with *I Just Fall in Love Again* (Capitol). Gary Moore of WBGN(AM) Bowling Green, Ky., says: "I'm sure it will go number one, it's so pretty."

Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2 1	<i>Why Have You Left ...</i> □ Crystal Gayle	UA
24 2	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
6 3	<i>Your Love Had Taken Me That High</i> □ Conway Twitty	MCA
4 4	<i>Tulsa Time</i> □ Don Williams	ABC
5 5	<i>Lady Lay Down</i> □ John Conlee	ABC
7 6	<i>The Gambler</i> □ Kenny Rogers	United Artists
10 7	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
12 8	<i>Gimme Back My Blues</i> □ Jerry Reed	RCA
22 9	<i>Baby I'm Burning</i> □ Dolly Parton	RCA
8 10	<i>Come On In</i> □ Oak Ridge Boys	ABC
16 11	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
9 12	<i>I've Done Enough Dying Today</i> □ Larry Gatlin	Monument
11 13	<i>Rhythm of the Rain</i> □ Jacky Ward	Mercury
14 14	<i>We've Come a Long Way Baby</i> □ Loretta Lynn	MCA
21 15	<i>It's Time We Talk Things Over</i> □ Rex Allen Jr.	Warner Bros.
3 16	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
15 17	<i>Burgers & Fries</i> □ Charley Pride	RCA
23 18	<i>Wake Up in Your Arms</i> □ Kenny O'Dell	Capricorn
— 19	<i>Whiskey River</i> □ Willie Nelson	Columbia
— 20	<i>Mr. Jones</i> □ Big Al Downing	Warner Bros.
— 21	<i>The Bull and the Beaver</i> □ Haggard & Williams	MCA
18 22	<i>All of Me</i> □ Willie Nelson	Columbia
— 23	<i>Friend, Lover, Wife</i> □ Johnny Paycheck	Epic
19 24	<i>On My Knees</i> □ Charile Rich	Epic
— 25	<i>Don't You Think This Outlaw Bit ...</i> □ W. Jennings	RCA

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

Media



Scott

S. William Scott, VP of radio news operations for Westinghouse Broadcasting Co., named to newly created post of senior VP of company's Radio Station Group. Richard H. Harris, president of group, who announced appointment, said Mr. Scott will have daily operating responsibility for company's seven

AM stations. Mr. Scott will continue to report to Mr. Harris—as will the managers of the two FM stations company now owns. Mr. Scott joined Westinghouse four years ago as executive editor at all-news WINS(AM) New York and later served as general manager.

Charles Renwick, director of affiliate relations, NBC Radio Network, New York,



Renwick



Patt

named VP-affiliate relations. **John M. Patt**, regional manager for NBC Radio, named manager of affiliate development.

Robert Morse, acting general manager, WHAS-AM-FM-TV Louisville, Ky., appointed general manager.

Chuck Goldmark, general sales manager, WXLQ(FM) New York, joins co-owned WRKO(AM) Boston as general manager.

Rick Lee, general manager of KMEL(FM) San Francisco, and **Al Wilson**, general manager of co-owned WABX(FM) Detroit, appointed VP's.

George Wilson, president of George Wilson and Associates, radio consulting firm, joins KTLK(AM) Denver as general manager.

Tom Weidle, sales manager, KLUC(FM) Las Vegas, joins KZAP(FM) Sacramento, Calif., as general manager.

J. Richard Warner, station manager, WKCM(AM) Hawesville, Ky., appointed VP-general manager.

Polin Cohan, captain in judge advocate office, Marine Corps, joins ABC Television as program attorney in West Coast office, Los Angeles. **Anthony D. Sproule**, manager of personnel, corporate headquarters, ABC, New

York, appointed director of personnel.

Kenneth F. Gorman, VP-finance, Viacom International, New York, named senior VP.

Lyle C. Poag, sales manager, WWAM-AM-FM Cadillac, Mich., assumes additional duties as manager of stations.

Jane Symons, scheduling supervisor, non-commercial WETA-TV Washington, named operations manager in operations and engineering department.

Thomas E. McClendon, coordinator of research services, Cox Broadcasting Corp., Atlanta, named manager of research services. **Edward N. French**, manager of sales research, named research project manager.

Lawrence Wilkinson, director of marketing for noncommercial WNET(TV) New York, joins noncommercial KQED(TV) San Francisco as director of development.

Broadcast Advertising

Appointments, Fahlgren & Ferriss, Cincinnati: **Jack Haslinger**, advertising director, Famous Recipe Fried Chicken, Cincinnati, joins Fahlgren as account supervisor on McDonald's Restaurants account co-ops in Dayton, Ohio, and Cincinnati; **Ray Cromer**, from Elkman Advertising, Pittsburgh, named account executive; **Patti Wiener Miller**, graduate, Syracuse (N.Y.) University, named account coordinator for McDonald's in Dayton; **Don Malton**, from Griswold-Eshleman, Cincinnati, named account supervisor on Formica Corp. account; **Sarah Shell**, account coordinator, named account executive on Valvoline Oil Co. account, and **Estelle (Cooky) Goldblatt**, from Stockton-West-Burkhart, named media planner.

Jeff Conover, from McCann Erickson, New York, joins Ketchum, MacLeod & Grove, Washington, as account executive.

Marshall Edinger, general manager, Stone & Adler, Chicago, named VP.

Craig MacGowan, **Michael Horwitz** and **Jeb Schary**, radio-television producers, D'Arcy-MacManus & Masius, St. Louis, elected VP's.

Maxine Cohen, assistant media director, Foote, Cone & Belding, New York, named associate media director.

Jo Ann Hyatt, graduate, University of Maryland, College Park, joins Mace Advertising, Washington, as media coordinator.

Donald Dempsey, account supervisor, Needham, Harper & Steers, Chicago, named VP. **E. Neil Vanover**, VP-creative director, named group creative director.

Robert Folster, **John Gahagan**, **James Herbert** and **Sam Minnella**, associate creative directors, BBDO, Detroit, elected VP's.

Bob Ancell, sales executive, Xerox, joins KRDO-TV Colorado Springs as general sales manager.

Gail Brekke, local sales manager, KPLR-TV St. Louis, named national sales manager. **B. Thomas Koon Jr.**, senior account executive, named local sales manager.

Jerry McKenna, account executive, Selcom, joins KZAP(FM) Sacramento, Calif., as sales manager. **T.C. Phalen**, account executive, KAKE(AM) Wichita, Kan., joins KZAP in same capacity.

Michael J. Dvorak, account executive, WKNX(AM) Saginaw, Mich., named sales manager. **Amy M. Silk**, account manager, Ross Roy Advertising, Detroit, and **Dick Davis**, account executive, WEYI-TV Saginaw, join WKNX as account executives.

Joseph Davidman, retail sales manager, WOR-TV New York, joins WCBS-TV there as account executive.

Steve Langford, salesman for Louisville, Ky., car dealer, joins WAVE-TV there as account executive.

Jhan Hiber, manager of Arbitron radio market services, joins CKLW-AM-FM Windsor, Ont., as



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director of research and marketing.



Bennett

Alan Bennett, director of programming, Katz Television, New York, appointed divisional VP-programming.

Donald L. Gorski, account executive, WEEI(AM) Boston, joins CBS Radio Spot Sales, New York, as account executive.

John J. Spinola, sales manager, WBZ-TV Boston, appointed gen-



Spinola



Klein

eral sales manager, succeeded by **Jonathan H. Klein**, from Television Advertising Representatives.

Frederick Jacobs, account executive, WRIF(FM) Detroit, named research director.

Paul Jacobs, from Chicago marketing services agency, William A. Robinson Inc., joins WRIF as account executive.

Joe Connor, in sales, WTIC-AM-FM Hartford, Conn., joins WFSB-TV there as account executive.

Dianne Stewart, in radio sales with WPEG(FM) Concord, N.C., joins WRET-TV Charlotte, N.C., as account executive.

Karen Nicholson, from Keller Crescent Advertising, Evansville, Ind., joins WTRF-TV Wheeling, W. Va., as local account executive.

Craig Collins, sales manager, WRDD(AM)-WHNN(FM) Bay City, Mich., joins WMAQ(AM) Chicago as retail account executive.

Barb Van Allen, from KCKN-AM-FM Kansas City, Mo., joins KCMO(AM) there as account executive.

Angie Ward, from KYAC(AM) Seattle, joins KISW(FM) there as account executive.

Hugh Freaney, insurance agent, and **Rob Branham**, account executive, WPOP(AM) Hartford, Conn., join WDRC-AM-FM there as account executives.

Riley C. Harper, information specialist and public service director for noncommercial KUAT-AM-FM Tucson, Ariz., joins WJJK(AM)-WBIZ(FM) Eau Claire, Wis., as account executive.

Robert Morrow Jr., announcer, KODE(AM) Joplin, Mo., and **Kent Scheffel**, graduate, Southern Illinois University, Edwardsville, join WSMI-AM-FM Litchfield, Ill., as account executives, based at Macoupin county (Ill.) studios of WSMI.

Jack Layton, in sales department of KCKN-AM-FM Kansas City, Mo., joins KCEZ(FM) there in same capacity.

Programming

Albert J. Tenzer, from Rand Corp., New York, joins Krofft Entertainment, Los Angeles, as president and chief operating officer.



Scott

Buddy Scott, general sales manager, Drake-Chenault, Canoga Park, Calif., appointed VP-general manager of program services division.

Ron Nickell, VP-general sales manager, TM Programming, Dallas, named VP-general manager of new TM Special Projects division in Dallas. **Tim Moore**, VP-general sales man-

ager, TM Productions, Dallas, succeeds Mr. Nickell.

Bill Josey, director, contracts, ABC Television, Los Angeles, joins Columbia Pictures Television distribution as director, business affairs, Burbank, Calif.

Kevin P. Donnelly, unit production manager for Joe Hamilton's *Tenth Month*, filmed at MGM facilities, Culver City, Calif., joins MGM as head of production department.

Zev Putterman, director of national programs, noncommercial KQED(TV) San Francisco, resigns to form television production company, Zev Putterman Productions, Mill Valley, Calif.

Charles O. Glenn, VP-production and marketing, Paramount Pictures Corp., Los Angeles, joins American International Pictures, Beverly Hills, Calif., as VP-advertising and creative affairs.

Regina Dantas, director of international sales, Taft, H-B International, Hanna-Barbera's foreign distribution subsidiary, named VP-sales.

Susan Perchonock, executive secretary to president of Viacom Enterprises, New York, named sales executive for licensing and merchandising division of Viacom.

Lennarte Bjorch, head of Bjorch Film Corp., Los Angeles, representative of foreign distributors, named to sales staff of Lorimar Distribution International, Los Angeles, while continuing his own business.

Denis J. Trafecanty, VP-finance and secretary of Marshall Industries, electronics distribution firm, joins National Subscription Television, Los Angeles, as VP-finance and controller.

Stanley A. Rudick, VP-program director, WTTG(TV) Washington, joins WJZ-TV Baltimore as program manager.

Gene Steinberg, director, KOLD-TV Tucson, Ariz., joins KEYT(TV) Santa Barbara, Calif., in same capacity.

Joe Piasek, acting program director of WPIX-FM New York, appointed program director.

Bob Hughes, air personality, WPIK(AM)-WXRA(FM) Washington, assumes additional duties as program director. **Ken Winters**, air personality, WPIK, assumes additional duties as music director for WPIK-WXRA.

Chris Miller, program director, WQDR(FM) Raleigh, N.C., joins KZAP(FM) Sacramento, Calif., in same capacity.

Mike Collins, air personality and music direc-

tor, WIS(AM) Columbia, S.C., joins WMAL(AM) Washington in same capacity.

Arnie Spielberg, from WTOS-FM Skowhegan, Me., joins WLOB-FM Portland, Me., as program director.

News and Public Affairs

Jack Fitzgerald, managing editor of newsroom, WNAC-TV Boston, named news director, succeeding Stephen Cohen (BROADCASTING, Jan. 8).



Fitzgerald



Hauff

Tom Hauff, executive news producer, WISN-TV Milwaukee, named director of news and public affairs. **Bunny Raasch**, assistant news director, named assistant director of news and public affairs. **Ron Anderson**, public affairs director, named editorial director and administrative assistant to station's VP-general manager, Mickey Hooten. **Mary Alice Tierney**, employee relations director, named community services director.

Don Farmer, congressional correspondent, ABC News, Washington, named national correspondent. **Ann Compton**, White House correspondent, named congressional correspondent. **George Strait**, general assignment correspondent, named White House correspondent.

Ron Scott, consultant, KTVH(TV) Hutchinson, Kan., named VP-news and operations.

Gary Cummings, assistant news director, WBBM-TV Chicago, named director of editorials and station services and will also function as executive assistant to VP-general manager.

Gayle Angela Perkins, reporter-anchor and producer-moderator, WRC(AM) Washington, named editorial director, WRC-TV there.

Cheryl Vyfhuis, former research assistant, University of Illinois, Champaign-Urbana, joins WLS-TV Chicago as editorial-community affairs assistant.

Mark Drucker, air personality, WRNW(FM) Briarcliff Manor, N.Y., assumes additional duties as news director.

James T. Farley Jr., manager of NBC Radio news, New York, appointed executive producer of radio news.

Jane Bryant Quinn, personal finance columnist for *Newsweek* magazine, New York, assumes additional duties as business editor of WCBS-TV New York. She also writes monthly column for *Women's Day* magazine.

Mike Taibbi, reporter, WCVB-TV Boston, joins WNAC-TV there as general assignment reporter.

Bruce Cable, account executive, WCMH-TV Columbus, Ohio, joins Associated Press as broadcast executive for North and South Carolina, based in Raleigh, N.C.

Marge Kumaki, reporter-anchor, WRC(AM) Washington, joins WMAL(AM) there as general assignment reporter.

Dan Hogan, weather reporter and announcer, WTOG-TV Savannah, Ga., joins WECA-TV Tallahassee, Fla., in same capacity.

Promotion and PR

Judy Jurlsich, advertising and promotion manager, WKW-TV Cleveland, joins WDIV(TV) Detroit as promotion manager.

Phillip C. Michael, promotion director, WLFI-TV Lafayette, Ind., joins WTOL-TV Toledo, Ohio, as assistant promotion director.

Robert P. Carey, from Maryland Chamber of Commerce, joins Richardson, Myers & Donofrio, Baltimore, as VP-general manager of public affairs and public relations division. **Fred I. Jones**, from Burson-Marsteller, Chicago, joins Richardson, Myers & Donofrio as VP of PR division.

Lynn Schneider, from National Republican Congressional Committee, Washington, joins DWJ Associates, New York public relations agency specializing in radio and television, as director of Washington office.

Broadcast Technology



Pollack

Roy H. Pollack, VP and general manager of RCA Consumer Electronics, given additional responsibility for newly created SelectaVision video disk operation (BROADCASTING, Jan. 15) and RCA Solid State Division and will be proposed for election as RCA group VP at Feb. 7 board meeting. **Dr. Jay J.**

Brandinger, Consumer Electronics Division VP, engineering, appointed division VP, SelectaVision operations, reporting to Mr. Pollack. **Richard W. Sonnenfeldt**, credited with spearheading technical development of RCA video disk, becomes VP, special corporate projects. He will continue reporting to RCA President Edgar H. Griffiths, as will Herbert S. Schlosser, RCA executive VP responsible for development of video disk software.

Bill Park, from Ampex Corp., joins Sony Corp., broadcast division, New York, as operations manager.

Ray Stuart, manager of package products engineering, Scientific-Atlanta, Atlanta, appointed engineering manager of satellite communications division of Scientific-Atlanta.

Raymond D. Schneider, director of audio-video engineering, CBS-TV, New York, named director of engineering, engineering and development.

Paul Bohrer, assistant chief engineer, WTTV(TV) Indianapolis (Bloomington, Ind.), named chief engineer.

Austin I. Cullen, VP-finance, contracts and administration, and **Arthur A. Garman**, VP-program manager, Western Union Space Communications, Upper Saddle River, N.J., named senior VP's.

Samuel C. La Conte, from RCA's International and Electronic Component divisions, joins Ikegami Electronics, Maywood, N.J., as sales coordinator.

George V. Pupala, from Cetec Broadcast Group, Carpinteria, Calif., joins Station Business Systems, New York, as Eastern district sales manager.

Allied Fields

Terry M. Banks, director of Equal Employment Opportunity Commission, office of systemic programs, Washington, named associate general counsel, FCC, Washington.

Patricia A. Russell, attorney-adviser with FCC Office of General Counsel, named chief of complaints branch of Complaints and Compliance Division of commission's Broadcast Bureau. She succeeds **Stephen Sewell**, who has been named assistant to chief of Complaints and Compliance Division.

Christian S. White, assistant to Federal Trade Commission Chairman Michael Pertschuk, appointed executive director of FTC. He succeeds **Margery Waxman Smith** who has been named general counsel of newly formed office of personnel management, FTC.

Robert Sachs, in National Telecommunications and Information Administration's Office of Telecommunications Applications, moves to Chief Counsel's Office as assistant in charge of legislation. He is succeeded in former post, where he worked on public broadcasting matters, by **Sharon Coffey**, present director of congressional and public affairs. Mrs. Coffey will be succeeded by **Karen Rittinger**, now with American Hospital Association and former administrative assistant to Representative Margaret Hechler (R-Mass.).

Robert W. Warner, Southern advertising manager, Redbook Magazine, New York, joins Broadcast Music Inc. there as director of licensing operations and administration.

David Albaugh and **Gordon Kubiak**, account managers, Marketing Research Services USA, division of A.C. Nielsen Co., Northbrook, Ill., elected VP's.

Evelyn F. Meyers, research director, KGO(AM) San Francisco, joins Arbitron Television Station Sales there as Northwestern manager. **Michael B. Levine**, manager of Arbitron Radio Station Sales, mid-Atlantic states region, named

Eastern division manager. **A. Anthony Kelsey**, assistant general counsel, New York Telephone Co., joins Arbitron there as general counsel.

Robert B. Mitchell, formerly general manager, WKY(AM) Cincinnati, named VP for membership, National Association of Broadcasters, Washington. He succeeds **Wayne Cornils**, who was named NAB radio VP last year. **Enola Gay Aird**, third-year student at Yale Law School, selected for NAB minority legal fellowship program. She will serve one year in NAB's legal department beginning in August.

