

Nov. 27, 1978

Broadcast journalism's own story: Heroism and tragedy in Guyana

Broadcasting Nov 27

The newswEEKly of broadcasting and allied arts

Our 48th Year 1978

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NEWSPAPER

EVERY DAY AT FIVE O'CLOCK WE MOVE INTO A NEW NEIGHBORHOOD.



Folks all over Houston are rolling out the welcome wagon, taking us into their neighborhoods.

We've been to Cinco de Mayo and Juneteenth celebrations on the east side, art fairs in the Montrose area, tennis tournaments in River Oaks, home restorations in the Heights, and chili cook-offs in Pasadena.

We're going places in the ratings, too. And that's a good reason to check into Ron Stone's Scene at Five, neighbor.

**THERE'S SOMETHING
NEW IN THE AIR.**

2ND
KPRC TV HOUSTON

Perry Television, Inc., National Representatives, NBC Affiliate

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People turn us on!

All the people of Gaylord radio and television stations share one common philosophy:
To be uncommonly responsive to the people of the individual markets we serve.
We stay tuned in to their information and entertainment preferences.
That's why Gaylord Broadcasting continues to grow
in the ability to offer you a receptive audience.
And that's why advertisers, too, turn us on!



GAYLORD
Broadcasting Company

One of America's largest privately owned groups of radio and television stations.

KTVT
Dallas/Fort Worth

WTVT
Tampa/St. Petersburg

KHTV
Houston

KSTW-TV
Seattle/Tacoma

WUAB-TV
Cleveland/Lorain

WVUE-TV
New Orleans

WVTV
Milwaukee

WKY
Oklahoma City

KYTE-AM/FM
Portland

KRKE-AM/FM
Albuquerque

To get turned on in Albuquerque,
get on the Gaylord Station

KRKE

AM 610 - FM 94.1

Every morning, from 6 A.M. to 10 A.M., KRKE turns Albuquerque on with their AM and FM simulcast. Air Angel is high above with down-to-earth traffic reports. The team of Mike Phillips on the air with News and national event

Turn your client market, KRKE. Local

Total cost

Broadcasting
Nov. 27, 1978

With the newest, finest
America's fifth fastest growing
average 35.65) and you

¹ARB, April/May 1978
KRKE AM/FM Simulcast
²Money Magazine ranking
All estimates subject to

and up-to-the-minute local
sand in the Albuquerque

- Midnight'

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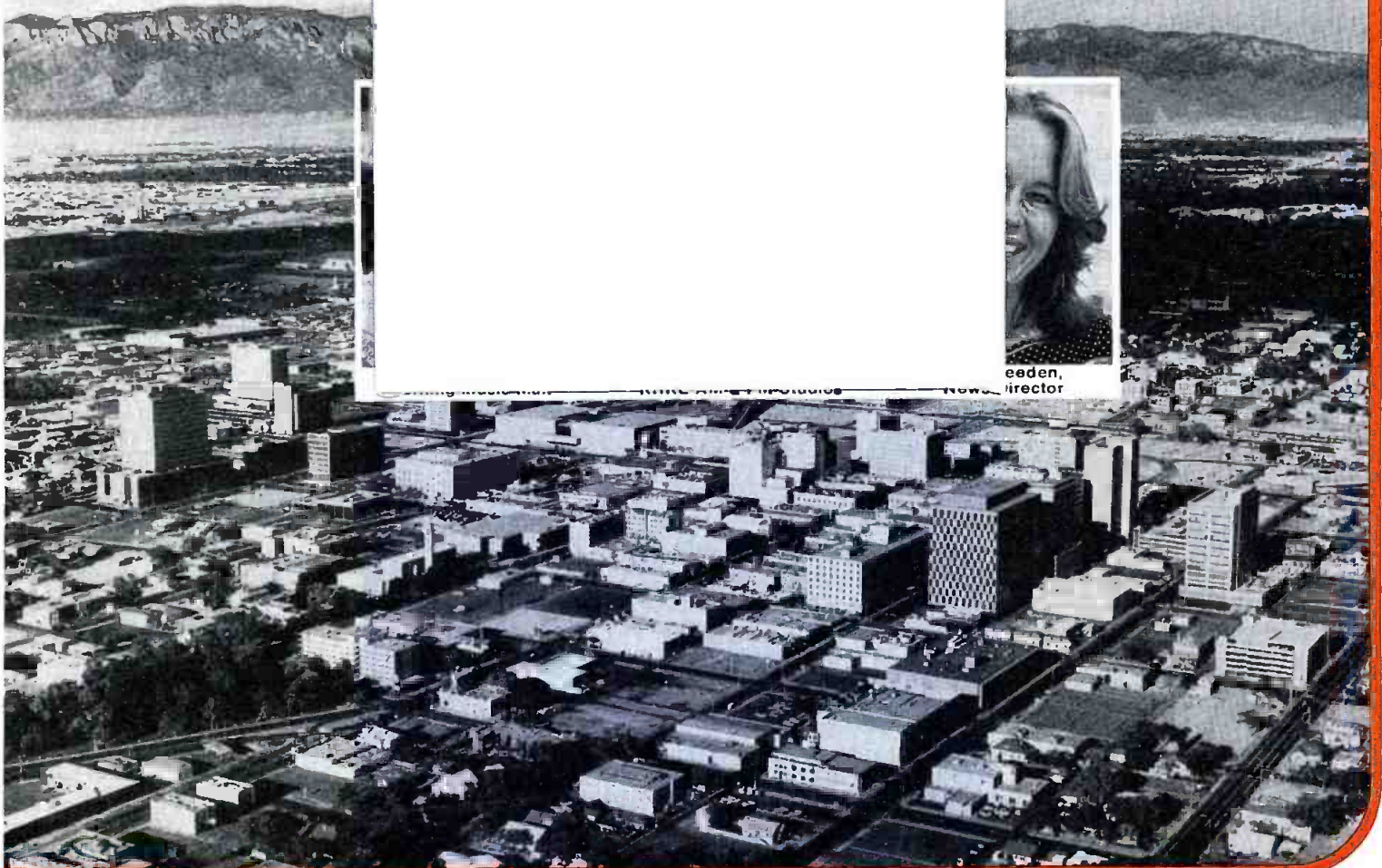
ed radio station in Amer-
uerque market (median
Albuquerque on for you.



Represented by
Katz Radio



eeden,
director



LAVERNE & SHIRLEY



DOMINANCE WITH HIGHER EDUCATED VIEWERS

College graduates are smart enough to know a great show when they see it. Compared to the average sitcom, young women in these households give the girls a 55% to 60% advantage over the average sitcom.

	(Ratings %)						
	HH	W18-49	W18-34	M18-49	M18-34	TEENS	KIDS
LAVERNE & SHIRLEY	25.1	18.0	19.5	14.2	15.0	23.8	29.2
AVERAGE SITCOM	16.7	11.6	12.2	9.9	10.5	12.5	11.8
THE GIRLS' ADVANTAGE	+50%	+55%	+60%	+43%	+43%	+90%	+147%
LAVERNE & SHIRLEY	25.1	18.0	19.5	14.2	15.0	23.8	29.2
AVERAGE PRIMETIME PROGRAM	15.4	10.6	10.7	9.9	10.0	9.2	8.2
THE GIRLS' ADVANTAGE	+63%	+70%	+82%	+43%	+50%	+159%	+256%

Source: NTI NAD HOUSEHOLDS WITH HEAD OF HOUSEHOLD 4 OR MORE YEARS OF COLLEGE/
February, May, November Average/February 1976 through May 1978

PARAMOUNT TELEVISION



DOMESTIC SYNDICATION

The Week in Brief

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TRAGEDY IN GUYANA □ Among the first to die in the bizarre events in that South American country were two NBC television newsmen—correspondent Don Harris and cameraman Robert Brown. **PAGE 19.**

STATING THEIR CASE □ ANA, AAAA and AAF file with the FTC in its children's advertising proceeding and they contend that, to the contrary, commercials aimed at kids are "a productive and constructive enterprise." **PAGE 21.**

SUBJECT TO CHANGE □ Network strategists huddle and plot their midseason changes, but they're taking their time. **PAGE 21.**

WATERED DOWN □ UNESCO declaration on news media is voted, but not until it's redrafted to eliminate hints of state control of information flow. **PAGE 22.**

FIRST MOVE FROM FLEMING □ Incoming CPB president proposes staff reorganization that would cut the number of VP's to three. **PAGE 23.**

CLEARING THE WAY □ National Black Media Coalition is going to put its stamp of approval on the Gannett-CCC merger, now that it's reached agreement with Gannett on a minority program. **PAGE 23.**

COMMUNITY CHECKLISTS □ Gay organizations are among those urging the FCC to require that their needs be ascertained by station licensees. Broadcasters and religious groups protest gays' inclusion. **PAGE 26.**

PROCEED WITH CAUTION □ PBS asks the FCC not to change the eligibility requirements for public broadcasting licensees until results of some current studies are made known. Other public radio-TV groups also seek to protect their turf. **PAGE 28.**

IN THE EYES OF THE BEHOLDERS □ An ABC-commissioned survey finds that TV viewers have higher opinions of network affiliates than of independent stations. **PAGE 30.**

REGRETS FROM ANPA □ The newspaper association, which earlier complained that the FTC would be using a stacked deck at its own media symposium next month, now notifies the commission it will watch but won't play. **PAGE 33.**

ABC CALLS AN AUDIBLE □ Not too happy about the ratings in its minipackage of prime-time pro football, ABC-TV decides not to expand the number of games next season. **PAGE 36.**

POWERHOUSE □ Warner Bros. TV acquires some top names for its production team: Komack, Arnold, Blye-Einstein and Nicholl-Ross-West. **PAGE 36.**

BIGGER BITE FOR N.Y. □ ABC is spending \$30 million-\$40 million to expand its New York TV production facilities. **PAGE 39.**

TASTE FOR NEWS □ An AP-Magid study defines what the radio audience wants in radio newscasts and when. **PAGE 40.**

FIRST AMENDMENT PROBLEMS □ The FOI committee of SDX reports that 1978 was a bleak year for press freedom, citing the *Stanford Daily* and Farber cases as more notable setbacks. **PAGE 40.**

MIXED BLESSING □ A survey, in the aftermath of a Florida experiment, explodes some negative myths about broadcast coverage of the courts. But it finds some expected good things from the experiment did not materialize. **PAGE 41.**

PLAYING WITH FIRE □ Representative Sam Devine warns cable operators of dangers involved in their quest for government regulation. **PAGE 42.**

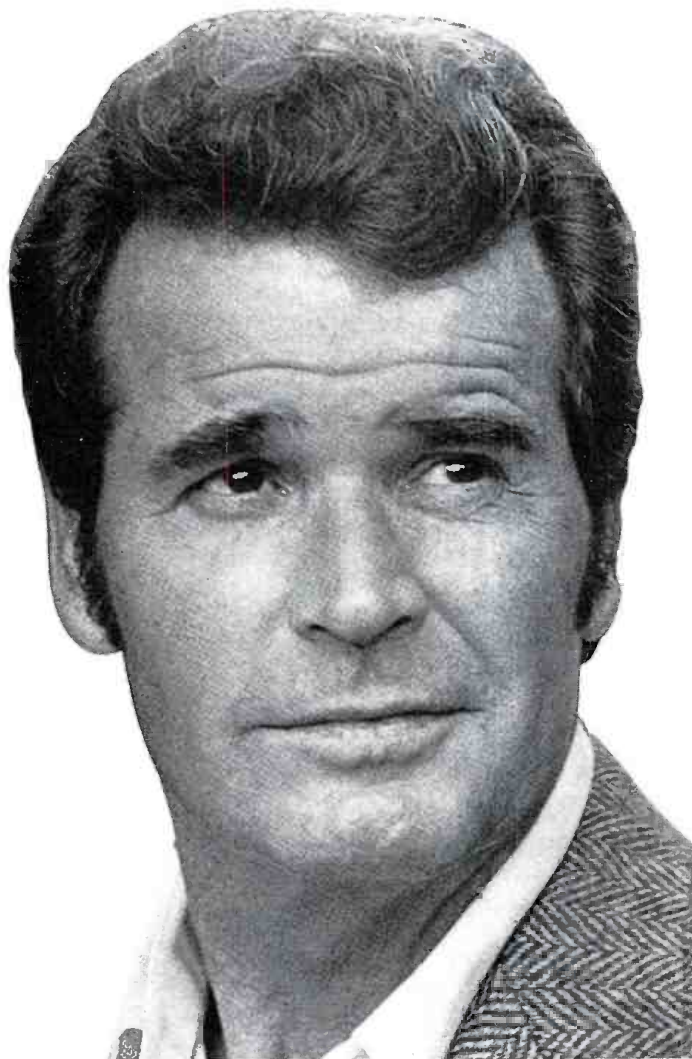
NEW IN CANADA □ The CBC proposes establishment of a national channel to service cable TV. **PAGE 42.**

XEROX □ The major manufacturer asks the FCC to let it hook up the country by satellite for data transmission. **PAGE 43.**

PROFITING FROM A LOSS □ Ten years ago, Dan Ritchie sat on the MCA side of the table in merger talks with Westinghouse Electric. That merger failed, but it did succeed in convincing Donald McGannon that Mr. Ritchie should be in the Westinghouse organization. The conviction became fact six years later, and today Mr. Ritchie serves as president and chief operating officer of Westinghouse Broadcasting. **PAGE 65.**

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ROCKFORD GIVES YOU THE BEST OF 3 WORLDS



1. Early Fringe. His appeal to young adults makes him a great lead-in for your Early News.

2. Prime-Time. The Rockford Files' perfect mix of adventure and whimsy makes it the ideal program to lead off an "action night" prime-time schedule.

3. Late Night. They love Rockford so much, now they're even staying up late to watch him. He's the top-rated hour of all the late night hours.*

**JAMES GARNER
AS ROCKFORD:
HE'S THE PRIVATE EYE
THE PUBLIC LOVES.**

**The Rockford Files
113 hours.
Available Fall 1979.**

MCA TV

*Source: NTA, Five weeks ending November 2, 1978. Subject to survey limitations.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Up in arms

Expecting litigation to increase with new FCC regulation, National Association of Broadcasters will earmark fund—perhaps as much as \$100,000—for swift court challenges. Proposal will be made to NAB board at its meeting at Maui, Hawaii, next Jan. 14-19, as key new item in NAB's budget of about \$5 million.

On premise that FCC Chairman Charles D. Ferris has charted what is essentially antibroadcaster campaign, with political overtones, NAB board majority is committed to stout resistance to all projects in that mood. These include disclosure of station finances, reimbursement of so-called public-interest complainants, and ascertainments in programing, including new proposals on public service announcements.

Price of money

It hasn't happened yet, but station brokers are apprehensive that rise in prime lending rates can have slow-down effect on station sales. They point out that when prime is at 11 1/2%, level reached last Friday, actual rate to buyer can be 12% or 13%, figures that acquisition-minded broadcasters will find hard to accept. Brokers point out in 1973, when prime reached 12%, station trading volume fell off from 1972.

Stiff-armed

National Association of Broadcasters, conducting highly organized letter-writing and lobbying campaign against tentative FCC decision to make broadcasters rank employes by salary in annual EEO reports, can't get in for personal pitches to FCC Chairman Charles Ferris and Commissioner Tyrone Brown. Those two have indicated they'll rely on record of comments for decision. NAB, however, is skeptical any of commissioners will read 300 letters association has collected from broadcasters and bound into three volumes. It has made detailed presentations to five commissioners who would listen.

Facts of life

FCC Broadcast Bureau Chief Wallace Johnson's response to Chairman Charles D. Ferris's query as to whether commission has authority to investigate broadcasters' ad rates (BROADCASTING, Nov. 20) is said to have contained no surprises: Commission may investigate anything it chooses, but there would be no point looking into ad rates since it lacks authority to regulate them. Mr. Johnson is

also reported to have said one action commission could take on anti-inflation front—chairman made inquiry after hearing President Carter exhort agency heads to do what they could about holding down prices—is to urge broadcasters to stay within President's price guidelines.

Response, which is said to have been initiated by General Counsel Robert Bruce and Nina Cornell, head of Office of Plans and Policy, also contained brief economic analysis. It reportedly includes unremarkable finding that ad rates are function of supply and demand, that there is direct relation between size of audience and amount charged for advertising, that upward trend of television prices, has, if anything, lagged behind general rate of inflation.

Reruns

Several recently retired National Association of Broadcasters board members may be on comeback trail in this winter's NAB elections. Some familiar names among those who have certified their eligibility, necessary first step in election process, are Kathryn Broman, Springfield Television, Springfield, Mass., immediate past television board chairman; Len Hensel, WSM-AM-FM Nashville, immediate past radio board chairman ("Closed Circuit," Sept. 18); Dick Painter, KYSM-AM-FM Mankato, Minn., immediate past radio board vice chairman, and Kay Melia, KLOE(AM) Goodland, Kan., who retired from radio board in 1976.

One prominent figure on list is Richard Chapin, Stuart Broadcasting, Lincoln, Neb., former NAB joint board chairman and Distinguished Service Award winner. There's also former NAB staffer, one-time vice president for station relations, Burns Nugent, now with KACI(AM) The Dalles, Ore., and one celebrity, Curt Gowdy, NBC sports commentator and owner of five radio stations.

Group effort

Next version of Communications Act rewrite isn't going to be entirely work of Lionel Van Deerlin (D-Calif.) and House Communications Subcommittee staff. During House Democratic caucus next week, Representative Van Deerlin plans to gather members who are likely to return to subcommittee next year to get their opinions.

It's far from certain which subcommittee members will be back next year. Among more active, Timothy Wirth (D-Colo.) and Martin Russo (D-Ill.) are expected to return. Henry Waxman (D-Calif.) is making try for Health Subcommittee chairmanship, which

would probably take him off subcommittee. He's up against stiff competition, however, and chances seemed to dim considerably when it was reported last week that he made contributions to other congressmen's campaigns this year, including to Commerce Committee members who would be deciding whether he would become subcommittee chairman.

Finalists

It has simmered down to two-man race for next Distinguished Service Award that National Association of Broadcasters confers annually. In head-to-head contest are Stanley E. Hubbard, 81, chairman and chief executive officer of Hubbard Stations, headquartered in St. Paul-Minneapolis, and Jack W. Harris, 66, president of KPRC Inc., Houston, and its wholly owned subsidiary, WTVF-TV Nashville.

U turn

Conflict between land mobile radio and television broadcasting over spectrum space is not confined to this country. If anything, problem is more severe in Europe. And long-range solution being discussed there would be enough to send U.S. broadcasting establishment up wall and through roof if it were even hinted at here: Abandon VHF to land mobile, and do all television broadcasting in UHF.

Precedent?

Citizens Communications Center may be in for miniwindfall of some \$120,000 after FCC meeting this week. Citizens has had that much in escrow account as result of reimbursement provisions in agreements it reached with six broadcasters in behalf of citizen groups, but says it can't touch funds without losing tax-exempt status unless commission approves reimbursements. And commission's policy is not to approve or disapprove agreements between citizen groups and broadcasters.

However, there were indications last week commission may clear way for Citizens' use of funds, when it considers matter on Thursday. General Counsel's Office is understood to be recommending approval of agreements involving money in escrow—and suggesting that commission consider future reimbursement agreements on case-by-case basis. Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown are regarded as certain to accept that position. They're looking for fourth vote.

Radio only

Scientific Hair Labs □ Hair specialists begin 13-week radio promotion in January. Wharton & Wharton Advertising, Cherry Hill, N.J., will schedule spots in at least five markets. Target: men, 25-34.

Southwestern Bell □ Telephone company schedules 12-week radio campaign beginning in early January. D'Arcy-MacManus & Masius, St. Louis, will arrange spots in 32 markets including Houston, Kansas City, Mo., and San Antonio, Tex. Target: women, 25-49.

Trans International Airlines □ Airline arranges seven-week radio flight beginning this week and early March. Hofer, Dieterich & Brown, San Francisco, will place spots in the Northeast. Target: adults, 25-54.

Ovaltine □ Food products group arranges four-week radio push beginning in mid-January. TBWA/Baron, Costello & Fine, New York, will place spots targeted

to women, 18-49.

General Foods □ Food products group focuses on its Yuban coffee in four-week radio buy starting this week. Grey Adv., New York, will select spots in 20 West Coast markets including San Diego and Seattle. Target: women, 35-64.

Pet □ Dairy products manufacturer plans three-week radio holiday push beginning in early December. Henderson Advertising, Greenville, S.C., will select spots in 45 markets. Target: women, 25-49.

Kinney □ Shoe store chain slates two-week radio buy beginning in early December. Sawdon & Bess, New York, will handle spots in about eight markets including Denver and Detroit. Target: adults, 18-34.

Western Airline □ Airline begins two-week radio push in early December. BBDO, Los Angeles, will pick spots in Los Angeles, Minneapolis, San Diego and San Francisco. Target: adults, 25-44.

Rep appointments

- KVI-FM Seattle: Buckley Radio Sales, New York.
- KARD(FM) Wichita, Kan. and WPNX(AM)-WFXE(FM) Columbus, Ga.: H-R/Stone Inc., New York.
- KHNY-FM Riverside, Calif.: J.A. Lucas Co., Los Angeles.
- Koso(FM) Modesto, Calif.: P/W Radio Representatives, New York.

TV only

Sealy □ Mattress manufacturer arranges 52-week TV buy beginning in late January. Martin J. Simmons, Chicago, will handle spots in 20 markets during day and fringe time. Target: women, 18-49.

Independent Grocers Association □ Group launches 13 to 15-week TV campaign in early January. Mars Advertising, Southfield, Mich., will place spots in 17 markets during fringe, day and prime time. Target: total women.

N.B. Liebman □ Retail furniture store chain launches 13-week TV flight in January. Wharton & Wharton Advertising, Cherry Hill, N.J., will arrange spots in Philadelphia area in all day parts. Target: adults, 18-54.

Knouse Foods □ Food products group highlights its Lucky Leaf pie fillings in 13-week TV flight starting in early January. Walter G. O'Connor, Hershey, Pa., will buy spots in 12 markets during day, fringe and news time. Target: total women.

Eureka □ Tent manufacturer arranges three-month TV campaign starting in early March. Wm. L. Baxter Advertising, Minneapolis, will select spots in about 30 markets during weekend, early and late news time. Target: adults, 18-34.

Stouffer □ Frozen-food products group features its entrees in three-month TV promotion starting in early January. Creamer, Pittsburgh, will buy spots in 33 markets during day and fringe time. Target: women, 25-54.

Squibb □ Pharmaceutical company arranges 12-week TV drive for its Theragran vitamin beginning in mid-

DELTA DASH® GETS YOUR SMALL PACKAGE THERE IN A BIG HURRY.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certificated airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. Any package up to 90 inches, width + length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals.

Rate between any two of Delta's domestic cities is \$30. (\$25 between

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is now**



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Torbet Radio 1 Dag Hammarskjold Plaza New York, NY 10017 (212) 355-7705

January. Allscope Services, New York, will handle spots in Buffalo, N.Y., Charlotte, N.C., Milwaukee, Minneapolis, Oklahoma City and Seattle, during day, fringe and prime time. Target: men and women, 25-49.

Red Lobster Inns □ Restaurant chain division of General Mills launches two-month TV buy starting in mid-January. D'Arcy-MacManus & Masius, St. Louis, will select spots in 90 markets during fringe and prime time. Target: adults, 25-54.

Ole South Foods □ Food products group starts six-week TV promotion in mid-January. Montgomery & Associates, Bala Cynwyd, Pa., will schedule spots in about 15 markets during day, early fringe and prime access time. Target: women, 18-49.

Wm. Underwood □ Food products group features its Accent flavor enhancer in four-week TV campaign starting in early January. Kenyon & Eckhardt, Boston, will place spots in 17 markets during late fringe and prime time. Target: women, 18-49.

Kenyon Industries □ Consumer products division plans four-week TV push for its K-pel liquid water repellent beginning in February. Potter Hazelhurst, Cranston, R.I., will seek spots in at least five markets during all dayparts. Target: total women.

BAR reports television-network sales as of Nov. 5

ABC \$1,216,953,600 (36.4%) □ CBS \$1,093,397,500 (32.7%) □ NBC \$1,034,867,600 (30.9%)

Day parts	Total minutes week ended Nov. 5	Total dollars week ended Nov. 5	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.	180	\$1,617,000	6,585	\$48,407,800	\$41,811,500	+15.8
Monday-Friday 10 a.m.-6 p.m.	1,041	18,759,200	44,871	717,593,000	651,487,800	+10.1
Saturday-Sunday Sign-on-6 p.m.	284	14,021,600	13,509	382,004,900	335,491,500	+13.9
Monday-Saturday 6 p.m.-7:30 p.m.	102	5,970,700	4,508	188,834,000	164,801,200	+14.6
Sunday 6 p.m.-7:30 p.m.	22	2,416,600	936	56,648,000	47,706,600	+18.7
Monday-Sunday 7:30 p.m.-11 p.m.	413	52,880,500	18,303	1,713,457,100	1,514,222,900	+13.2
Monday-Sunday 11 p.m.-Sign-off	227	6,767,100	9,922	236,273,900	207,396,000	+13.9
Total	2,269	\$102,432,700	98,634	\$3,345,218,700	\$2,962,917,500	+12.9

Source: Broadcast Advertisers Reports

Beverage Management □ Beverage groups starts four-week TV push for 7-Up in early December. Trends & Associates, Columbus, Ohio, will buy spots in 10 markets during day, prime and early fringe time. Target: adults, 18-34.