Peter J. Walsh, director of parts and distributor products marketing services, Electronic Industries Association, Washington, named director of services.

Bob Siner, executive VP, MCA Records, Universal City, Calif., appointed president.

Robert Simmons, director of accounting for South Carolina Educational Television Network, Columbia, named director of business services for Southern Educational Communications Association, Columbia. He succeeds **Harold Wohlwend**, who joins Capitol Broadcasting Corp., Charleston, W. Va., as controller.

Allan J. Hughes, from *New York Daily Press*, interim newspaper published during last year's New York newspaper strike, and former director of sales development and presentations for CBS' Radio Spot Sales, joins Media Records Inc., New York, as marketing manager.

Herb Koster, former director of public affairs at Federal Elections Commission and U.S. Consumer Product Safety Commission, appointed executive assistant to Representative Gerald B. Solomon (R/C-N.Y.). Mr. Koster is former newsman for Group W Broadcasting and WGY(AM)-WRGB(TV) Schenectady, N.Y.

Deaths

Jack Soo, 63, who played role of Sergeant Nick Yemana on ABC-TV's *Barney Miller* television series, died Jan. 15 of cancer at UCLA Medical Center, Los Angeles. Mr. Soo played Sammy Fong in *Flower Drum Song* on stage and in movie.

Robert L. O'Wrill, 54, weather announcer, WGAN-TV Portland, Me., died Jan. 6 at Maine Medical Center, Portland, of heart attack. Mr. O'Wrill joined WGAN-TV in 1957. Survivors include his wife, Anne Barry, and two daughters.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 8 through Jan. 11.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM applications

■ Boca Raton, Fla.—Boca Raton Christian School seeks 88.5 mhz, 3 kw. Address: 600 N.W. 4th Ave., Boca Raton 33432. Estimated construction cost \$29,835; first year operating costs \$25,000; revenue \$38,000. Format: religious. Applicant is educational division of Bibletown Community Church Inc., of which Rev. Torrey M. Johnson is minister and president. Ann. Jan. 9.

■ St. Marys, Ga.—Lois V. Casey seeks 93.5 mhz, 3 kw, HAAT: 288 ft. Address: 100 Nancy Dr., St. Marys 31558. Estimated construction cost \$155,456; first quarter operating costs \$20,550, revenue \$22,500. Format: MOR. Principal: Ms. Casey is 26% owner of Casey's Inc., Florida retailer of gasoline, fruit and souvenirs. Ann. Jan. 9.

■ Bonham, Tex.—Broadcast Bureau granted Bonham Broadcasting Co. 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 903 East Sam Rayburn Dr., Bonham 75418. Estimated construction cost \$49,829; first year operating costs \$13,962; revenue \$36,000. Format: easy listening. Principal: Roy V. Floyd (100%). He owns KFYN (AM) Bonham, and, with his father, Vernon C. Floyd, KBGH (AM) Memphis, Tex. Action Jan. 3.

AM actions

■ Anamosa, Iowa—Broadcast Bureau granted Louise E. Hamlin 1290 khz, 500 w-D. P.O. address: Box 116 Dodgeville, Wis. 53533. Estimated construction cost \$76,089; first-year operating cost \$60,480; revenue \$70,000. Format: country. Principal: Ms. Hamlin is 52.6% owner of WDMP-AM-FM Dodgeville, Wis. of which each of her four children owns 11.8% (BP21,150). Action Jan. 3.

■ Albia, Iowa—Broadcast Bureau granted Albia Broadcasting Co. 1370 khz, 500 w-D. P.O. address: 120 A Avenue East, Oskaloosa, Iowa 52577. Estimated construction cost \$98,500; first-year operating cost \$36,000; revenue \$90,000. Format: country. Principals: Gerald H. Estal (50%), V. Jean and Marvin Rozenbloom (25% each). Mr. Estal is CPA and owns farm. V. Jean Rozenbloom is also CPA. (BP-20,461). Action Jan. 2.

Ownership Changes

Applications

■ KPLY (AM) Crescent City, Calif. (AM: 1240 khz, 250 w-U)—Seeks assignment of license from Summit Broadcasters to Pyramid Properties for \$80,000. Seller is owned by Mason C. Deaver, who has no other broadcast interests. Buyer is owned equally by Robert C. Berkowitz and David E. Tecker. Both are teachers at high school in Arcata, Calif. Ann. Jan. 9.

■ KTNQ (AM) Los Angeles (AM: 1020 khz, 50 kw-U, DA-1)—Seeks assignment of license from Storer Broadcasting Co. to K-Love Radio Broadcasting Inc. for \$8 million. Seller is group owner which is in process of selling all its broadcast holdings. Buyer is owned by Adolfo (13.2%), Jose (20%), Julio (33.3%) and Elias (33.3%) also own KLVE (FM) Los Angeles. Jose Liberman, also has 65% interest in XEGM Tijuana, Mex., which he is selling. Ann. Jan. 9.

■ KMYC (AM)-KRFD (FM) Marysville, Calif. (AM: 1410 khz, 5 kw-D, 1 kw-N; FM: 99.9 mhz, 4.9 kw)—Seeks assignment of license from California First Broadcasting Corp. to River Cities Radio Corp. for \$200,000. Seller is owned by Frank Oxarart (51%), Lloyd H. Klemp (45%) and H. Bruce Baumeister (4%). Messrs. Oxarart (52%) and Baumeister (38%) are also owners of KIBS (AM) Bishop, Calif. Buyer is owned equally by Palomar Broadcasting Corp. and Kilibro Broadcasting Corp. Palomar is principally owned by John D. Feldman, president, and Arthur B. Hogan (38% each). It is licensee of KOWN-AM-FM Escondido, Calif. Messrs. Feldman and Hogan each own 31% of KCMX (AM)-KKIC (FM) Ashland, Ore.; 45% each of KRKC (AM) King City, Calif., and 50% each in Encino, Calif., media brokerage. Kilibro is owned by F. Robert Fenton (51%) and City Capital Corp. (49%), owned principally by Howard Engelman and Morton Heller (43% each). Kilibro holds stock in KTOM (AM) Salinas, Calif.; KFIV-AM-FM Modesto, Calif., and KCMX (AM)-KKIC (FM) Ashland, Ore. City Capital owns small interest in Harriscope Broadcasting, licensee of three TV's and AM. Ann. Jan. 9.

■ KPUA (AM) Hilo, Hawaii (970 khz, 5 kw)—Seeks assignment of license from KPUA Partnership to Hawaii Broadcasting Co. for \$200,000. Seller is owned by Thomas K. Reed and his former wife, Lynn W. Reed. They also have interest in KKVA (AM) and KQMF (FM), both Honolulu. Buyer is wholly owned by Realty Investment Co., owned principally by Richard Henderson (24.7%) and his wife, Eleanor (14%). None of stockholders has other broadcast interests. Ann. Jan. 9.

■ WIGG (AM) Wiggins, Miss. (AM: 1420 khz, 1 kw-D)—Seeks assignment of license from Joedron Broadcasting Co. to Community Broadcasting Co. for \$79,000. Seller, Joseph Waddell, has asked for waiver of three-year rule (he bought the station in April 1977 for \$75,000), because of poor health of daughter. He has no other broadcast interests. Buyer is owned by A. R. Byrd (51%) and his wife, Joyce (49%). Mr. Byrd is former evangelist and currently general manager at WIGG. Ann. Jan. 9.

■ KOWH (AM) Omaha, Neb. (660 khz, 1 kw-D)—Seeks assignment of license from Reconciliation Inc. to Radio Omaha Inc. for \$435,000. Seller is principally owned by Bob Gibson, chairman. It also owns KOWH-FM Omaha, which it is selling (see below). Neither Mr. Gibson nor any other stockholder has other broadcast interests, except V. L. Dixon who has minor interest in KPRS (AM) Kansas City, Mo. Buyer is owned by Sam W. Smulyan; his son, Jeff H. Smulyan, and Jack N. Marsella. They also owns WNTS (AM) Indianapolis. Ann. Dec. 7.

■ KOWH-FM Omaha (94.1 mhz, 100 kw)—Seeks assignment of license from Reconciliation Inc. to Omaha Great Empire Broadcasting Co. for \$1,050,000. Seller also owns KOWH (AM), which it is also selling (see above). Buyer is owned by F. F. Mike Lynch (63%) and Michael C. Oatman (37%) through individual stockholdings and interest in Great Empire Broadcasting. They also own KFDI-AM-FM Wichita, Kan.; KTTS-AM-FM Springfield, Mo.; KYNN (AM) Omaha, and KWKH (AM)-KROK (FM) Shreveport, La. Ann. Dec. 7.

■ WBRJ (AM) Marietta, Ohio (910 khz, 5 kw-D, DA)—Seeks assignment of license from 5 KW Inc. to Employee Owned Broadcasting Corp. for \$550,000. Seller is wholly owned by Gannett Co., which is selling station as part of proposed merger with Combined Communications Corp. It is also selling WHEC-TV Rochester, N.Y. Buyer is owned by Carl Clovis (51%), Robert L. Martin (18%), Ronald K. Bishop (17%) and two others. All work at WBRJ, Mr. Clovis is general

manager. They have no other broadcast interests. Ann. Dec. 18.

Actions

■ KVOR (AM)-KSPZ (FM) Colorado Springs (AM: 13.0 khz, 5 kw-D, 1 kw-N; FM: 92.9 mhz, 25 kw)—Broadcast Bureau granted assignment of license from Wolverine Broadcasting Corp. to Sunbelt Communications Inc. for \$1.79 million. Seller is owned by James W. Vinall, president and general manager, and Mr. and Mrs. Eugene Powers. None has other broadcast interests. Buyer is owned by C. T. Robinson, William C. Moyes, Michael B. Hesser and Robert O. Magruder who own KSLY (AM)-KUNA (FM) San Luis Obispo, Calif., and KQEO (AM)-KZZX (FM) Albuquerque, N.M. They also own The Research Group, perceptual audience research firm. Action Jan. 8.

■ WBAB-FM Babylon, N.Y. (102.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Babylon Bay Shore Broadcasting Corp. to Franz Allina for \$800,000, plus \$150,000 for consulting and non-competition agreements. Seller is principally owned by Sol Horenstein and his wife, Muriel, who own WNYG (AM) Babylon. Buyer is president of KACY-AM-FM Port Hueneme, Calif., and Hawaii Cablevision Holdings Inc., Hawaii CATV system, all owned by subsidiaries of Children's Television Workshop, producer of *Sesame Street* and other programs. Action Jan. 8.

■ WSYX (FM) London, Ohio (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from WSYX Inc. to King's Garden Inc. for \$325,000. Seller is principally owned by Reagan Smith and members of his family. They have no other broadcast interests. Buyer is religious organization that owns KGDN (AM)-KBQI (FM) Edmonds, Wash. Clarence Reimer is president. Action Jan. 8.

■ WHSV-TV Harrisonburg, Va. (ch. 3)—Broadcast Bureau granted transfer of control of Shenandoah Valley Television Systems Inc. from T. Eugene Worrell Sr. (100% before; none after) to SVTS Inc. (none before; 100% after). Consideration: \$215,465. Principals: Mr. Worrell is retiring from broadcasting, by selling WHSV to SVTS Inc., subsidiary of Worrell Broadcasting Inc., owned principally (60%) by his son, Thomas E. Worrell Jr. Thomas Worrell is 82% of Worrell Newspapers Inc. and has 82% interest in investment company. Worrell Broadcasting also owns WIFR-TV Rockford, Ill. Action Dec. 27.

Facilities Changes

AM applications

■ KJEM (AM) Bentonville, Ark.—Seeks mod. of CP to increase power to 500 w and install new type trans. Ann. Jan. 11.

■ KGUD (AM) Banning, Calif.—Seeks mod. of CP to relocate main SL at 3616 Main St., Riverside, Calif. Ann. Jan. 9.

■ WKDL (AM) Clarksdale, Miss.—Seeks CP to change city of license to West Helena, Ark.; change TL and SL to Old Little Rock Rd., west of Helena; install new type trans. Ann. Jan. 11.

■ KBOA (AM) Kennett, Mo.—Seeks CP to increase power to 10 kw; change to directional daytime; install new type trans.; make changes in ant. system (increase height). Ann. Jan. 11.

■ WEGA (AM) Vega Baja, P.R.—Seeks CP to increase power to 2.5 kw; install new type trans., and change ant. system (increase height). Ann. Jan. 11.

■ WODY (AM) Bassett, Va.—Seeks CP to increase power to 1 kw; install new type trans. Ann. Jan. 11.

■ WPAK (AM) Farmville, Va.—Seeks CP to make changes in ant. system and increase tower height. Ann. Jan. 9.

■ WRNR (AM) Martinsburg, W. Va.—Seeks CP to increase power to 500 w and make changes in ant. system. Ann. Jan. 11.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,499	5	43	4,547	34	4,581
Commercial FM	3,016	2	74	3,092	138	3,230
Educational FM	945	0	37	982	73	1,055
Total Radio	8,460	7	154	8,621	245	8,866
Commercial TV						
VHF	513	1	2	516	7	523
UHF	211	0	1	212	52	264
Educational TV						
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	68	1,056
FM Translators	249	0	0	249	84	333
TV Translators						
UHF	1,143	0	0	1,143	250	1,393
VHF	2,404	0	0	2,404	195	2,599

*Special temporary authorization

**Includes off-air licenses

FM applications

■ WCRQ-FM Arab, Ala.—Seeks mod. of CP to make changes in ant. system; change TL to Rt. 69, SW of Grassy, Ala.; change type trans.; change type ant., and change TPO. Ann. Jan. 9.

■ KWAQ(FM) Sun City, Ariz.—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ KFMU(FM) Oak Creek, Colo.—Seeks CP to change TL to five miles SE of Oak Creek; decrease ERP: 25 kw (H&V); increase HAAT: 1101 ft. (H&V), and change TPO. Ann. Jan. 9.

■ KWDY(FM) Security, Colo.—Seeks CP to change TL to Cheyenne Mountain, 2.5 miles W of Fort Carson, Colo.; change type trans.; make changes in ant. system (decrease height); ERP: .047 kw (H&V), and HAAT: 2227 ft. (H&V). Ann. Jan. 9.

■ WORJ-FM Mount Dora, Fla.—Seeks CP to make changes in ant. system; change type trans.; change type ant.; decrease ERP: 70.8 kw (H&V); increase HAAT: 777 ft. (H&V), and change TPO. Ann. Jan. 9.

■ WYNF(FM) Tampa, Fla.—Seeks CP to change TL to Rt. 1, Riverview, Fla.; install new type trans. and ant.; make changes in ant. system (increase height); change HAAT: 1286 ft. (H&V); operate remote control from main SL at 11430 Gandy Blvd., St. Petersburg, Fla. Ann. Jan. 11.

■ WFDR-FM Manchester, Ga.—Seeks CP to change TL to state Rt. 190 Manchester; change HAAT: 1264 ft. (H&V); make changes in ant. system (increase height). Ann. Jan. 11.

■ KUPI-FM Idaho Falls, Idaho—Seeks CP to install new aux. ant. on main tower, to be operated on 99.1 mhz, ERP: 41 kw (H) and HAAT: 510 ft. (H). Ann. Jan. 9.

■ WRUL(FM) Carmi, Ill.—Seeks CP to change ERP: 50 kw (H&V); HAAT: 193 ft (H&V); install new type trans. and ant., and make changes in ant. system. Ann. Jan. 11.

■ WDLN-FM East Moline, Ill.—Seeks mod. of CP to make changes in ant. system; change TL to Blemond Road at edge of Bettendorf, Iowa; change type trans.; change type ant.; HAAT: 500 ft.; ERP: 100 kw (H&V), and change TPO. Ann. Jan. 11.

■ WBCL(FM) Fort Wayne, Ind.—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ WRIA(FM) Richmond, Ind.—Seeks CP to make changes in ant. system; change type ant.; increase ERP: 50 kw (H&V); decrease HAAT: 255 ft. (H&V), and change TPO. Ann. Jan. 9.

■ WQLK(FM) Richmond, Ind.—Seeks CP to increase ERP: 50 kw (H&V); change type trans., and change TPO. Ann. Jan. 9.

■ KHAK-FM Cedar Rapids, Iowa—Seeks CP amended to change TL to College Twp., SE of Cedar Rapids; change type ant.; HAAT: 463 ft. (H&V). Ann. Jan. 9.

■ KQKQ-FM Council Bluffs, Iowa—Seeks CP to

make changes in ant system; change type trans.; change type ant.; increase HAAT: 215 ft. (H&V), and change TPO. Ann. Jan. 9.

■ KDCR(FM)—Seeks CP to change freq. to 88.5 mhz; change TL to Dordt College, Sioux City, Iowa; install new type trans.; change ERP: 100 kw (H&V); HAAT: 470 (H&V), and make changes in ant. system (increase height). Ann. Jan. 11.

■ WMEM(FM) Presque Isle, Me.—Seeks CP to make changes in ant. system; ERP: 100 kw (H&V), and HAAT: 1080 ft. (H&V). Ann. Jan. 11.

■ WERS(FM) Boston—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ WTCM-FM Traverse City, Mich.—Seeks CP to change TL to state Rt. 31, Sherman, Mich.; install new type trans. and ant.; change ERP: 100 kw (H&V); HAAT: 793 ft. (H&V). Ann. Jan. 11.

■ WBGO(FM) Newark, N.J.—Seeks CP to change TL to Montclair State College, Montclair, N.J.; increase ERP: 32 kw; HAAT: 400 ft.; install new type trans. and ant.; make changes in ant. system. Ann. Jan. 11.

■ WIZR-FM Johnstown, N.Y.—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ WONO(FM) Syracuse, N.Y.—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ WXRC(FM) Hickory, N.C.—Seeks CP to change ERP: 100 kw (H&V); HAAT: 327 ft (H&V); install new type trans., and make changes in ant. system (decrease height). Ann. Jan. 11.

■ WXQR-FM Jacksonville, N.C.—Seeks CP to change TL to Public Rd., Jacksonville; install new type trans. and ant. Ann. Jan. 11.