Equitable Savings □ Banking institution schedules one-month TV push beginning in late December. Colle & McVoy, Minneapolis, will seek spots in eight markets in Idaho, Oregon and Washington during day, fringe and prime time. Target: total adults.

Fox Pharmacal □ Pharmaceutical group features its Secret Miracle temporary wrinkle remover in four-week TV push starting in early January. Fox Advertising, Fort Lauderdale, Fla., will schedule spots in five markets during day, fringe and news time. Target: women, 25-54.

R. C. Bigelow □ Tea products group kicks off four-week TV campaign beginning in early January. Della Femina, Travisano & Partners, New York, will handle spots in seven markets including Houston and Denver during fringe and prime time. Target: women, 18-49.

Playboy Press □ *Playboy* magazine's silver anniversary issue gets two-week TV promotion beginning in early December. Scali McCabe Sloves, New York, will buy spots in 24 markets during fringe and prime time. Target: total men.

Sambo's □ Restaurant chain schedules two-week TV push beginning in early December. Larsen/Bateman, Santa Barbara, Calif., will arrange spots in about 20 markets during fringe time. Target: adults, 35 and over.

Coparel □ Fragrance manufacturer starts two-week TV promotion for its ME fragrance in early December. Daniel & Charles, New York, will schedule spots in about 25 markets during prime and late

fringe time. Target: total adults.

Buena Vista □ Film company features its "Pinocchio" movie in one-week TV flight starting early December. Action Advertising, San Francisco, will seek spots in about 200 markets during children's time. Target: children, 6-11, and adults, 18-34.

Grandma's Foods □ Cookies and snack products group features its fruit and oatmeal bars in one-week TV drive starting in mid-February. Gerber Advertising, Portland, Ore., will buy spots in about six markets during day and fringe time. Target: women, 25-49.

John Weitz □ Fashion group's fragrance gets one-week TV promotion beginning in mid-December. Chalek & Dreyer, New York, will schedule spots in 15 markets during fringe and news time. Target: total women.

Walt Disney □ Film company prepares one-week TV push for its film "Witch Mountain" beginning in mid-December. Robert Johnson, Kansas City, will place spots in seven markets during fringe, prime access and Saturday time. Target: children, 6-11 and women, 25-49.

Radio-TV

National Oats □ Division of Liggett & Myers begins 10-week TV and radio drive in early January. Grey-North, Chicago, will arrange spots in 20 radio markets and 20 TV markets during day and fringe time. Target: total women.

Associates Financial Services □ Financial service places six-week TV and radio buy starting in mid-January. Bozell & Jacobs, Atlanta, will purchase spots in three to five markets including Nashville. Target: men, 18-49.

FACT!
Nobody Can Match The
Spotmaster® 3000 Series



The Spotmaster 3000 is the only cartridge tape machine series on the market with all of these performance proven features:

- Nortronics® Duracore® heads; auto/manual fast forward option; low-voltage current regulated solenoid; independent azimuth adjustment; solid-state switching logic; headphone jack for maintenance; and wide record input range. Models available for 1/2 and 3/4 rack widths.

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WIIC-TV: Making News More Alive

The agony of defeat, as well as the thrill of victory, came alive on WIIC-TV's election night coverage. County Commissioner Jim Flaherty (below) joined 11Alive's news team to analyze election returns. He also watched with thousands of viewers as his brother conceded the race for Governor of Pennsylvania. Not only did we cover the news, we made the news more alive election night. That's what Western Pennsylvania has come to expect from us.

WIIC-TV Pittsburgh 11ALIVE

Represented by TeleRep

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Broadcasting

WSB TV-AM-FM
Atlanta

WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIIC-TV
Pittsburgh

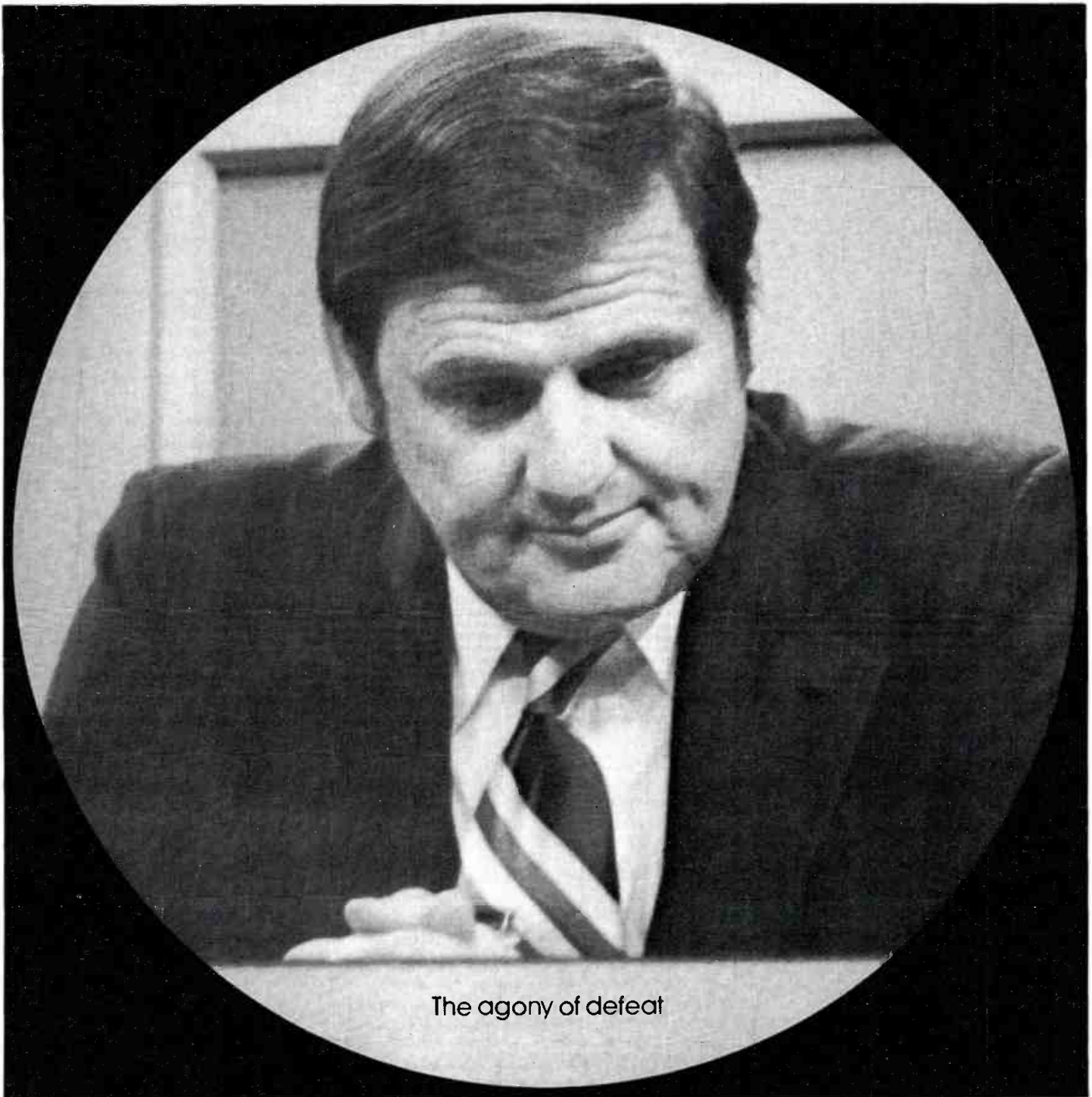
KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



The agony of defeat

■ indicates new or revised listing

This week

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

■ **Nov. 29**—*Federal Communications Bar Association* luncheon. Speaker will be Larry F. Darby, chief, FCC Common Carrier Bureau. Capital Hilton, Washington.

Nov. 29—*Illinois-Indiana Cable TV Association* seminar and workshop on pay television (morning) and office procedures (afternoon). Sheraton Inn, Terre Haute, Ind.

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

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

Dec. 1—New deadline for comments in FCC's part B of notice of inquiry regarding fee refunds. Old deadline was Nov. 8.

Also in December

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

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

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

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

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

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

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

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

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

Dec. 15—Comments due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of

the Communications Act. (Docket 78-291). Replies are due Jan. 16.

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

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

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

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

January 1979

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

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

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

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

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

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

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

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

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

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

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

June 5-9, 1979—*American Women in Radio*

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

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

Jan. 8—Deadline for comments on FCC inquiry for future fee program and refund of fees collected between Aug. 1, 1970, and Jan. 1, 1977, including possibility of imposing fee on all users of the spectrum—possibly on lease or auction basis (Docket 78-316).

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

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

■ **Jan. 8-12**—Technical seminar on *Hughes Aircraft Co.'s* amplitude modulated link local distribution

Major Meetings

and *Television* 28th annual convention. Atlanta Hilton.

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

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

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

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

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

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

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

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

microwave equipment. Hughes Aircraft, Torrance, Calif. Information: (213) 534-2146, ext. 2763.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jan. 30-Feb. 1—Radio-Television Institute of *Georgia Association of Broadcasters and University of Georgia*. Speakers will include outgoing FCC Com-

Errata

Reference in Oct. 30 "In Brief" item concerning petition to deny filed against proposed merger of Starr Broadcasting Group into Shamrock Broadcasting identified **Shamrock President Roy Disney** as son of the late Walt Disney. He is the nephew of the late Mr. Disney.

□

Sale of WANC-TV Asheville, N.C., from Wise-TV Inc. to Carolina Christian Broadcasting has not been approved by the FCC, as reported in Nov. 13 "For the Record." **Commission granted acquisition of positive control** of licensee (Thoms Broadcasting Companies) by Meredith S. Thoms from the estate of Harold H. Thoms.

missioner Margita White, NBC commentator David Brinkley and Jane Pauley, *Today* hostess. Georgia Center for Continuing Education, Athens.

February 1979

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

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

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

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

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

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

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.

March 1979

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

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

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

March 14-15—*Broadcast Financial Management*

Association/BCA board of directors meeting. Waldorf-Astoria, New York.

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

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

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

April 1979

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

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

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

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

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

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

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

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

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

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

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

April 20-21—*Texas Associated Press Broadcasters Association* annual convention. Sheraton, Abilene, Tex.

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

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

May 1979

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

May 7-10—*Southern Educational Communications Association* conference. Lexington, Ky.

May 8—*National Radio Broadcasters Association* radio sales day. Hyatt House (airport), Seattle.

May 10—*National Radio Broadcasters Association* radio sales day. Sheraton Airport Inn, Atlanta.

May 16—*National Radio Broadcasters Association* radio sales day. Americana, New York.

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.

May 24—*National Radio Broadcasters Association* radio sales day. Hyatt Regency O'Hare, Chicago.

May 27-June 1—1979 *Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland. Information: P.O. Box 970—CH-1820, Montreux.

June 1979

June 3-6—*Electronics Industries Association/Consumer Electronics Group* 1979 international summer Consumer Electronics Show. Chicago.

■ **June 5-7**—*Ohio Association of Broadcasters* spring convention. Stouffer's, Dayton, Ohio.

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

June 6-9—*Broadcast Promotion Association* 24th annual seminar. Nashville.

June 7-9—*Alabama Broadcasters Association* spring convention. The Casion, Pensacola Beach, Fla.

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

June 7-10—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge. Branson, Mo.

June 8-10—*Investigative Reporters and Editors Inc.* national conference. Park Plaza hotel, Boston.

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

June 10-11—*Montana Broadcasters Association* annual convention. Fairmont Hot Springs, Anaconda, Mont.

June 14-15—*Oregon Association of Broadcasters* conference. Bowman's at Mt. Hood, Ore.

June 14-15—*Broadcast Financial Management Association/BCA* board of directors meeting. Sir Francis Drake hotel. San Francisco.

June 27-30—*Florida Association of Broadcasters* 44th annual convention. Boca Raton hotel and club.

July 1979

July 11-15—*Colorado Association of Broadcasters* summer convention. Tamaron, Colo.

July 15-18—*The New York State Broadcasters Association* 18th executive conference. The Otesaga hotel, Cooperstown, N.Y.

August 1979

Aug. 24-Sept. 2—*International Radio and TV Exhibition 1979 Berlin*, promoted by the *Society for the Promotion of Entertainment Electronics* of Frankfurt-on-Main with executive handling by the *AMK Company for Exhibitions, Fairs and Congresses Ltd.* Berlin Exhibition grounds.

September 1979

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

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

■ **Sept. 12**—*Ohio Association of Broadcasters* state

legislative salute. Sheraton-Columbus, Columbus, Ohio.

Sept. 16-19—*Broadcast Financial Management Association's* 19th annual conference. Waldorf-Astoria, New York.

Sept. 20-26—*Telcom 79*. Third world telecommunications exhibition, sponsored by the *International Telecommunications Union*. Palais des Expositions, Geneva.

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

Sept. 26-29—*Tennessee Association of Broadcasters* annual convention. Opryland hotel, Nashville.

October 1979

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

Oct. 16-17—*Advertising Research Foundation* annual conference. New York.

■ **Oct. 23-24**—*Ohio Association of Broadcasters* fall convention. Columbus Hilton, Columbus, Ohio.

November 1979

■ **Nov. 8-9**—*Oregon Association of Broadcasters* conference. Valley River Inn, Eugene, Ore.

Open Mike®

The Pierce piece

EDITOR: BROADCASTING's new "Fifth Estate" series on prime movers ("The Upward Mobility of ABC's Fred Pierce," Nov. 13) represents another great innovation those of us in the industry anticipate from your excellent magazine. I can't think of a more deserving lead-off man than Fred Pierce.—*Ralph E. Becker, executive vice president, Rust Craft Broadcasting Co., Pittsburgh.*

Allegiance

EDITOR: I couldn't help being amused by your comment in the Nov. 20 clutter story calling it "an irony" that I was hired as a consultant to the Association of National Advertisers and American Association of Advertising Agencies "in that Mr. Swafford was formerly on the broadcasters' side of the fence . . ."

I still am, and so, actually, are the ANA and the AAAA.

The fact is that, like them—and so many others, including a lot of broadcasters—I was concerned about the proliferation of promos when I was at CBS, and spoke to that concern at meetings of the television code board. Later, during my somewhat truncated tenure at the National Association of Broadcasters, I expressed my own growing concern over the possible abuses

of at least the spirit of the NAB code, and the certain abuses of the audiences' sensibilities by the flood of promos.

Actually, the real irony may be in your implication that to be critical of broadcasting is to have defected to the other side. The ANA and AAAA feel that, far from being "on the other side," they are indispensable partners in the broadcasting business. That fact would seem to be supported by the further irony that your ANA-AAAA story in on the same page as your coverage of the Television Bureau of Advertising's annual meeting, with Chairman Marvin Shapiro's exhortation to "sell and re-sell the values and qualities achieved in reaching the consumer through television."

That's what this clutter business is really all about.—*Thomas J. Swafford, Alexandria, Va.*

(Mr. Swafford, a veteran broadcaster, was head of standards and practices for CBS before becoming senior vice president for public affairs at the NAB.)

The starting point

EDITOR: As writer and syndicator of *From Another Point of View*, mentioned specifically in "Open Mike" Oct. 23, please let me reply to two questions.

The headline asked, "Speaking for whom?" Each manager using our material retains complete editorial control. Our

clients may omit a topic, delete portions, edit and rewrite to fit their own styles, timing and viewpoint. With the final product they truly are speaking for themselves, with "thought starters" provided by us.

Theodore Storck, a client of ours when he operated KTCH, asked in his letter, "Is it morally right for broadcasters to buy 'canned' editorials and pass them off as their own?" For the same reasons given above, by the time our clients hit the air the commentaries certainly are "their own," morally and legally. I certainly couldn't claim them as originals. They certainly can claim them after editing.

In traveling around the country, I too have heard *From Another Point of View* on many stations. I never heard a commentary word for word as I had written it. Some I did not recognize at all because managers are using the daily format to include local issues. We do provide a source of daily inspiration for topics, which the client is free to expand upon as he sees fit.

Most managers have found that a consistent, daily schedule of commentary is a must in order to be effective. Many are too busy for a daily session at the typewriter after researching and documenting the topic. We provide the necessary help for them to fulfill their responsibilities as a licensee and a vehicle for them to "speak for themselves" after editing.—*Bob Cessna, president, Bob Cessna's Consultant Services, Daytona Beach, Fla.*

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

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The newsweekly of broadcasting and allied arts

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

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Monday Memo[®]

A broadcast advertising commentary from Kurt Willinger, senior vice president, Compton Advertising, New York

Restoring the human factor to creative decision-making

Whatever happened to judgment? In business these days, it's becoming a lost art.

Remember when you could turn to people you trust and ask, "Do you really think that's right?" And they'd say, "Yes, I sure do." And you'd say, "Let's do it."

That simple exchange of courtesies and mutual respect seems to be going out of style. We have psychological tests to tell us who will be a good worker. We make the simplest decisions by committee. We invoke pre-testing and post-testing to tell us if we've created good advertising. We defer judgment and play percentages. And just as in pro football, when we've got fourth down and a yard to go, we seldom go for it; we punt. While there's no special courage in taking risks, playing it safe all the time does exact its toll.

Research followed fanatically is the mortal enemy of uniqueness and innovation. It can tell us effectively what has been, but it falters in the evaluation of the new and the never-before-tried. It is, however, the new and unusual that we owe our clients and the consumer. Advertising that catches the public's imagination often causes great things to happen in the marketplace. Sure, even though people love those great old Alka Seltzer spots, the fizz failed to sell. But look at the great innovative advertising that did sell. Meow Mix cat food, Miller Lite beer, Dr Pepper, Levis, Midas Muffler, Burger King, Harlequin paperback books, Sure antiperspirant. Proof that, if you cause a stir, sales will climb.

Advertising dictated by housewives assembled for the sole purpose of partaking of coffee, cake and a ten-dollar bill looks it. The product that often results is of the lowest-common-denominator variety and seldom excellent. By excellent I refer to the unusual and distinctively persuasive work that all ad agencies promise their clients.

Advertisers often measure creative work by something called 24-hour recall. A piece of advertising that will run daily for months is measured by someone reacting to it a day after seeing it. What about all those subsequent viewings? Could they build to a more persuasive sale? Nobody seems to know. Because ads that flunk 24-hour recall are seldom heard from again. Advertising executives, being smart people, simply found the way to win at 24-hour recall. The standard method of beating this game is simple: some conflict, noise and hollering in the first five seconds, a simple plot and lots of repetition.



Kurt Willinger joined Compton Advertising in 1966 as a copywriter on the Tide account. In 1970, he was named a creative director and vice president, and in 1976 he was elevated to senior vice president. Earlier Mr. Willinger wrote copy for the catalogue division of J. C. Penney and was a copywriter with Pan American Airways.

The simpler and more repetitive the better.

There you have it. A guaranteed good score. And the formula for formula advertising. Good scores reap contentment among advertisers. But I worry. Does 24-hour recall offer any insight into the question: "Did those who remembered it really care?"

I once observed, in a 24-hour recall test of an automobile commercial, a 10-point difference in over-all awareness caused by the blast of an airhorn in the opening seconds. Should we then begin every car commercial with an airhorn? Research would indicate that might be a smart thing to do.

The "We Try Harder" campaign that gave Avis so much visibility bombed in research. Folks, research said, didn't really care that some company was going to try harder. Only the personal endorsement of William Bernbach, as the story goes, kept the campaign alive. And folks, as it turned out, did care.

Look at what the rating system has done to TV programming. Playing rating percentages gave us the raft of doctor shows of the 60's. Soon the lawyers appeared, who then gave way to cop shows. It wasn't long

before a single homicide escalated to two or three wipe-outs, with maybe even a rape thrown in. All because research said doctors and lawyers and violence get ratings.

Now we're into "jiggle." I zealously await the overdoing of "jiggle." Under strict monitoring, program content has grown continually weaker. Few of today's programs ever make it through a full season. This in spite of millions spent on researching what people like to watch.

People like to watch good programs. Good programs are made by talented people. There's no other way to do it. It's the same for advertising. People will respond to solid salesmanship. They'll remember the good and the bad but they'll respond a lot better to the good. For my money, "good" is advertising that's human. Salesmanship with warmth and humor. Or drama or amazement. In this way good advertising bestows a "thank you for listening." It could be nuance or a detail—some small thing that pleases or convinces. And very often it is that very small thing that makes it really exceptional. These are beyond the ability of research to measure. So research ignores their existence.

Research is a tool to help us target and evaluate our advertising. I wouldn't want to be without it. It can help us avoid wasting time and money. Not to mention embarrassing screw-ups. In its proper perspective, it's enormously valuable. It's only when it becomes an end in itself that I worry.

Too often, research numbers become the arbiter of right and wrong and success and failure. And eventually, the advertising gets written for research rather than the consumer. It happens very easily. Especially when there's a lot of money at stake.

And doesn't it seem that every time the stakes get high new experts show up? Oracles, who, with devices that measure sweaty palms, knee jerks and eyeball clicks, will tell us how to make things perfect. Like the guys who run the three-card hype on the street, they are just trying to make a living. We make the error by expecting them to give us truth and wisdom. If the truth be known, oracles make lousy creatives.

No research can or should take the place of good old experience, instinct and judgment. And though it's the first thing challenged, it's the most valuable thing an ad agency has to offer. Therefore, it's got to be protected and defended and exercised regularly. So, next time you have the opportunity to take old judgment out for a brisk run around the conference table, do it. It's my judgment that something wonderful will come of it.

“I guarantee that I can help you make better commercials immediately or the deal is off”

Tim Moore
Sales Manager, TM Productions

I'm offering you the Production Source on an exclusive basis in your market. I'm also guaranteeing that you'll like what you buy, or you get your money back. Read why you can't miss.

What is the Production Source — and how can I guarantee that *your* station will benefit from it?

The Production Source is a current library of commercial production music and vivid sound effects which will go to work for you instantly. Your commercials and promos will sound better because the Production Source is the “state-of-the-art” production system. I guarantee it.

You get 20 discs of *fresh* music — commercial-length :30's and :60's; random-

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And that's only the beginning. Six times a year, your library will be supplemented with new music and new sounds. Each update also includes an audio newsletter loaded with production tips and creative ideas that will make your commercials *and your station* sound dramatically better.

And you can get it all without risking a dime. Just try the Production Source at your station for 30 days. If you're not satisfied, return the library and the deal is off. You owe nothing.

This is an exclusive offer — one to a market. So if you want to beat the competition at making better commercials with the Production Source, act now.

General Managers:
Call me, Tim Moore, immediately
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The Thomson-CSF Laboratories Microcam® is the lightest broadcast-quality portable color television camera in the business. And if your business is covering news, sports or special events, you want to make sure it all gets covered. While other cameramen are pausing for a breather, you're still going strong.

Total system weight is:

- Camera head (with 6:1 lens) and viewfinder 8½ lbs.
- Shoulder pad 6.3 oz.
- Electronics pack 3 lb. 8 oz.
- Interconnect cable 1 lb. 2 oz.

Microcam will go anywhere. Capture anything. Live or on tape. And Microcam's ability to operate at extreme low-light levels makes it especially valuable for ENG.

Microcam's low power consumption of 24 watts provides a full hour of operation from a 2½ lb.

built-in battery pack. And for extended operation, a 4 lb. silver-cell battery belt operates Microcam 5 hours on a single charge.

With a two line vertical image enhancer and comb filter as standard equipment, Microcam will effectively upgrade your present system. And Microcam is priced lower than most portable cameras.

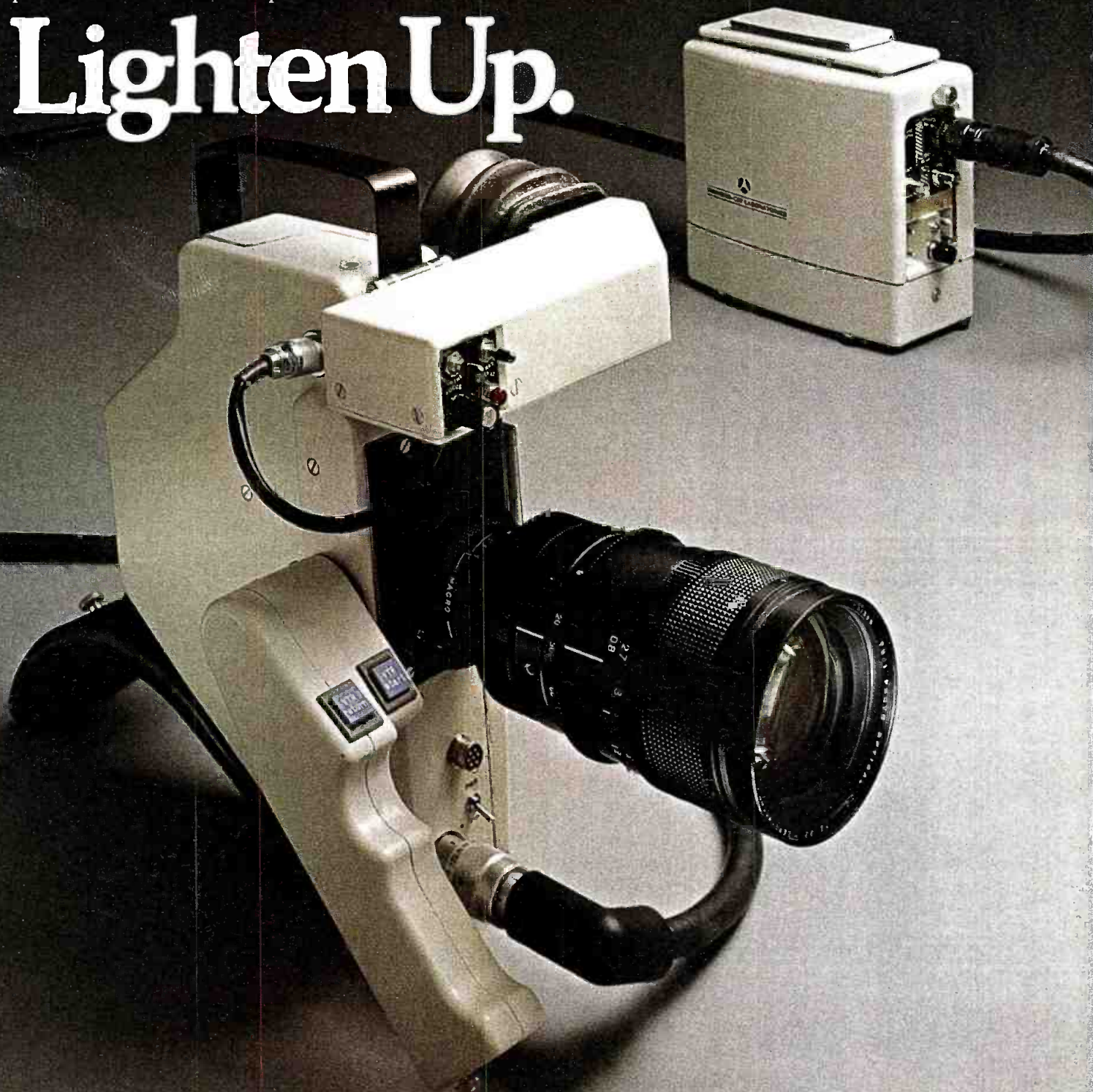
The Thomson-CSF Laboratories Microcam. Less weight. Less power consumption. And less on your budget.



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Lighten Up.



Top of the Week

Guyana tragedy claims two NBC TV journalists

Don Harris and Robert Brown among four slain in attack on Congressman Ryan's party investigating fanatic cult; NBC technician Sung wounded

NBC correspondent Don Harris, 42, and cameraman Robert Brown, 36, were shot to death Saturday, Nov. 18, in an ambush that took the life of Representative Leo Ryan (D-Calif.) in Guyana, South America.

Others killed in the first round of a macabre series of events that culminated in the suicides of hundreds were Gregory Robinson, 27, a *San Francisco Examiner* photographer, and Patricia Parks, 18, one of a number of members of the Peoples Temple sect that Mr. Ryan was investigating and who were trying to leave with the congressman's party.

Among the nine wounded were Stephen Sung, an NBC News technician/soundman, and Ron Javers, a *San Francisco Chronicle* reporter. Both were shot in the shoulder.

The slain newsmen joined a growing list of broadcast journalists who have lost their lives in the line of duty. Among them: CBS News's George Polk, in Greece in the late 1940's; Ted Yates of NBC News, in Israel; CBS's Gerald Miller and George Syvertsen and two cameramen and a driver, in Cambodia in 1970; ABC News's Terence Khoo and Sam Kai Faye, cameramen, in South Vietnam in 1972; Maurice Williams of WHUR(FM) Washington, during the Hanafi Muslim terrorist siege there in March 1977, and a long list of newspeople reported missing in action during war coverage, including NBC's Welles Hangen and two camera crew members in Cambodia, and CBS's Dana Stone and a cameraman and a sound technician, also in Cambodia.

The Guyana ambush was followed by an apparent mass suicide by more than 800 members of the People's Temple sect. The story, dominating the news last week, horrified both press and public as it was pieced together—beginning with the final minutes of tape Robert Brown had recorded when the ambush started and



Harris



Brown



Sung

Casualties. NBC correspondent Don Harris, cameraman Robert Brown and technician Stephen Sung—the first two fatally shot, the third wounded in the shoulder—were among the principal figures in the People's Temple tragedy in Guyana. Mr. Sung is pictured at a Washington hospital news conference at which he reported that gunmen first waved as though saying goodbye, then systematically shot the party of investigating Americans.

before he was killed. It showed a gunman and shooting.

Witnesses praised the television newsmen for their courage—in particular Mr. Brown. Ron Javers, in a first-person account in the *San Francisco Chronicle*, wrote: "Bob Brown stayed on his feet and kept filming what was happening, even as the attackers advanced on him with their guns. He was incredibly tenacious. . . ."

"I saw Brown go down. Then I saw one of the attackers stick a shotgun right into Brown's face, inches away, if that.

"Bob's brain was blown out of his head. It splattered the blue NBC minicam. I'll never forget that sight as long as I live."

NBC News, which aired the tape first on its *Nightly News* Sunday, Nov. 19, also made it available to the other networks.

The *Nightly News*, via satellite from San Juan, P.R., interviewed NBC producer Robert Flick, who had escaped and offered

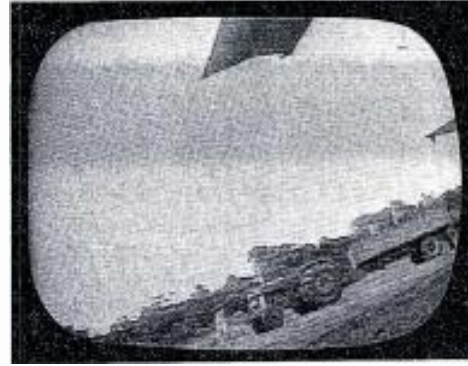
this description:

"There were two shots as the plane was being loaded to take people out, and the left tire of the plane was shot away. And there were many more shots, 50, 75 shots, and people were being wounded, and falling to the ground. And as they fell, people with shotguns would walk over at point blank range, shoot the victim in the head.

"Congressman Ryan died in this manner, as did Don Harris, a correspondent, and Bob Brown, the cameraman. . . ."

Mr. Flick reported that the attackers "killed only the Americans."

According to NBC, correspondent Harris had been working on stories from California about the cult led by Jim Jones, a former chairman of the San Francisco Housing Authority. He decided to accompany Congressman Ryan. Mr. Harris's last interview, the day he was killed, was with Mr. Jones, later to be found among the



The last moments. These three frames were taken from an off-the-tube projection of videotape shot by NBC cameraman Robert Brown as People's Temple gunmen closed in on the American investigating group in Guyana Nov. 18. Left: Members of Congressman Ryan's party head toward their plane in Georgetown. Center: NBC correspondent

Don Harris (walking at left) and *San Francisco Examiner* photographer Gregory Robinson moments before the ambush. Right: Gunman (at left of tractor) aiming his rifle at the Americans. Cameraman Brown kept taping until he fell victim to the attackers. NBC News said he was using an RCA TK-76 minicam and Sony three-quarter inch VTR.

bodies at the cult's jungle camp of Jonestown, Guyana.

During a special NBC News broadcast late Sunday evening correspondent Jack Perkins reported that "Don knew when he left for Guyana last week it was a dangerous assignment. Several people at NBC tried to talk him out of going. He insisted." Cameraman Bob Brown was said to have had "fearful premonitions."

The NBC news crew traveled with Congressman Ryan and his group from Georgetown, Guyana, to Jonestown on Friday and toured the commune on Saturday. The group, leaving by midafternoon, was said to have increased by a number of sect members who urged that they be taken back to the U.S.

Before the departure, a man reportedly put a knife to Mr. Ryan's neck, but was grabbed by sect members. One of them was said to have knocked the assailant away, then turned the knife around and stabbed him.

Survivors reported a quick departure over the 30-mile dirt track to the airstrip where two planes were waiting. Before the blaze of rifle shots began, they said, a member of the sect thought to be leaving with Mr. Ryan started shooting into the group with a pistol, then was grabbed by a policeman.

Four Guyanese soldiers at the far end of the field reportedly did not intervene, fearing that they would shoot the innocent.

According to Mr. Flick, the ambush was set by American members of the sect. One of the suspects being held after the ambush was identified as Michael Prokes, a former employe of KXTV(TV) Sacramento, Calif. According to Jim Drennan, KXTV assignment editor, Mr. Prokes had been the Stockton-Modesto, Calif., stringer in 1970-72. Mr. Drennan recalled that Mr. Prokes initially had been skeptical of the People's Temple and became involved with them while working on a story. Mr. Prokes came back from his research "so impressed," Mr. Drennan explained, that he gave up all or most of his possessions, quit the station and became the cult's public relations man.

Following the ambush, NBC News

President Lester M. Crystal said: "I am shocked at the tragic and senseless deaths that have occurred in Guyana. My sense of loss and grief over the deaths of Don Harris and Bob Brown and the wounding of Steve Sung is overwhelming. These men were among NBC News's finest and their families' loss is our loss."

"Don Harris was a reporter who always wanted to be where the action was. He reported for NBC News in Southeast Asia where he exemplified the skill and courage few reporters achieve.

"Bob Brown, also a veteran of covering the Vietnam War, has been with us less than six months. But as a freelance photographer for CBS and others he was widely recognized as one of the finest in his profession.

"My heart goes out to the families of these brave men. I shall not forget them, nor shall their colleagues at NBC News. The most meaningful memorial we can give them is to report the news with the determination and dedication they demonstrated in their careers."

Julian Goodman, chairman of the NBC executive committee, praised the deceased newsmen during a speech last Tuesday in Columbia, S.C., at a 25th anniversary dinner for WIS-TV there.

"The loss of Don Harris and Bob Brown," he said, "is a personal tragedy for all of NBC News and for all journalism, and a reminder that the freedom and protection we seek for reporters—which sometimes seems itself a losing battle—is more than empty rhetoric.

"It is a protection all free people need, if brave correspondents like Don Harris and Bob Brown are to continue to try to bring us the truth, from those who seek to hide it."

Frank Reynolds, in commentary on ABC's *World News Tonight*, expressed that network's grief over the deaths of Messrs. Harris, Brown and *Examiner* photographer Robinson.

"The two NBC men were particularly well known to us—as both competitors and colleagues in a profession that commands devotion and sometimes, too often, demands sacrifice . . .

"There is, as you will understand, a special fraternity among broadcast journalists—a fraternity that was enriched by the lives of Don and Bobby, and impoverished beyond measure by their deaths."

Don Harris (whose real name was Darwin Humphrey) began his television career in 1958 as a weatherman at WUSN-TV Charleston, S.C. The following year, he moved to WPTA-TV Fort Wayne, Ind., as a producer and assistant program director. From 1960-68, he was in the news department at WTVT(TV) Tampa, Fla., before joining WTOP-TV (now WDVN-TV) Washington as a reporter and producer.

Prior to joining KNBC(TV) Los Angeles as an investigative reporter in 1973, he spent three years as anchor at WFAA-TV Dallas.

In 1975, he became an NBC News correspondent in Southeast Asia and was said to have volunteered for the most dangerous assignments prior to the fall of Saigon. In 1976 he returned to the U.S. for NBC News, based in Los Angeles.

A winner of various journalism awards including the DuPont-Columbia, Mr. Harris is survived by his wife and three children.

A memorial service for Mr. Harris was held last Wednesday at The First Baptist Church in Vidalia, Ga. He was cremated.

Robert Brown joined NBC News in April, previously having been a free-lance film cameraman with both CBS and ABC News. He also had worked, during the summer of 1977, at KNBC and for several years as a newsfilm cameraman in the San Francisco area. He is survived by his wife and daughter.

A funeral service for Mr. Brown was held last Friday at St. Ambrose Catholic Church in Los Angeles, with burial at Holy Cross Cemetery in Culver City, Calif.

NBC News, from its Burbank, Calif., center, has established memorial funds for both Messrs. Harris and Brown, including a scholarship fund Mr. Harris's three children. At Mrs. Brown's request, a scholarship program has been established in her husband's name for minority members studying photojournalism.

Three industry groups are unequivocal in support of children's ads

ANA, AAAA, AAF, in filing with FTC, contend that commercials directed to young are 'productive and constructive enterprise'

Among filings in the Federal Trade Commission's inquiry into children's advertising was a 64-page document from three groups detailing what they call "the positive case for marketing children's products to children."

In that paper—a supplement to legal filings which are due today (Nov. 27)—the Association of National Advertisers, American Association of Advertising Agencies and American Advertising Federation said advertising to children was not "an insidious, corrosive force preying on young innocents," but "a productive and constructive enterprise which is of genuine benefit to children themselves, their families and society at large."

The three groups said FTC reasoning is faulty in five assumptions about children's advertising—that products advertised to children are by nature bad or harmful, that marketers advertise to children only to create surrogate salesmen, that advertising to children is inherently unfair, that the industry fails to control its practices and that nothing would be lost if the commission constrains advertising to children.

Children's advertising benefits children, the groups said, because it gives product information to the child to help him make up his mind, allows for greater diversity of selection, helps prepare the child for later adult roles in a society "based on individual choice and individual responsibility," and insures through advertising dollars that networks have the incentive and resource for continuing child programming.

Such advertising, the groups said, also benefits parents because it gives them confidence that what they purchase is what the child wants, it results in lower prices for many food and toy items, and it provides a "springboard for discussion and parental guidance." Also, the advertising groups said, commercials for children as regulated by the industry reflect "good safety practices among children," encourage "sound usage" of food products, "position foods within the context of proper nutritional programs," and avoid suggestions of "indiscriminate and/or immoderate use of candies and snacks."

Besides all that, the groups said, children's advertising benefits retailers, who can determine which products to carry, and manufacturers, who can determine which to manufacture. Also, the advertisers said 180,000 employees directly

Before the flood. Many participants in the Federal Trade Commission proceeding on children's advertising took advantage of an extended deadline—from the day after Thanksgiving to midnight Monday (Nov. 27)—for filing comments. While many major broadcast and advertising industry and consumer organization comments had not been filed by Friday afternoon, thousands of comments and letters from persons (including many children), groups and businesses from throughout the country were on file at the commission.

Among comments available were those from the National Association of Broadcasters, which said industry self-regulation works and the NAB television code addresses children's advertising with the notion that children should not be isolated from the world, but "cushioned in varying degrees to encourage their healthy development." At various times, the American Advertising Federation said in its comments, the FTC proposals are not based on "empirical evidence" but are based on "faulty premise." AAF also said the FTC had demonstrated "a completely one-sided and biased view..." CBS said the commission cannot legally adopt the proposal, but, besides that, the FTC proposals are "unsound, unwise and... undesirable." It is not the role of the commission to attempt to change or control people's preferences or values, CBS said. Metromedia said television has been responsive to children's needs and the commission cannot prohibit advertising without producing a decline in quantity and quality of children's programming.

derive their livelihood from the manufacture of toys, cereals, snacks and confections.

The purpose of the paper, the groups said, is to "demonstrate that the present system of marketing and advertising children's products to children is not only responsible to children, but also provides meaningful benefits to every segment of society." Its conclusion is that the present system "is working, and that the issue is best left to American families and their collective judgment in the market place of products and ideas."

The groups said the FTC assumption that products advertised to children are bad or harmful is faulty because the current system has safeguards which "ensure that harmful products are proscribed by federal regulation and that undesirable products are short-lived because... they do not earn consumer acceptance."

Advertising products to children, the advertisers said, is a "recognition of their individuality" and that it is to give them information on which to base their preferences. Such expressions of interest and preference increase the odds that the parent's purchase will satisfy the child, they said, and that parents can "sort through the alternatives" and find what is best for their children.

The groups said the FTC underestimated the ability of children to cope with advertising and on this point cited many reports and studies which indicated that even the youngest children are capable of some distinctions and can process information and make their own decisions. The FTC differs from this and cites other (and some of the same) reports and studies backing its conclusion.

The advertisers report deals extensively with industry, self-regulation, citing often the National Association of Broadcasters code. The existing procedures of self-regulation are "tedious and arduous," the groups said, "but they are the basis for sound business; industry has nothing to gain from deceiving children."

Much of the advertisers report was devoted to attempting to show that the loss

from such regulation may cost much more than the benefits derived. It asked many questions of the commission on this point, seeking to isolate specific FTC intentions and define the benefit and cost of each.

Second season schedules still in starting gate

Networks not quite ready to reject birds in hand for those in bush; 'Lifeline' lame

The three commercial television networks decided last week to put their second-season deliberations on hold for just a little longer.

Programers were still screening prime-time pilots over the holiday weekend—"some new film came in from Hollywood last night on the Red Eye," was one New York executive's comment as to how things were going—and they were planning to announce their changes this week.

If the programers were hoping any of the decisions would be made easier by new signs of life from their struggling series, the most recent ratings held out little hope. During the sweep week of Nov. 13-19, there were no nights in which the networks scheduled regular competition—on only one night, Tuesday, was it even close to normal, in fact. Nonetheless, the series that did air generally performed in customary fashion.

Most notable in that regard was NBC-TV's *Lifeline*. The innovative medical series failed to take off in its three special, last-chance showings, and sources at NBC and the program's executive producer, Thomas Moore of Tomorrow Entertainment, felt its survival prospects were negligible.

On Tuesday, *Lifeline* scored a 24 share against ABC-TV's *Happy Days* and *Laverne and Shirley* and CBS-TV's *Paper Chase*. On Thursday it pulled a 22 against

ABC's *Mork and Mindy* and *What's Happening* and CBS's *The Waltons*. Even at that point NBC was said to have been leaning against renewal, before what Mr. Moore called the "disastrous" telecast Saturday night. Facing *Fantasy Island* and on ABC and the conclusion of "The Bible" on CBS, *Lifeline* came in with a 9.5 rating and a 17 share, the least-watched show of the week.

Mr. Moore agreed there was some irony in the possibility that "reality television" might be finished off by a show entitled *Fantasy Island*. "There's something prophetic in that about the state of network television," he said.

There were prophetic ratings for other series during the week. It could be argued for most of them that they were unduly influenced by specials competition, but as ABC has aptly shown, the truly strong series tends to hold at least a core audience against even the mightiest special.

A good example of that was CBS's *Barnaby Jones* at 10-11 p.m. NYT time Thursday. Despite facing the highest-rated segment of ABC's *Pearl*, and despite having a miserable 22-share lead-in from *Hawaii Five-O*, *Jones* came in with a respectable 29 share. NBC's new entry in the same time period, *David Cassidy—Man Undercover*, showed less stamina. In its third outing, it plummeted to a 19.5 rating and a 17 share, 11 share points off *Quincy's* lead-in and the second least-watched show of the week above *Lifeline*.

Because it is still so relatively young, *Cassidy* will presumably have a spot when NBC's second-season schedule is announced; however, if its performance doesn't improve, it might not be around when the second season actually starts. There may well be other shows in that category.

Series that showed weaknesses similar to *Cassidy's* included CBS's prestige entry, *Paper Chase*, the only show to lose its time

period to *Lifeline*. It came in with a 21 share at 8-9 p.m. *Dick Clark's Live Wednesday* on NBC dropped slightly from its norm against two cartoon specials on CBS, coming in with a 21 share. *Flying High* didn't for CBS Friday; it delivered only a 19 share.

Two new series of special importance to their respective networks fell to 27 shares: ABC's *Battlestar Galactica* on Sunday and, NBC's *Different Strokes* on Friday. *Strokes* faced a special episode of ABC's *Love Boat* and showed some strength in only its third outing by holding up as well as it did. Some of *Galactica's* younger audience was probably stolen away by NBC's Mickey Mouse anniversary special, and a 17-share lead-in from the *Hardy Boys Mysteries* didn't help. Still, the 27 share represents a continued fading for the space Western, which was beaten soundly by CBS's *All in the Family* and *Alice*.

UNESCO declaration on news media is watered down a bit

Gone is outright call for state control of news media; Beebe urges press 'vigilance,' however

Western delegates to the UNESCO conference in Paris breathed a bit easier last week after passage of a compromise declaration on the news media that avoided any suggestion of the rights of governments to control press freedom. The endorsement of the new declaration by the 146 member nations of the organization was being described as a diplomatic setback to the Soviet Union and a victory, of sorts, for those Western governments and news organizations that had viewed the original UNESCO draft as sanctioning

state controls on the press.

John E. Reinhardt, director of the International Communication Agency and the head of the U.S. delegation to the international conference, praised the result of two years of complicated negotiations as "a triumph of good will" and "common sense." He said that as far as the U.S. was concerned, "We see no lingering hint of state control." Ambassador Reinhardt added that "except for the form," the compromise declaration bears no resemblance to a draft text submitted to the conference in September by UNESCO Director General Amadou Mahtar M'Bow of Senegal.

George Beebe, the American chairman of the World Press Freedom Committee, a group that has monitored the events surrounding the UNESCO declaration, was somewhat less enthusiastic with the outcome of the conference, however. In a statement, Mr. Beebe said, "We do not consider this a victory." He warned that the press would have to be "vigilant" to prevent "abuse or misinterpretation" of the declaration. Other reservations were expressed by Swiss and Dutch representatives to the conference.

The 11-article declaration was the product of a number of compromises on language. Credit for reaching a text acceptable to all sides of the controversy was being given to Mr. M'Bow, who submitted the compromise text two days before the unanimous endorsement by the conference on Wednesday (Nov. 22). Mr. M'Bow was also the author of the original declaration that had been debated by the conference for the past four weeks. The vote last week all but ended nearly eight years of negotiations that began when the Soviet Union first proposed a declaration on news organizations, which strongly advocated government controls.

A Soviet delegate, Yuri Kashlev, said that the earlier Soviet draft "would have been preferable" to the one adopted. A

InBrief

ABC-TV scored its **highest average rating of season** in third week (Nov. 13-19) of sweeps: 23.6 to CBS's 18.9 (its season high and also fourth consecutive weekly second-place showing) and NBC's 16.8. It was week made up mostly of specials, and ABC's three-part miniseries *Pearl* outdid them all with 47, 45 and 42 shares.

Test of **on-air announcements urging keepers of diaries** for audience measurement to fill them out fully and accurately showed diary response rates increased 10% but listening levels dropped 11% and time spent listening to average station declined almost 10%. On hearing those results, Arbitron Radio Advisory Council, which formerly favored such promotions, unanimously **voted against them** and said it would ask National Association of Broadcasters, National Radio Broadcasters Association and Radio Advertising Bureau also to oppose. Arbitron Radio, which conducted test in cooperation with San Diego broadcasters (BROADCASTING, July 17), already was opposed, as was Broadcast Rating Council.

J. Walter Thompson agency reportedly has reimbursed Ford Motor Co. sum in high six figures after Ford audit turned up apparent discrepancies in JWT expenditures, principally involving work performed by Agen-

cy Art & Associates. JWT handles about \$90 million in Ford business, 70% of it in broadcast.



Boden



Harrison

John N. Boden, VP and general manager of Blair Radio, New York, named president. He succeeds **Thomas C. Harrison**, who retires after 22 years with company but will remain through 1979 as president emeritus and vice president and member of board of directors of John Blair & Co. Mr. Boden begins his 22d year with Blair in 1979.

Robert O. Mahlman, former vice president and general manager, ABC Radio network, promoted to newly created post of vice president, radio network, with responsibilities including acquisition and upgrading of affiliates, expansion of services to affiliates and potential formation of additional networks. Robert M. Chambers replaced him as network vice president and general manager earlier this month but was given broader responsibilities (BROADCASTING, Nov. 13).

Networks squabbled over coverage of Guyana tragedy last week, with ABC and CBS arguing NBC was to have provided pool coverage at

Chinese delegate was quoted as saying that the compromise draft was filled with "ambiguous formulations."

The declaration, which must still be formally approved by the UNESCO general assembly, is not binding on any nation. U.S. and other Western nations fought against its earlier forms, however, in part, because they feared that a draft condoning government controls would have encouraged countries wishing to impose restrictions on press coverage.

Among the declaration's provisions are a call for the mass media to aid in countering "aggressive war, racialism, apartheid and other violations of human rights." The document also endorsed the "establishment of a new equilibrium and greater reciprocity in the flow of information" and called upon the news organizations of the developed world to help in establishing "bilateral and multilateral exchanges of information among all states, and in particular between those which have different economic and social systems."

Fleming wants tighter CPB ship

The new president of the Corporation for Public Broadcasting last week gave some indication of how he thinks CPB should be organized.

Robben W. Fleming, president of the University of Michigan, who becomes CPB president in January, gave the board and staff a "proposed organization" that drops three vice presidents from the present structure and incorporates an "executive council."

CPB sources made clear that the Fleming proposal was not a directive, but ideas from which the board and staff could work.

Mr. Fleming, who could not be reached for comment in Michigan, proposed CPB

vice presidents of telecommunications, planning and research, management and administration, and a separate general counsel's office. The present set-up has six vice presidents—executive, human resources, general counsel and secretary, public affairs, finance and administration/treasurer, and broadcasting.