■ KQDY(FM) Bismarck, N.D.—Seeks CP to make changes in transmission line; change type trans. and increase HAAT: 1087 ft. (H&V). Ann. Jan. 9.

■ KAEZ(FM) Oklahoma City—Requests subsidiary communications authorization on subcarrier freq. of 67 khz. Ann. Jan. 9.

■ WMUH(FM) Allentown, Pa.—Seeks CP to change freq. to 91.7 mhz; increase ERP: 443 w; HAAT: minus 3 ft.; install new type trans.; install new ant., and make changes in ant. system (increase height). Ann. Jan. 11.

■ KRCS(FM) Sturgis, S.D.—Seeks CP to change TL to S of Sturgis; change SL and RC to hwy. 79, E of Sturgis; change type trans.; change type ant.; increase ERP: 100 kw (H&V), and change TPO. Ann. Jan. 9.

■ KIXV(FM) Brady, Tex.—Seeks mod. of CP to change TL to hwy. 2028, 1.4 miles W of Brady; change HAAT: 300 ft (H&V); install new type trans.; make changes in ant. system (increase height). Ann. Jan. 9.

■ KDNT-FM Denton, Tex.—Seeks to amend CP to change TL to Old Denton Rd., near Carrollton, Tex.; change type trans.; change HAAT: 447 ft. (H&V). Ann. Jan. 9.

■ KTFM(FM) San Antonio, Tex.—Seeks CP to install formerly licensed trans. and ant. at the AM trans. site: 4050 Eisenhower Rd., San Antonio; ERP: 69.2 kw (H&V); HAAT: 294 ft. (H&V). Ann. Jan. 9.

■ KISN(FM) Salt Lake City—Seeks CP to install aux. ant. to common FM ant. for other stations via Notch Diplexer system; change TL to Farnsworth Peak, Utah; change type trans.; change type ant.; increase ERP: 26 kw (H&V); increase HAAT: 3736 ft. (H&V), and change TPO. Ann. Jan. 9.

■ WIXV(FM) Front Royal, Va.—Seeks mod. of CP to make changes in ant. system; change TL to Ritenour Run; change type trans.; change type ant., and change TPO. Ann. Jan. 9.

■ WAPL-FM Appleton, Wis.—Seeks CP to change TL to intersection of College and Matthias, Appleton; install new type trans., make changes in ant. system (increase height); ERP: 100 kw (H&V) and HAAT: 422 ft. (H&V). Ann. Jan. 9.

AM actions

■ WEZQ(AM) Winfield, Ala.—Granted CP to increase daytime power to 5 kw, change type trans. (BP-20,678). Action Jan. 2.

■ KHYT(AM) South Tucson, Ariz.—Granted CP to change SL to South Tucson; add nighttime operation with 5 kw, DA-N, unlimited; change type trans.; change TL to four miles N of Tucson and one mile W of Sabino Canyon Road, South Tucson (BP-21,030). Action Jan. 2.

■ KARV(AM) Russellville, Ark.—Granted CP to change freq. to 610 khz; increase nighttime power to 500 w; change TL to 1.8 miles NW of Russellville; conditions (BP-19,922). Action Jan. 3.

■ WGNU(AM) Granite City, Ill.—Granted CP to add nighttime power with 500 w; change hours of operation to unlimited, DA-2; TL to 1 mile E of Mitchell, Ill. (BP-20,563). Action Jan. 2.

■ KCNW(AM) Fairway, Kan.—Granted CP to increase night power to 1 kw and change night DA system; conditions (BP-780828A1). Action Jan. 2.

■ KBRF(AM) Fergus Falls, Minn.—Granted CP to increase daytime power to 5 kw; change from DA-N to DA-2; change trans.; delete remote control (BP-20,537). Action Jan. 2.

FM actions

■ WHLG(FM) Jensen Beach, Fla.—Granted mod. of CP to specify SL and remote control location as state road 707, North Stuart, Fla. (BMPH-15553). Action Jan. 2.

■ WGBQ(FM) Galesburg, Ill.—Granted mod. of CP to change TL to Fremont Road, 1.6 miles E of Galesburg; change SL and remote control location to 227 Main Street, Galesburg; change trans. and ant.; make changes in ant. system (increase height); change TPO; ERP: 1.95 kw (H&V); ant. height: 370 ft. (H&V); condition (BMPH-15556). Action Dec. 29.

■ KTGA(FM) Fort Dodge, Iowa—Granted CP to change TL to Fort Dodge, Iowa; install new ant.; make changes in ant. system (decrease height); change TPO; ERP: 3 kw (H&V); ant. height: 290 ft. (H&V); remote control permitted (BPH-10793). Action Dec. 26.

■ KMCV(FM) Conroe, Tex.—Granted CP to install new aux. ant. and trans. on 106.9 mhz; ERP: 34.281 kw; ant. height: 421.75 ft. (BPH-10179). Action Dec. 29.

■ *KOHS(FM) Orem, Utah—Granted CP to change freq. to 91.7 mhz; change type trans.; increase power (BPED-2646). Action Jan. 3.

TV action

■ WQTV(TV) Boston—Granted mod. of CP to change ERP to 468 kw; max. ERP: 1230 kw; antenna height: 780 ft. (BMPCT-7747). Action Dec. 20.

In Contest

Procedural rulings

■ KMJ-TV Fresno, Calif. (McClatchy Newspapers and San Joaquin Communications Corp.) **TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick, by two separate actions, granted petition by SJCC for leave to amend its application to reflect new bank letter from California Valley Bank to Charles A. Sorensen, SJCC stockholder, in amount of \$100,000, and granted petition by McClatchy for leave to amend

its application to report that it entered into arrangement with May-Z Publishing, publisher of *Clovis* (Calif.) *Independent* and *Tribune*; scheduled further hearing conference for Jan. 18. Action Jan. 5.

■ Stockton, Calif. (McLean Communications) **FM proceeding**: (Doc. 20925-27)—Review Board members Emerson, Kessler and Zias adopted order granting to extent indicated and denied in all other respects motion to correct the transcript, filed Nov. 17, 1978, by McLean Communications Corp., granting additional corrections filed Dec. 1, 1978, by Carson Communications. Action Jan. 9.

■ Orlando, Fla. (Mid-Florida Television Corp. et al.) **TV proceeding**: (Docs. 11083, 17339, 17341-2, 17344)—Office of Opinions and Review granted request by TV 9 Inc. and extended to Jan. 26 time to file response to six applications for review as well as to Martin Segal's brief amicus curiae in support of application for review. Action Jan. 3.

■ WIGO(AM) Atlanta (WIGO Inc.) **Revocation proceeding**: (Doc. 78-53)—ALJ John H. Conlin granted motion by Broadcast Bureau and extended to Jan. 29 time to file reply findings. Action Jan. 8.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (Tuscola Broadcasting Co. and Cass River Broadcasting Co.) **AM and FM proceeding**: (Docs. 78-214-217)—ALJ Thomas B. Fitzpatrick granted motion by Tuscola and extended to Feb. 9 time for it to respond to Broadcast Bureau's second set of written interrogatories. Action Jan. 4.

■ KODE-TV Joplin, Mo. (Gilmore Broadcasting Corp et al.) **Renewal proceeding**: (Docs. 78-81-83)—ALJ John H. Conlin granted petition by Gilmore for leave to amend its application to reflect that John T. Maxxie has been elected to corporation's board of directors. Action Jan. 8.

■ WLZR-AM-FM Johnstown, N.Y. (Street Broadcasting Corp.) **Renewal proceeding**: (Docs. 78-353-354)—ALJ Daniel M. Head granted motion by Street and continued all procedural dates to be reset after May 12. Action Jan. 5.

■ Carlisle, Pa. (WIOO Inc. and Carlisle Broadcasting Associates) **AM proceeding**: (Docs. 21506-7)—ALJ Lenore G. Ehrig granted motion by Broadcast Bureau and extended to Jan. 29 time for filing proposed findings and to Feb. 20 time for filing reply findings. Action Jan. 4.

Fines

■ WTVY(TV) Dothan, Ala.—Notified of apparent liability for forfeiture of \$350 for failure to calibrate properly visual power meter at six month intervals. Action Jan. 10.

■ WHHY(AM) Montgomery, Ala.—Notified of apparent liability for forfeiture of \$500 for operating in excess of 105 percent of authorized power level. Action Jan. 10.

■ KXAR(AM) Hope, Ark.—Notified of apparent liability for forfeiture of \$1,000 for exceeding nighttime operating power limit of 5 percent above licensed power. Action Jan. 10.

■ WTIS(AM) Tampa, Fla.—Notified of apparent liability for forfeiture of \$500 for failure to keep base and loop current ratios within 5 percent tolerance of that specified on station license. Action Jan. 10.

■ WIYN(AM) Rome, Ga.—U.S. court has ordered WIYN Radio Inc. to forfeit \$1,000 for violating the FCC's personal attack rule. Forfeiture was ordered by U.S. District Court for the Northern District of Georgia, Rome division. Ann. Jan. 8.

■ WALM(AM)-WELL-FM Albion, Mich.—Notified of apparent liability for forfeiture of \$3,000 for failure to inspect automatic or mechanical control devices, indicators and alarm systems associated with the tower lights. Action Jan. 10.

■ WCNW(AM) Fairfield, Ohio—Notified of apparent liability for forfeiture of \$800 for failure to conduct equipment performance measurements and for violation of terms of its station authorization. Action Jan. 10.

■ KETX-AM-FM Livingston, Tex.—Denied application for mitigation or remission of \$400 forfeiture for failure to file timely renewal applications for both stations. Action Jan. 10.

■ KMZK(AM) Fort Worth—Notified of apparent liability for forfeiture of \$500 for operating the transmitter with an antenna input power greater than

105 percent of authorized power. Action Jan. 10.

Allocations

Petitions

■ Duxbury, Mass.—Lloyd F. Simon and Edward F. Perry Jr. request amendment of FM table of assignments for Concord, Conway, Franklin, Keene, Littleton, Plymouth and Wolfeboro, all New Hampshire; Bateboro, Lyndon and Randolph, all Vermont, and Skowhegan, Me. Ann. Jan. 10.

■ Lyndon, Vt.—Lyndon State College requests amendments of FM table of assignments in Plymouth and Littleton, N.H., and Randolph and Lyndon, Vt. (RM-3300) Ann. Jan. 10.

Action

■ St. Ignace—Broadcast Bureau has substituted 102.9 mhz for 102.3 mhz there. Action resulted from petition by Mighty-Mac Broadcasting Co., licensee of WIDG(AM) St. Ignace. Action Jan. 4.

Cable

■ The following operators of CATV systems have filed service registrations:

■ North Utah Community TV Inc., for Logan and River Heights, Utah (UT0004,29) add signals.

■ South Gwinnett Cable TV, for Douglasville and Douglas, Ga. (GA0168,21) add signals.

■ Centre Video Corp., for Wall, Pa. (PA0172) add signals.

■ Community Television of Utah Inc., for Ogden Canyon and Ogden City, Utah (UT0002, 13) add signals.

■ Bracken Cable Vision Inc., for Augusta and Bracken, Ky. (KY0321-22) new systems.

■ R and R Cable Co., for Ronald and Roslyn, Wash. (WA0235,34) add signals.

■ Waco Cable TV, for Triadelphia, W.Va. (WV0213) new system.

■ Peoples Cableco II, for Brighton, N.Y. (NY0764) new system.

■ Walden Video Corp., for Gardiner, N.Y. (NY0766) new system.

■ Wayne County Cablevision Inc., for Manchester, N.Y. (NY0765) new system.

■ Audubon Electronics Inc., for Clementon, N.J. (NJ0316) new system.

■ Warner Cable of Pottsville, for Noewegian, Pa. (PA1723) new system.

■ Televideo Cable TV, for St. Robert, Mo. (MO0159) new system.

■ Whaling City Cable TV Inc., for Dartmouth, Mass. (MA0100) new system.

■ Meca Corp., for Hickcock, La Marque, Seabrook, League City, Dickenson, El Lago and Clear Lake Shores, all Texas (TX0508,14, 15, 09, 13, 11,12) new systems.

■ Community Television of Utah Inc., for Ogden, Salt Lake City, Washington Terrace, South Ogden, South Salt Lake, Provo and Riverdale, (UT0014,06,09,12,11,08,15,18,35) add signals.

Other

■ KROY(AM)-KROI(FM) Sacramento, Calif.—Granted mod. of license covering name change from Jonsson Broadcasting Corp. to Jonsson Communications Corp. (BML781218AO). Action Jan. 8.

■ KXOA-FM Sacramento, Calif.—Granted mod. of license covering name change from KXOA-FM Inc. to KXOA Inc. (BMLH781218AP). Action Jan. 8.

■ San Diego, Calif.—Noble Syndications Inc. was granted authority to transmit program material to XETRA(AM) Tijuana, Mex., and other stations authorized by the Mexican government (BFP780828AQ). Action Jan. 8.

Call Letters

Applications

Call	Sought by
New AM's	
WTXN	East Alabama Broadcasting Co., Lafayette, Ala.
KBBI	Kachemak Bay Broadcasters Inc., Homer, Alaska
New FM's	
WJBB-FM	Haleyville Broadcasting Co., Haleyville, Ala.
KCMR	TLC Broadcasting Corp., Mason City, Iowa.
WRKF	Public Radio Inc., Baton Rouge, La.
WWAS	Williamsport Area Community College, Williamsport, Pa.
New TV	
KFHC-TV	Christian Broadcasting Co. of Oklahoma, Oklahoma City
Existing AM's	
KCRE	KPLY Crescent City, Calif.
WDXR	WPAD Paducah, Ky.
WPAD	WDXR Paducah, Ky.
WLPA	WDDL Lancaster, Pa.
WXAP	WNOK Columbia, S.C.
Existing FM's	
KLBO	KRIL El Dorado, Ark.
KEWE	KFAM Oroville, Calif.
WMYA	WCMQ-FM Hialeah, Fla.
KOPI-FM	KUPI-FM Idaho Falls, Idaho
WIKS	WWFM Greenfield, Idaho
KOWI	KSWI Clarinda, Iowa
WGOJ	WFIZ Conneaut, Ohio
Existing TV	
KAMC	KFDW-TV Clovis, N.M.

Grants

Call	Assigned to
New AM's	
WDCI	Dirigo Communications Inc., Gorham, Me.
KIAE	Stephen G. Kafka, Aurora, Neb.
WLIC	Dixie Communications Inc., Adamsville, Tenn.
New FM's	
KAVV	Stereo 97 Inc., Benson, Ariz.
WNIN-FM	Southwest Indiana Public Broadcasting, Evansville, Ind.
KJAO-FM	Rainbow Broadcasting Co., Gordonville, Mo.
KNEN	Central Radio Inc., Norfolk, Neb.
WSIA	College of Staten Island, Staten Island, N.Y.
KLAN	Charles L. Scofield, Williston, N.D.
WMEX	Family Broadcasting and Communications Corp., Clyde, Ohio
Existing AM's	
KITA	KOKY Little Rock, Ark.
KNYO	KINC Independence, Calif.
KLDR	KAAT Denver
WVEL	WSIV Pekin, Ill.
WHUE	WACQ Boston
KQXL	KWRG New Roads, La.
KRLB	KDAV Lubbock, Tex.
KRPM	KUPY Puyallup, Wash.
Existing FM's	
WRKK	WVOK-FM Birmingham, Ala.
KNDE	KFMM Tucson, Ariz.
KTTI	KALJ Yuma, Ariz.
KLPO	KEZQ Little Rock, Ark.
WZEN	WOKZ-FM Allon, Ill.
WGLO	WSIV-FM Pekin, Ill.
WJNZ	WXTA Greencastle, Ind.
WWFM	WSMJ Greenfield, Ind.
WHUE-FM	WTTK-FM Boston
WOKM	WNAU-FM New Albany, Miss.
KORS	KGLC-FM Miami, Okla.
KDKQ	KBBB-FM Borger, Tex.
Existing TV	
KSTS	KQWT San Jose, Calif.

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RADIO

HELP WANTED MANAGEMENT

Bilingual experienced General Sales Manager for El Paso counterpart of Mexican Radio Group. Call Tom Narvaez, 915-533-9300.

Three Sales Managers needed—now! Young, growing group needs bright, aggressive, people to fill Sales, Management Positions in three of its stations: Station No. 1—Central Florida FM Rocker, Station No. 2—PA FM Rocker, Station No. 3—PA AM M.O.R. All stations are well-positioned in their markets. All three stations serve Top 50 ADI Markets. Compensation: Salary, Commission, and Fringe Benefits. This is a ground-floor opportunity for the right people. Our employees know of this ad. E.O.E. We are planning to hire people now, so mail a complete resume, including compensation required and markets preferred, to Box S-62.

Adult Contemporary AM in New England needs top notch selling GM to turn station around. Individual must be imaginative, aggressive and a S.O.B. Write Box S-49.

Selling General Manager. New fulltime AM in Carlsbad, New Mexico (30,000 Pop.) Capable of recruiting and motivating staff to high standards of professional broadcasting. Booming market. Resume. Jim Hughes, 7021 N. Edgewood Pl., Tucson, AZ 85704.

Mel Tillis Communications has purchased, subject to FCC approval, KIXZ, the excellent facility of Amarillo, Texas. We're forming a career minded management team, who will have the financial tools and support necessary to make the required changes and improvements needed to win! Send complete resume and letter of interest, in confidence to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, TN 37203. EOE/MF

Wanted—Experienced general manager for a two station small market city, located on the East Coast. Only persons well versed in programming, with strong sales background need apply. Salary open, but will range from \$30,000 per annum with merit and incentive opportunities available. References required and all will be thoroughly checked. An equal opportunity employer. Reply to Box S-95.

No. 2 Person. To help general manager of 5,000 Watt AM Daytimer and class A FM in other town. Must be sales-minded, quality-minded. Salary negotiable on experience. Send resume, salary history and references to Box S-100.

Ownership To The Right Person. Young, aggressive manager for combination AM/FM in top Pennsylvania college market. Must carry list and manage sales force of four (4) people. Equity position possibility. Salary plus over-ride. Excellent money making opportunity for a street fighter. E.O.E. Send resume in confidence to Box S-113.