Under Mr. Fleming's proposal, reporting directly to the president would be special assistants for legislative affairs and equal opportunity. Considered by some to be the key to the organization is the executive council, which would meet regularly and consist of the special assistants, the general counsel and the three vice presidents. The council would be something of a management tool, or policy development group, that would advise the president and aid in decision-making.

The new president, drawing from his experiences at major universities—the administration of which has become more and more complex during the last decade—appears to want to tighten up CPB's structure and maintain a manageable council with which he could work.

Except for the satellite project, which would remain a separate entity reporting directly to the president, the rest of the organization falls under the three vice presidents.

Under the vice president of telecommunications, Mr. Fleming would place TV programming, telecommunications, radio and educational services and public affairs and participation. Under planning and research he has research and statistics, audience services, engineering research and planning. Under the vice president of management and administration, also the secretary/treasurer, he would place board services, grant and contract processing, budget, accounting, personnel, audit and general services.

Sources at CPB said there was no indication the plan called for massive staff cuts.

Blacks make deal with Gannett for merger with CCC

The proposed \$379-million merger of the Gannett Co. and Combined Communications Corp. could mean greater participation for minority groups in the mass media. The National Black Media Coalition last week announced an agreement with the two companies that is designed to achieve that end.

Many of the proposals are similar to others contained in agreements reached between broadcasters and citizen groups.

But beyond those matters, the proposals envisage the merged company as playing an affirmative role in helping minority groups enter the ranks of media owners. Gannett will notify prospective minority purchasers of the availability of properties which it has no interest in acquiring (provided the proposed seller agrees to that procedure), and if it decides to sell any of its media properties, it will instruct the broker to contact minority purchasers.

Gannett will also make available without charge to minority groups its management expertise on a consulting basis in financial management and planning. And it will help arrange for financing—up to \$10,000 per year for three years—of training seminars for minority ownership.

Gannett is currently involved in a project that would expand black ownership of media—the proposed sale of its WHEC-TV Rochester to BENI Broadcasting, which is controlled by a black-owned company, Broadcast Enterprises Inc. That sale, pending before the FCC, is contingent on completion of the Gannett-CCC merger.

The merger would result in a media conglomerate of 79 newspapers (Gannett now owns 77) and 20 radio and television stations (all but two now licensed to CCC).

demand of Guyanese government and NBC saying it made no such agreement. NBC was first with ground crew in Jonestown, did provide some coverage to its competitors, although not enough to satisfy them. Eventually all three were banned from area by government.

Heftel Broadcasting and owner Cecil Heftel's (D-Hawaii) 1976 congressional campaign committee, Friends of Cecil Heftel, have each paid civil penalty of \$1,330 in conciliation agreement with Federal Election Commission for **campaign law violation**. Commission found that Heftel station KOMB(AM) Honolulu made illegal in-kind contribution to Mr. Heftel's first successful campaign for Congress in form of office space, furniture and staff. Campaign ultimately reimbursed station, but FEC said it was too little, too late.

New owners of WIXT(TV) Syracuse, N.Y., think other two V's in town—Meredith's WTVH(TV) and Newhouse's WSYR-TV—are **illegally ganging up on WIXT** with "sham" attempts to block move of its transmitter. Suit has been filed in U.S. District Court for Northern District of New York charging violations of antitrust laws and seeking unspecified damages.

Microwave bombardment of American embassy in Moscow from 1953 to 1976 caused personnel who worked there **no ill effects**, according to study by Johns Hopkins University School of Public Health released last week. Survey of more than 2,000 embassy workers found no extraordinary incidence of cancer, brain disorders or loss of vision—three

maladies found in laboratory animals subjected to heavy doses of microwaves. Soviets beamed microwaves at embassy during 23-year period in order to tap telephones and interfere with U.S. telephone and cable traffic.

Paramount Television has signed with Operation Prime Time, previously exclusive MCA TV/Universal domain, for 1979-80 **four-hour Irwin Shaw original** about skier in Lake Placid, N.Y. (There's expected to be scheduling tie-in with Winter Olympics there.)

FCC Chairman **Charles D. Ferris** will address March 9-14 conference of National Association of Television Program Executives at MGM Grand hotel in Las Vegas with other commissioners serving as "special discussants" at various sessions. **Joel Chaseman**, president, Post-Newsweek Stations, will deliver keynote.

Leaders of Radio Advertising Bureau and National Association of Broadcasters had what they called "constructive and helpful" session with Department of Energy official last week in **effort to get radio included in DOE energy-conservation advertising campaign** (BROADCASTING, Oct. 30, Nov. 6). RAB is to analyze DOE study used in media selection, will develop proposal for inclusion of radio in next six-market test campaign—which may lead to national campaign "at a significant budget level."



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SAN FRANCISCO

KCOP
LOS ANGELES



KVVU
LAS VEGAS



KETV
SAN DIEGO



KVEL
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FCC gets earful on how to define those 'others' in ascertainment

Homosexuals want to be included specifically; broadcasters and church groups are in opposition

A request by the National Gay Task Force that the FCC change its ascertainment regulations to specifically include homosexuals has produced hundreds of letters and comments to the commission.

The commission, which has already decided not to include gays among the 19 categories on the community checklist (the 20th is "other"), instead asked for comments on a proposal to require broadcasters to insure that "all significant elements or institutions" which are "readily accessible" within their communities are ascertained.

Such expansion of the "other" category didn't sit well with broadcasters, and homosexual groups indicated they would accept it only if they couldn't have their own category—"organizations of and for the gay community."

In asking for the change in rules, NGTF said the gay community is a "true subculture, which provides to its members a sense of community, as well as many social services which, out of fear, prejudice or ignorance, often are not made available to homosexuals by the more traditional community groups . . . It is critical that . . . issues be recognized by broadcasters and incorporated into the programming process, in order to foster understanding of this minority group within the dominant heterosexual society."

Among other groups supporting the expansion of the "other" category to include "all significant" elements of the community were the Epilepsy Foundation of America, the Council of Organizations serving the Deaf, the Gay Activists Alliance, Dignity/Chicago, the National Center for Law and the Deaf and the Gay Caucus of the United Church of Christ and others.

Broadcasters, for a variety of reasons, opposed including homosexuals on the community checklist and expanding the "other" category.

Metromedia said the commission was "apparently incapable of making a decision" whether to add gays to its checklist, so it "passed the buck" to licensees proposing "an amorphous" expansion of the "other" category. Along the same lines, the National Association of Broadcasters said: "Rather than come to grips" with the NGTF request, the commission has "sidestepped" the petitions by proposing to expand the "other" category. If a group can prove it is a "significant" element in a

What he meant when he said. FCC Commissioner Tyrone Brown, in an appearance on WRC-TV Washington, helped clear up what appears to have been a widespread misapprehension of a remark he made in his news-making appearance at the Federal Communications Bar Association luncheon last month (BROADCASTING, Oct. 16). The remark was not made in his prepared speech, in which he sharply criticized both the FCC and the U.S. Court of Appeals in Washington for causing "a breakdown" in communications policy. It was later, during a question-and-answer period, that Commissioner Brown said the commission has shown a "proclivity for incumbency," referring to broadcast-licensee incumbents, and then added that after 11 months on the commission, "I'm beginning to feel that proclivity growing in me."

Most in the audience thought it was broadcasters' incumbency toward which he was developing tender feelings. But, no, he told Fred Thomas, moderator of WRC-TV's *Sunday* show, he was making "a pun," a joke. With his term on the commission expiring in June, the incumbency that was occupying his attention was his own. "I like the job," he said.

community and is not included among the other 19, NAB said the commission should entertain a formal rulemaking to include it.

Another common complaint was voiced by KEZY Radio Inc.: that adoption of the proposal would "open the floodgates" to litigation at renewal time, "resulting in the very sort of detailed commission involvement in the renewal ascertainment process which the commission sought to avoid when it adopted its revised renewal ascertainment procedures in 1976."

Those procedures were designed to embody elements that could be added to or subtracted from particular communities and were a "reasonable and sensible approach," KEZY said. "If the commission were to adopt the proposed revision," it said, "a court reviewing such action would be left justifiably to conclude that the commission is little more than a ship adrift at sea, with no clear perception of policy direction."

NBC said the present proposal is unnecessary and repetitious, and "an unfortunate step backward." The New Jersey Broadcasting Authority said its "vague and open-ended nature" makes for licensee uncertainty and invites increased litigation "by special interest groups, no matter how small or insignificant, which believe that their needs, problems and interests have been ignored by the broadcast licensee."

Agreeing, CBS said the proposal was "unwarranted," a "burden" on licensees, commissioners and commission staff, would inject increased uncertainty in the renewal process and "needlessly resurrect the burdensome and superfluous com-

positional studies previously required of renewal applicants." CBS and others said the present system worked well and should be kept.

Several comments, including those of the National Radio Broadcasters Association, said there was not enough information to determine the extent to which needs, problems and interests of gays are being ignored, or any inadequacy of the present checklist. Metromedia said gay leaders were being interviewed under the "minority" and "other" categories.

The National Religious Broadcasters were "appalled" at the proposal, "not because it is inherently bad, but because of the insidious effect it will have across the land." In the "Judeo-Christian heritage, homosexual behavior is an abomination," NRB said. "It is worse than five of the 'Seven Dirty Words' [FCC v. Pacifica Foundation]. By adoption, the commission would be fostering a framework encouraging this offensive programming." Each broadcast licensee is presently free to devote as much or as little programming to homosexuality as it believes is in the public interest, NRB said.

NRB and others said that engaging in homosexual activities is illegal in more than half the states. WMPC(AM) Lapeer, Mich., said, "This would put broadcasters in the dubious position of consulting and programming to meet the needs of a group involved in illegal activities in order to maintain his or her own status as a law abiding citizen."

There were three large volumes filled with emotional letters and cards from people throughout the country both for and against the proposal. Many were from persons who said they were homosexuals and that they felt there was not enough programming for them on television or radio.

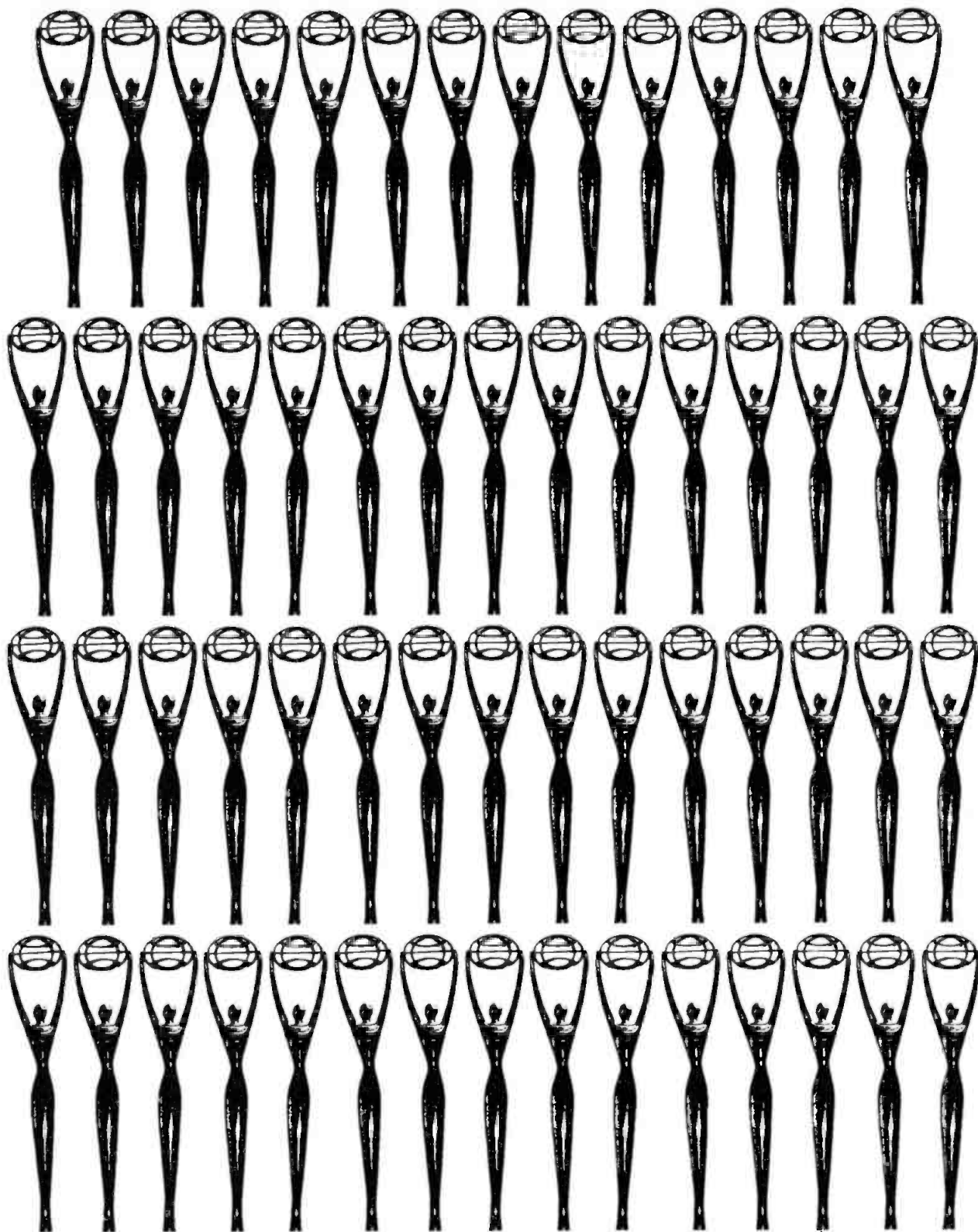
On the other hand, one woman wrote, ". . . what do these folks need from television that the rest of us don't? Do they want a quota system to be sure 10% of TV people are homosexual . . .? It isn't as though you could tell from looking at a person whether he is homosexual or heterosexual as you can with blacks and women (usually). What I want from TV is first, information. I get plenty of information about homosexuals in the news and an occasional talk show or documentary. Second I want good entertainment. Preferably clean entertainment without heavy emphasis on sex or crime. Why should this antagonize homosexuals? Why are their needs different from those of the rest of us?"

Time's mergers

Time Inc. has completed the long-pending acquisition of American Television & Communications Corp., Denver (BROADCASTING, Jan. 2 et seq.) and has named Monroe F. Rifkin, chairman-president of ATC, a vice president of Time Inc. The transaction amounted to about \$145 million in cash and stock.

Time also announced the percentage for

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determining the ratio of stock of Inland Container Corp. that will be converted into cash payment as the result of cash elections in the merger of Inland into a wholly owned subsidiary of Time. At the time of the merger on Nov. 14, shareholders owning 1,858,408 shares of Inland common elected unconditionally to receive cash payment of \$35 per share.

A spokesman said that the total exceeds the maximum number of shares for which cash payments could be made under the terms of the merger. Therefore, 87.988% of these shares will be converted into cash and the remainder will be converted into a 0.425 share of Time common plus a 0.425 share of Time series B \$1.575 cumulative convertible preferred stock.

Public radio-TV worries about its turf

PBS asks FCC not to revise eligibility ground rules until results of current studies are made known; CPB cautions of changes since 1952; state licensees want to be sure they're not dealt out

The Public Broadcasting Service has urged the FCC not to consider changing its eligibility requirements for public broadcasting licenses until various studies on the subject—including the Carnegie II report—are completed.

In its proposal, the commission solicited comments on five criteria it suggested as a basis for choosing who can get a license for educational or public broadcasting.

PBS said it anticipates that the Carnegie Report on the Future of Public Broadcasting—due in January—will recommend a reassessment of the system structure, funding levels and mechanisms, the role of education and instruction in public television, the relationship between television and radio and the role of new technologies. Besides Carnegie, PBS is preparing a long-range report, as is Congress (with the rewrite bill), the Corporation for Public Broadcasting and National Public Radio. The PBS report is due in June and all the others sometime before that. If it

awaits these reports, the commission will "have the benefit of diverse and valuable resources of data, analyses and recommendations not presently available that will permit a more organized, coordinated and considered policy making process," PBS said.

In the interim, PBS said the eligibility requirements should be considered case by case as they are now considered.

The commission proposed that licenses be given to Internal Revenue Service-recognized tax exempt organizations, or to those recognized under Department of Health, Education and Welfare standards, or to all full-time general curriculum schools qualified to award diplomas or degrees. Two other criteria would be the nature of the educational programing to be offered or a public broadcasting/community service concept that would involve varied public representation. In its proposal, the FCC invited comment on each and any other eligibility requirements.

In its comments, PBS claimed the commission proposals are not in accord with "sound principles" of public television. Using the IRS or HEW classifications, it said, would be an unwise delegation of authority. Accepting just schools or colleges would be a drastic change from present policy, and reviewing programing a step that might bring the commission too much into station programing. The ascertainment approach with the varied representation is, PBS said, a "classic example of ideas which are good when developed naturally and freely, and bad when imposed as a national standard by federal government regulation."

The Corporation for Public Broadcasting found much the same wrong with the commission proposals, and said three things must be considered—a strong base of financial support, strong community support and involvement and preservation of the noncommercial and nonprofit educational nature of the licenses.

Many of the comments, including those of CPB, stressed how much "educational" or public broadcasting had changed since 1952, when the commission reserved some channels for educational use. The idea has gone from "educational" to "public" and now "public telecommunications" to indicate that services provided by the stations "may go beyond broadcasting services," CPB said.

"Today's service goes far beyond the

limited conceptions of in-school instruction and training for students that were dominant a generation ago," the National Federation of Community Broadcasters said. "The competing uses of reserved channels; the demand for greater diversity, responsiveness and service; and the growing scarcity of spectrum space all suggest the need for clear standards of service and a policy of priorities for noncommercial educational radio," NFCB said. The organization, which has a large radio membership, said three objectives should be considered—effective public service, local control and representation of the "full range" of community interests.

The National Association of Educational Broadcasters said present commission rules suffice. "The various types of public broadcast licensees (state, local, community and university) have enhanced diversity of the programing presented on noncommercial educational broadcast stations and have fostered a close patterning of programing to the specific needs of the communities and areas served. The success of the commission's flexible eligibility criteria is evident in the varied structure of public broadcasting in this country," NAEB said.

Among 155 public television licensees in September, there were 60 community, 53 university, 24 state and 18 local school, the organization said. In November, among radio licensees, there were 127 university, 40 community, 23 local school and eight state. In July of 1978 there were 933 educational FM stations (209 in 1962) and 260 television stations (75 in 1962).

Several of those filing comments said, as did NAEB, that flexible eligibility criteria are essential to the continued development of public broadcasting, although some did not. For instance, Brigham Young University said that, because of the limited spectrum space for educational broadcast stations, future allocations should go to post-secondary educational institutions (with existing licensees grandfathered).

Whatever regulations are made, the Georgia State Board of Education said they "must" encompass the state educational television systems; the Alaska Public Broadcasting Commission said they "must" allow local groups to get licenses, and the National Religious Broadcasters said no regulations should be adopted that exclude religious groups and schools.

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Revenues	Net Income	Per Share	
American Television & Communications	3 mo. 9/30	\$21,478,627	+42.1	\$3,129,365	+58.5	\$ 76	\$15,105,513	\$1,973,389	5.51
Chris Craft Industries.....	Year 8/31	86,395,000	-2.2	6,666,000	+12.6	1.31	88,329,000	5,916,000	1.10
Cowles Communications.....	9 mo. 9/30	10,361,000	+25.8	3,452,000	+36.9	.87	8,232,000	2,520,000	.63
Farino.....	6 mo. 9/30	40,079,000	+15.2	2,080,000	0.0	.44	34,778,000	2,080,000	.45
Foote, Cone & Belding.....	9 mo. 9/30	79,526,000	+36.8	6,075,000	+39.2	2.37	58,115,000	4,363,000	1.81
Interpublic Group of Companies.....	9 mo. 9/30	219,131,000	+27.3	11,457,000	+40.5	3.12	172,137,000	8,154,000	.87
Jefferson-Pilot.....	9 mo. 9/30	502,941,000	+11.8	66,858,000	+13.7	2.89	449,661,000	58,769,000	2.45
MCA.....	9 mo. 9/30	787,858,000	+29.5	95,362,000	+51.7	4.10	608,248,000	62,859,000	2.71
Meredith.....	3 mo. 9/30	76,697,000	+17.9	3,591,000	+5.8	1.17	65,035,000	3,391,000	1.10
Rollins.....	3 mo. 9/30	81,283,396	+16.9	5,620,075	+14.2	.42	69,497,764	4,920,003	.37



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funds from the industries which they oversee include these, all members of the House Communications Subcommittee:

Ranking Republican Lou Frey (Fla.)—\$1,750 from NAB, \$1,500 from NCTA, \$2,500 from CCTA, \$500 from the Florida Cable TV Association and \$1,000 from Southern Cable TV Association.

Thomas A. Luken (D-Ohio)—\$500 from NAB's Political Action Committee.

W. Henson Moore (R-La.)—\$1,000 from NAB.

Martin Russo (D-Ill.)—\$1,000 plus \$160 expenses from NAB, \$1,320 plus \$208 expenses from CCTA.

Timothy Wirth (D-Colo.)—\$1,000 from NCTA, and \$300 from the McGraw-Hill Energy Forum.

The financial reports also show which members of Congress owned interests in communications companies in 1977, revealing, for instance, that Warren Magnuson (D-Wash.) chairman of the Senate Commerce Committee for 22 years, owned stock in Warner Communications, with its extensive cable system and TV program holdings. That interest, Mr. Magnuson reported, is worth between \$100,000 and \$250,000.

A spokesman for the senator said last week that he cannot say whether Mr. Magnuson still has the stock. The senator, although giving up the chairmanship of Commerce in January 1977 to become chairman of the Appropriations Committee, is still a member of the committee that oversees cable and broadcasting.

Changing Hands

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

Proposed

■ **KOCM(FM) Newport Beach, Calif.:** Sold by Success Broadcasting Co. to Hutton Broadcasting Inc. for \$2 million. Seller is owned by Gary W. Burrill (90%) and his uncle, Frederick T. Burrill (10%), who have no other broadcast interests. Buyer is owned by Betty L. Hutton (90%) and A. William Retzlaff (10%). Mrs. Hutton has various oil and real estate interests in southern California. She has no other broadcast interests. Mr. Retzlaff is former general manager of KORJ(AM) Orange, Calif. KOCM is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain.

■ **KOWH-AM-FM Omaha:** Sold separately by Reconciliation Inc., AM to RadiOmaha Inc. for \$435,000, FM to Wichita Great Empire Broadcasting for \$940,000. President of seller, which has no other broadcast interests, is Bob Gibson, former baseball star of St. Louis Cardinals. RadiOmaha is owned by Sam W. Smulyan, his son, Jeff H. Smulyan, and Jack N. Marsella who also own WNTS(AM) Indianapolis. Wichita Great Empire Broadcasting is owned by F. F. (Mike) Lynch and

Michael C. Oatman and also owns KYNN(AM) Omaha, KFDI-AM-FM Wichita, Kan., KTTS-AM-FM Springfield, Mo., and KWKH(AM)-KROK(FM) Shreveport, La. KOWH is 1 kw daytimer on 660 khz. KOWH-FM is on 94.1 mhz with 100 kw and antenna 510 feet above average terrain. Broker for AM sale: Richard A. Shaheen Inc. FM was sold direct.

■ **KGU(AM) Honolulu:** Sold by The Copley Press to Wilson Broadcasting Co. for \$650,000. Previous agreement to transfer station to Houston Corp. (BROADCASTING, Aug. 15, 1977) was not consummated. Seller is owned by James S. Copley Revocable Trust and James S. Copley Foundation and publishes *San Diego Union* and *Evening Tribune* and eight other papers in California and Illinois. Buyer is principally owned by Lawrence R. Wilson who is vice president/chief counsel and secretary of Combined Communications Corp., Phoenix, and who plans to leave CCC after proposed merger with Gannett Co. (BROADCASTING, May 15). KGU is on 760 khz with 10 kw full time.

■ **WFGL(AM)-WFMP(FM) Fitchburg, Mass.:** Sold by WFGL Inc. to Montachusett Broadcasting Inc. for \$550,000. Seller is owned by George I. Chatfield and his wife, Marie W., who have no other broadcast interests. Buyer is owned by three former Ford White House staffers—Robin B. Martin (51%); William Nicholson (18%), and L. William Seidman (13%)—and Washington advertising executive, Ernest S. Johnston (18%), and also owns WOLF(AM) Syracuse and WRUN(AM)-WKGW(FM) Utica, both New York. WFGL is on 960 khz with 1 kw full time. WFMP is on 104.5 mhz with 50 kw and antenna 280 feet above average terrain. Broker: Keith W. Horton Co.

■ **KXES(AM) Salinas, Calif.:** Sold by North American Media to Jess Carlos and Eduardo Caballero for \$220,000. Seller is owned by Ron T. and Nancy E. Smith and also owns KWIP(AM) Merced and KXEM(AM) McFarland, both California. Mr. Carlos is general manager of KOFY(AM) San Mateo, Calif., and Mr. Caballero is owner of Caballero Spanish Media Inc., station rep firm based in New York. KXES is 250 w daytimer on 1570 khz. Broker: Hogan-Feldmann Inc.

■ Other station sales announced last week included: KSTR(AM) Grand Junction, Colo.; WHAN(AM) Hanes City, Fla.; WNBV-AM-FM Newberry, Mich.; WTRA(AM) Latrobe, Pa. (see page 50).

Approved

■ **KPRK(AM) Livingston, Mont.:** Sold by KPRK Inc. to Holter Broadcasting Corp. for \$258,000. Seller is owned by Roberta Hinman individually and as administrator of



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estate of Jack Hinman and has no other broadcast interests. Buyer is owned by W. L. Holter (80%) and Gene S. Peterson (20%). Mr. Holter owns KLTZ(AM) Glasgow, and, as partner with Mr. Peterson, KYLT-AM-FM Missoula and KBLL(AM) Helena, all Montana, KPRK is 1 kw daytime on 1340 khz.

■ Other station sales approved last week included: WJBI-FM Clarksdale, Miss. (see "For the Record," page 51).

Regrets from ANPA to FTC for seminar on media concentration

After several weeks of discussions with the Federal Trade Commission, the American Newspaper Publishers Association has decided not to participate in the commission's media symposium, Dec. 14 and 15 in Washington.

"If you decide to go ahead with the symposium," ANPA executive vice president and general manager, Jerry W. Friedheim, said in a letter to the FTC, "ANPA will monitor it and perhaps will want to comment to you about it in writing later on."

The commission, as of last week, was indeed going on with the symposium, which ANPA had complained was "stacked" against the media (BROADCASTING, Oct. 23). Among some 30 speakers listed in the latest symposium agenda were representatives of the National Cable Television Association, CBS, National Association of Broadcasters and American Newspapers Inc.

FTC Chairman Michael Pertschuk has said the meeting, which is open to the public, is an information-gathering device. "Mindful of the importance of a free press and of the significance of competitive issues in the media, we have undertaken in this instance not a law enforcement investigation, but simply a gathering of information from sources within and outside the media industry in order to shed more light on the issues involved."

The commission has been soliciting participation by the media (BROADCASTING, Oct. 9), but several of those involved have been disappointed with the response. The commission said it intends to insure that a "wide range of representative views on the subject will be included in a report of the proceedings." Following publication of the report, public comments will be invited.

Media Briefs

Payoff. National Association of Broadcasters executive committee decided to form committee to set up system for distributing broadcasting's share of cable's copyright royalties. Under new law, cable has compulsory copyright license, makes payments to U.S. Copyright Office, which then passes it out to claimants. New NAB committee will try to decide how much each broadcast claimant should get. It ap-

pears cable's annual payments will total \$12 million. First checks won't go out to claimants, probably, until late 1979.

Count them up. Arbitron has released what it says is "largest broadcast audience research project ever." It's "Arbitron Radio Coverage Study" and is said to include 7,082 radio stations (86% of those in operation).

Buying back. Capital Cities Communications Inc., New York, has bought in open market 610,000 shares of its common stock, fulfilling purchases of shares authorized by its board of directors last June 27. Capital Cities now has 13,512,000 shares of common stock outstanding after giving effect to 1,881,443 shares held in treasury.

In David Sarnoff's memory. Establishment of David Sarnoff Award for outstanding achievement in radio or television by individual has been announced by University of Arizona's department of radio-television in College of Fine Arts. First award will be made in fall of 1979, according to university, which is sponsoring annual honors with support and endorsement of both Sarnoff family and RCA Corp. Late Brigadier General Sarnoff, who pioneered in communications, served as chief executive officer and board chairman of RCA.

Once again, please. FCC has asked U.S. Court of Appeals in Washington to remand case in which Truth Publishing Co. is appealing commission's refusal to grant

it tax certificate in connection with its sale of one-third of assets of Valley Cablevision, South Bend, Ind. Commission had denied certificate on ground Truth had received one in 1975 when it sold its co-located Elkhart, Ind., station, WSJV(TV), thereby breaking crossownership between television and cable.

Strike hurts Times. Broadcasting revenues of New York Times Co. reached \$7,883,000 for nine months ended Sept. 30, gain of 23% from same period of 1977, and operating profits rose 50% to \$2,530,000. Company as a whole, however, reported net income of \$13,067,000, down 28% from 1977 period because of 88-day strike against *New York Times*. During third quarter, when paper was closed for 52 days, paper reported net operating loss of \$7,945,000 and company had consolidated net loss of \$2,186,000. Publication resumed Nov. 6.

New degree. New York University's school of arts next fall will begin two-year master's degree program in interactive telecommunications. First class will be limited to 20 students and is said to be first program in country with curriculum combining "technical, theoretical and practical application of media used for interactive, rather than one-way communication." Program was developed with Rockefeller Foundation support.

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Rowland Evans, Jr.
Washington columnist and author. Formerly a reporter for the Philadelphia Bulletin, Associated Press and New York Herald Tribune. Teamed with Robert Novak on syndicated column "Inside Report," which appears in over 200 newspapers worldwide.

Nicholas von Hoffman
Wrote for Chicago Daily News and The Washington Post. His column is distributed by King Features Syndicate and appears in over 150 newspapers. Former radio commentator for CBS News. Washington correspondent for London-based The Spectator.



Marianne Means
Syndicated columnist for King Features Syndicate-Hearst Newspapers. Has covered national news for nearly 20 years. Author of *Woman in the White House*. Commentator on CBS radio's Spectrum. Phi Beta Kappa member and graduate attorney.

Robert D. Novak
Washington columnist and author. Has reported for the Champaign Urbana Courier, Associated Press and the Wall Street Journal. Teamed with Rowland Evans on syndicated column "Inside Report," which appears in over 200 newspapers worldwide.



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Television to get treatment at ANA

Entire Tuesday morning agenda devoted to new trends in medium; FTC problems set for Wednesday

A morning devoted to "current trends in television programming" will be among the highlights of the annual meeting of the Association of National Advertisers, which gets down to business today (Nov. 27) at Camelback Inn, Scottsdale, Ariz.

Participants in the session are Gene F. Jankowski, president of the CBS/Broadcast Group; Win Baker, president of Westinghouse Broadcasting Co.'s TV station group, and Lee Rich, president of Lorimar Productions. The session is scheduled Wednesday morning as the windup of the meeting.

Close to 500 ANA members and guests are expected to attend the meeting, which focuses this morning on "evolving perceptions of the role and responsibilities of business," after a Sunday spent in sports and tours. Speakers are William Bernbach of Doyle Dane Bernbach; R. Hal Dean, chairman of Ralston Purina Co.; Ben J. Wattenberg, author and editor, and Ellen Goodman, syndicated columnist.

A closed meeting of ANA members to elect officers and manage other business is scheduled Monday afternoon.

Tuesday's agenda opens with five "update clinics"—including one on current developments in television. This is expected to get into such subjects as "clutter," programming, new research on commercial effectiveness, cut-in charges, audience measurements, talent union contract negotiations and regional sell-offs.

Harry Way of Colgate-Palmolive will be moderator for the TV clinic, and panelists will be David K. Braun of General Foods, Alden G. Clayton of Marketing Science Institute, A.B. Priemer of S. C. Johnson & Son, and Peter J. Spengler of Bristol-Myers.

Other clinics will explore subjects ranging from assessing the return on advertising investment to syndicated magazine audience research.

A special session on government affairs is scheduled Tuesday afternoon. Problem areas to be reviewed include the Federal Trade Commission's move to restrict TV advertising to children, congressional efforts to limit tax deductibility of corporate "issue" advertising, the FTC's nutritional advertising trade regulation rule and moves by the FTC and the Food and Drug Administration to regulate advertising claims for over-the-counter drugs.

Vitt branches out

Vitt Media International, New York-based independent media buying firm, has formed a wholly owned subsidiary to mar-

ket what it calls a "revolutionary" new computer-based media planning system. The subsidiary is Williams Media Planning System Inc. and it is headed by David Williams, who developed the planning concept it uses.

The system is said to provide up to five alternate media plans for client-subscribers and to be capable of handling all major consumer media including spot and network TV and radio, national and regional magazines, newspapers, outdoor and direct mail.

Mr. Williams said his company will provide a full planning service to each subscriber and that this will include training and consultation, plan interpretation and processing, in-putting materials, editing, report delivery, report evaluation assistance and assistance in construction of alternate plans. The cost: one-half of one percent of the gross media budget, with a \$6,000 minimum charge.

Advertising Briefs

Co-op. What is said to be largest collection of co-op advertising plans ever assembled by media trade association has been distributed by Radio Advertising Bureau, which assembled it, to RAB member stations. Directory, "Co-op Profiles: The Money Book," consists of 1,001 radio co-op plans, 20% more than any prior RAB co-op volume, divided into 49 advertising categories, from appliances to women's wear. RAB officials predicted radio's revenues related to co-op advertising will rise from estimated \$700 million now to more than \$1 billion by 1980.

SIN expands. U.S. Spanish International Network (SIN) has opened Southwest sales office in Dallas and has named Joe Villarreal, sales executive in Chicago office, as sales manager. New office is at 3626 North Hall Street, Dallas 75219. (214) 528-8161.

Staying with radio. Savalli/Gates Inc., New York, which has been functioning as national spot television and radio representative for many years, has decided to remain in radio business and has sold television portion to Carmine Patti, who has been vice president of S/G for past 10 years. Television company has been named Spot Time Ltd. and has established headquarters at 1345 Avenue of the Americas, New York 10019. (212) 765-7981.

Subsidiary of subsidiary. Advanswers Media/Programming Inc., St. Louis, has formed new subsidiary, Paul Schulman Co., which will specialize in network television programming, buying and research and will make its headquarters in New York. Advanswers, independent company owned by Gardner Advertising, St. Louis, will specialize in media planning and buying for spot TV, radio and other media. Paul Schulman, who headed New York office of Advanswers, will be president of new firm.

Urge to merge. Interactive Market Systems Inc., New York, has reached agreement with American Can Co. to acquire its AIS/Marketronics Unit. Both firms are suppliers of computerized media services to television, radio, newspapers and magazines. IMS plans to operate Marketronics as separate entity. Price of transaction was not disclosed.

Getting together. Creamer Inc., New York, which has billings of more than \$90 million, has agreed to acquire Wilson, Haight & Welsh, Hartford, Conn., with billings of \$20 million. Agreement is subject to approval of boards of directors of both firms.

Another law firm takes to the airwaves

Nationwide association begins New York campaign, may expand to other states if successful

A new TV advertising campaign by lawyers has broken in New York and may be extended to a dozen other states if it works.

The client is the Nationwide Law Firm, a voluntary association of lawyers who, without giving up existing affiliations, join NLF and agree to provide services for reasonable fees. NLF—and its advertising—are products of the 1977 U.S. Supreme Court decision striking down barriers to advertising by professional people ("Monday Memo," Nov. 13).

The 30-second commercial introduced by NLF was created by the Altman, Stoller, Weiss agency. It shows a troubled, middle-class white man while the voice-over reports:

"This man needs a lawyer, but he doesn't have one. If you need a lawyer, call and become a client of the Nationwide Law Firm for a yearly retainer of \$25. This entitles you to initial consultations in six legal areas, including matrimonial, accidents, real estate, criminal, wills. If you need more help, you'll be represented for a reasonable fee."

The last frame shows the firm name and phone number and concludes: "Now you have a lawyer."

The commercial was scheduled on four New York stations: WABC-TV, WCBS-TV, WOR-TV and WPIX(TV). NLF sources said that if it proves successful it will be scheduled in 12 other states where NLF has offices and where advertising by lawyers is permitted. Donald DuRoy, the firm's administrative director, said he hoped the campaign would help change the American Bar Association's reluctance about lawyer advertising. "I think it's fair to say," he asserted, "that the bar is not knowledgeable about the values of television at this time."

He declined to say how much NLF was spending in the New York campaign but noted that it consisted of 53 showings of the commercial spread across four stations in a week's time.

ABC unhappy with its other-night editions of pro prime-time football

Three Sunday and one Thursday versions of popular Monday games fall in the ratings; network will only do minimum allowable next year

ABC Sports, suffering mediocre ratings for some of the extra prime-time games in its new National League Football contract, plans next season to air the minimum number of such games possible under the deal, four, and to keep them away from Sunday night.

"It is our feeling and the feeling of the NFL that the number should be four in 1979," said James Spence, senior vice president of ABC Sports, and "I think the games would be of greater interest on other days than Sunday." More Thursday games would at this point be the most likely prospect, Mr. Spence said, although the specifics are still being negotiated.

The NFL deal provides for from four to six of the extra games each season, at a price of about \$3 million each ("Closed Circuit," Nov. 14, 1977). The number of additional games next year was to be determined after evaluating the performances of those this year, when one Thursday night game and three Sunday night games were scheduled.

The first Sunday game, on Sept. 24, aired during the premiere weeks of CBS-TV and NBC-TV and pulled a 16.3 rating and a 28 share, a distant third in its time period. The second on Nov. 12, pulled an 18.3/31, also a third-place showing. The Thursday game, on Oct. 26, pulled a 22.6/37 and won the night for ABC, but not by a greater margin than its series usually provide. (Those ratings are for the full duration of the games, which all overran prime time and in doing so increased their ratings averages slightly due to the local news competition on the other networks.)

The final Sunday game is to air Dec. 3, when Denver will meet Oakland in what Mr. Spence believes should be a high-interest contest. Sunday is the heaviest viewing night of the week and therefore the most competitive for the networks. CBS and NBC both have Sunday games and each week one of them airs a doubleheader.

ABC President Fred Pierce told BROADCASTING that the NFL forced ABC to accept the extra game package during negotiations last fall. According to Kevin O'Malley, a vice president of CBS Sports and a participant in the negotiations, the league at first put the package up for grabs to all three networks. But ABC wanted to keep its prime-time exclusivity while the other networks wanted to hold on to their rights to the play-offs and Super Bowls, he

said, so the NFL changed its mind.

Football ratings are slightly off on all three networks so far this season. Through Nov. 13, ABC's Monday night games averaged a 21.1 rating, Mr. Spence said, about a half point off their average at this point last year. NBC said it has an 11.7 average now compared to a 12.5 last year, while CBS said its average is 14.1, down 6% from a year ago.

Sports executives at all three networks put part of the blame on the earlier start this season (13 days earlier), when lower viewing levels may have dragged averages down. A CBS executive also said the network's average dropped when NBC scheduled a World Series game against CBS's Sunday afternoon football. Last year the Sunday series game aired at night, he said.

ABC's Mr. Spence also said last week that his division is looking to cut back on the number of prime-time baseball games it accepts in the new contract now being negotiated with the professional leagues. Mr. Spence declined to give specifics on the discussions, but he didn't contradict Mr. Pierce's assertions that ABC wants between eight and 10 Monday-night games instead of the 18 telecast last season. William F. Turner, head of the ABC affiliates' sports committee and president of KCAU-TV Sioux City, Iowa, said it is his understanding that some Sunday afternoon games are also being considered.

Mr. Turner also agreed with a number of other ABC affiliates sampled last week who said that there had been no affiliate poll concerning whether ABC should renew its baseball contract at all. Several newspapers have reported that such a poll found an overwhelming margin against renewal, but Mr. Turner and others said dissatisfaction with the games has been greatly lowered by ABC's moving up starting times of the games from 8:30 p.m. NYT to 8 p.m. *Monday Night Baseball* last season averaged a 12.7 rating, up slightly from the 12.5 record set in 1977, ABC said.

MPAA goading FCC to move on request to limit network power over producers

Almost a year and a half ago, the Motion Picture Association of America petitioned the FCC to limit the agreements networks could negotiate with producers. MPAA is still waiting for a response, so now, through its attorneys, it renewed its request, and this time asked for action within the next 30 days.

The original pleading, filed on June 1, 1977, requested changes in the FCC's financial interest ruling that would bar networks (1) from entering agreements that grant options to produce programs at preset prices, (2) from obtaining prolonged exclusivity rights against the showings by others of series episodes after

the network exhibition rights in the older episodes have expired, and (3) from precluding producers from creating new and diverse derivative works based on previously licensed series and licensing the new programs to others.

Arthur Scheiner, counsel for MPAA, notes in his letter to Chairman Charles D. Ferris that MPAA President Jack Valenti wrote the commission late last year expressing concern about the lack of action. In February, Mr. Scheiner adds, Wallace Johnson, chief of the Broadcast Bureau, replied, stating that the petition would be "one of the first matters" taken up by the new network inquiry staff, then being reconstituted.

But, Mr. Scheiner said, when the further notice reopening the inquiry was finally issued, on Oct. 20, it said nothing about the petition. And the co-directors of the inquiry staff, Thomas Krattenmaker and Stanley Besen, said the staff was not working on the matter.

Mr. Scheiner noted that the petition has "languished" at the commission for almost one and a half years and is in "no better posture today than when it was originally filed." Accordingly, he added, "continued failure of the commission to act on a matter of such important and urgent concern is wholly unreasonable."

Warner TV acquires some big players for its producing team

Among those signed to contracts: Komack, Arnold, Blye-Einstein and Nicholl-Ross-West

Warner Bros. Television Distribution has secured exclusive worldwide distribution rights from what it calls a "powerhouse of leading producers." Those who have signed their names to multiyear contracts for current and future projects—many of them situation comedies—include James Komack, Danny Arnold, and the teams of Don Nicholl, Michael Ross and Bernie West, and Alan Blye and Bob Einstein.

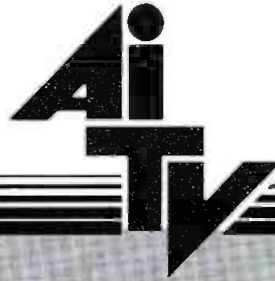
The signings, over the past several months, follow Warner Bros. TV's acquisition last year of David L. Wolper's organization, which has been producing *Roots: the Next Generation* for an ABC-TV airing early next year.

James Komack, executive producer of *Welcome Back, Kotter* and *Chico and the Man*, currently syndicated domestically by Warner, has development deals for the three networks for TV movies and pilots. *Faculty Lounge*, a situation comedy pilot, is in production for NBC-TV; *Maxx*, another sitcom, is in preproduction for ABC-TV.

Danny Arnold, producer of *Barney Miller*, is giving Warner rights to the vehicles he is pursuing for ABC-TV, including orders for six episodes of a new sitcom, *Triangle*, and five half-hours of *National Graffiti*, a current-events comedy send-up.

Writing-producing team Don Nicholl,

American International Television



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



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Michael Ross and Bernie West, with credits including *Three's Company* and *The Jeffersons*, are under an exclusive arrangement with CBS-TV, and among the projects they're working on is a sitcom pilot, *The Fall & Rise of Reginald Perrin*.

Alan Blye and Bob Einstein, also writers and producers (*The Smothers Brothers Comedy Hour*, *Sonny & Cher*, *That's My Mama*) are producing *Bizarre*, a half-hour variety show, and *Big Time Charlie*, a sitcom, for an exclusive term ABC-TV deal.

Another under exclusive contract to Warner is Stan Margulies, producer of *Roots* and *Roots: the Next Generation* (BROADCASTING, Nov. 20). Mr. Margulies and David Wolper, executive producer of both *Roots* miniseries, also plan multipart productions of Garson Kanin's "Moviola" and Ruth Beebe Hill's "Hanta Yo."

ACT for art's sake

New York seminar promotes idea of using TV to broaden children's cultural experiences

Participants in a seminar organized by Action for Children's Television concluded there are wide opportunities for both commercial and public television to expose children to various arts.

An estimated 100 representatives of

broadcasting and culturally oriented organizations attended the seminar in New York on Nov. 9, the first of a series of regional workshops set up by ACT to encourage arts programming on local children's television. The New York conference was funded by the Gund Foundation, Cleveland.

David Rockefeller Jr., chairman of Arts, Education and Americans Inc., New York, noted that TV today can be a vital tool in advancing the arts, substituting, in part, for the cutback in public funds to schools and other local community organizations. But Mr. Rockefeller raised some questions: Should television encourage children to develop themselves more creatively or should the programs teach children more about what adults call "great art"?

Christopher Sarson, an independent producer responsible for *Live from the Met* on public television, described a project designed to foster appreciation of opera among school children. Opera performers have visited schools in the New York area, he said, presenting parts of operas for students and involving them by having them participate in the singing.

Gideon Chagy, vice president, Business Committee for the Arts, said corporate support for the arts is strong today. He suggested that if producing groups or cultural organizations approach corporations with projects appropriate to the proposed underwriters' interests and needs, including children's TV, there is a possibility of funding from these sources.

An afternoon session was devoted to case histories of arts programming for children. Participants were Lester Cooper, executive producer of *Animals Animals Animals* for ABC News; Henry Davis, vice president and general manager of WITI-TV Milwaukee, who described his station's music special, *Kinderkonzert*; Stephanie Meagher, a former producer of *Call it Macaroni* for Group W, and Sidney Palmer of South Carolina Educational Television, who was executive producer of *Mr. Scrooge*, an opera adapted from Charles Dickens's "A Christmas Carol."

At one point a number of persons in the audience decried the quality of children's television programs carried on weekends. Richard O'Leary, president of the ABC Owned Television Stations, rose to the defense of commercial television. "We are the enemy to you," Mr. O'Leary said. "According to you, we've created all the problems. Commercial television is flawed, certainly. But the real world of commercial television is led by men of good will and we have spent lots of money on quality children's shows. We're not the enemy—many of us have worked along with ACT, though we don't agree with ACT all the time. For some people TV programming may be mindless; for others, it can be relaxation."

Susan Greene, director of the FCC's Children's Television Task Force, urged symposium participants to cooperate with the task force by providing it with information about children's programming and advertising practices. She noted that the

FCC's inquiry is focusing primarily on whether there has been TV station compliance with the 1974 policy statement dealing with standards and advertising on children's TV shows.

She said the inquiry also will try to determine whether the policy statement has been effective, whether there are alternatives to children's TV on commercial and public radio, public TV and cable TV and whether co-op TV programming efforts among networks would be feasible.

Program angels

Annual Gabriel awards will be handed out Thursday to 28

Gabriel awards will be presented to 28 broadcast and programming organizations by UNDA-USA, the professional and autonomous Catholic association for broadcasters and allied communicators. In the 13th annual competition, which recognizes work that "creatively treats issues concerning human values," WCVB-TV Boston was named television station of the year and WRFM(FM) New York was selected as radio station of the year.

In addition, 19 stations and programmers were cited with certificates of merit.

The awards presentation will take place Nov. 30 at the Bahi'a Mar Resort on South Padre Island, Texas. The award winners:

Television

CBS Television Network □ *The Defection of Simas Kudirka* (entertainment programming, national).

NBC Television Network □ *Holocaust* (entertainment programming, national).

Capital Cities Communications, Philadelphia □ *Including Me* (informational or educational programming, national).

ABC Television Network □ *ABC News Direction*, "The Fight Against Black Monday" (informational or educational programming, national).

WNBC-TV New York □ *Sight and Sound: Angela's Island* (informational or educational programming, top 25 markets).

WWL-TV New Orleans □ *Tutankhamun Live Forever* (informational or educational programming, markets 26-100).

KNTV(TV) San Jose, Calif. □ *Coming Out of the Closet* (informational or educational programming, markets 101-210).

Canadian Broadcasting Corp. □ *Man Alive—"Listen to the Children"* (religious programming, national).

Catholic Charismatic Renewal, Rutherford, N.J. □ *A New Pentecost* (religious programming, markets 26-100).

WMTV(TV) and the Diocese of Madison, Wis. □ *Perspectives on the Passion* (religious programming, markets 101-210).

ABC Television Network □ *Mom and Dad Can't Hear Me* (youth-oriented programming, national).

WBBM-TV Chicago □ *Coming Up Easy ... Coming Down Hard* (youth-oriented programming, top 25 markets).

WAVE-TV Louisville, Ky. □ *School's Out (Forever)* (youth oriented programming, markets 26-100).

University of Wisconsin—Stout □ *On the*

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Franciscan Communications Center, Los Angeles □ *The Wedding* (PSA, national).

KOMO-TV Seattle □ *Tut Minutes* (PSA, top 25 markets).

WTRF-TV and Trinity Missions, Wheeling, W. Va. □ *Tri-Spots* (PSA, markets 101-210).

WCVB-TV Boston □ (TV station award).

Radio

Bonneville Productions, Salt Lake City □ *Christmas and Then Some* (entertainment programing, national).

KNX(AM) Los Angeles □ *The Gay Debate* (informational or educational programing, local).

Minnesota Public Radio, St. Paul □ *The Prairie Was Quiet* (information or educational programing).

Canadian Broadcasting Corp. □ *Introit, Offertory and Alleluia* (religious programing, national).

KNEW(AM) and **Archdiocesan Communications Center**, San Francisco □ *For Heavens Sake* (religious programing, local).

Presbyterian Church in the United States, Atlanta □ *What's It All About?* (youth oriented programing, national).

WDVE-FM and **Dennis Benson**, Pittsburgh □ *The Crystal Roller Coaster* (youth oriented programing, local).

Archdiocesan Communications Center, San Francisco and **CROP** □ *Food for Thought* (PSA, national).