Operations Director: Strong programming/news background. Must have several years experience in commercial radio, know how to recruit and train personnel, good on production, be able to contribute ideas for expansion, work with manager and salesmanager as a team. Salary in mid teens. Small market, top notch facilities, Midwest. Send resume to Box S-124.

General Manager. Medium market Country and Western Station. Excellent opportunity with established broadcast organization. Minimum five years experience. Starting salary 35K plus override. Send complete resume, references and work background. Write Box S-135.

Manager wanted in town of 10,000 population in Missouri. If you are a real salesperson and billing \$100,000 in a small market you could be our man/woman. We offer a chance to own 25% of station out of profits. Good salary and 10% of net. Box S-139.

Cocoa Beach, Florida. Sales Manager for MOR AM, AOR FM, WRKT, Box 3845, Cocoa, FL 32922. EOE.

Radio Station Manager Career Service Position with Department of Journalism—related to 10 watt stereo FM non commercial station. Salary range \$13,404.96 to \$17,935.92. Minimum qualifications include graduation from a standard high school and 9 years of responsible experience in radio or television stations operation, 1 year of which must have been in directing operations of a programming department; or graduation from a 4 year college or university with major course work in journalism, advertising, or broadcasting and 5 years of responsible radio or television station operation experience, 1 year of which was in the operation of a programming department. Special qualifications: at least 3rd class FCC license with broadcast endorsement. Send letters and resumes to Director of Personnel, Florida A&M University, Tallahassee, FL 32307, to be received no later than January 26, 1979. FAMU is an equal opportunity-equal access institution.

Station Manager: With experience, & sales oriented, for 5 Kw daytime station, in northern Michigan. Call evenings after 8:00 PM. 517-321-1763.

GM KPFT Pacifica Houston—Experience with non profit groups, volunteers & radio management preferable. Resume: GM Search, KPFT, 419 Lovett Blvd., Houston 77006. Deadline Feb. 16.

NC's dominant FM station accepting applications for Sales Manager position. Must be capable of training, motivating and leading staff of 4. Limited inventory and top ratings require ability to maximize dollar return. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EEO/MF

NC's dominant FM station still accepting applications for the new position of Station Manager. Must be effective leader and strong administrator. 1st class opportunity with advancement possibilities for a person capable of handling this challenging position. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605 EEO/MF

HELP WANTED SALES

Sales manager, California market of 50,000. If you'll settle here and make our station a success, you can earn \$15-30,000 fairly rapidly, and in five years own part of the station. Box S-21.

Sales Career at one of Southeast's eastest growing radio stations. You must be ambitious with a sales career as your primary interest. Minimum 2 years experience in radio or related fields. We offer weekly guarantee, top commissions, fringe benefits and account list with excellent potential. Box S-82.

Experienced salesperson to assume strong list with leading Country AM/FM. Prefer persons from Virginia, N. Carolina, Maryland and W. Virginia. Good growth position. Send resume to Jerry McKeown, WPVA, Box 83, Petersburg, VA. 23803.

Money—That's the bottom line for a salesperson—and we can offer you an opportunity to earn top dollar. This is the first opening in the WRKR AM/FM sales staff in 2 years. If you can sell a young adult format, are self-starting and aggressive, mail a complete resume today to: Dennis F. Plinska, GM, WRKR, 2200 N. Green Bay Rd., Racine, WI 53405.

Salesmanager/Salesperson/PBP Announcer. Replacing salesman who has moved to management within growing small market group. Excellent opportunity with solid community oriented station in a delightful, prosperous, growing city of 30,000. Looking for management material. Resume. KGRO, Box 1779, Pampa, TX 79065. 806-669-6809. Darrell Sehorn.

We need an experienced one-on-one hard hitter. If you are currently selling radio successfully and want to move up to big money, and are willing to work for it, send your complete resume immediately. Include your current billing and local rate card. We have the numbers, the tools, the image—you must be able to successfully utilize what we offer. Good draw, good fringe, good working conditions. Send replies to General Manager, WYDE, Birmingham, AL 35205. No phone calls. EOE.

Super salesperson to take our new FM from the ground UP! On air May/Start selling Mar. 1. Small town-Midwest. 100 kw quality product & image. Box S-39.

Number One, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over number two sales list. Contact Sales Manager, Bob Benson 601-636-1494.

Immediate need for one more salesperson at our growing Sioux Falls, South Dakota, Radio station. A great opportunity for creative, aggressive person. If you can sell, let's get together. Send resume to Randy Holland, KKRC Radio, 1704 South Cleveland, Sioux Falls, SD 57103. An Equal Opportunity Employer.

Mel Tillis Communications has purchased, subject to FCC approval, KIXZ, the excellent facility in Amarillo, Texas. We're seeking ambitious, talented, career minded Sales executives to join our organization. Our atmosphere of intensive promotion and programming will complement the aggressive effort demonstrated by our sales team. Send complete resume and letter of interest in confidence to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, TN 37203. EOE/MF

WHPA, Hollidaysburg, Penna. seeks sales staff. New FM stereo debuts in Altoona-Johnstown markets. Send resume, sales, salary history, and references to WHPA, Box 44, Hollidaysburg, PA 16648.

Small Market Eastern Kentucky daytimer needs salesperson/announcer combo. Must have two years commercial experience, and third endorsed. Must be able to sell face to face and on the phone. Pay \$525 plus 15% per month. Tapes and resumes to: Box 162, Inez, KY 41224.

Sales Manager—we want one good person to implement our proven sales plan in Midwest Medium Market. Must be aggressive, have a strong desire to advance, and a proven sales record. EOE. Send resume to Box S-119.

Experienced Sales Person for radio station in Northwest Alabama. E.O.E. Send resume to WVNA, P.O. Box 477, Tuscumbia, AL 35674.

Looking for aggressive account executive with ability to manage sales. Minimum two years experience in broadcast sales. Good starting salary, commission and car allowance. Send resume to Gene Johnson, WNEU Radio, P.O. Box 6462, Wheeling, WV 26003.

WCSC Radio is expanding its sales department. If you are ambitious, experienced, hard working and want to work in a fast growing southern market, contact Floria Wilson, P.O. Box 186, Charleston, SC 29402. EEO.

Sales Manager—Suburban Twin City Station. Resume to KSMM, Box 66, Shakopee, MN 55379.

Hot new West Palm Beach, Florida 'rocker' seeking account executive. Top salary, commission, and benefits for the right person. Send resume to Pearl Broadcasting Corporation, P.O. Box 669, West Palm Beach, FL 33402 or call Mr. Pearl 305-844-6343.

Southwest. Expanding daytimer in medium market needs experienced salesperson. Gary Beckner, Box 4041, Midland, TX 79701.

Fast Growing FM-AM, 2 year old station, in booming oil related small market has opening for ambitious salesperson who is interested in a future with a growth minded company. Applicants should have radio sales experience, or educational requirements. Send resume to P.O. Box 847, Morgan City, LA 70380 or call 504-395-2853.

HELP WANTED ANNOUNCERS

Experienced Announcers needed immediately, new AM FM, contemporaries, top Western capitol city. Tape, resume. Program Director, KIDO, Box 8087, Boise, ID 83707.

HELP WANTED ANNOUNCERS CONTINUED

Florida Announcer with first class radio telephone permit. Voice quality and delivery important. Salary open. Write to P.O. Box 216, Fort Myers, FL 33902 giving resume including qualifications and past experience. An Equal Opportunity Employer.

Florida, Country Format air personality. (Morning shift). Must also be fast and creative production pro: this is major requirement. \$300 a week. 3rd with broadcast endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

Florida, Contemporary Format air personality afternoon drive. Must also be fast and creative production pro. This is major requirement. \$300 week to start. 3rd with broadcast endorsement required. Send resume and tape to P.O. Box 216, Fort Myers, FL 33902. An Equal Opportunity Employer.

Morning Personality in top 50 market. Immediate opening, must be experienced. A.O.R. format. Good salary. Send resume Box S-29.

Natural Sounding Announcers, music, news, production, for new pop progressive format, Western United States Box number S-2.

Beautiful Music Staff Announcer. Must have good voice and reading ability, third phone endorsed. Send tape, resume and references to: John Neal, WSIV AM & FM, 28 South 4th, Pekin, IL 61554. An Equal Opportunity Employer.

Midwest medium-market Beautiful/MOR station seeking announcer. Mature voice, good reading skills. Television potential. Please send tape, resume and salary needs. Equal Opportunity Employer. Box S-30.

50KW Southeastern Country leader seeking strong Morning Personality. The person we are looking for must have the ability to communicate and entertain. If you have what we need, we have what you want—good salary, good fringe, good working conditions. Send complete resume and air check, salary requirements and references first letter to General Manager, WYDE, Birmingham, AL 35205. No phone calls. EOE.

One of N.C.'s Best radio stations seeking talented personality to fill afternoon drive on a true MOR format. This is adult radio—kids need not apply. We want on air and production pro. Join our station in growing city of 50,000. EOE. Resume to Box S-88.

WGAC Radio, Augusta's leading adult contemporary station is looking for a morning Personality. If you have what it takes send an air check to Webster James, Program Director, P.O. Box 1131, Augusta GA 30903. Please include a complete resume. WGAC is an equal opportunity employer.

Afternoon personality with enthusiasm, must be topical, sports-minded with knowledge of country music for highly competitive Midwest market. Production ability essential. Good dollars and benefits for creative individual with experience. Lets talk! Tape and resume to Box 1250, Bay City, MI 48706.

Staff expansion creates opening for announcer with limited experience. Send tapes and resumes to Colleen Culbertson, Program Director, Central Broadcasting Corporation, P.O. Box 1646, Richmond, IN 47374. Equal Opportunity Employer.

Mel Tillis Communications has purchased, subject to FCC approval, KIXZ, the excellent facility of Amarillo, Texas. We're seeking entertaining, responsible men and women, to join our winning team. Our extensive and continuing multimedia promotional efforts will complement our excellent Country Music, News and Information programming presentation. Send complete letter and area of interest, tape and resume to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, TN 37203. EOE/MF.

Experienced up tempo morning drive person for Top 40 Rocker. Immediate. Tape/resume to Tom Kennedy, Program Director, WSEA, Georgetown, DE 19947. EOE.

K-Easy, Monterey, California. MOR Pro for distinctive new format. Ken Cooper, KESE. 408-373-1234, Box 2108. EOE/MF.

Alabama/Country Format, needs morning air personality with great production skills. WBHP is top rated and highly respected station. Moving into new facilities. Please send up-dated tape and resume to WBHP Radio % Buster Pollard, P.O. Box 547, Huntsville, AL 35704.

Combo Announcer-Engineer: need experienced broadcaster with good air voice, board work, technical maintenance, minimum FCC license. Resume to: Pat Finnegan, WLBC AM/FM, 820 E. 29th St., Muncie, IN 47302.

Medium market powerhouse will separate its two facilities in the near future. Personality jocks, with strong production are needed to record voicetracks for automated Adult MOR. Part of a growing chain; Women and minorities encouraged to apply. Tape and Resume to Jeffrey Jay Weber, Operations Manager, Z-96/WAZY, Box 1410, Lafayette, IN 47902.

WVMT, Burlington needs a cheerful, relaxed Adult Contemporary midday announcer. We are Vermont's oldest and largest radio station. Good pay, benefits for the right person. Send tape, resume, references and salary requirements to: Gary Wheelock, Program Director, WVMT, Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

Florida, Fort Myers Adult MOR personality. Production Pro. Tape, resume, salary requirements. Jim Boynton, Station Manager, WINK Radio, P.O. Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Immediate Opening on-air position at one of South's leading beautiful music stations. Applicants should have minimum one year experience with similar format. Voice and delivery must be suitable to WPCH standards. Send tape and resume to Jim Hutto, WPCH, 550 Pharr Rd., Atlanta, GA 30305. No calls. E.O.E.

WAEY has an immediate opening for a top country music announcer for important sign on shift. Must know country music and communicate with audience. Salary open—but attractive. Send tape, resume to: Henry Beam, P.O. Box 1011, Princeton, WV 24740. Equal Opportunity Employer.

Experienced announcer—production person. Small market university town. Sales experience helpful, not necessary. Write with tape and resume to Box 577, Lewisburg, PA 17837.

KATI, Casper, needs contemporary AM drive personality-communicator immediately. Four station market of 75,000. Send tape, resume, salary to Fred Leemhuis, KATI, Box 2006, Casper, WY 82602. EOE.

Need First Ticket Disc Jockey to do air shift and assist Chief Engineer at quality pop country medium market station in the Sacramento Valley. Good pay. Good opportunity to live in the best part of the West. Don French, KUBA, Box 309, Yuba City, CA 95991. 916-673-1600.

Announcer from Delaware, Maryland, Virginia, Pennsylvania, Jersey areas. Nearby station has opening. Beginner considered. Box S-94.

Strong Adult morning personality who wants to be involved is needed in small competitive market. Good money for good talent. Adult MOR information station. Write Chuck Flynn, Manager, KIJV, Huron, SD 57350.

New Stereo FM in medium market. Live assist automation. Penna. Salary depends on experience and skill. Send complete resume and tape to Box 44, Hollidaysburg, PA 16648.

Losing Our Really Good, really funny morning man. Need immediate replacement. Good pay. Congenial boss and staff. Good California medium market close to Sierra, Reno, Tahoe, San Francisco. Don French, Box 309, KUBA, Yuba City, CA 95991. 916-673-1600.

Professional morning personality for contemporary country format in medium midwest market. Must be creative, informed and experienced. Tape, resume and salary requirements to Program Director, KECK, Lincoln, NE 68506.

Maryland—immediate opening for 1st ticket Combo Announcer. \$170 a week, 7-midnight shift. EOE. Send resume to Box S-120.

1979's Secondary Market station of the year is looking for contemporary drive jock about 18 months from Chicago. We'll train if you'll listen & work. You must love radio and want to win ... Big. Box S-104.

We are looking for an announcer/engineer for our brand new facility in Upstate New York. No crash course first ... experience required. Please call me immediately. Joseph Sabatino. 518-843-1570.

WKRG-Radio is accepting applications for an experienced Air Personality with at least two years on the air. The individual will be required to do some production. Only air checks made in the studio or recorded directly off the air will be accepted. Applicants must have a Third Class FCC License with Broadcast Endorsement. No phone calls accepted. Send tapes and resumes to Rick Stoughton, Operations Manager, WKRG-Radio, P.O. Box 2367, Mobile, AL 36601. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Wanted: Full Time Chief Engineer for a full time AM/FM station affiliated with the Forward Communications Corporation in the Fargo—Moorhead market. Must have a first class license and be familiar with all aspects of FCC engineering rules and regulations. Contact Rick Abel, KVOX Radio, P.O. Box 97, Moorhead, MN 56560. Call 218-233-1522. We are an equal opportunity employer.

Chief Engineer. 5 KW—DA nite and stereo FM. Fulltime engineering position with fulltime assistant, truck benefits, regular raises, \$18,000 to \$25,000. Resume, references to Box R-116.

Sharp? Capable? Want to get ahead and do things? Come grow with us. Head our engineering department. Midwest group, three stations, with outstanding record and reputation. Small town living expenses. \$18,000 minimum. All replies in strictest confidence. E.O.E. Box S-35.

Chief Engineer for Public 24.5KW Stereo FM in Southern California. Approximately \$14,000 first year plus full family benefit package. Minimum of 3 years broadcast experience in design, installation, repair, and maintenance of equipment. Letters of intent and/or applications must be postmarked by 2 February 1979. For more information and application form contact Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 South Mt. Vernon Avenue, San Bernardino, CA 92410. 714-888-6511, ext 105. EOE.

South Florida station needs chief with DA experience and ability to handle all aspects of station's engineering. Salary commensurate with ability, experience. Send resume to Jim Glassman, Vice President, WGMA Radio, Hollywood, FL 33024. Please do not call. EOE M/F.

Chief engineer, small market directional AM-stereo FM stations, mid-Atlantic area. Should know F.C.C. R&R, transmitters, installation and maintenance. Good pay and benefits. Near beaches. Light experience considered. E.O.E. Send resume to Box S-33.

Chief Engineer, 50kw FM in East. Knowledge of FCC rules. On air ability helpful. Live in a nice area. Box S-66.

Beautiful Lancaster, California has Immediate opening for chief—air ability would be a plus. Call GM collect at KOTE-FM/KKZZ-AM, 805-948-7521.

Chief Engineer—are you ready to move up? Our Chief Engineer will be retiring. If you have at least 4 years experience or schooling, some of it on directional arrays, he will train you to take over as Chief Engineer of this 5000 watt DA-N and stereo FM. Send full particulars, including salary requirements to Box S-140.

Chief engineer. 5,000 watt daytimer with PSA. Two Tower simple Directional. All new equipment. New low-power class A FM. STL remote. Medium market. Hospitalization, pension, life insurance. Send resume, salary history and references to Box S-101.

Chief Engineer for Directional .5K Daytimer in Central New Jersey. Must have strong performance in studio maintenance and requires history with DA's and high power AM. The right person must know proofs and FCC rules and regulations. We're a quality-minded AM, wanting a person who can handle responsibility and takes pride in his work. Salary commensurate with ability. Contact Mr. Wilson at 609-924-3842.

HELP WANTED TECHNICAL CONTINUED

A Major Market Atlanta FM radio station has an opening for a Chief Engineer. Applicants should have knowledge and troubleshooting ability in solid-state and digital electronics, FM transmitters, stereo transmission and SCA transmission. Familiarity with state of the art audio processing, tape noise reduction

HELP WANTED MANAGEMENT CONTINUED

Promotion Manager—Major market independent, Mid-Atlantic States. We're looking for an experienced self-starter with knowledge of all media and the ability to put together and execute a total campaign, including direct supervision of on-air production. Salary depends upon experience. Put all details in first letter. A super spot for a real go-getter. Equal Opportunity Employer. M/F Box S-98.

Manager for Public Information for Mid-Western Public Television Station to handle advertising and promotion for print and electronic media. Send resume to P.O. Box 24130, St. Louis, MO 63130 by February 9, 1979.

HELP WANTED SALES

Experienced TV salesperson for major Upstate New York station. Capable of assuming active list and major emphasis on developing retail business. An equal opportunity employer. Send resume to: Box S-73.