Archdiocesan Communications Center, San Francisco □ *To Whom It May Concern* (PSA, local).

WRFM(FM) New York (radio station award).

Personal Achievement Award

Fred Rogers, creator and host of *Misterogers' Neighborhood* on PBS.

ABC pours production dollars into N.Y.

Network is making heavy capital investments for facilities there for news, sports, daytime shows

Prime-time program production may be on the West Coast to stay, but for all other dayparts "production in New York is healthy and growing," particularly at ABC. Take, for example, the \$30 million-40 million the TV network is spending to expand facilities there.

Offering those words of optimism to the New York chapter of the National Academy of Television Arts and Sciences was Julius Barnathan, ABC's president of broadcast operations and engineering. For daytime, sports and news, he said, "New York remains the main production center."

The ABC construction dollars are going in three directions. Already renovated is expanded studio space for the hour versions of the soap operas, *All My Children* and *One Life to Live*.

And, the network's WABC-TV will be moving into its own quarters—approximately 6,000 square feet. Currently, ABC-TV's news department shares studios with

the network's *Good Morning, America*, also relocating.

Furthermore, a new technical building including tape, telecine and postproduction facilities is being built. For postproduction, a new facility is set to go on-line as of Jan. 1, with a second planned for July operation. Additionally, ABC is converting from two-inch tape to one-inch tape and replacing its color cameras.

As for a prime-time programing return to New York, however, Mr. Barnathan offered little hope. Given the life style and climate of Los Angeles, he said, "there is no desire on the part of the production community to leave California."

Sandy Frank pleased with first production offering, plans to do more in 1979-80

Sandy Frank Film Syndication, a television distributor that this year took its first production credit with the animated *Battle of the Planets*, is expanding its creative activities.

Spurred on by the success of its animated strip, said to have been already sold in more than 100 markets in the U.S. and abroad, the Frank company is preparing 52 new episodes for the 1979-80 season. That will bring the number of Sandy Frank/Gallerie International Films co-produced episodes to 137.

Add to that company hopes for a Saturday morning *Battle* spin-off as well as prime-time network specials. And besides animated properties in the can or on the drawing board, the company is developing a weekly *Stop the Music* revival and claims to be actively seeking contemporary action features. *The Revolt*, written by Israeli Prime Minister Menachem Begin, is being developed with EMI for ABC-TV.

After 14 years with his own company distributing other companies' product, Mr. Frank cited quality control and continuity of product as the major reasons for his production plans. He said the idea had been in the works but that the success of *Battle* "accelerated it."

According to Irving Klein, a former ITC Entertainment executive, now a lawyer and business consultant to Mr. Frank, *Battle* represented an investment of more than \$3 million and already more than four times that has been gotten back, and could go up to five times.

Battle animation begins with the work of Tatsunoko Productions in Japan and later is rewritten, rescored and has new effects added. Involved in production are Jameson Brewer (Disney's "Fantasia" original scriptwriter), Alan Dinehart (*Flintstones* creator) and former NBC-TV programmer David Levy.

While the Frank company may have taken its first production credit with *Battle*, it has been active behind the scenes. It has put money into Ralph Edwards's *Name That Tune* it distributes, for example.

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AP-Magid study defines wants of radio-news listenership

Audiences want reports of five or more minutes on the hour and look for good local coverage

Most radio listeners want their newscasts to be five minutes long or longer—and on the hour.

They want them to contain a mixture of world, national and local news and prefer them with actualities.

In early-morning, late-afternoon and noontime dayparts they like them to be more detailed and more frequent.

Good local news coverage is one of the main reasons they pick one station over another.

These are among the findings of a far-reaching study conducted for the Associated Press by Frank Magid Associates. It encompassed in-home, in-depth interviews with 1,010 persons in 36 cities and is described by the AP as one of the most complete studies of radio news-listening habits ever made—and, according to Roy Steinfort, AP vice president and director of broadcasting, is the only recent one to be made available to a wide segment of the industry.

Local news coverage was usually found near the top among reasons for tuning a specific station, regardless of format.

When MOR listeners, for example, were asked why they chose a particular station, 35% cited the news and an equal number cited the music. Country-music fans listed music first and news second. Beautiful-music listeners put music first and gave equal weight to news and a low commercial load. Not surprisingly, news ranked first among listeners to all-news and news-talk stations.

Among top-40 listeners, 10% said news was an important consideration in station choice, while among rhythm-and-blues

fans news was named by 14%, and among progressive listeners, by 5%.

"For the most part," Mr. Steinfort said, "this study backs up what most broadcasters have known for years—that few things are more important to a station than a good, aggressive news operation. A broadcaster can make his station essential to his listeners by doing the best news job he can, and this research shows that it will pay off for him."

Another phase of the study found that listeners overwhelmingly want news about what's going on around them—things that affect their "health, heart and pocket-book," as the Magid report put it.

Over 63%, for instance, said they were interested in a story about taxes, and virtually the same number—62%—reported interest in an environmental story and in a story about the weather. At the lower extreme, a story about entertainment appealed to 13% and one about fashions to 17%.

The study found that elements such as delivery style, personalization of stories and use of the present tense may raise the level of interest in a story—but only slightly, the report said, and only if the story is one the listener is interested in anyway.

The five-minute—or longer—newscast on the hour was preferred, the study found, by 69% of the listeners questioned. And they wanted it to contain national, world and local news. The preference for a complete newscast on the hour was over 70% for listeners to MOR, country, beautiful music and album-oriented rock stations, and was 60% or higher for top 40 and soul.

For early-morning newscasts the preference was divided evenly between five minutes and longer lengths. More than two-thirds would prefer longer newscasts during afternoon drive. Noontime reports were especially desired in smaller markets.

The survey also reported a strong preference for the inclusion of the actual voices of newsmakers in the newscasts—70% of the listeners who noticed the actualities in sample newscasts were said to have reacted positively to them. Even those who don't like radio news preferred

newscasts containing actualities over those without actualities by a margin of 66% to 8%.

This liking for actualities cut across formats, from top 40 to beautiful music, according to the report.

"Of all the information this survey has produced," Mr. Steinfort said, "one thing is very clear. Good, strong reporting of important issues combined with relevant and well-produced actualities will sell news to the broadest possible audience."

The study also was said to have found that 70% of those interviewed could not name a network-affiliated station in their markets.

Interviewers in the survey spent several hours with each respondent, AP reported, with neither the interviewers nor the interviewees knowing for whom the study was being conducted. The 1,010 listeners questioned were said to represent an accurate sample of the national radio public, with results applicable—within standard statistical limitations—to individual stations.

"This survey," Mr. Steinfort said, "is complete enough and detailed enough that there is something in it for every radio broadcaster in the country—and we think it will be a very important programing tool to the vast majority of our members."

AP said the 600-page report is being condensed for distribution to members and that a slide presentation covering highlights will be made available for broadcasters' meetings.

First Amendment under heavy fire

SDX report cites 'Stanford Daily' and Farber cases as most notable in a year when news media were fighting for their rights in court

The Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi, has taken a look at 1978 and, not surprisingly, concluded it was a bleak year for press freedom.

The committee particularly noted setbacks at the hands of the courts—the Supreme Court ruling that the police have the right to search news offices for material bearing on a crime, regardless of whether the journalists on the scene are suspected of criminal involvement, and the contempt citations a New Jersey court handed down against the *New York Times* and its reporter, Myron Farber,

The committee noted that Congress may enact legislation designed to protect the press against the kind of searches the Supreme Court, in the *Stanford Daily* case last June, said are legal (BROADCASTING, June 5). The committee's vice chairman, Robert Lewis of Booth Newspapers, said prospects for such legislation are "excellent." But he also said there is a "serious question" as to whether Congress will attempt to extend such protection to state and local agencies, where "the potential for abuse is greatest."

The committee is working with the Re-

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porters Committee for Freedom of the Press to develop information regarding the police use of the new search power.

As for the *New York Times* case, which involved the refusal to turn over to defense lawyers confidential information that Mr. Farber had collected in doing a series of stories that led to the murder trail of a New Jersey physician, the committee said the contempt citations that were issued raised questions about the effectiveness of shield laws. New Jersey has such a law.

"The judiciary is asserting its constitutional right to judge the legality of the acts" of other institutions of the U.S. government and society, said Scott Aiken, business/finance editor of the *Cincinnati Enquirer*.

He called on the press not to "dissolve into hysteria" over its setbacks. He said the issues being tested are complex and asked: "Where is the boundary between the press's right to keep confidential its sources of information and the citizens' right to a fair and speedy trial?"

"Professional journalists must struggle fiercely to protect and enhance the rights we hold on behalf of our fellow citizens. But we must also keep in mind the constitutional battlefield upon which we struggle."

Mixed blessings for Florida courts

Study following year's experiment in allowing broadcast coverage finds worst didn't happen, but then neither did best

A survey conducted for the Florida Supreme Court in the aftermath of that state's year-long experiment with broadcast coverage of courtroom trials indicates that many of the objections to coverage voiced by the legal community are unfounded. But the survey also suggests that many of the good effects of coverage that were expected by the experiment's advocates did not occur either.

The survey, conducted by the Judicial Planning Coordination Unit Office of the State Courts Administrator, collected the views of 1,349 witnesses, jurors, attorneys and court personnel who participated in the experiment, which ended June 30 of this year.

According to the survey, those working in the legal system—as opposed to the jurors and witnesses—were, on the whole, less enthusiastic about the broadcast coverage, but on some key questions their responses were only slightly less favorable.

To the question, "To what extent did the presence of television, photographic or radio coverage in the courtroom disrupt the trial?" just over 70% of the attorneys answered either "not at all" (41.6%) or "slightly" (28.9%). Among jurors, however, 77.6% said the coverage did not disrupt the trial at all, and 14.3% said the

presence of cameras disrupted trials slightly.

One court worker, answering a question on how the members of the news media conducted themselves, said: "The media went out of their way to be nice. But, I believe that once they have the right to be in the courts, they will be uncontrollable."

An attorney said he was distracted by "the continual flickering" of the red lights of the cameras, causing jurors "to occasionally 'peek' to see if 'their' camera was on." But a witness said "lawyers became ostentatious and prima donna-like" before the cameras.

Prior to the survey, it had been suggested that the presence of broadcast coverage could lead to a more attentive attitude on the part of trial participants. But those surveyed overwhelmingly rejected that contention. Among the jurors, 80.1% said they did not at all become more attentive. Similar answers were given by 64.2% of the witnesses, 61% of the court personnel and 70% of the attorneys.

One witness, for example said that in cases "involving sexual assaults or other highly sensitive matters" witnesses were likely to be "reluctant to testify." But one attorney admitted that a "certain amount of professional pride made myself and my adversaries somewhat more prepared."

One interesting set of answers was to the question: "To what extent did you feel the presence of television, photographic or radio coverage in the courtroom during the trial made the case more important?" Clear majorities of the jurors, witnesses and court personnel said "not all" or "slightly" while an equally clear majority of the lawyers said "moderately" (26.8%) or "very" (23.5%). As one attorney wrote, "I believe the jurors are more apt to consider public opinion in deciding the merits of the case. It cannot help but increase the importance attached to the proceedings."

Finally, to the question: "Over-all, would you favor or oppose allowing television, photographic or radio coverage in the courtroom?" 49.1% of the jurors were "completely in favor." Witnesses were only slightly less enthusiastic. Among the court personnel, 47.2% favored coverage and 41.7% opposed. A majority of the attorneys (56.5%) favored coverage, however, and 41.7% opposed.

One attorney said coverage "gives the public a true picture of the judicial system and restores its faith that it is a good, workable system." Another wrote: "The public will certainly get the message that we go to great lengths in this country to impart justice, and they need to know that it is not always like *Perry Mason*."

Journalism Briefs

AIF winners. Gerald Stone, producer for Nine Network of Australia, and Peter Cook, executive producer for *The Advocates* (out of noncommercial WGBH-TV Boston) shared top honors in electronic

media division awards of Atomic Industrial Forum, Washington. AIF, international trade association for nuclear industry, annually honors significant news-media contributions to understanding of nuclear energy.

NCWW honors. National Commission on Working Women has established Women at Work Broadcast Awards to recognize reporting and programing about women at work. TV and radio categories will encompass spot news, news series, editorializing, public affairs or documentary, and entertainment. Entries must have been aired between May 1, 1978, and April 30, 1979. June 1, 1979, is deadline for nominations. NCWW operates under grant from Rockefeller Family Fund. *NCWW, 1211 Connecticut Avenue, suite 400, Washington 20036.*

Head to head. *Two Views*, pitting commentator against commentator, is being offered to TV stations for insertion in local newscasts. Short debates on current issues (abortion, wage-price controls, etc.) will feature varying combinations that will include David Broder of *Washington Post*, Marianne Means of Hearst Newspapers, and columnists Sarah McClendon, Robert Novak, Nicholas von Hoffman and Roland Evans. *Two Views Inc.* was co-founded by correspondent-program host Wally Bruner and former correspondent Bill Gill. *P.O. Box 28612, Washington 20005.*

Every weekend. NBC News magazine *Weekend* with Lloyd Dobins and Linda Ellerbee assumes weekly slot on network schedules Saturday, Dec. 2, from 10 to 11 p.m.

W.Va. press law goes to the Supreme Court

The U.S. Supreme Court has agreed to review a case involving the question of whether the state can prohibit newspapers from publishing the name of juveniles accused of crimes.

At issue is a West Virginia law which was invoked when the *Charleston Daily Mail* and *Charleston Gazette* published the name of 14-year-old boy who had been accused of fatally shooting a classmate in the corridor of a junior high school. The *Gazette* ran an editorial along with the story, saying the newspaper is ready to test the legality of the law. Both papers and executives and reporters for both were indicted.

The state's supreme court dismissed the indictments, declaring the law violated the First Amendment, but the county prosecutor asked the U.S. Supreme Court to review the case, arguing that the First Amendment should yield when confronted with a state's interest in protecting the identity of a juvenile. The law, adopted in 1941, does not refer to broadcasting, and three radio stations that carried the story of the shooting and identified the youth were not indicted.

Playing with fire in the rewrite

Commerce's Devine warns cable operators of dangers involved in seeking federal regulation

The ranking Republican on the House Commerce Committee, Representative Samuel Devine (R-Ohio), told cablecasters last week that they "flirt with danger" when they seek regulation of their industry in the Communications Act rewrite.

Speaking to a meeting of state and regional cable TV association officials, sponsored in Washington by the National Cable Television Association, Representative Devine said, "I find it rather odd that in the time of Proposition 13 and the revulsion for government regulation shared by private citizens and industry alike, your industry's response to H.R. 13015 is to ask for federal regulation."

Representatives of cable, in frequent appearances during last year's hearings on the Communications Act rewrite, urged that the bill's omission of cable from the federal regulatory structure be changed to create a regulatory mandate for the industry. Their main concern, they said, was that absence of federal regulation would throw the industry to the mercy of 50 potential state regulatory bodies and hundreds of local authorities, and that federal regulation is needed at least to delineate areas, such as signal carriage regulation, where those state and local regulators would be prohibited from entering.

But opening the door to federal regulation is a move that could backfire on the industry in the long run, the congressman said. "There are many in Congress and elsewhere in our government who wish to see stringent multiple- and cross-ownership restrictions placed on your industry, as well as mandated public access to your systems and common carrier status for your systems to insure access by various programmers," he said.

Representative Devine said he could understand cable's other major concern about the rewrite—that it would allow AT&T into the cable business—but he urged the industry not to make too much of the argument that the telephone company's sheer size posed questions of unfair competition against a struggling cable industry. "To conjure up images of AT&T swallowing numerous small cable operations is certainly less realistic than to picture Warner, Time Inc. or Teleprompter acquiring those same systems," he said.

He also said that in his opinion there may be valid reason to permit telephone ownership of cable systems in rural areas where television service is spotty. He reassured his listeners, however, that "whatever cable/telephone industry com-

petition occurs, it will be fair competition."

Representative Devine's comments were favorable toward the rewrite on the whole. He complimented the Communications Subcommittee leaders and rewrite co-authors Lionel Van Deerlin (D-Calif.) and Lou Frey (R-Fla.) for their fairness and patience in giving all sides a chance to comment on the legislation.

The same cable gathering heard from another Republican on the Commerce Committee, Communications Subcommittee member W. Henson Moore (La.), who said the industry is likely to get its wish for insertion of federal regulation of cable in the next draft of the bill. How much regulation there should be "presents us with a very difficult problem," however, the congressman said. "There is no easy answer." But he predicted that the original bill's deregulatory tone will continue in the second draft, including its approach to cable.

Representative Moore repeated his belief, expressed before a meeting of broadcast educators the week before, that the rewrite faces a tough political fight in Congress. "It ranks nowhere as one of the top 10 issues of the day," he said, and is not going to be well understood by most members when it gets to the House floor

for a vote. "I'm not even sure the members of the subcommittee are going to understand it as well as they should," he said.

Consequently members' attitudes will be heavily influenced by any comments they have received from people in their home districts, he said. He wouldn't guess how well the bill will stand up in the final test.

Representative Moore said that under subcommittee Chairman Van Deerlin's timetable, a vote by the full House may take place by September next year. The plan is for reintroduction of the rewrite in late January or early February and then hearings followed by as many as 30 to 60 days of subcommittee mark-up. It should be ready for full committee attention by May or June, Mr. Moore said.

CBC proposes second national service, this one via cable TV

The Canadian Broadcasting Corp. is in the midst of establishing a television channel for that country's cable television systems. TV-2, as the new channel is being called, is expected to start operating on an experimental basis in 1980 with both English and French versions. It will be noncommercial.

The plans for the new channel were related by A.W. Johnson, president of the public network, before the Canadian Radio-Television and Telecommunications Commission during the CBC's license renewal hearings in Ottawa. Mr. Johnson said the new service will "provide Canadian viewing alternatives—through more specialized programs than we are able to schedule into our current services, and through alternative scheduling for important and quality programs originally produced for our main services."

The new cable channel will emphasize Canadian-produced programs. It will "provide natural scheduling opportunities for more frequent showing of Canadian films and for more programs from independent Canadian producers," Mr. Johnson said. Although it has been suggested that the new service could, possibly, lead to a reduction in the use of U.S.-made programs, Mr. Johnson said the evenings-only service could "present some quality foreign films and some of the high quality television productions from other countries."

According to the CBC's submission to the CRTC in the renewal hearing, the decision to go to cable with the new service was prompted, in part, because "the capital costs of establishing additional networks of conventional television transmitters is very high." Over half of Canada's television audience has cable television, and, according to CBC, that percentage is expected to rise to 70% in the early 1980's. The CBC called the cable channel an "effective, lower cost" service.



City to city. Mayor Tom Moody of Columbus, Ohio, and his Baltimore counterpart, William Donald Schaefer, conferred for two hours with each other last Monday (Nov. 20) via a satellite hook-up and Columbus's Qube cable television system, which allows viewers to respond to questions by pushing buttons on their home terminals. The Maryland Center for Public Broadcasting, NASA and Qube participated in the show, which was called *City to City: The Baltimore/Columbus Connection*. Among other things, the mayors learned that 59% of the 231 Columbus viewers of the telecast favored allowing alcoholic beverages in that city's parks—after they learned drinking is allowed in the parks of Baltimore.

Xerox wants to hook up country by satellite for data transmission

FCC is asked for spectrum space for digital message service

Xerox Corp., the nation's largest manufacturer of photocopying equipment, has asked the FCC to allow the corporation to enter the common carrier field. In a petition filed two weeks ago, Xerox asked the FCC to open a "virtually unused" band of radio frequencies for use in a high-speed, satellite communications network—the Xerox Telecommunications Network ("In Brief," Nov. 20).

XTEN, as the proposed service is called in the petition, would set up a digital electronic message service in the 10.55-10.68 ghz band. According to the corporation, at least nine other message networks could be accommodated in that band. The new services, it said, could allow for "electronic document distribution, digital data communications and teleconferencing."

Other specialized business networks have been proposed by IBM and AT&T.

The Xerox proposal calls for XTEN to offer high-speed, end-to-end digital communications to approximately 200 metropolitan areas. Subscribers will have access to the system by microwave radio links between transceivers on the customer's premises and local system "nodes." The nodes will provide radio coverage to cells with a radius of about six miles, and the number of nodes and cells required for a metropolitan area will de-

pend on local geographic conditions, subscriber distribution and growth requirements.

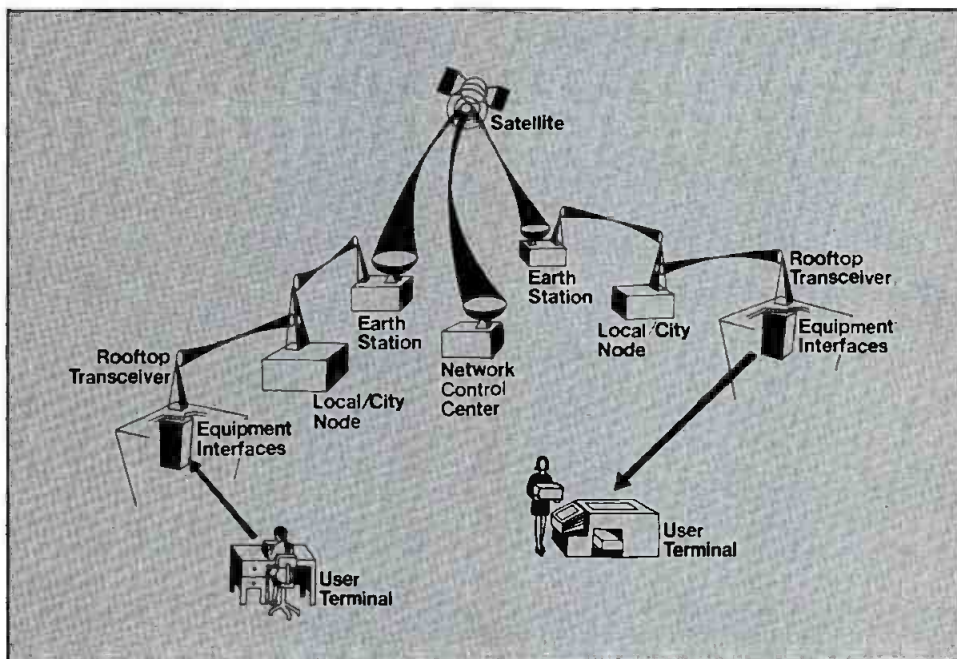
This use of nodal or cellular radio techniques will permit XTEN to reuse the same frequencies at different nodes in a given city. Local nodes will also be connected to a "main city node" where storage and processing will take place and where access will be provided for an earth station. Two network control centers will monitor traffic flow through the system.

Xerox has refused to comment on the cost of establishing the system, but informed estimates have ranged from \$250 million to twice that. With prompt FCC approval, the service could be available in some cities as early as 1981.

According to the petition filed at the FCC, XTEN "will provide a major impetus for electronic document distribution. Although extensive additional services and more rapid delivery will be made available, the transmission costs of XTEN will still be competitive with the anticipated cost of first-class mail in the early 1980's."

In the area of teleconferencing, Xerox said the new system could be used to provide still-frame video, two-way voice channels and high-speed, hard-copy production. "The intent of this offering is to stimulate the introduction of terminal devices which will permit use in teleconferencing of the same audio-visual tools and techniques normally employed in business conferences—slides, transparencies, blackboards and oral discussion."

The proposed network would employ leased satellite capacity to enable customers to transmit and receive, at low cost, digital information and high-quality graphics. The network would be able to handle data at rates as high as 256,000 bits per second. Networks that use telephone lines usually are limited to rates of about 4,800 bits per second.



How it works. Messages transmitted via the proposed XTEN system will pass through seven relays between origination and receive points.

Anticommercial device. Theme of Toshiba America's upcoming print advertising campaign for its home video cassette recorder is to be "The video cassette recorder that lets you wipe out Mr. Whipple." Company says advertisements through DKG Advertising, will stress recorder's remote pause control feature, which "allows users to edit out unwanted program material."

Buy. ABC-TV has contracted to buy about \$4 million worth of Ikegami HK-312 broadcast studio color cameras to add to 32 network now operates in New York, Chicago, Los Angeles and San Francisco. First 17 new cameras will be delivered in early 1979. Five are to be equipped with triaxial cable adapters that allow for use at distances up to mile from camera control unit. HK-312 series feature minicomputer that automatically sets camera up for action in less than minute.

For one, for all. Sony Video Products Co. has introduced video recorder capable of playing cassettes recorded on any of NTSC, PAL or SECAM television systems. New Triden VP-2030 player and VO-2630 player-recorder are designed for use with firm's multisystem 17-inch Trinitron monitor PVM-1850PS. U-Matic units (\$2,200 and \$2,600, respectively) are sold only in packages with monitor (\$1,350).

Big order. Forward Communications, owner of six TV's, with headquarters in Wausau, Wis., has ordered 15 portable and studio one-inch video tape recorders from RCA. RCA puts value at about \$900,000.

Moseley asks for more

Moseley Associates Inc., a California equipment firm, has petitioned the FCC to open portions of the UHF spectrum for studio-transmitter links and intercity relays. The company petitioned the FCC to grant "unassigned UHF TV channels" for the STL operations "when frequencies in the 947 mhz to 952 mhz spectrum are unavailable."

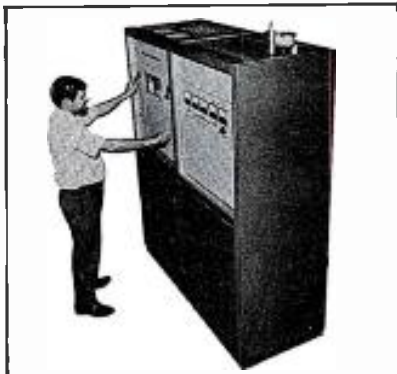
The company said the new spectrum space would be necessary if the FCC approves stereo AM broadcasting because "the additional need for STL spectrum will be immediate and great."

"It is perhaps this condition that makes this request for rulemaking a matter of utmost urgency for the commission," Moseley said.

The company asked the commission to allow for spectrum sharing on channels 21 through 68 as channels 70 through 83 are now shared with land mobile services. It said, however, that it believed the FCC could limit its STL allocations to channels 50 through 59. It also suggested that the commission avoid assigning STL services channels adjacent to occupied UHF frequencies. That, Moseley said, would be necessary "to prevent overloading TV receivers."


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In Sync

Up and coming in broadcast technology

Keeping count. From 1974 through last June, when the FCC announced it was giving broadcasters and others a year to clean up the video blanking mess; the commission issued 244 violation notices to stations for blanking problems ("Closed Circuit," Nov. 20). Although Public Broadcasting Service stations lead the list of violators with 71 notices, the PBS stations, a commission official said, have a peculiar problem because of the great amount of foreign programs they broadcast. PBS has applied for a special waiver of the blanking rules. □ □ □ **But the commercial networks aren't doing much better.** Among them, ABC-TV outlets were cited 53 times. NBC-TV and CBS-TV affiliates logged 48 and 34 violations, respectively. □ □ □ **Even the O&O's are having their share of problems.** Two of NBC's—KNBC(TV) Los Angeles and WKYC-TV Cleveland—have been issued notices. And ABC's WXYZ-TV Detroit was cited for horizontal deficiencies. □ □ □ **Nor is it mostly little guys.** Major-market stations—affiliates as well as independents—have been issued notices. ABC affiliate WJLA-TV Washington and WEWS-TV Cleveland had problems—the latter for both vertical and horizontal troubles. NBC's Detroit outlet, WWJ-TV (now WDIV-TV), was cited for horizontal blanking, and WWL-TV New Orleans, a channel 4 CBS outlet, was notified of vertical difficulties. □ □ □ **In the Big Apple.** None of the networks' New York stations has been cited since 1974, but independent WPIX(TV) there has had one horizontal blanking violation. Other New York stations cited included WNET(TV) and WNYC-TV—both of which are public broadcasting stations. □ □ □ **And in the FCC's backyard.** Two Washington independents—WTTG(TV) and WDCA-TV—have also had violation notices from the commission. □ □ □ **Crowding in the interval.** Blanking is hardly the only thing going on in the vertical interval these days. Things are getting tight all over. Lines 17 through 21 are already spoken for, and the talk of new communications technologies such as teletext (BROADCASTING, Nov. 20) indicates that still more use of the band is going to be called for. Right now lines 17 and 18 are used for the vertical interval transmission signal, which is necessary for remote control operation of television transmitters. The vertical interval reference signal, the transmission that is now being used to fine-tune color television receivers, operates over line 19. Line 20 is used for source identification signals, and line 21 has already been set aside for captioning for the hearing impaired. □ □ □ **Where's teletext?** Hugging interval frontier, so to speak, is KSL-TV Salt Lake City—the Bonneville International station that is conducting teletext experiments in this country. That station's teletext signals are delivered on lines 15 and 16. Below that, there is considerable evidence that older television receivers, because they lack the fine tolerances available through solid-state circuitry, may not be able to produce an acceptable picture. There is some speculation that modern color sets could accommodate signals on lines 13 and 14, but it is unlikely that black-and-white receivers could. That's mainly because monochrome sets generally lack vertical re-trace blanking capabilities. □ □ □ **But what about the other 12 lines?** Line 12 is a possibility, an Electronic Industries Association official explained, but that would be cutting it close. The first 12 lines are dropped by the scanner when it moves from the bottom of the screen to the top. □ □ □ **Satellite talks.** The latest word heard on the matter has it that some time late this month the U.S. and the People's Republic of China will hold talks on the possible sale and launching of an American satellite for China's domestic communications system. There has been talk about such a joint venture ever since a group of Chinese technicians visited with a number of equipment manufacturers here ("In Sync," Oct. 16). □ □ □ **Overheard.** Authorities in North Carolina are well into a study to establish a 14-station public FM radio network. It's understood that representatives of the project have been talking with RCA about supplying the equipment for the project. □ □ □ **Overseas report.** A New York market research firm, Frost & Sullivan Inc., has come out with a study declaring that by 1985, European sales of electronic video games will reach \$300 million. The report says that more than 70% of the games will be sold in West Germany, France, Italy and Great Britain, but by 1985 the market share of those four countries will drop to 50%. □ □ □ **And at home.** The National Radio Broadcasters Association has spotted yet another potential headache induced by technology—home radio sets with digital read-outs instead of old-fashioned tuners. According to the association, the new receivers, which display the exact frequency of a station (106.8 for example), may not sit well with stations that have "spent years and thousands of dollars" promoting themselves as "FM 107." Says NRBA: "If and when digital read-out dials become standard, the old practice of promoting rounded-off dial positions won't work."

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The Broadcasting Playlist Nov 27

Contemporary

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

Playback

Chaka's charting. Chaka Khan, best known for her billing with the group Rufus, is breaking out on her own—and in a big way. Her solo single, *I'm Every Woman* (Warner Bros.) from the album *Chaka*, takes a giant leap from 43 to 19 this week. The single has already topped R&B charts and is now making a swift crossover to contemporary. Being added at 16 at WABC(AM) New York this week, it's also on at WRKO(AM) Boston; WHBO(AM) Memphis; KFRC(AM) San Francisco; WXLO(FM) New York; WLAC(AM) Nashville; CKLW(AM) Windsor, Ont. (Detroit), and WAYS(AM) Charlotte, N.C. **Olivia's encore.** Just coming off her *Grease* success, Olivia Newton-John is out with a new album, *Totally Hot* (MCA), and programers are hot on the single, *A Little More Love*. Jim English of WDRC(AM) Hartford, Conn., says "It's different for her. It's not the syrupy kind of thing she usually does. There's more of a base-line, more hard rock—not that it's an untempo screamer, but she's more aggressive." And Tom Kay of WJON(AM) St. Cloud, Minn., says "It has all the elements of what we're looking for: a hit artist and the song itself is there." **Hot Chocolate's brewing.** Hot Chocolate is out with a new single, *Every I's a Winner*, the first to be released on the new Infinity label. It enters "Playlist" at 49, and Jim Golden of WBSR(AM) Pensacola, Fla., calls it "a very strong record. It's a very commercial sound. It grabs people right from the start." **Coming up.** A lot's being heard from Nicolette Larson's *Lotta Love* (Warner Bros.) from her debut album *Nicolette*. Although this is her first solo album, Ms. Larson is no amateur: she has sung with Neil Young (who wrote *Lotta Love*), Emmylou Harris and Jesse Winchester. WDBC's Mr. English calls the single "one of those pop songs that goes all the way. It's mass appeal, it will hit everybody."

Country

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

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

Fates & Fortunes

Media

George Francis, from TM programming division of Starr Broadcasting, New York, named VP-general manager of WAKY(AM) Louisville, Ky.

Jack McSorley, general sales manager, KQFM(FM) Portland, Ore., named general manager.

General managers of Malrite Broadcasting Co. stations named VP's: **Murray J. Green**, WNYR(AM)-WEZO(FM) Rochester, N.Y.; **Douglas Brown**, KEYE-AM-FM Minneapolis-St. Paul, and **Bill Jenkins**, WCTI-TV New Bern, N.C.

Rich Hull, farm director, WIBW-AM-FM-TV Topeka, Kan., named general manager of co-owned KGBX(AM) Springfield, Mo.

David L. Sherman, associate director of contracts, East Coast, ABC-TV, New York, named director of motion picture contracts. **Roy Rothstein**, associate director of audience analysis and operations, ABC-TV, appointed director of audience research.

Jim Wilson, program manager, KMJ-AM-FM Fresno, Calif., appointed manager.

Donald E. Holley, executive producer-anchor, KFSM-TV Fort Smith, Ark., joins KFPW-TV there as station manager and anchor.

Jack Weinlein, sales manager, WIBZ(FM) Parkersburg, W. Va., named station manager, WLIT(AM) Steubenville, Ohio.

David Tung, operations and program manager, WSEE(TV) Erie, Pa., joins WDRB-TV Louisville, Ky., as operations manager.

New officers, Connecticut Broadcasters Association: **Albert B. Pellegrino**, WPOP(AM) Hartford-WIOF(FM) Waterbury, president; **Richard Ferguson**, WEZN(FM) Bridgeport, VP; **Chris Caggiano**, WINE(AM)-WRKI(FM) Danbury, secretary-treasurer, and **Michael Hanson**, WNLK(AM)-WLYQ(FM) Norwalk, assistant secretary-treasurer.

Broadcast Advertising

W. Bruce McLean, president, Needham, Harper & Steers, Canada, named chairman of the board. **Gareth Hurst**, executive VP, Needham, Harper & Steers, Canada, named president.



Green

Peggy Green, VP and director of spot buying operations, Dancer-Fitzgerald-Sample Inc., New York, named to additional post of president of PSS (Program Syndication Services), syndication arm of agency. In latter post she replaces **Robert Wulforth**, who has resigned, effective Dec. 31.

John J. Morrissey, general marketing manager, Ford Motor Co., Detroit, joins Kenyon & Eckhardt Advertising, Dearborn, Mich., as executive VP and general manager. **David J. Gillespie**, chairman of agency and general manager of office, will retire next year, when his duties will be assumed by Mr. Morrissey. Mr. Gillespie will continue in consulting capacity after his retirement.

Bruce McDonald, chairman of Grey/Australia, Sydney, named regional director for Pacific area, with responsibilities for Grey partner agencies in Australia, Japan and New Zealand and future expansion in Pacific sector.

Named VP's at N W Ayer ABH International: **David A. Clark**, account supervisor; **Sirje Helder**, senior art director; **Thomas V. Figenshu**, copywriter; **Steven B. Gordet**, copy supervisor and **Paul Koreto**, creative supervisor.

Carole Foxley, account executive, Cunningham & Walsh, New York, named account supervisor.

Martin Choinski and **David J. Irvine**, media planners, D'Arcy-MacManus & Masius,

Bloomfield Hills, Mich., named media supervisors. **Susan K. Theisen**, supervisor of estimator contracts, named broadcast time-buyer.

Stephen Kouzomis, from Borden Inc., joins Tatham-Laird & Kudner, Chicago, as account executive. **David S. Tracy**, group media director, named media director. **Willard Hemsworth**, associate media director, succeeds Mr. Tracy. **Colleen O'Kane**, media planner, succeeds Mr. Hemsworth.

Margaret Logger, media buyer trainee, D'Arcy-MacManus & Masius, St. Louis, joins Vinyard & Lee & Partners Advertising there as media buyer.

Ed Warren, correspondent, *Corpus Christi* (Tex.) *Sun* in Austin, Tex., bureau, joins Tracy-Locke Advertising and Public Relations, Dallas, as account executive in public relations department.

Gigi M. Newsham, from Adam Young Inc., Troy, Mich., joins The Neil Group there as account executive.

Veronica Jones Wharton, account executive, Harte-Hanks Communications, named president of Wharton & Wharton Advertising Consultants, Cherry Hill, N.J. **Jim Davis**, assistant editor of *Gloucester County Times*, Woodbury, N.J., joins Wharton & Wharton as copywriter.

Shirley DeVault, community services coordinator, noncommercial WPSX-TV Clearfield, Pa., joins Barickman Advertising, Kansas City, Mo., as corporate director of public relations and publicity.

John Yetter, director of public relations, Bernstein/Rein & Boasberg Advertising, Kansas City, Mo., joins Public Relations Marketing Group, Mission, Kan., division of Travis Walz.

Mark Grant, account executive in San Francisco ABC-TV Spot Sales office, moves to ABC-TV Spot Sales, New York. **Theo McCullough**, in local sales at ABC-owned KABC-TV Los Angeles, succeeds Mr. Grant.

Daniel Koby, account executive in Chicago Sales office of CBS-TV, moves to Detroit sales office in same capacity.

Jerry Lyons, account executive, Richard K. Manoff Inc., New York, joins Foote, Cone & Belding there as account executive assigned to Plough account. **Robert Austin**, copywriter, Boatsford Ketchum, San Francisco, joins FCB, New York, as copywriter. **Jay Beckerman**, art director, Benton & Bowles, New York, joins FCB in same capacity.

Sandra Wade, from Dutch Boy (paint manufacturer), Baltimore, joins Henry J. Kaufman, Washington, as account executive.

Fritz Mills, account executive, Harrington Righter & Parsons, St. Louis, joins TeleRep "Lions" sales group in Chicago.

Sheryl Trager-Zeilgson and **Gregory Kasparian**, market division research assistants, sales strategy division, Blair Television, New York, named senior analysts for division's



She's Sherlee Barish.
And television news people
are her specialty.
Call her.

Broadcast Personnel, Inc.
527 Madison Avenue, NYC 10022
(212) 355-2672

*The Wall Street Journal, 1977

NBC and CBS units, respectively.

Bruce Blevins, West Coast manager of Christal Co., named VP with headquarters in San Francisco, and responsibility for San Francisco, Los Angeles, Seattle and other parts of Pacific states.

Amy G. Feinberg, sales assistant, Katz Radio, Atlanta, joins Major Market Radio's office there as account executive and office manager.

John Dobson III, sales manager for Katz Television in Atlanta, joins Bolton Broadcasting Ltd. there as VP-Southeastern sales.

Sherri Berger, sales, WYEN(FM) Chicago, joins H-R/Stone, Chicago, as sales executive.

Terry Butler, account executive, Katz Television Continental, Los Angeles, joins RKO Television Representatives Inc., Los Angeles, in same position.

Elaine Linker and Ted Van Erk Jr., account executives, MMT Sales, Inc., New York, appointed assistant sales managers.

Fran Berkowitz, cash manager, DHJ Inc., New York, joins The Katz Agency, New York, as member, treasury division. **Stephen W. Smith**, account executive, WRT-TV Flint, Mich., joins Katz Television Continental sales staff.

Annette Campbell, promotion and advertising manager, Metromedia Producers Corp., New York, joins Air Time International there as director of sales promotion.

Gregory (Mike) Boen, local sales manager, KDWB-AM-FM Minneapolis-St. Paul, appointed general sales manager.

Erle Younker, Midwest sales manager for Radio Advertising Representatives, Westinghouse Broadcasting's national sales firm, named general sales manager of Westinghouse's KFVB(AM) Los Angeles.

Stanley Cohen, general manager, WYNY(FM) New York, joins WINZ(AM) Miami as general sales manager.

Ron Carter, agency sales manager, KIRO(AM) Seattle, joins KVI-FM there as general sales manager.

Chris J. Stolfa, local sales manager, KUDL-FM Kansas City, Kan., appointed general sales manager.

Denise Searcy, sales, KQTV(TV) St. Joseph, Mo., named regional sales manager.

George German, general manager, WEIR(AM) Weirton, W. Va., joins WLIT(AM) Steubenville, Ohio, as sales manager.

Patricia A. Lawrence, creative services director, KDKA-TV Pittsburgh, joins co-owned KYW-TV Philadelphia as account executive. **Cindy McCune**, account executive, WFLN-AM-FM Philadelphia, joins KYW-TV in same capacity. **William U. Fletcher**, from WRAL-TV Raleigh, N.C., joins KYW-TV as commercial production manager.

Dennis Franklin, account executive, WWJ-AM-FM Detroit, **Linda Glick**, account executive, WTVJ(TV) Miami, and **Catherine Considine**, sales assistant, Top Market Television, Lake Forest, Ill., join WDIV-TV Detroit as account executives.

Steve Carver, assistant coordinator in sales

department of CBS-TV, New York, named account executive, WCBS-FM New York.

Vincent Turco, account executive, WTIC(AM) Hartford, Conn., joins WROR(FM) Boston in same capacity.

Ron Gerak, general manager, WIID(AM) Detroit, joins KFMB-AM-FM San Diego as account executive.

Robert Bellitz, account executive, KQKQ-FM Council Bluffs, Iowa, joins WOWT(TV) Omaha in same capacity.

Luther Thompson Jr., marketing consultant, WHBQ(AM) Memphis, joins WHRK(FM) there as account executive.

Carolyn Millilo, head of Citizens Committee on Youth in Cincinnati, joins WSAI-FM there as account executive.

Deb Sedgwick, from F&S Productions, Los Angeles, joins KPMCA(AM) Bakersfield, Calif., as account executive and special events director.

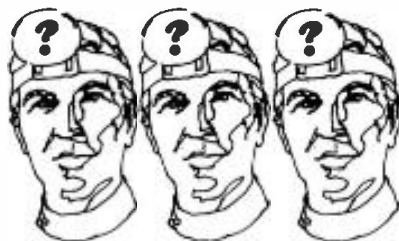
Annette Koelker, graduate, Brown Institute, Minneapolis, joins KRNA(FM) Iowa City, as account executive.

Dee Weeks, student, Old Dominion University, Norfolk, Va., joins WKEZ(FM) there as account executive.

Karen Knight, account executive, WEZR(FM) Fairfax, Va., joins WPRW(AM) Manassas, Va., in same capacity.

Jerry Sears, salesman, WFOG-FM Suffolk (Norfolk), Va., joins WEOO(AM) Smithfield, Va., as account executive for Suffolk.

In our specialized society, most people don't know what kind of doctor to consult for what illness!



There is confusion as to what doctor treats what. As a result, people often go to the wrong practitioner — only to be shuttled to a second or third specialist. This crowds the busy doctor's office and costs the patient needless money. Even worse, confusion sometimes causes patients to put off getting treatment until it is too late. This campaign defines health specialists in easy to understand terms. Audition the spots without obligation. Schedule them only if you agree with the merit of their public service message.

HELP RELIEVE PUBLIC CONFUSION WITH THIS INFORMATIVE SERIES OF PUBLIC SERVICE SPOTS

How many of these health specialists can you identify? What is the specialty of each?

- Obstetrician
- Pediatrician
- Podiatrist
- Urologist
- Internist
- Cardiologist
- Neurologist
- Neurosurgeon
- General Practitioner
- Gastroenterologist
- Ophthalmologist
- Optometrist
- Doctor of Chiropractic
- Otolaryngologist
- Orthopedist
- Osteopath
- Proctologist
- Psychiatrist
- Dentist
- Allergist
- Orthodontist
- Psychologist
- Psychoanalyst
- Diagnostician
- Anesthesiologist
- Gynecologist
- Dermatologist
- Radiologist

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Please send me copies of "DEFINING THE PROFESSIONS" public service spots for:

- Television (One 60-sec. & one 30 sec. Filmed Spots)
- Radio (Five 60-sec. & five 30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation. Public Service Director

Station _____

Street Address _____

City _____ State _____ Zip _____



Honoring its own. Wilson Wearn, president of Multimedia Inc., Greenville, S.C.-based group owner and newspaper publisher, was given a surprise reception Nov. 15 at the company's headquarters by associates and friends. Among the gifts honoring Mr. Wearn's "25 years of leadership in the corporation and its forerunners," was an air-powered clock presented by J. Kelly Sisk (1), Multimedia's board chairman, and a 26-by-20-inch caricature of Mr. Wearn drawn by Multimedia's *Greenville News* cartoonist Kate Palmer, and presented by Rhea Eskew, president of the newspaper division. In cartoon, bathing suit represents swim trunks he packs on all trips; running shoes he has given up in favor of swimming, and golf iron he still swings.



Dan Blumenthal, from WRYM(AM) Hamden, Conn., joins WPOP(AM) Hartford-WIOF(FM) Waterbury, both Connecticut, as account executive.

Lou Swanson, air personality, WING(AM) Dayton, Ohio, and **Michael Dolph**, from WDRK(FM) Greenville, Ohio, join WPTW-AM-FM Piqua, Ohio, as account executives. Mr. Dolph will also be air personality.

Denis Katell, graduate, Michigan State University, East Lansing, joins WUAB(TV) Lorain (Cleveland), Ohio, as marketing director.

Joyce Ramsey, national sales assistant, KTVX(TV) Salt Lake City, named sales service manager.

C. Ray Tucker, from *Hollywood* (Fla.) *Sun Tattler* and *Fort Lauderdale* (Fla.) *News*, joins WHFT(TV) Miami as advertising representative.

Dick McKay, sports announcer, WO-TV(TV) Grand Rapids, Mich., named sales representative.

Larry McAdams, sales representative, KATV(TV) Little Rock, Ark., joins KARK-TV there as local sales representative.

Programing



Heckman

Faith Frenz Heckman, director of children's programs, CBS-TV, Hollywood, named director of children's programs, CBS Entertainment, responsible for development and production of all young people's programing on both coasts.

Lucy Antek Johnson, independent TV program packager in association with her husband, Roger (Biff) Johnson, joins NBC Entertainment, Los Angeles, as director of daytime program development. **Ruth Ann Meyer**, operations manager, WMCA(AM) New York, joins NBC Radio Network there as director of program development. **Craig Simon**, program manager, WYNY(FM) New York, joins NBC Radio Network as producer-director of *Olympic Odyssey* series.

Harold Brown, senior VP of American International Television, Beverly Hills, Calif., named president. Mr. Brown also serves on board of directors of parent company, American International Pictures.

Jason E. Squire, executive in charge of development for Italian producer Alberto Grimaldi, joins 20th Century-Fox Television, Beverly Hills, Calif., as associate director of movies for television. **Tom Waldman**, producer, director and writer for films and television programs for The Christian Science church, joins 20th Century-Fox Television as VP, specials and TV movies.

Madelyn Goldberg, from Sandy Frank Film Syndication, joins Time-Life Television there as director of program development for syndication.

Rick A. Lemmo, from sales department of WGCL(FM) Cleveland, joins TM Productions as Midwest sales consultant, based in Cleveland.

Bill Doty, West Coast manager of promotion and press relations, Metromedia Producers Corp., Los Angeles, named director of promotion and press relations, West, there.

Henry Schafer, supervisor of program research, ABC-TV, New York, appointed associate director of program research.

Richard V. Hardie, production manager, KOVR(TV) Stockton, Calif., named program manager.

Dale P. Riehl, associate director of national program underwriting, Public Broadcasting Service, joins noncommercial WPBT(TV) Miami as manager of national program development and underwriting. He will be based in New York.

Dick Edwards, assistant program director, WHBQ(AM) Memphis, joins co-owned WROR(FM) Boston as program director.

Jaye Michael Davis, music director and assistant program director, WDIA(AM) Memphis, joins WHRK(FM) there as program director.

Dan Bennett, air personality, WREN(AM) Topeka, Kan., named director of programing. **Steve Southerland**, air personality, named sports director.

Elliot Rush, air personality, WXIL(FM) Parkersburg, W. Va., joins WLIT(AM) Steubenville, Ohio, as program director.

Jerry Curtis, air personality, WFYR(FM) Chicago, named production director.

Michael D. Miller, from WVIR-TV Charlottesville, Va., joins Agrinet, farm news network for Virginia, based in Earlysville, as associate farm director.

Alex Gavin, air personality, WBLX(FM) Mobile, Ala., named music director. **James Norwood**, air personality, named production and air personnel supervisor.

Timothy L. Marsh, announcer, KNOB(FM) Long Beach, Calif., joins KHOK(FM) Hoisington, Kan., as chief copywriter and production director.

Rick Regan, assistant assignment editor, WBZ-TV Boston, joins co-owned KYW-TV Philadelphia as sports producer.

Mike Haffner, sports anchor, KWGN-TV Denver, joins KTLK(AM) there as sports director.

Ron Haley, air personality, WSUN(AM) St. Petersburg, Fla., named sports director.

FINANCING

is no easy matter.

We've developed a tool which makes it easier: a computer investment analysis. It takes forward the station's income, variable and fixed expense, projects them on its growth rate and produces a concise 10 year tabulation of profit and loss, return on investment and cash flow. Bankers and financing sources have a way of wanting to know where the money is coming from to repay the loan.

One run: \$100. Additional runs to experiment with lower down payments, different interest rates, moratoriums and the like: \$25 each.

CHAPMAN ASSOCIATES 1835 Savoy Drive/Atlanta, GA 30341/(404) 458-9226

Krehbiel became part owner of stations in early 1950's and later became sole owner. He was also editor and publisher of *McPherson Sentinel*. Survivors include his wife, Dorothy, and one brother.

Harry Renton, 58, VP and account supervisor at Dancer-Fitzgerald-Sample, New York, died of heart failure Nov. 16 at United hospital in Port Chester, N.Y. He is survived by his wife, Marian, and three daughters, Debra, Michel and Judy.