Local Sales Manager needed. Excellent pay. Salary and commission. Retirement plan. Insurance plan. Send resume to Ulysses A. Carlini, KNOP-TV, Box 749, North Platte, NE 69101.

Account Executive for Eastern UHF Indie under new management. Experience and success with both major dollar agencies and clients is necessary. An established list will be tailored to experience and talent displayed. 25K to 35K potential list possible to the right person. We are an equal opportunity employer. Send resume to Box S-115.

WOWK-TV, Huntington/Charleston, W. Va. has opening for account executive. List will produce income of \$25,000 or more, for right person. Looking for aggressive, personable individual ready to move from smaller market to a top 50 market. A group Corporation, Gateway Communications. Send resume or contact Bill Myers, 625 4th Avenue, Huntington, WV 25701. Telephone 304-525-7661. Radio or TV experience required. TV Preferred. An Equal Opportunity Employer.

Account executive for VHF ABC affiliate in a fast growing Southeastern market. Requires an experienced, street-wise, self-starter looking to move up with an aggressive group owner. Equal Opportunity Employer. Send resume to Box S-16.

HELP WANTED TECHNICAL

TV Maintenance Engineer—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902, 804-977-7082. An Equal Opportunity Employer.

Maintenance/Production: Video and Audio equipment. 2-3 years experience. Salary \$11,000+. Resume to Jim Whitman, 214 Reed McDonald Building, Texas A&M University, College Station, TX 77843. EOE.

Maintenance Engineer. 1st FCC Ticket, experience with helical VTR, studio & remote cameras, microwave preferred. WQRF-TV, Box 4478, Rockford, IL 61110 815-987-3950.

Director of Photography for expanding small market. Leader for staff of three not afraid of the cold and interested in bright future under Aurora Borealis, Arri, Nikon, Photostar, Jamieson 8-16. Resume to General Operations Manager, KIMO, 3910 Old Seward Highway, Anchorage, AL 99503. An Equal Opportunity Employer.

Chief Engineer—for new public TV station. Assist in initial construction. Responsible for complete electronic maintenance and operation. Minimum 5 years TV experience required, including transmitter, studio, color VTR, STL. 1st class FCC license required. Prefer minimum 2 years technical school. No application by phone. Submit resume, salary history, and 3 professional references by Feb. 15 to Search Committee, Northern Minnesota Public Television, Box 188-Bemidji State University, Bemidji, MN 56601. An

Medium market AM-FM with major market operation has immediate opening for person strong on news that can handle some announcing. Experience in remotes, interview and talk programming necessary. Box S-141.

Immediate—Reporter for PM/weekend work. Some experience. Part-time, with possibility full-time with second station. Tape (with interviewing and newscast

Immediate Opening for studio maintenance engineer, First Class License and experienced in maintenance and installation of video tape, camera systems, switchers, etc. Some microwave and transmitter. Starting salary in low teens. Write or call David Beard, Chief Engineer, KSHO-TV, 3355 Valley View Blvd., Las Vegas NV 89102 or call 702-876-1313.

Maintenance Engineer—Must be willing to work all shifts. The position includes transmitter repair, film chain, studio cameras, Ampex video tape machines, video switchers, audio boards, Sony 2850s, 3800s, convergence editing systems plus Ikegami HI-33s and HI-77 cameras. Applicant should be familiar with majority of above. First Class FCC license required. Send resume to: KFMB-TV, P.O. Box 80888, San Diego, CA 92138. Attention: John D. Weigand. An Equal Opportunity Employer. M/F.

Broadcast Engineer Must have 1st class FCC License. Must be familiar with control room equipment, RCA TTV-30 Transmitter. Send resume to S-55.

Television Transmitter Supervisor. Are you interested in the advantages of living in a small, but growing California town with a favorable cost of living and yet is in proximity to metropolitan and recreational areas? Group-owned network affiliate in a small California market is seeking a transmitter supervisor. Requires FCC First Class Radiotelephone license, solid background in electronics, comprehensive experience in the repair and maintenance of television studio and remote controlled transmitter equipment, and the personal and technical qualifications to supervise an assistant and take on the responsibility for the complete transmitter plant. Excellent company benefits and competitive salary structure. We are an Equal Opportunity Employer. M/F. All replies in confidence to Box S-71.

TV Engineer: Maintenance & operation of Color Studio Cameras, Color Film Cameras, Quadrex Video Tape Recorders & associated equipment. Knowledge of distribution systems helpful plus electronics training or combination of experiences sufficient to operate & repair sophisticated TV equipment. 37 1/2 hr work week. Contact: Marianne Kiser, Campus Employment, 350 Service Bldg., University of Kentucky, Lexington, KY 40506, 606-257-3841. Equal Opportunity Employer M/F.

Maintenance and Operations Engineer First Class FCC license required. Post-secondary education in electronics preferred. Maintains all studio, remote, operational broadcast and production equipment including color cameras, VTR's, switching and distribution equipment. Operates major remote facilities, troubleshoots and repairs equipment malfunctions. Join the Intermountain West's PBS affiliate—KUED-TV, Salt Lake City Enjoy the World's Greatest Snow, the Great Salt Lake, and mountaineer's haven. Excellent benefits. Send resumes to: Tom Coburn, Personnel Administration, 101 Annex, University of Utah, Salt Lake City, UT 84112. An Equal Opportunity Employer.

Immediate Opening: Master Control Operator: Responsible for set up and operation of all master control equipment for air; monitoring and control of remote control transmitter. FCC 1st Class license required. Equal Opportunity Employer. PBS Station. WNPE, Box 114, Watertown, NY 13601 315-782-3142.

TV Maintenance Engineer in Central New York State. First Class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history. An equal opportunity employer. Box S-107.

Assistant Chief Engineer 1st Class 8 years minimum. Must know Ampex, GE Studio and some transmitter. Salary 13-16K with Rocky Mountain small market. Call Cecil Cope, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

TV Engineer. For WGTE-TV, Toledo, Ohio. Air and pro-

Southern/Country AM. New facilities, top-rated, highly respected, 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 WBHP Radio % Buster Pollard, P.O. Box 547, Huntsville, AL 35804.

Director of Engineering/Production for outstanding Virginia small operation. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801-703-433-9191. EOE.

HELP WANTED NEWS

We want to strengthen our anchor team. We're looking for an accomplished broadcast journalist to do both. Chemistry is important. So is maturity. VTR of anchor and reporting work must be available. We're solid and committed. Box R-91.

News Anchor: Sunbelt Area, Anchor for 6 and 10PM newscast in major Southwestern market. An Equal Employment Opportunity Employer. Send resume to Box S-7.

Public Affairs: Creative writer, producer, presenter for Midwest TV-Radio network affiliate in 50-100 market category. Prefer news background. Position involves editorials, documentaries, and on-air capabilities. Salary negotiable. Send resume and requirements to Box S-11.

Two reporters for TV News to produce news series in a "probe" unit. Minimum one year experience. Contact Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Two Film Photographers for TV News, minimum one year experience. Contact Personnel Director, WSM, Inc., Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Top-rated NBC Affiliate in Tucson looking for excellent, experienced reporters, photographers and producers. No openings right now, but we want to know about you when openings do appear. Warm climate, new newsroom, excellent working conditions. Send resume (no tapes) to Bob Richardson, News Director, KVOA-TV, Box 5188, Tucson, AZ 85703.

Ski, fish, hunt in the Big Sky country. Montana's leading news station is looking for a Reporter/weather person. Send cassette and resume to News Director, KULR-TV, Box 2512, Billings, MT 59102. No phone calls until we have viewed tape.

Weather Anchor: For 6 and 11 p.m. news, Monday through Friday, in Florida market. Experienced only. Should have knowledge of meteorology. Send cassette with resume and salary requirements to Station Manager, PO. Box 510, Palm Beach, FL 33480. EOE.

Reporter/Photographer combo wanted for medium market station in mid-Atlantic area. 1-2 yrs exp. Must be equally adept at reporting and newsfilm photography. Reply Box S-110.

Weekend Sports Announcer and Anchor—Both positions require bright, energetic applicants with on-air experience. Ideal year round recreational area. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

News Director: hard working, energetic leader for top 60. Solid production and ENG experience required. Detailed resume and salary requirements to Box S-117.

WIXT TV is seeking a qualified Television Reporter. Applicants judged on journalistic experience and training; knowledge of operating practices of TV News; and on-air appearance. Send resumes to Mr. Paul Steinle, News Director, WIXT Television, Inc., Shoppingtown Mall, Syracuse, NY-13214. WIXT is an equal opportunity employer.

Wanted: Experienced News Director, Mid-West Top 100-Market. Must have strong administrative background. Responsibilities for running day to day operations and assignments, production and writing background essential. Salary open. E.O.E. Box S-144.

Wanted: Experienced Anchor Person for 6 and 11 p.m. news programs. In active top 100 Mid-West Market. Must have solid news experience and prior anchor background. Salary open. E.O.E. Box S-143.

HELP WANTED NEWS CONTINUED

Associate Producer needed for hour-long newscast at leading station in Northeast. Major market. Must be organized, efficient, creative and have prior experience in TV news operation. Good opportunity for advancement in leading broadcast group. Equal Opportunity Employer. Reply Box S-5.

Top-Rated, Medium-Market affiliate on the beautiful Gulf Coast anticipates three openings within a few weeks. We will need a producer who can handle a fast-paced newscast at 6 and 10 p.m., a general assignment reporter, and an experienced ENG photographer. Strong, enthusiastic staff, with good management backing. Resume, references and salary requirements to: Box S-134.

Top 50 market, sunbelt state, seeks imaginative investigative/consumer reporter. Box S-96.

Weather Anchor needed for top rated Gulf Coast station in growing market, should have knowledge of meteorology. Will work with radar. Box S-97.

We're Looking for an experienced field reporter for our two-person bureau in Pensacola, Florida. We require at least one year of experience as a full-time, on-the-air reporter, as well as the ability to shoot videotape. Tape, resume, and salary requirements to Bob Horner, News Director, WKRG-TV, 162 St. Louis St., Mobile, AL 33601. No phone calls, please. EOE.

Reporter (News and Public Affairs) for KQED, San Francisco PBS. Three years reporter experience with major metropolitan newspaper/television station required. Send resume by 1/26/79 to Personnel, KQED, 500 Eighth St., S.F. CA 94102. EOE.

Needed immediately. TV news cinematographer. Must be experienced in film and ENG photography, and ENG editing. Opportunity to work with a 20-person news team in beautiful Southwest Florida. Send resume to WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. Equal Opportunity Employer.

Top-rated small market with ENG needs reporter type who wants chance to anchor. Must be good. Excellent salary. Females encouraged to apply. Journalism degree preferred. Contact News Director, KIFI-TV, Idaho Falls, ID 208-523-1171. EEO Employer.

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.

Director Trainee for southern NBC affiliate. Energetic ambitious applicant, preferably with bachelor's degree in communications, anxious to experience the full scope of on-air broadcast operations. Must do own switching. An Equal Opportunity Employer. Send resume and video-cassette to: C. Uchida, KPBC-TV, 320 Division St., P.O. Box 1488, Lake Charles, LA 70601.

TV Director: Director for group-owned VHF which dominates medium size sunbelt market. Must do creative production and tight professional blocks. EOE. Send resume and salary requirements to Box S-43.

Associate Producer Must have a complete knowledge of mini cam operations and editing along with like knowledge of 16mm film and editing. One year experience in production coordination required. Please send resume to S-56.

If you have had experience running camera, setting up lights and props and doing studio maintenance, and are interested in a change, contact Bill DeWert, WCSC-TV, Charleston, SC 29402. EEO.

TV Master Control Switcher, experienced in integration of commercials and program material on air. Also responsible for commercial reels, slides, audio carts and projection. Send resume to Bill DeWert, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EEO.

Experienced TV Director needed to direct early and late news weekdays, handle afternoon and evening production. Send resume and salary requirements to Bill DeWert, WCSC, P.O. Box 186, Charleston, SC 29402. EEO.

Switcher-Director with 1st Class. 3-5 years experience with newest switchers. Excellent pay with no. 1 Rocky Mountain station. Contact Operations Manager, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Art Director—Top 30 Market—Capital Cities Communications, Inc. To supervise and organize television graphic department. Heavy broadcast or agency experience required. Must be well versed in contemporary art design for on-air promotion, print, sales promotion. Strong administrative and management capabilities. Send resume only to: Will Mebane, Promotion Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Minorities and females encouraged to apply. An equal opportunity employer.

Producer/Director—Immediate opening for Producer/Director with ability to do commercials and program production; familiarity with studio, news and post production; must be willing to relocate; \$12,000 DOE; submit resume to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. Equal Opportunity Employer.

Manager of Program Operations (Assistant Television Program Manager) New Hampshire Public Television. Responsible for ensuring that program schedules are broadcast as published; coordinate on-air operating studio production and other network activities. Bachelor's degree plus 2 years experience in broadcast operations or equivalent required. Ability to write air copy essential; familiarity with public TV preferred. Starting salary: \$10,080-\$11,304; range maximum \$15,660. Forward resume no later than January 26, 1979, to Alton Hotelling, Director of Programming, Box Z, Durham, NH 03824. AA/EEO.

Assistant Promotion Director for top 100 network affiliate in Midwest. Must be experienced in creating and producing promotional campaigns. Good educational background. Equal Opportunity Employer. Reply to Box S-99.

SITUATIONS WANTED MANAGEMENT

Medium Market radio sales manager with fine radio and television background including management, programming, administration, on-air. Seeks management. Box S-132.

SITUATIONS WANTED ANNOUNCERS

Eastern Television Announcer seeking Western position. All Western replies considered but prefer Northern California. Salary minimum 19K. Reply to Box S-59.

SITUATIONS WANTED TECHNICAL

Major Market TV transmitter operator desires relocation. Box S-45.

SITUATIONS WANTED NEWS

News Anchor/News Director/Talk Show Host. Extremely experienced in radio with some TV background. Presently employed in major market radio, seeks TV, any size market. Solid Journalism background, needs new challenge. All replies answered. Box S-37.

Weathercaster—Outstanding credentials; knowledgeable and experienced; Friendly and enjoyable; Highly rated. Available during February for medium or major market. Box S-52.

Need Reporter? Female producer/writer/assignment editor at top 5 O&O looking to get out from behind desk. Will consider all markets. Radio reporting experience. M.S. Columbia. Box S-70.

Career Journalist ... first-rate writer/reporter/anchor, want slot in Top 50. 208-357-5370.

Health and medical reporting is IN. Ambitious '76 journalism graduate with heavy medical training seeks position as medical correspondent in New England area. Box S-103.

Aggressive young sports talent looking for week-day or weekend on-air position in Southern or Southwest location. Accomplished sports delivery with some experience in film and tape photography and editing. Four years play by play experience. Can travel for interviews. Contact John Dailey, 3909 7th Pl. N.W., Rochester, MN 55901. 507-285-9942.

Intelligent major market anchor/reporter desires evening anchor; 12 years experience, degree. Box S-137.

1975 National Golden Glove Boxing Champion with 2½ years experience as radio news director and TV sportscaster seeks sports job in medium or major market. Know ENG. Phone: Paul Sherry 415-453-5530 or 415-456-4923, 239 "D" St., San Rafael, CA 94901.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Versatile professional seeking Production/Operations position with quality station or production house. 7 years Producer—Director/Production Specialist experience. Graham-Brinton, 215-664-3346.

Motivated and hard working self-starter looking to contribute her energies to a broadcast organization. Have experience and exposure in all areas of the business. If you're looking for a person with strong organizational skills and someone who knows how to deal with people then contact: Liz Badolato, 733 Union Rd., Spring Valley, NY 10977. 914-354-3582.

Experienced, Conscientious, hardworking, qualified Producer/Director currently employed Top 25 market seeks position in well organized, production oriented television station or production house of any size. Extensive credits in variety of productions. Looking for an organization sharing my commitment to quality production. Please reply Box S-91.

CABLE

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Chief Engineer for a growing Television Production facility. Solid background in maintenance and repair of studio equipment, with strengths in color cameras and/or quadraplex video tape. Please send resume and salary requirements to P.O. Box 25990, Los Angeles, CA 90025. Equal Opportunity Employer, M/F.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director of Academic Support Center wanted for major State University; heavy emphasis on administrative accountability for television, graphics production for media related projects, and film library. Master's degree required, doctorate preferred, for more information write: Prof. John P. Slusher, Chairperson of the Search Committee, 1-34 Agric. Bldg., University of Missouri, Columbia, 65201. Application deadline March 15, 1979.

HELP WANTED SALES

Background Music Salesperson. Muzak franchise in North Carolina, Management. Salary, commission open. Joe Warner. 919-442-3108.

HELP WANTED ANNOUNCERS

Broadcasters Wanted: Salary-bonus position. Related (Sales) field. Flexible evening hours. N.Y.C. Write previous experience. Box S-46.

HELP WANTED TECHNICAL

Donrey Media Group in Las Vegas and Reno seeks qualified Microwave Service technicians for Lenkurt 75/76 systems on 7 KMC. Send resume and salary requirement or call: E. Doren, Director/Engineering Donrey Media Group, P.O. Box 70, Las Vegas, NV 89101. Phone: 702-385-4241, ext. 258. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Senior Design Engineer, video field-\$17,000 per year. Must have demonstrated ability to design for PAL and SECAM systems. Must have 5 yrs. experience in the field and have designed and directed production of original, innovative video equipment. At least 2 yrs. technical education or equivalent. Willing to work Saturday mornings. Send resume to: Shintron Company, Inc., 144 Rogers Street, Cambridge, MA 02142.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Audio Production Person wanted by major Florida recording studio. Must be a top-notch narrative talent plus be capable of creative editing, building music beds, use of effects and client interface. Others need not apply. Multi-track experience helpful. Send resume and demonstration tape to Dept. P, P.O. Box 13183, Orlando, FL 32859.

HELP WANTED INSTRUCTION

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.

The University of Maine at Orono Department of Journalism and Broadcasting seeks an assistant professor for its broadcasting sequences beginning September, 1979. A Master's degree, significant professional media experience, and some teaching background are required. The individual will teach undergraduate production, programming, and writing courses and should have some ability in related broadcast oriented courses. Advising the student radio station may be part of the teaching load. Salary range \$14,500-\$16,000. Send letter of application and resume by February 15, 1979 to Arthur Guesman, Department of Journalism, 101 Lord Hall, University of Maine, Orono, ME 04469. An Equal Opportunity/Affirmative Action Employer.

Journalism-Mass Communications Department Head. Accredited Program. Salary: 30s. Deadline: February 12. Information: Journalism Head Search Committee, Box 15B, College of Arts & Sciences, Eisenhower Hall, Kansas State University, Manhattan, KS 66506. Affirmative action/equal opportunity employer.

Broadcasting, General Communication. Ph.D. in broadcasting or general communication, with teaching experience. Teach introductory courses in general communication, journalism, and radio-television utilizing WVXU-FM. Available August 1979. Negotiable salary. Position open until filled. Send credentials and three recommendations to Rev. L.J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOE/AA.

Assistant Professor to teach three radio-TV courses each semester in individual's area of expertise. Appointee will be expected to pursue research and creative activities according to university guidelines and departmental policies. Salary competitive. Doctorate preferred, with a minimum of two or more years experience in public or commercial broadcasting. Appointment date: 8-15-79; Deadline for applications: 3-1-79. Letter of application, complete credentials, and names of professional and academic references should be sent to Charles T. Lynch, Chairman; Department of Radio-Television; Southern Illinois University; Carbondale, IL 62901. Minorities actively encouraged to apply.

Assistant Professor to teach a minimum of three Radio-Television courses each semester. Courses to include beginning and advanced Writing. Appointee will be expected to work with students in out-of-class activities and also pursue research and creative activities according to university guidelines and departmental policies. Doctorate preferred, with a minimum of two or more years experience in broadcast commercial writing. Salary competitive. Appointment date: 8-15-79; Deadline for applications 3-1-79. Letter of application, complete credentials, and names of professional and academic references should be sent to Charles T. Lynch, Chairman; Department of Radio-Television; Southern Illinois University; Carbondale, IL 62901. Minorities actively encouraged to apply.

Full-Time Faculty Position Available to teach Fundamental of TV/VTR and an advanced level film production course emphasizing technical skills such as lighting, sound recording, sync sound filming, etc. Should have in-depth knowledge of TV/Film Production. Professional experience required. Master's degree preferred. Academic experience preferred. Position at Assistant Professor rank, salary, \$12,000-\$14,000. Please send resume with letter of application by March 1 to: Janet Keefer, Visual Media Search Committee, School of Communication, American University, Washington, D.C. 20016. An EEO/AA employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

3M Drop Out Compensator for Quad. D. Zulli 213-466-5441.

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-t155.

RCA 44A/BX, 77DX, 88A, KB-2C, or W-E "Multimike" microphones. Mr. Steele, 212-759-7020 Collect.

Wanted: used Varian Klystron Model VA-953A/B/G for aural transmitter. Chester Smith 209-529-2024.

Wanted, remote production unit around \$100,000. Send details to George O'Neill, 12503 SW 104 Lane, Miami, FL 33186. 305-274-2643.

Wanted—RCA 44 BX Microphone, working or not. Dave Collins: 312-440-3110.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Helix Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

Towers—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-B77-9418.

100 Watt General Electric TV Transmitter on Channel 22. Switcher, Test Set, Sync Generator, Antenna with Feed Line. D. Zulli 213-466-5441.

Available January 1979: used GE Transmitter model TT50 Driver and TF4 Power-Amplifier currently tuned to channel 9. Also Alford Duplexer. Phone Mid-Florida Television, Orlando 305-423-4431 for information.

IVC-900 and 960 1" VTR's. TBC's and full editing functions, includes spare heads and service manuals. Being used on air now, call for information. 215-797-4530 Barry Fisher.

RCA TR-4 Hi Band—Two available, new heads, one with editor, \$14,000 ea.

GE-PE 250/350 Color Cameras—Three available, excellent condition, \$12,000 ea.

GE 12 KW Klystron Transmitter—With channel 14 antenna, \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

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 901-274-7510 days 901-853-8037 nights.

RCA-TT-5A, air cooled, channel 12. Includes BW-4, BW-5, some tubes. Priced to sell. A. Figurella, WCTI-TV, New Bern, NC 919-637-2111.

Two Dynalr 5100 20X5 Routing Switchers. Includes input selector and Output DA Accessories. Complete only \$2400 each. Dave Castellano, 209-957-1761.

One SMC Stereo Automation. 4 Scully Reels, 2 Carosels, Controller etc. \$9700. Dave Castellano, 209-957-1761.

Rotary three-phase converter capable of supplying 100 amps three-phase at 240 volts. Ideal for large three-phase motors from single phase power source. \$1500. 307-733-4500.

Color Remote Truck, four Marconi Mark VIIIs, 27 Ford 750, 3,000 miles, dual air conditioners, Tektronix/Conrac monitoring, 7 bank, dual special effects switcher, operating condition. Jerry Plemmons, KQED, San Francisco, 415-864-2000.

TK-41 Color Cameras, complete with CCU's and camera cable, spare 10's. Call 215-797-4530. Barry Fisher.

1973 Hughes 269C, 3-place helicopter. All major components new, low time or mid life. Used by radio station for daily traffic reports. Call Homer Lane, 602-257-1234.

General Electric 4TT40 low band TV transmitter; also vestigial side-band filter, low band, 4PY32B-3 tuned Channel Six. KTAL-TV, 3150 North Market, Shreveport, LA 71107. 318-425-2422.

Eastman 285 16mm Color Projectors, Excellent Condition, 2 available, Both for \$11,500. 1-205-956-2200.

Four RCA TK-43 Color Cameras. Good condition and manuals. Dave Castellano 209-957-1761. \$9800 package.

Remote Truck: 1975 Dodge Carryvan, airconditioned, 2 Hitachi broadcast cameras, 10:1 lens, new satcons, genlock boards, 4 remote control panels, 600 ft. cable, 2 cam heads, 2 field tripods & wheels, interior & console done in formica, 3M switcher, tec scopes 528, 3 panasonic 9 in. p/c monitors, sony 1211 p/c color monitor, panasonic audio mixer, lenco sync gen, video & pulse DA's, all wired to go, plenty of AC outlets & lighting, ISO trans & variac for AC regulation, also extras. Call 904-258-0222 Mark McCaul.

Bargain Prices New and Used TV Equipment. New: CBS 8000 Enhancer, Conrac ENA9/2R. Used: ITE H9 Pan Head, H3 Cam Head, T6 Tripod, CEI-17C Color Monitor, 3 CBS 526 Enhancers, RTH Varitol XX IVC Format, GVG 900 Proc amp. Call Jim Meek 703-836-0091.

RCA TP-66 16mm Film Chain Projector—low hours, looks and performs like new. \$12,750. Will take part in trade. International Cinema Equipment Co., 6750 NE 4th Court Miami, FL 33138. AC 305-756-0699.

35mm Magnetech Studio Telecine Motion Picture Projector, Forward, reverse, Remote Control, with Turner Sel-Sync Interlock Motor. Like New \$14,500. Will take part in trade. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. A/C 305-756-0699.

RCA TR 3's & TR4's, film chain, RCA slide projector, microwave link, Otari 1/4 & 1/2 inch studio machines, RCA cart machine, switcher, cameras, misc. goodies—International Cinema—305-756-0699.

Optomod—AM in stock, immediate delivery. David Green Broadcast Consultants Corporation 703-777-8660.

TR-800A, Editor, DOC, CAE, Vel-Comp, Color Monitoring Bridge, CMX Mods, T.C. Reader/Generator. Sterling Davis, 206-623-5934.

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.

"Phantastic Phunnies"... introductory month's 400 one-liners... \$2.00! 1343-B Stratford Drive, Kent OH 44240.

MISCELLANEOUS

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—P.O. Box 2311, Littleton, CO 80160, 303-795-3288.

MISCELLANEOUS CONTINUED

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.

INSTRUCTION

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.

1979 "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 February 19 and April 9. 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.

1st class FCC, 6 wks., \$500 or money back guarantee. VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

Get a First Class License in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City—405-842-1978.

RADIO

Help Wanted Management

G.S.M.

KKSS-FM St. Louis
Station in definite growth pattern needs "hands-on" GSM to build up present Sales Department and effort. KKSS expects same growth of KMJQ, its Houston sister station.

Good base salary plus incentive. No crisis—will wait for right person. Complete confidentiality assured. Calls okay but written data preferred.

Contact: John Hellweg, VP/GM
1215 Cole Street,
St. Louis 63106
314/231-5577

AMATURO GROUP—An EOE Employer

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 Management Continued

Mel Tillis Communications Group has purchased, subject to FCC approval, KIXZ, the excellent facility of Amarillo, Texas. The sun shines 348 days a year over our potential reach that approaches 1/2 million people. We are seeking talented career minded people for all departments. Grow with our winning team and writing, in confidence to: Mr. Davis, Mel Tillis Companies, 1722 West End Avenue, Nashville, Tennessee 37203. EOE/MF.

TOP PEOPLE FOR TOP WESTERN MARKETS

Rapidly expanding radio group with contemporary stations in three Western Top 30 markets looking for experienced people to fill the following positions in 1979: General Manager, Sales Managers, Salespeople, Programmers, Announcers and Traffic. With resume, please include: position(s) sought, salary requirements, professional references, etc. Programming and announcing applicants should include a tape. Send to Eric Hauenstein, P.O. Box 4227, Mesa, Arizona 85201. All inquiries confidential. EOE M/F No phone calls please.

Beautiful Northern Arizona

KBWA in Williams, full-time AM in small market needs General Manager to supervise three-person staff, do all selling, play-by-play, etc. Great opportunity for self-motivated individual who likes fresh air and small town life. Compensation: \$1,000-\$1,200 monthly +bonus, health insurance and opportunity for equity. Will consider sales manager with knowledge of FCC regulations looking for first G.M. position. EOE M/F Send resume and personal references to: Eric Hauenstein, KBWA, P.O. Box 4227, Mesa, Arizona 85201. No phone calls please.

GENERAL SALES MANAGER

Needed for WMBD-AM and KZ-93 (FM). Should be a leader, motivator, trainer and organizer. Local and regional experience necessary. Previous sales management experience preferred. This is a new position. Rush complete resume to: Dick Booth, WMBD/KZ-93, 3131 N. University, Peoria, IL 61604.

An equal opportunity M/F employer

Help Wanted Announcers

BURGLARIZED!!!!

Two years ago, we lost our nightman to WVBF/Boston. Now, ABC Radio, KAUM, Houston has taken Howard Hoffman away. If you are a killer night jock, with excellent production skills, and the ability to maintain top ratings on Southern New England's Number One Rocker, send your tape, resume and salary requirements to:

Gary Berkowitz, Program Manager
92/PRO-FM

1502 Wampanoag Trail
East Providence, Rhode Island 02915
PRO-FM is a Capital Cities Station/An Equal Opportunity Employer.

Help Wanted Announcers Continued

WCOD-FM

The No. 1 station in New England's No. 1 living area—beautiful Cape Cod. We're looking for an afternoon drive jock who's strong on production. An excellent opportunity to join an outstanding contemporary station. Pros only, please. Send tape, resume, and salary requirements to Ray Brown, PD, WCOD-FM, 105 Stevens Street, Hyannis, Mass. 02601.

New FM in Miami Needs Spanish-speaking Air Personalities:

Full and Part-time—Male and Female

Must have FCC 3rd Class license with broadcast endorsement.

Send Tape and resume to:

Julio Enrique Mendez
WQBA
701 S.W. 27th Avenue
Miami, Fla. 33135

AN EQUAL OPPORTUNITY EMPLOYER

WIS Radio

is looking for an experienced, mature mid-day personality for music, news and information MOR format. Community involvement important. Send tape and resume to WIS Radio—P.O. Box 21567—Columbia, SC 29221.

Help Wanted Sales

In a small or Medium market?

Ready to move up to a major facility in a major market? WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now!! Send resume ASAP to Pete Vincelette, 1185 North Main Street, Providence, RI. EOE.

Help Wanted News

KDTH/KFMD,

Dubuque is looking for a morning news anchor. We need an aggressive reporter with a strong on-air sound and strong rating ability. 2 years experience; college degree preferred. Stations have strong vocal news commitments and reputations. EOE. Send resume, tape to Doug Breisch, ND, KDTH/KFMD, 8 and Bluff Streets, Dubuque, Iowa 52001.

Situations Wanted Programing, Production, Others

MAJOR MARKET PROGRAMMER

Former successful Top 5 Market PD, with great on-air credentials looking for situation with large market, contemporary FM powerhouse excellent references, leadership ability.

Box S-38

Help Wanted Technical



EZ COMMUNICATIONS, INC.

EZ COMMUNICATIONS, INC. is looking for two top-flight engineers to take over the technical responsibilities at our Charlotte, N.C. and New Orleans, La. plants. Both facilities are superb 100 KW FM's in growth markets. All company benefits, salary commensurate with proven ability.

Send resume and references to:

Thomas L. Mann
Vice President/Engineering
EZ Communications, Inc.
10810 Main St.
Fairfax, Va. 22030

AN EEO EMPLOYER

Situations Wanted Announcers

Bob Vernon
(with a "V")

of WGAR, WJR, WNBC and WCAR.
Available for mornings as of March.
Contact at WCAR, Detroit. (313)
345-8600.

TELEVISION

Help Wanted Management

MANAGER, BUDGETS AND ACCOUNTING

Opening for No. 2 financial position at Midwest network owned station. Responsibilities include administration, budgeting and accounting through P & L. Business or accounting degree combined with broadcast experience. An equal opportunity employer. Send resume to Box S-102.

SYSTEM/34 DEVELOPMENT

National television group needs experienced person for on-line RPG 2 interactive system development. Requires demonstrated experience in design, testing, and implementation. Light travel necessary from the Midwest. Send resume and salary requirements to:

William S. Murray
Corporate Systems Director
FIELD COMMUNICATIONS
300 N. State Street
Chicago, Illinois 60610

An Equal Opportunity Employer
M/F

TELEVISION

Help Wanted Technical

TV CHIEF ENGINEER

Group-Owned Affiliate
Top 25 Market

This is an important career opportunity for a well-qualified television engineer.

The station is located in the Midwest. The successful candidate will have broad experience in all areas of station technical operations, including ENG. Technical experience must be supported by proven leadership ability, and administrative strength.

Resume, please, plus compensation history. All responses will be held in strict confidence.

Box S-142

An Equal Opportunity Employer

TELEVISION

Help Wanted Technical Continued

Field Service Engineer

At last, the right job
in the right location

The Grass Valley Group has a position available for a qualified Field Service Engineer to provide after sales support for its wide variety of complex broadcast systems. The position offers travel in the U.S. and abroad plus career opportunities in marketing and engineering for this expanding company.

The Grass Valley Group is located in rural Grass Valley, at the foothills of California's Sierra-Nevada mountains, where you'll find a relaxed life-style and abundant recreational activities.

The position requires an individual with experience maintaining and/or designing television systems. Prefer BSEE or equivalent.

Interested and qualified candidates are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group

A Tektronix Company

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.

TELEVISION MAINTENANCE ENGINEER

San Francisco-based major corporate teleproduction facility has an opening for maintenance engineer. The system includes: RCA TR600 and TPR10 VTRS, RCA TK and TKP45 cameras, time code editing, etc. Candidate must have: broadcast experience, strong digital electronic background, the ability to work closely and get along well with people in a production environment. FCC first-class license and degree helpful, but not mandatory. While the duties are mainly technical, there is some operation involved. Send resume and salary history in confidence to:

MANAGEMENT RECRUITMENT, DEPT. 3616
P.O. BOX 37000, SAN FRANCISCO, CA 94137
Equal Opportunity Employer



BANK OF AMERICA

Help Wanted Technical Continued

Maintenance Technician/Engineer

Experience with IVC 9000's, Ampex Quads, Analogue Electronic Animation Equipment valuable. Career opportunity for individual with broad experience in maintenance planning and supervision. Salary commensurate with experience. Send full details in confidence to President, Dolphin Productions, 140 East 80th Street, New York, NY 10021.

Also openings for video-computer operators.

TV VIDEO TAPE OPERATOR

Experienced in quad VTR's and editing. Must have 1st Class Radiotelephone License. Send resume with salary history to: W.F. Fenn, C.E., WTVR TV, 3301 W. Broad St. Richmond, Va. 23230. E.O.E.

TV MAINTENANCE ENGINEER

in Central New York State. First class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history.

An equal opportunity employer.
Box S-107.

Help Wanted Sales

WANTED NOW!

Account Executive
with proven TV sales record
for station in Sunbelt. EEO.
Reply to Box S-63.

National Sales Manager Television Station

Major market CBS television station seeking individual to coordinate national sales.

College degree with marketing major preferred. Requires 2-3 years national TV Sales experience either at station level or with major market representative.

Experience should include sales development, marketing, retail, corporate and direct marketing.

Send resume only to:
Box S-126

Help Wanted News

T.V. NEWS PRODUCER

Top 25 East Coast Net Affiliate seeking aggressive Producer/Assignment Editor for Weeknight 11:00 p.m. Newscasts. Individual must be familiar with ENG and Film Techniques. Three years prior experience as a Producer or Editor required. EEO. M/F

Send resumes only to:
Box S-127.

Help Wanted News Continued

SPORTSCASTER/ REPORTER

Excellent opportunity for sports reporter with some television experience. Anchor weekend sports broadcast and report three days a week. We are looking for a person who knows sports but is not bound by conventional coverage. Your tape should demonstrate enthusiasm, camera presence, conversational writing and an ability to approach a sports story so it will interest non-fans.

Salary negotiable. Equal Opportunity Employer.

Please ... NO CALLS. Send tape and resume. Include references. Dow Smith, News Director, WPLG-TV, 3900 Biscayne Boulevard, Miami, Florida 33137.

ASSISTANT DIRECTOR OF ADVERTISING AND PROMOTION

Needed immediately for network affiliate in top 25 market. This person will be responsible for creation and production of on-air promos, T.V. Guide and newspaper ads, and will maintain and supervise all on-air promotion materials. Ideal candidate will be "idea" person with 3-5 years of production and writing experience. Excellent salary and benefits. Send resume and tape to: Barry Smith, KMGH-TV, 123 Speer Blvd., Denver, Colorado 80217

An Equal Opportunity Employer M/F



McGraw-Hill Broadcasting Company, Inc.

Help Wanted Programing, Production, Others

TV SWITCHER/DIRECTOR

Experience with Vital switcher preferred. Send resume to: John Shand, PD., WTVR TV, 3301 W. Broad St., Richmond, Va. 23230.

PROGRAM DIRECTOR TOP TEN MARKET

WTTG is looking for an experienced Program Director with extensive background in Independent Station operations. Must be heavy in syndication knowledge and production technique.

Send resume and salary history to
WTTG, Metromedia, Inc.
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016

WTTG, Metromedia Inc., is an Equal
Opportunity Employer

Help Wanted Programing, Production, Others Continued

FINANCIAL PLANNING ANALYST

BROADCASTING

MAJOR broadcasting corporation seeks uniquely talented MBA for its owned stations division.

MBA from top school plus interest and experience in broadcast management preferred.

PRIMARY responsibilities will involve financial analysis and planning and will require strong writing and communications skills.

POSITION offers excellent prospects for professional growth plus generous benefits package. Starting salary in low \$20s. Please send resume including salary history in confidence to:

**Box BRD 1356,
810 7th Ave. NY 10019**

Men and Women of all races desired

ALLIED FIELDS

Help Wanted Management

orban

Marketing Manager San Francisco

Executive to optimize marketing and distribution strategy for professional audio and broadcast products. Includes management of advertising/promotion and supervision of sales.

Requires keen knowledge of and experience in domestic and international marketing.

Excellent compensation with full benefits in a dynamic, rapidly expanding company. Send your resume in confidence to:

Orban Assoc., Inc.
John Delantoni, General Manager
645 Bryant Street
San Francisco, Calif. 94107



ACCOUNT EXECUTIVE

Arbitron's Dallas office has an immediate opening for a salesperson to call on advertisers and advertising agencies.

We're looking for an outstanding individual with 3-5 years experience, preferably with a broadcast sales or an advertiser/agency media background.

If you are a person who can "get the job done", send your resume and a salary history to:

Personnel Director

ARBITRON

THE ARBITRON COMPANY  a research service of CONTROL DATA CORPORATION

a subsidiary of Control Data Corporation
4320 Ammendale Road
Beltsville, Maryland 20705

For more details call (301) 595-4645
An Affirmative Action Employer M/F



O'CONNOR IS LOOKING FOR GOOD SALESPeOPLE

O'Connor Creative Services of Hollywood will appoint 5 regional sales directors to call on radio stations, advertisers and agencies with outstanding properties such as:

THE RONALD REAGAN COMMENTARY

THE EARL BUTZ COMMENTARY

KIDS SAY THE DARNDDEST THINGS—WITH ART LINKLETTER

THE BEST OF GROUCHO

and over twenty other top-rated radio features, music specials and comedy services. Send resume to:

O'CONNOR CREATIVE SERVICES

Box 8888
Universal City, CA 91608
Attn: Jon Holiday
An equal opportunity employer



CLIENT SERVICE REPRESENTATIVES

Exciting, challenging positions available as a client service representative servicing Arbitron's radio station clients. Research and public relations orientation needed in New York, Los Angeles, San Francisco and Dallas. A degree or equivalent work experience required. Experience in radio research and an ability to deal effectively with people a must. If you enjoy working with people, some travel and a real challenge, send resume with salary requirements to Client Service Representative, Radio Sales:

ARBITRON

THE ARBITRON COMPANY  a research service of CONTROL DATA CORPORATION

a subsidiary of Control Data Corporation
1350 Avenue of the Americas
New York, N.Y. 10019

An Affirmative Action Employer M/F



LENCO, INC., ELECTRONICS DIVISION

The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

VIDEO SYSTEMS PRODUCT MANAGER

Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

VIDEO DESIGN ENGINEER ANALOG/DIGITAL

BSEE or five years professional experience in broadcast product design.

VIDEO ENGINEERING TECHNICIANS

At least three years experience with state-of-the-art broadcast equipment.

For a bright future with a company that is in the forefront of video technology, send your resume to *Personnel Director*

LENCO, INC.,
ELECTRONICS DIVISION
300 N. Maryland Street
Jackson, Missouri 63755
(314) 234-3147



An Equal Opportunity Employer

Business Opportunity

FOR SALE

Licensed Radio Broadcasting School on Florida's West Coast. Established 1976—approved for Veterans Training. Asking \$24,500. (813) 581-8583 home (813) 585-6401 school.

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

BAL **BROADCASTER'S ACTION LINE**
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search \$25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

BAL **BROADCASTER'S ACTION LINE**
!! EMPLOYERS !!
Send us your job openings
We locate the personnel you need
!! FREE !!
812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

"HOT TIPS!"

Now in our 4TH YEAR of providing EXCLUSIVE RADIO JOB OPENINGS to beginning and pro broadcasters alike. The industry's MOST RENEWED job sheet is still only \$12 for 13 WEEKLY issues, or \$30/yr. FREE SAMPLE! "Hot Tips", PO Box 678, Daytona Bch, FLA 32017. 904-252-3861.

Radio Programing



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
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Phone: 501-972-5884

Free Film

FREE FILMS? CALL
MODERN TV
The leading distributor. We have the most PSA's & newscasts too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Wanted To Buy Stations

RADIO STATIONS WANTED BY PRINCIPAL

Corporation wants FM or AM/FM stations top 100 market. Immediate action. Brokers invited, V.P. Acquisitions, Southwest Fla. Enterprises, PO Box 35-460, Miami, FL 33135, 305-649-3000.

For Sale Stations

MEDIA BROKERS APPRAISERS
RICHARD A. SHAHEEN
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040

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.

For Sale Stations Continued



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

S Small FM	\$207K	\$87K	CONTACT	David Kelly	(414) 499-4933
W Small Fulltime	\$275K	Cash	Bill Cate	(404) 458-9226	
MW Small FM	\$90K	\$50K	Bill Cate	(404) 458-9226	
W Suburban AM/FM	\$1.12MM	29%	Ray Stanfield	(213) 363-5764	
MW Major AM	\$550K	Cash	Warren Gregory	(203) 767-1203	

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

Sunbelt

Medium growth market
Full-time power AM
Excellent potential
\$640,000-terms
Box S-133.

1,000 watt-Day ... 500-Night

New Jersey
2-1/2 times average gross past 3 years.
Approximately \$650,000.
Box S-125.

NE INDIANA CLASS "A"

Small, single-station market with Good Potential. \$200,000 cash or \$250,000 with \$72,500 down. Qualified Principals Only.

(219) 583-4551

SUNBELT AM

Dynamic, growing market with strong retail sales.

\$1,000,000

Principals only. Write Box S-108.

50% OWNERSHIP AM ... TAMPA BAY, FLA. WORKING PARTNER (sales background)

—\$275,000 with terms—

F.C.C. has accepted application for, low dial position, full-time at increased power. Will be outstanding facility in competitive, exciting 24th market. Real estate and new office/studio building included. Presently as daytimer, doing \$200,000 annually.

Box S-118.

For Sale:

Texas Daytimer. Twice gross plus real estate. Price—\$325,000. Terms possible. Contact Kelley Associates, Inc. 4525 Shady Lane, Wichita Falls, Texas 76308 Phone: (817) 692-7722

- AM/FM. Southern Kentucky. Real Estate. \$340,000.
 - FM large metro area. Midwest. \$500,000.
 - 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.
 - AM/FM in Kentucky. \$360,000. Terms.
 - AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
 - 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.
 - 10kw AM in Texas with Fulltime C-P \$650,000.
 - FM in Waco, Texas area. \$140,000.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

THE POLITICS OF BROADCAST REGULATION

2nd Edition by Erwin G. Krasnow and Lawrence D. Longley

This revision of a widely-used and already standard work contains abundant new material on the regulatory process and its relation to the broadcast industry.

"... required reading for anyone newly arrived in the practice of communications law or broadcast management."—Federal Communications Bar Journal.

213 pages; notes, annotated bibliography, index. \$12.95

BROADCASTING BOOK DIVISION
1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me **THE POLITICS OF BROADCAST REGULATION**. My \$12.95 payment is enclosed.

Name _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

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OVER A DECADE OF SERVICE
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Phone (305) 561-9334

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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

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Media Broker
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THE KEITH W. HORTON COMPANY

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NC	Daytimer	260K	Suburban
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WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
AL	Fulltimer	635K	Small
AM-FM			

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

	Stock symbol	Exch.	Closing Wed. Jan. 17	Closing Wed. Jan. 10	Net change in week	% change in week	High	1978-79 Low	P/E ratio	Approx. shares out (000)	Total market capitali- zation (000)
Broadcasting											
ABC	ABC	N	35 3/4	36 3/8	- 5/8	- 1.71	41 1/4	23 1/2	8	27,472	982,124
CAPITAL CITIES	CCB	N	41	43 1/8	- 2 1/8	- 4.92	75	38 1/2	11	14,300	586,300
CBS	CBS	N	54	53 5/8	+ 3/8	+ .69	64	43 7/8	8	28,100	1,517,400
COX	COX	N	56 1/2	56 1/4	+ 1/4	+ .44	56 1/2	25 1/2	12	6,667	376,685
GROSS TELECASTING	GGG	A	21 1/4	21 3/4	- 1/2	- 2.29	23 7/8	13 5/8	8	800	17,000
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	38 1/4	37 3/4	+ 1/2	+ 1.32	43	16 1/2	10	2,789	106,679
METROMEDIA	MET	N	55 7/8	56 3/4	- 7/8	- 1.54	71	25 1/4	9	5,134	286,862
MOONEY	MOON	O	6	6 1/2	- 1/2	- 7.69	6 1/2	1 7/8		425	2,550
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	48	47	+ 1	+ 2.12	52	30 1/2	9	2,589	124,272
STARR	SBG	M	12	12			13 1/2		67	1,512	18,144
STORER	SBK	N	32 3/8	33	- 5/8	- 1.89	34 7/8	19 3/8	8	4,893	158,410
TAFT	TFB	N	21 7/8	22	- 1/8	- .56	24 7/8	12 1/4	8	8,508	186,112

TOTAL 104,915 4,393,763

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	12	11 1/4	+ 3/4	+ 6.66	14 7/8	3 3/4	10	1,233	14,796
AMERICAN FAMILY	AFL	N	10 1/2	9 5/8	+ 7/8	+ 9.09	17 1/8	9 1/4	5	10,536	110,628
JOHN BLAIR	BJ	N	26 1/2	26 3/4	- 1/4	- .93	31 3/8	11 1/8	6	2,447	64,845
CHARTER CO.	CHR	N	5 1/4	5 1/2	- 1/4	- 4.54	8	3 7/8	5	17,941	94,190
CHRIS-CRAFT	CCN	N	10 1/8	10 3/8	- 1/4	- 2.40	11 3/8	4 1/2	9	4,413	44,681
COCA-COLA NEW YORK	KNY	N	6 5/8	6 5/8			9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N	31 1/4	30 1/4	+ 1	+ 3.30	45 1/8	19	12	10,308	322,125
COWLES	CWL	N	21	20	+ 1	+ 5.00	25 1/4	12 1/2	17	3,969	83,349
DUN & BRADSTREET	DNB	N	34	34 3/8	- 3/8	- 1.09	38	26 1/4	14	27,886	948,124
FAIRCHILD IND.	FEN	N	27 1/4	26 5/8	+ 5/8	+ 2.34	35 1/4	9 1/2	7	5,708	155,543
FUQUA	FQA	N	10	9 5/8	+ 3/8	+ 3.89	13 5/8	8	5	12,661	126,610
GANNETT CO.	GCI	N	42	40 5/8	+ 1 3/8	+ 3.38	49	32 3/4	14	22,430	942,060
GENERAL TIRE	GY	N	25 7/8	26 1/8	- 1/4	- .95	30 5/8	22 3/8	5	22,710	587,621
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	21	21 1/2	- 1/2	- 2.32	24	8		7	475	9,975
HARTE-HANKS	HMN	N	23 1/2	24 1/2	- 1	- 4.08	24 1/2	13	14	9,104	213,944
JEFFERSON-PILOT	JP	N	30 1/8	30 3/8	- 1/4	- .82	34 1/2	26 5/8	8	23,134	696,911
MARVIN JOSEPHSON	MRVN	O	13 1/2	13 3/4	- 1/4	- 1.81	14 3/4	8 1/4	7	2,516	33,966
KANSAS STATE NET.	KSN	O	12	12 3/4	- 3/4	- 5.88	14 3/8	4 3/4	11	1,740	20,880
KNIGHT-RIDDER	KRN	N	23 1/2	23	+ 1/2	+ 2.17	28 1/8	13 1/4	11	32,797	770,729
LEE ENTERPRISES*	LEE	N	21 5/8	21 5/8			22 3/4	11 1/8	10	7,371	159,397
LIBERTY	LC	N	33 3/8	32 1/2	+ 7/8	+ 2.69	33 7/8	18	7	6,762	225,681
MCGRAW-HILL	MHP	N	31 7/8	25 3/4	+ 6 1/8	+ 23.78	31 7/8	15 5/8	13	24,753	789,001
MEDIA GENERAL	MEG	A	20 1/4	19 3/8	+ 7/8	+ 4.51	23 1/8	13 5/8	9	7,451	150,882
MEREDITH	MOP	N	28 1/2	29 5/8	- 1 1/8	- 3.79	40 1/4	17 3/8	6	3,082	87,837
MULTIMEDIA	MMD	O	25	25			28 1/4	16 1/4	11	6,630	165,750
NEW YORK TIMES CO.	NYKA	A	27 1/4	26 3/4	+ 1/2	+ 1.86	31 5/8	15 3/4	15	11,599	316,072
OUTLET CO.	OTU	N	22 3/4	23	- 1/4	- 1.08	32 7/8	16 5/8	6	2,445	55,623
POST CORP.*	POST	O	16 1/2	16 1/2			19 3/8	8 1/8	7	1,824	30,096
REEVES TELECOM	RBT	A	2 3/4	2 5/8	+ 1/8	+ 4.76	3 3/4	1 3/4	31	2,388	6,567
ROLLINS	ROL	N	17 3/4	18 1/4	- 1/2	- 2.73	24 1/4	14 7/8	9	13,407	237,974
RUST CRAFT	RUS	A	31 3/8	31	+ 3/8	+ 1.20	31 3/8	8 1/2	15	2,319	72,758
SAN JUAN RACING	SJR	N	14 1/8	14 3/8	- 1/4	- 1.73	15 5/8	7 5/8	24	2,509	35,439
SCHERING-PLOUGH	SGP	N	30 1/4	29 5/8	+ 5/8	+ 2.10	44 3/4	26 3/8	9	53,580	1,620,795
SONDERLING	SOB	A	24 1/2	24 1/4	+ 1/4	+ 1.03	24 1/2	8 3/8	8	1,105	27,072
TECH OPERATIONS	TO	A	6 1/8	5 5/8	+ 1/2	+ 8.88	8 3/4	2 3/8	22	1,345	8,238
TIMES MIRROR CO.	TMC	N	33 1/8	32 1/4	+ 7/8	+ 2.71	35	20 3/4	10	34,811	1,153,114
TURNER COMM.*	O	16	16				16	5		3,800	60,800
WASHINGTON POST	WPD	A	25 1/4	26 1/2	- 1 1/4	- 4.71	26 1/2	10 7/8	9	16,268	410,767
WOMETCO	WOM	N	16	15 1/4	+ 3/4	+ 4.91	18 1/4	10 7/8	9	8,524	136,384

TOTAL 444,394 11,120,569

Cablecasting

ACTON CORP.	ATN	A	10 1/4	9 3/4	+	1/2	+	5.12	13 5/8	3 1/8	7	2,419	24,794
AMECO+	ACO	O							1/2			1,200	
ATHENA COMM.		O	3 3/8	2 5/8	+	3/4	+	28.57	5 1/2	1/8		2,125	7,171
BURNUP & SIMS	BSIM	O	4 5/8	4 5/8					6 1/8	3 1/8	36	8,531	39,455
CABLE INFO.*		O	2 1/4	2 1/4					3	1/4	11	648	1,458
COMCAST		O	13	12 1/2	+	1/2	+	4.00	14 1/4	3 3/4	15	1,617	21,021
COMMUN. PROPERTIES	COMU	O	16 3/4	16 3/4					16 3/4	3 5/8	19	5,018	84,051
ENTRON	ENT	O	3 1/2	3 1/2					3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	32 3/4	31 3/4	+	1	+	3.14	40	17 5/8	9	7,682	251,585
GENVE CORP.	GENV	O	12 1/4	12 1/4					15 3/4	7 1/2	4	1,121	13,732
TELE-COMMUNICATIONS	TCOM	O	16 1/8	15 3/4	+	3/8	+	2.38	19 1/8	2 7/8	39	5,327	85,897
TELEPROMPTER	TP	N	13 3/4	13 3/4					14 1/4	6 3/4	20	16,931	232,801
TEXSCAN	TEXS	O	1 3/4	1 3/4					2 7/8	1 1/4	10	786	1,375
TIME INC.	TL	N	41	41 5/8	-	5/8	-	1.50	50	31 3/4	8	20,505	840,705
TOCOM	TOCM	O	8	8					11	2 1/4	17	993	7,944
UA-COLUMBIA CABLE	UACC	O	37 1/2	38 1/4	-	3/4	-	1.96	40 1/4	15 1/2	19	1,679	62,962
UNITED CABLE TV	UCTV	O	26 1/2	26 1/2					26 1/2	3 7/8	22	2,047	54,245
VIACOM	VIA	N	25 5/8	26 1/2	-	7/8	-	3.30	27 1/8	16 5/8	14	3,799	97,349

TOTAL 83,407 1,829,971

	Stock symbol	Exch.	Closing Wed. Jan. 17	Closing Wed. Jan. 10	Net change in week	% change in week	1978-79		PIE ratio	Approx. shares out (000)	Total market capitali- zation (000)		
							High	Low					
Programming													
COLUMBIA PICTURES	CPS	N	22 7/8	22 1/8	+	3/4	+	3.38	24 1/2	7 3/8	3	9,749	223,008
DISNEY	DIS	N	43	41 1/2	+	1 1/2	+	3.61	47 5/8	32 1/4	14	32,397	1,393,071
FILMWAYS	FWY	N	15 1/8	15	+	1/8	+	.83	17	6 7/8	9	4,113	62,209
FOUR STAR			1 1/4	1 1/4				2 1/8		1/2	13	666	832
GULF + WESTERN	GW	N	14 3/8	14 1/4	+	1/8	+	.87	18 3/8	10 1/4	4	48,177	692,544
MCA	MCA	N	45 1/8	43 3/4	+	1 3/8	+	3.14	48 1/4	25 3/4	8	23,227	1,048,118
MGM	MGM	N	45 1/2	46 3/4	-	1 1/4	-	2.67	54	16	14	14,551	662,070
TRANSAMERICA	TA	N	16 5/8	16 7/8	-	1/4	-	1.48	19	13 1/4	6	66,475	1,105,146
20TH CENTURY-FOX	TF	N	31 1/2	31 1/2				39 3/8	10		4	7,907	249,070
VIDEO CORP. OF AMER	O		5 5/8	4 5/8	+	1	+	21.62	9 3/4	3 1/2	17	988	5,557
WARNER	WCI	N	46 3/8	47	-	5/8	-	1.32	56 7/8	25 3/4	8	14,054	651,754
WRATHER	WCO	A	13 1/2	13 3/8	+	1/8	+	.93	14 7/8	4 1/2	36	2,308	31,158
TOTAL										224,612	6,124,537		

Service

BBDO INC.	BBDO	O	36 1/4	36 1/2	-	1/4	-	.68	38 3/4	22 1/2	9	2,513	91,096
COMSAT	CQ	N	41 5/8	40 3/4	+	7/8	+	2.14	48 3/4	28 3/4	11	10,000	416,250
DOYLE DANE BERNBACH	DOYL	O	19 3/4	18 1/2	+	1 1/4	+	6.75	31	16 1/4	8	1,776	35,076
FOOTE CONE & BELDING	FCB	N	19 1/4	18 1/4	+	1	+	5.47	23 1/8	14 3/4	6	2,538	48,856
GREY ADVERTISING	GREY	O	33	32 1/2	+	1 1/2	+	1.53	34	16 1/2	4	624	20,592
INTERPUBLIC GROUP	IPG	N	33 7/8	32 1/2	+	1 3/8	+	4.23	39 1/4	22 1/2	7	2,387	80,859
MCI COMMUNICATIONS	MCIC	O	5	4 3/8	+	5/8	+	14.28	5 3/4	7/8	45	20,431	102,155
MOVIELAB	MOV	A	3	2 7/8	+	1/8	+	4.34	3 3/4	1	12	1,414	4,242
MPO VIDEOTRONICS	MPO	A	4 1/4	4	+	1/4	+	6.25	65 3/8	4	4	520	2,210
A. C. NIELSEN	NIELB	O	23 1/8	22 3/4	+	3/8	+	1.64	28 1/2	18 7/8	11	10,980	253,912
OGILVY & MATHER	OGIL	O	22	22					56 1/2	20	7	3,610	79,420
TPC COMMUNICATIONS	TPCC	O	8 7/8	8 1/4	+	5/8	+	7.57	10 1/2	2 1/4	16	899	7,978
J. WALTER THOMPSON	JWT	N	22 1/8	22 1/2	-	3/8	-	1.66	32 7/8	15 1/8	5	2,649	58,609
WESTERN UNION	WU	N	16 3/8	16 1/8	+	1/4	+	1.55	21 1/4	15	6	15,177	248,523
TOTAL											75,518	1,449,778	

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	7	6 5/8	+	3/8	+	5.66	10 1/4	2 3/8	5	1,672	11,704
AMPEX	APX	N	15 1/4	14 7/8	+	3/8	+	2.52	19 1/4	7 3/8	11	11,371	173,407
ARVIN INDUSTRIES	ARV	N	14	14 1/8	-	1/8	-	.88	22 1/2	12 1/2	4	5,959	83,426
CCA ELECTRONICS*	CCA	O	1/8	1/8					5/8	1/8	1	897	112
CETEC	CEC	A	4 7/8	4 5/8	+	1/4	+	5.40	5 3/4	1 3/4	11	2,127	10,369
COMU	COM	A	3 1/4	3 3/8	-	1/8	-	3.70	5 1/2	2 1/8	10	1,732	5,629
CONRAC	CAX	N	14	14 3/4	-	3/4	-	5.08	27 1/4	13 1/2	7	2,030	28,420
EASTMAN KODAK	EASKD	N	62	60 3/4	+	1 1/4	+	2.05	86 3/4	42	13	161,376	10,005,312
FARINON	FARN	O	11	11 3/4	-	3/4	-	6.38	16 1/2	8	11	4,782	52,602
GENERAL ELECTRIC	GE	N	49 1/8	48 7/8	+	1/4	+	.51	56 5/8	44 1/2	9	184,581	9,067,541
HARRIS CORP.	HRS	N	32 3/8	31 1/2	+	7/8	+	2.77	35 3/4	19 7/8	15	25,189	815,493
HARVEL INDUSTRIES*	HARV	O	6	6					6	3 1/8	16	480	2,880
INTL. VIDEO CORP.*	IVCP	O	1 5/8	1 5/8					2 5/8	1/4		2,701	4,389
M/A COM, INC.	MAI	N	38	34	+	4	+	11.76	41 7/8	20 1/4	17	1,320	50,160
3M	MMM	N	64	64 3/4	-	3/4	-	1.15	64 3/4	43 1/2	14	116,473	7,454,272
MOTOROLA	MOT	N	40 1/2	39 3/4	+	3/4	+	1.88	56 7/8	34 1/4	10	28,544	1,156,032
N. AMERICAN PHILIPS	NPH	N	26 1/2	27 5/8	-	1 1/8	-	4.07	36	24 1/2	5	12,033	318,874
OAK INDUSTRIES	OAK	N	19 1/8	18 1/2	+	5/8	+	3.37	24	6 1/4	19	2,973	56,858
RCA	RCA	N	27 1/2	27 1/4	+	1/4	+	.91	33 5/8	22 3/4	8	74,819	2,057,522
ROCKWELL INTL.	ROK	N	35 1/2	35 3/8	+	1/8	+	.35	37 1/4	28 1/4	6	33,900	1,203,450
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	-	1/8	-	4.34	4	1 5/8	14	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	33 5/8	33 5/8					35 5/8	16 3/4	15	2,471	83,087
SONY CORP.	SNE	N	8 7/8	9 1/4	-	3/8	-	4.05	10 3/8	7	14	172,500	1,530,937
TEKTRONIX	TEK	N	51 3/4	50 3/4	+	1	+	1.97	68 1/2	28 1/4	14	17,995	931,241
TELEMATION	TLMT	O	1 3/4	1 1/2	+	1/4	+	16.66	2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	10	10					12 3/4	6 1/2	26	4,200	42,000
VARIAN ASSOCIATES	VAR	N	15 1/8	15 1/8					21	13	10	6,838	103,424
WESTINGHOUSE	WX	N	18 1/4	17 3/4	+	1/2	+	2.81	24 1/2	16 1/4	5	86,511	1,578,825
ZENITH	ZE	N	14 3/8	14 5/8	-	1/4	-	1.70	28	11 3/8	21	18,800	270,250
TOTAL												987,736	37,106,686
GRAND TOTAL												1,920,582	62,025,304

Standard & Poor's 400 Industrials Average 110.05 110.26 -.21

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-over the counter (bid price shown)
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days
reported by *Broadcasting*. Actual figures
may vary slightly.

*Stock did not trade on Wednesday, closing
price shown is last traded price.

**No P/E ratio is computed, company
registered net loss.

***Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share
figures for the last 12 months as published
by Standard & Poor's Corp. or as obtained
through *Broadcasting's* own research. Earn-
ings figures are exclusive of extraordinary
gains or losses.

NBC Radio's Verne: CPA dba broadcaster

Slightly more than five years ago Richard P. Verne knew next to nothing about the broadcast business. Today, he's executive vice president of the NBC Radio Network.

"I consider myself a businessman," Mr. Verne says. But, he adds: "I understand two basic principles—money and people. And with a grasp of these two fundamentals, anything is possible."

As chief of the radio network, Mr. Verne steps into the spotlight this week when he presides over the organization's affiliate convention in New Orleans. It will be the first opportunity for Mr. Verne to meet many of the affiliates face to face and he hopes to impress on them the challenges and opportunities that confront network radio.

Mr. Verne is a medium-sized, athletically built man of 39 with a relaxed manner of quiet confidence and a habit of working 12-hour days that start at about 8 a.m. in his Rockefeller Center office.

Dick Verne set out to become an engineer when he entered Hofstra University on Long Island in 1956. After two years he lost interest in engineering and switched to accounting. It was during his undergraduate days at Hofstra that he began to acquire skills in his first fundamental—money.

Armed with his degree in accounting in 1960, he set his sights on public accountancy. He landed a position with one of the largest certified public accounting firms, Haskins & Sells, New York, and later earned his certified public accounting credentials as he labored on a number of diverse assignments, including a radio and television set manufacturer, various shipping companies, stock brokerage and banking organizations and department stores.

"It was a most rewarding experience—this exposure to different types of business organizations," he says. "It gave me the opportunity to evaluate them in terms of their future potential. And it was a great training ground—it taught me the disciplines of management."

After six years in public accounting, Mr. Verne decided to test other waters—the world of big business. He joined Diamond International Corp., New York, a firm with 20,000 employees engaged in the manufacture of pulp and paper, printing, lumber and packaging equipment. Mr. Verne was assigned initially to Diamond Automation, a subsidiary active in manufacturing paper-making machinery,



Richard Paul Verne, executive VP, NBC Radio Network; b. Nov. 5, 1939, New York; bachelor of business administration, Hofstra University, 1960; staff accountant, Haskins & Sells, 1960-66; controller, later VP, Diamond Automation, subsidiary of Diamond International Corp., New York, 1966-1973; director of accounting, NBC, 1973-74; director, financial evaluations, NBC, 1974-76; VP, administration, NBC, 1974-76; VP, administration, NBC Radio Division, 1976-78; executive VP, NBC Radio Network since September 1978; m. Gail March, 1962; daughter—Deirdre, 13.

and he rose to vice president of that firm.

His tenure at Diamond Automation involved administrative and operational responsibilities that sharpened his managerial skills. But, "my responsibilities with Diamond entailed considerable travel," he says. "After seven years there I felt I had reached the point where I wanted to stabilize my life. And I started to look around for other opportunities."

It was during his job-hunting forays that he met James Way, then vice president and controller of NBC, who successfully urged Mr. Verne to come over to NBC. "I felt broadcasting would be an exciting field," Mr. Verne says.

His initial assignment at NBC in 1973 was as director of accounting, and a year later he was advanced to director of financial evaluations. Those posts encompassed both television and radio and, in Mr. Verne's view, provided a vantage point to "learn a lot about the company and its varied aspects."

He was involved in the launching of NBC Radio's News and Information Service and worked closely with John Thayer, then president of the NBC Radio Division. In February 1976 he moved over to the NBC Radio Division as vice president, ad-

ministration, was promoted to vice president and general manager of the NBC Radio Network in April 1977 and was elevated to executive president of the radio network last September.

Mr. Thayer describes Mr. Verne as an aggressive, goal-oriented individual who was able to make "a quick study of the broadcast business." He adds that Mr. Verne "has determination and enthusiasm" and "combines a deep knowledge of finance and administration with management and sales skills."

Mr. Verne, as a dollars-and-cents man, knows that the NBC radio affiliates are joined together in one common interest—money. And during his address to the convention today, he plans to announce a development that is designed to attract additional revenues both to NBC and affiliates—a second radio network. Mr. Verne was reluctant to elaborate as he wanted affiliates to hear it first, but says that the new network "would be skewed to younger demographics."

Consonant with his philosophy that people and money are pivotal factors in business success, Mr. Verne pointed out that NBC Radio is recent months has refurbished its executive team and has allotted additional funds for program and sales development work.

"Our new executive line-up includes highly experienced executives," he says. "We now have Jo Moring, vice president, radio news; Ruth Meyer, director, program development; Jeffrey Kulliver, director of sports programming, and Bob Rush, vice president, marketing development. It's Bob's job to bring new money into the radio industry and he's been very successful to date."

NBC Radio has a commitment to spend more money on programming, according to Mr. Verne, and the expansion will be in sports, entertainment and information. An ambitious project is *Olympic Odyssey*, a series of 984 programs that began three weeks ago and will continue through Aug. 3, 1980, when the games finish.

Other programming projected by Mr. Verne is a series of eight musical specials to run as long as two hours each during 1979 and an overnight radio show. "That latter program is not for the immediate future," he says, "but it's something we want to do some time down the road."

Mr. Verne characterized 1978 as "a good year" for NBC Radio and expects 1979 to be equally profitable. He believes one of the main drawbacks to selling radio is that many agencies do not know how to plan radio campaigns.

"We hope to be able to improve that situation," says Mr. Verne.

History lesson

If anyone doubts that FM has arrived, we invite him to return to reality by examining the FM special report published elsewhere in these pages. Many FM stations have not yet reached profitability, to be sure, but their number is diminishing, and FM as a whole is solidly established and still growing fast.

The growth is most evident in listening patterns. Figures compiled by Statistical Research Inc. in its RADAR studies show that FM's audience shares now equal or exceed AM's in the basic dayparts from 10 a.m. on, and that on an all-day basis 49% of the radio listening is done to FM. In the FCC's financial reports—which haven't got beyond 1977—it is impossible to make a clear distinction between FM and AM, but with audience figures like those, the number of profitable FM stations—and their combined profitability—cannot fail to grow.

It has been a long haul, and an expensive one, for many of the broadcasters who are now beginning to cash in. But the maturing of the medium confirms the visions of its early advocates and of an FCC that established FM allocations and maintained them during years when they were in slight demand.

The FM experience presents some parallels with UHF television which occupies frequencies that for a time were generally unwanted by broadcasters although increasingly coveted by other services. In many markets UHF broadcasting is now aggressively competing with VHF and is obviously headed for profitable operation on a national scale.

FM could not have gotten where it is without its share of spectrum space. UHF can't go where it is going without its.

Second chance

Communications lawyers in and out of government agree that the U.S. Court of Appeals, in amending its WESH-TV decision of last fall, has invited the FCC to devise a comparative renewal policy that gives deserving licensees reasonable security against marauding applicants for their facilities. The amendment has undone some of the most destructive potentials of the original decision. The question now, of course, is whether the court's invitation, as offered, will be accepted by the FCC.

In the original decision the court in effect held that any licensee with other media interests, co-located or elsewhere, was vulnerable to challenge by any applicant without other media ties and small enough for its owners to act as on-the-scene managers. The vulnerability would be enhanced if the challenger included minorities in its composition.

Past performance, under the original decision, would count in an incumbent's defense only if it had been "superior," a term the court seemed to define as meaning better than any other performance. The deduction to be drawn from that criterion was that only one licensee in any market had any chance at all to survive attack.

The court's amendment gives the FCC authority to write a more realistic policy. "Meritorious" service will count, if the FCC can define it with understandable precision. The FCC may also consider industry stability as a condition in renewal judgments. The court has made it possible for the FCC to say that any restructuring of broadcasting will be done by rulemaking and not by case-by-case forfeitures applied to incumbents who are in full compliance with existing rules.

That, essentially, is the course that has been urged upon the FCC by Henry Geller, assistant secretary of commerce and head

of the National Telecommunications Information Administration. A good many broadcasters, including influential groups, have rallied behind the petition that Mr. Geller filed at the FCC after the first WESH decision of the court. There is even support for his proposal that meritorious service be defined as minimum percentages of program time devoted to local and information programming—15% to each in all dayparts, including prime time, Mr. Geller suggested in a speech last week. In the Geller plan, the licensee who met the quotas and abided by other FCC rules would be all but immune to attack.

Although this page retains its long opposition to the concept of governmental quotas on programming of any kind, there is no denying the appeal of the Geller proposal. The prediction here is that more broadcasters will fall in behind his quotas if, as he firmly insists, they are restricted to the two broad program categories that he has identified and not applied more narrowly.

At this point it is difficult to predict how the Geller proposal will ultimately be handled at the FCC. To vote for it, three members would have to modify positions they have previously taken. In their dissent to the majority's rejection last June of a challenge to the *Daily News*-connected WPIX(TV) New York, Chairman Charles Ferris and Commissioners Joseph Fogarty and Tyrone Brown served notice that in comparative renewals they favor little over big, have not over have and any financially qualified applicant without other media interests who goes against a multimedia incumbent.

One member of the majority in the WPIX case, Margita White, is about to be replaced by Anne Jones, whose views on such matters are unknown. As has been conjectured here before, broadcasters may ultimately find that their only source of relief is the Congress.

Winner

According to the cliché most often heard at presentations, all awards are richly merited, just as all executive vacations are well earned and executive promotions overdue. When Jack Harris is given the National Association of Broadcasters Distinguished Service Award at the next NAB convention, the use of the reliable cliché will, to coin no phrase, be richly justified.

Mr. Harris's 45 years in broadcasting have been marked by pioneering in special events and news, in network-affiliate relations, in general industry affairs. The stations he has run have made money as well as reputations and have demonstrably advanced the broadcasting craft. Merited, earned, overdue.



Drawn for BROADCASTING by Jack Schmidt

"This is Gordon Feldmeyer filling in for our weatherman who couldn't get here tonight because of an unexpected snow storm."



From pulpit to picture tube

Recently, members of the Nebraska Conference of the United Methodist Church held their state-wide meeting in Grand Island. They asked KOLN-TV / KGIN-TV for help in providing their pastors with training in the use of electronic media.

The stations' Public Service Directors put together a workshop dealing with the many aspects of religious broadcasting. Individual sessions covered topics ranging from tips on ways to prepare for a television interview to suggestions on making religious news stories more appealing to the secular electronic press. A question-and-answer period wrapped up the program and participants left with a much clearer understanding of how the media can aid them in their work.

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