Stuart Peabody, 86, retired director of advertising for Borden Co., New York, died Nov. 14 in Cincinnati. Mr. Peabody was credited with development of "Elsie the Cow and Elmer the

Bull" advertising campaign. He joined Borden in 1924 and retired as executive VP in 1957. He also served as chairman of Association of National Advertisers and was one of founders of Advertising Council. Survivors include his wife, Olive, one son and daughter.

Don Morgan, 48, chief engineer, WTTV(TV) Bloomington, Ind. (Indianapolis), died Nov. 7 in Methodist hospital in Indianapolis after long illness. Mr. Morgan worked for station for 25 years. Survivors include his wife, Marlis, daughter and son.

J.E. (Jake) Mathlot, 83, retired technical director of Steinman radio and television stations, died Nov. 15 at Lancaster, Pa., general

hospital following stroke and fall from ladder. Mr. Mathlot was based at Steinman's WGAL-TV Lancaster until his retirement in 1966. He put WGAL(AM) Lancaster (now WDDL(AM)) on air in early 1920's. Survivors include his wife, Helen, one daughter, and brother, Luther, of York, Pa., who was his technical assistant for many years.

Russell S. Ostrander, 68, retired research engineer, Johns Hopkins University Applied Physics Laboratory, Washington, died of cancer Nov. 13 at Holy Cross hospital, Silver Spring, Md. He also worked as transmitter engineer for United Broadcasting Co., Cleveland, from 1930 to 1942 when he joined laboratory. Survivors include his wife, Elizabeth, and one son.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by FCC during the period Nov. 13 through Nov. 17.

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

AM action

■ WOOP(AM) Danville, Ky.—Broadcast Bureau granted modification of CP to extend completion date for new station to May 10, 1979 (BMP-781004A). Action Nov. 14.

FM actions

■ Wolf Point, Mont.—Broadcast Bureau returned as unacceptable for filing application of KVCK Inc. for CP for new FM station on 92.7 mhz. Action Nov. 7.

■ Hillsboro, Ohio—Broadcast Bureau returned as unacceptable for filing application of Southern State Community College for CP for new educational FM station on 90.7 mhz. Action Nov. 7.

AM start

■ WWBB Madison, W.Va.—Authorized program operation on 1450 khz, 250 w-D, 1 kw-N Action Oct. 24.

FM starts

■ KISZ Cortez, Colo.—Authorized program operation on 97.9 mhz, ERP 100 kw, HAAT 1,310 ft. Action Sept. 28.

■ KHOK Hosington, Kan.—Authorized program operation on 100.9 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 5.

■ WQON Grayling, Mich.—Authorized program operation on 100.1 mhz, ERP 3 kw, HAAT 81 ft. Action Nov. 2.

■ WLKX-FM Forrest Lake, Minn.—Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 13.

■ KINN-FM Alamogordo, N.M.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 13.

■ WZVS-FM Vieques, P.R.—Authorized program operation on 98.9 mhz, ERP 50 kw, HAAT 950 ft. Action Oct. 24.

■ *WRRC Radford, Va.—Authorized program operation on 89.9 mhz; TPO 10 w. Action Oct. 5.

■ WQRA-FM Warrenton, Va.—Authorized program operation on 94.3 mhz, ERP 3 kw, HAAT 300 ft. Action Oct. 27.

■ WXCC Williamson, W.Va.—Authorized program operation on 96.5 mhz, ERP 50 kw, HAAT 500 ft. Action Oct. 23.

■ K1OK Richland, Wash.—Authorized program operation on 94.9 mhz, ERP 100 kw, HAAT 1,250 ft. Action Oct. 12.

Ownership Changes

Applications

■ KOCM(FM) Newport Beach, Calif. (103.1 mhz, kw)—Seeks assignment of license from Success Broadcasting Co. to Hutton Broadcasting Inc. for \$2 million. Seller is owned by Gary W. Burrill (90%) and his uncle, Frederick T. Burrill (10%). They have no other broadcast interests. Buyer is owned by Betty L. Hutton (90%) and A. William Reizlaff (10%). Mrs. Hutton has various oil and real estate interests in Southern California. She has no other broadcast interests. Mr. Reizlaff is former general manager of KORJ(AM) Orange, Calif. Ann. Nov. 17.

■ KSTR(AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks transfer of control of Lincomm Inc. from Roy H. and Cecilia Adamson (68.69% before; none after) to group headed by William H. Nelson (none before; 23.8% after). Consideration: \$140,400 for stock and \$1,000 covenant not to compete. Other principal buyers are Paul S. Barru, Ben E. Carnes, Gregory K. Hoskin and George R. White (11.7% each). Robert A. Collins (30% interest). Mr. Nelson is an attorney. Neither he nor the others have other broadcast in-

terests. Robert A. Collins, who is operator of KSTR, will retain control of his shares (29.4%). Ann. Nov. 14.

■ WHAN(AM) Haines City, Fla. 930 khz—Seeks assignment of license from Radio Central Inc. to WFXI Inc. for \$170,000. Seller is owned equally by Edward F. Shadburne and his wife, Bettie S. They have no other broadcast interests. Buyer is owned equally by David Kinschner and W. Robert Yesbek. Mr. Kinschner is announcer with WCBM(AM) Baltimore, Mr. Yesbek owns Washington-area recording studio and music publishing firm. Ann. Nov. 17.

■ KGU(AM) Honolulu (760 khz)—Seeks transfer of control of Communications Hawaii Inc. from The Copley Press (100% before; none after) to Wilson Broadcasting Co. (none before; 100% after). Consideration: \$650,000. Seller is 100% owned by James S. Copley Revocable Trust and the James S. Copley Foundation. Helen Copley and Joseph Kinney are co-trustees. They have no other broadcast interests. Buyer principally owned by Lawrence R. Wilson (62.5%). Remainder of shares are owned by four others. Mr. Wilson is Phoenix attorney and vice president and assistant secretary of Combined Communications Corp. there. He has no other personal broadcast interests. Ann. Nov. 17.

■ WNBY-AM-FM Newberry, Mich. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Newberry Broadcasting Co. to Prime Time Productions Inc. for \$141,500 plus \$1,000 covenant not to compete. Seller is sole proprietorship of Thomas Stewart Backus, who is terminally ill. Buyer is owned by Alfred E. Thomas, president (50%), and Janet M. Johnson, secretary and treasurer (50%). Mr. Thomas is owner and president of Communication Service Co., two-way radio service of which Miss Johnson is also an officer. Mr. Thomas and Miss Johnson are also half owners and officers of Nashville recording studio. Neither has other broadcast interests. Ann. Nov. 14.

■ McClatchy Newspapers—Seeks transfer of control of McClatchy Newspapers from Eleanor McClatchy (52.01% before; 7.24% after) to Charles K. McClatchy and others. Consideration: none. Mrs. McClatchy resigned as president of McClatchy Newspapers and proposes to resign as sole voting trustee of five family trusts and as proxy holder of Charles K. McClatchy who is the new president. Transfer is to him and more than 50 others who are all present shareholders. McClatchy Newspapers owns KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno, KFBK(FM)-KAER(FM)-KQVR(TV) Sacramento, all Calif., KOH(AM) Reno, Nev. and three newspapers, *Fresno Bee*, *Modesto Bee*, *Sacramento Bee*, all Calif. Ann. Nov. 17.

■ McCoy Broadcasting Co.—Seeks transfer of control

of company from Arthur H. McCoy and others (100% before; none after) to Western Sun Inc. (none before; 100% after). Consideration: \$27.7 million. Seller is owned by Arthur H. McCoy (83.78%), George B. Hagar (11.47%) and others both own stock in Combined Communications Inc. Through subsidiaries, McCoy Broadcasting owns KHON-TV Honolulu, KHAU-TV Hilo, KAH-TV Wailuku, all Hawaii; KYX1(AM) Oregon City and KGON-FM Portland, both Oregon; and KLAJ(AM)-KPPL-FM Lakewood, Colo. Ann. Nov. 15.

■ **KCFM(FM)** St. Louis (93.7 mhz, 100 kw)—Seeks assignment of license from Commercial Broadcasting Co. to Pacific & Southern Co. for \$3,250,000. Seller is owned by Harry Eidelman (50.7%) and John E. Dwyer (32.3%). Remainder of stock is unissued. They have no other broadcast interests. Buyer is subsidiary of publicly traded group owner, Combined Communications Corp., Phoenix. John J. Louis Jr. is chairman; Karl Eller is president. CCC's station group includes: KBTU(TV) Denver, KARK-TV Little Rock, Ark., KTAR-AM-TV-KBBC(FM) Phoenix, KOCO-TV Oklahoma City, WPTA(TV) Roanoke, Ind., WLKY-TV Louisville, Ky., WVON(AM)-WGCI(FM) Chicago, WDOK(FM) Cleveland, WDEE(AM) Detroit, WXIA-TV Atlanta, KSDO(AM) San Diego, WWWE(AM) Cleveland, WCZY(FM) Detroit, KIIS-AM-FM Los Angeles and KEZL(FM) San Diego. CCC has also bought, subject to FCC approval, KSD(AM) St. Louis (BROADCASTING, Oct. 2). There is also pending, an application to merge CCC into Gannett Co. (BROADCASTING, May 15). Ann. Nov. 17.

■ **WIBX(AM)-WIBQ(FM)** Utica, N.Y. (AM: 950 khz, 5 kw; FM: 98.7 mhz, 25 kw)—Seeks assignment of license from WIBX Inc. to Marathon Communications Inc. for \$1.2 million plus 15 years consultancy agreement at \$20,000 per year. Seller is principally owned by Frederic C. Bowen who is leaving broadcasting to devote his attention to other interests. He has no other broadcast interests. Buyer is owned by Eastman Radio Inc., New York, sales rep firm (50%), Don N. Nelson (33 1/3%) and Vera T. Frederick (16 2/3%). Francis L. Boyle is chairman and William K. Burton is president of Eastman, which was owner of KAFY(AM) Bakersfield, Calif. and WTRX(AM)

Flint, Mich. until 1973. Mr. Nelson is vice president and general manager of WIRE(AM)-WXTZ(FM) Indianapolis and is former part owner of KKJO(AM) St. Joseph, Mo. Mrs. Frederick is housewife with no other broadcast interests. Ann. Nov. 17.

■ **WTRA(AM)** Latrobe, Pa. (1480 khz, 500 w-D)—Seeks assignment of license from WTRA Broadcasting Co. to Advance Communications Corp. for \$110,000. Seller is owned by Louis Rosenberg, Henry J. Mahady, estates of Paul W. Mahady and Kenneth E. Rennekamp (25% each). Rennekamp estate owns 50.5% of WKBI-AM-FM St. Mary's, Pa. No other principal has broadcast interests. Buyer is owned by Pepsi-Cola Bottling Corp. of Fairmont (Pa.) of which John A. Robertshaw and John D. Reese are vice presidents, directors and half owners. They have no other broadcast interests. Dessuline Cignetti is president of Advance Communications, but has neither ownership nor other broadcast interests. Ann. Nov. 17.

Grants

■ **WJBI-FM** Clarksdale, Miss.—Broadcast Bureau granted assignment of license from Superior Broadcasting Co. to Sunflower Broadcasting Co. for \$174,804 plus stock. Seller: J. Boyd Ingram, president, who owns 51% WBLE(AM)-WWUN(FM) Batesville, 85% of applicant for new FM at Baldwyn and 33.3% of applicant for new FM at Starkville, all Mississippi. Buyer: owned by U.J. Gilbert (51%) and his wife Barbara (49%). Mr. Gilbert is general manager at WJBI and he and his wife own 15% each of WBLE-WWUN (BALH-780907EA). Action Nov. 14.

Facilities Changes

AM actions

■ **KXLR(AM)** North Little Rock, Ark.—Broadcast Bureau granted CP to redescribe trans. and studio loca-

tion as 1400 Graham St., North Little Rock; install new aux. trans. at main trans. location on 1150 khz for aux. purposes only (BP-780725A1). Action Nov. 6.

■ **WKXX(AM)** Deland, Fla.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location, on 1310 khz, 1 kw (BP-780804A1). Action Nov. 6.

■ **WAJL(AM)** Winter Park, Fla.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 1440 khz, 1 kw (BP-281003AF). Action Nov. 7.

■ **WKED(AM)** Frankfort, Ky.—Broadcast Bureau granted mod. of CP to change SL to 682 Teton Trail, Frankfort, make changes in orientation of the directional array in ant. system; remote control permitted; conditions (BMP-14620). Action Nov. 2.

■ **KTTN(AM)** Trenton, Mo.—Broadcast Bureau granted CP to make changes in trans. location: 3 miles east of Trenton; make changes in ant. system (BP-21,004). Action Oct. 24.

■ **WRWA(AM)** Reading, Pa.—Broadcast Bureau granted CP to change trans. location to within Reading city limits adjacent to Neversink Reservoir; install new trans.; decrease ant. height (BP-21,230). Action Oct. 24.

■ **KVOP(AM)** Plainview, Tex.—Broadcast Bureau granted CP to change trans. and SL to 3218 North Quincy Street, Plainview; increase ant. height; condition (BP-780811AP). Action Nov. 6.

■ **KPOS(AM)** Post, Tex.—Broadcast Bureau granted CP to change trans. location to U.S. Highway 84, 4 miles NW of Post (BP-21,234). Action Nov. 6.

■ **KITE(AM)** Terrell Hills, Tex.—Broadcast Bureau granted mod. of license covering changing SL to GMP South Tower-Plaza Level, San Antonio (outside city limits) and waived Section 73.210(a) of the rules (BLM-780929AR). Action Nov. 9.

FM actions

■ **WACT-FM** Tuscaloosa, Ala.—Broadcast Bureau granted CP to change trans. and SL to: 3900 11th Avenue, Tuscaloosa; install new trans. and ant.; make changes in ant. system (increase height); change TPO; ERP: 3 kw (H&V), and ant. height: 300 ft. (H&V);

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Summary of Broadcasting

FCC tabulations as of Sept. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,497	5	36	4,538	39	4,577
Commercial FM	3,005	2	59	3,066	140	3,206
Educational FM	938	0	35	973	80	1,053
Total Radio	8,440	7	130	8,597	259	8,836
Commercial TV	724	1	3	728	57	785
VHF	513	1	2	516	7	523
UHF	211	0	1	212	50	262
Educational TV	245	3	12	260	8	268
VHF	94	1	7	102	4	106
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	65	1,053
FM Translators	243	0	0	243	72	315
TV Translators	3,542	0	0	3,542	459	4,001
UHF	1,126	0	0	1,126	282	1,388
VHF	2,416	0	0	2,416	197	2,613

*Special temporary authorization

**Includes off-air licenses

condition (BPH-11,166). Action Oct. 6.

■ *KWHs(FM) West Sacramento, Calif.—Broadcast Bureau granted CP to change trans. and SL to James Marshall High School, 1100 Clarendon Street, West Sacramento; change type ant. and increase ant. height; condition (BPED-2623). Action Nov. 6.

■ WRQX(FM) Washington—Broadcast Bureau granted CP to change TPO & ERP: 36 kw (H&V) (BPH-780717AI). Action Oct. 24.

■ WHBS(FM) Holiday, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 0.2 miles east of present location in Holiday (BMPH-15522). Action Nov. 6.

■ WCHK-FM Canton, Ga.—Broadcast Bureau granted CP to change trans. location to Georgia Highway 140, 1.3 miles north of city limits; change type ant. and increase ant. height to 380 ft.; ERP: 1.8 kw (H&V); condition (BPH-10998). Action Nov. 7.

■ KXTR(FM) Kansas City, Mo.—Broadcast Bureau granted CP to change TPO; ERP: 100 kw (H&V); ant. height: 670 ft. (H&V); remote control permitted (BPH-780720AE). Action Nov. 6.

■ *WUOM(FM) Ann Arbor, Mich.—Broadcast Bureau granted CP to install new trans. and ant.; increase ant. height; change TPO, ERP and ant. ht.; ERP: 89 kw (H&V); ant. ht. 890 ft. (H&V); conditions (BPED-2575). Action Oct. 24.

■ WMJC(FM) Birmingham, Mich.—Broadcast Bureau granted CP to install new aux. ant. at main trans. location to operate on 94.7 mhz; ERP: 15.5 kw (H&V); ant. height: 780 ft. (H&V); remote control permitted; conditions (BPH-780718AC). Action Nov. 6.

■ WLTV(FM) Fairfield, Ohio—Broadcast Bureau granted mod. of license changing name to Broadcast Management of Ohio, Inc. (BMLH781025AI). Action Nov. 6.

■ WELA(FM) East Liverpool, Ohio—Broadcast Bureau granted CP to change type trans. and ant.; change ERP: 50 kw (H&V); ant. ht. 330 ft. (H&V); conditions (BPH-10961). Action Nov. 8.

■ WOWK(FM) State College, Pa.—Broadcast Bureau granted CP to change ant.; 3 kw (H&V); antenna height 78 ft. (H); 73 ft. (V); conditions (BPH-10,676). Action Nov. 6.

■ WZEZ(FM) Nashville—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; change TPO & ant. height, change ERP: 100 kw (H&V); ant. height: 650 ft. (H&V) (BPH-11,080). Action Oct. 24.

■ *KPFT(FM) Houston—Broadcast Bureau granted CP to replace expired permit (BPED781006AM). Action Nov. 9.

■ KNFO(FM) Waco, Tex.—Broadcast Bureau granted CP to install new trans. and ant.; increase ant. height; change TPO; ERP: 6 kw (H&V); ant. height: 245 ft. (H&V) (BPH-780913AB). Action Nov. 6.

■ *KWCW(FM) Walla Walla, Wash.—Broadcast Bureau granted CP to replace expired permit and waived Section 1.534(b) of the rules

(BPED-780828AM). Action Nov. 9.

Fines

■ KAMP(AM) El Centro, Calif.—Notified of apparent liability for \$2,000 for failure to operate at times specified in station license. Action Oct. 31.

■ KFAT(FM) Gilroy, Calif.—Ordered to forfeit \$2,000 for failure to keep copies of annual equipment performance measurements on file at trans. or remote control point for period of two years. Action Nov. 2.

■ WQBA(AM) Miami—Notified of apparent liability for \$500 for failure to make partial proof of performance since station employs lesser grade operators. Action Nov. 14.

■ WEAW(AM) Evanston, Ill.—Notified of apparent liability for \$300 for failure to make equipment performance measurements at least once each calendar year with no more than 14 months between measurements. Action Nov. 14.

■ WAKE(AM)-WJLE(FM) Valparaiso, Ind.—Notified of apparent liability for \$1,500 for failure to make observation of tower lights at least once each 24 hours. Action Nov. 16.

■ KFNV-AM-FM Ferriday, La.—Notified of apparent liability for \$250 for having in charge of trans. operator who did not hold required license, since his had expired. Action Nov. 16.

■ WWCH(AM) Clarion, Pa.—Notified of apparent liability for \$500 for failure to log correct amount of commercial time for each program. Action Nov. 13.

■ WCSV(AM) Crossville, Tenn.—Ordered to forfeit \$850 for failure to increase power from 250 to 1000 w at time specified on station authorization. Action Nov. 2.

Other Action

■ WTRP(AM) La Grange, Ga.—Commission admonished licensee, Chattahoochie Broadcasting, for broadcasting excessive commercials. FCC said station exceeded its proposed 18-minute limit in November and December 1977 and January 1978. Action Nov. 2.

Allocations

Petitions

■ William K. Durst, Batesburg, S.C.—Seeks amendment to FM table of assignments to assign 95.9 mhz to Goose Creek, S.C. (RM-3234). Ann. Nov. 15.

■ WRVM-FM Suring, Wis.—Seeks amendment to TV table of assignments to assign ch. 14 to Suring, Wis., and assign ch. 17 in lieu of ch. 14 to Iron Mountain, Mich. (RM-3233). Ann. Nov. 15.

Actions

■ Neon and Martin, both Kentucky—Broadcast Bureau deleted 100.1 mhz from Neon and reassigned it to Martin as community's first FM in response to petition by Guaranty Broadcasting Co. (BC Doc. 78-141). Action Nov. 7.

■ Clinton, La.—Broadcast Bureau proposed assigning 92.7 mhz as community's first FM allocation in response to petition by Feliciana Broadcasting Corp. (BC Doc. 78-367). Action Nov. 7.

Rulemaking

Proposed

■ Fly, Shuebruk, Blume, Gaguine, Boros and Schulkind, Washington—Seeks amendment of rules to provide opportunity for licensee response to staff investigatory reports and recommendation prior to designation for hearing (RM-3237). Ann. Nov. 15.

■ National Telecommunications and Information Administration, Washington—Requests commission to issue policy statement on comparative television renewal or initiate rulemaking, and to initiate inquiry to formulate general percentage guidelines for such renewals (RM-3236). Ann. Nov. 15.

Translators

Actions

■ K57BF Spring Valley Lake, Calif.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 57 rebroadcasting KTTV Los Angeles; condition (BPTT-3569). Action Aug. 31.

■ K60BA Spring Valley Lake, Calif.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 60 rebroadcasting KNXT Los Angeles; condition (BPTT-3560). Action Aug. 31.

■ K62AT Spring Valley Lake, Calif.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 62 rebroadcasting KNBC Los Angeles (BPTT-3561). Action Aug. 31.

■ K66BD Spring Valley Lake, Calif.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 66 rebroadcasting KABC Los Angeles (BPTT-3562). Action Aug. 31.

■ K59BK Marvine Creek Area, Colo.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 59 rebroadcasting KOA-TV, Denver. (BPTT-3605). Action Sept. 22.

■ K61BD Piceance Creek Rural Area, Colo.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 61 rebroadcasting KMGH-TV Denver (BPTT-3583). Action Sept. 22.

■ K62AR Capulin, Des Moines, N.M.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 62 rebroadcasting KOAT-TV Albuquerque, N.M. (BPTT-3608). Action Sept. 22.

■ K66BE, K66BF Elkton and Roseburg, Ore.—Broadcast Bureau granted CP's for new UHF TV translator stations on ch. 66 rebroadcasting KOAC-TV Corvallis, Ore. (BPTT—3540-1). Action Sept. 27.

■ K62AS, Wasco, Ore.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 62 rebroadcasting KTVR LaGrande, Ore. (BPTT-3572). Action Sept. 22.

■ W59AI, W63AJ Altoona, Pa.—Broadcast Bureau granted CP's for new UHF TV translator stations on ch 59 and 63 rebroadcasting WPFO-TV Pittsburgh and WPCB-TV Greensburg, Pa., respectively (BPTT-3546-7). Action Sept. 5.

■ K63BF Lake Town and Garden City, Utah—Broadcast Bureau granted CP for new UHF TV translator station on ch. 63 rebroadcasting KUED-TV Salt Lake City (BPTT-3574). Action Sept. 22.

■ K03FA, Issaquah, Mirrormont, Wash.—Broadcast Bureau granted CP for new VHF TV Translator station on ch. 3 rebroadcasting KCTS Seattle, Wash. (BPTT-6097). Action Sept. 22.

■ K69BY, Little America and Granger, Wyo.—Broadcast Bureau granted CP for new UHF TV translator station on ch. 69 rebroadcasting KTUX Rock Springs, Wyo. (BPTT-3607). Action Sept. 22.

Professional Cards

<p>ATLANTIC RESEARCH CORP. Jansky & Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 354-3400</p>	<p>EDWARD F. LORENTZ & ASSOCIATES Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFCCE</p>	<p>COHEN and DIPPPELL, P.C. CONSULTING ENGINEERS 527 Munsey Bldg. (202) 783-0111 Washington, D.C. 20004 Member AFCCE</p>
<p>CARL T. JONES ASSOCS. (Formerly Gautney & Jones) CONSULTING ENGINEERS 2990 Telestar Ct., Suite 405 (703) 560-6800 Falls Church, Va. 22042 Member AFCCE</p>	<p>LOHNES & CULVER Consulting Engineers 1156 15th St. N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCCE</p>
<p>STEEL, ANDRUS & ASSOCIATES 2029 K Street, N.W. Washington, D.C. 20006 (301) 827-8725 (301) 384-5374 Member AFCCE</p>	<p>HAMMETT & EDISON, INC. CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFCCE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 400 1730 M St. N.W., 659-3707 Washington, D.C. 20036 Member AFCCE</p>
<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</p>	<p>VIR JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.-80206 (303) 333-5562 DENVER, COLORADO Member AFCCE</p>	<p>E. Harold Munn, Jr., & Associates, Inc. Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p>ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p>JOHN H. MULLANEY Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301 - 299-3900 Member AFCCE</p>	<p>HATFIELD & DAWSON Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE</p>	<p>MIDWEST ENGINEERING ASSOCIATES Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p>DAWKINS ESPY Consulting Radio Engineers Applications/Field Engineering P.O. Box 3127—Olympic Station 90212 BEVERLY HILLS, CALIF. (213) 272-3344</p>
<p>MATTHEW J. VLISSIDES, P.E. STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7601 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 358-9504 Member AFCCE</p>	<p>C. P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS P. O. BOX 18312 DALLAS, TEXAS 75218 Computer Aided, Design & Allocation Studies Field Engineering, Aerial Radiation Measurements (214) 321-9140</p>	<p>Satellite Telecom Services, Inc. Earth Station Engineering Consultants 2965 Flowers Rd., So. Atlanta, Ga 30341 404-455-8369</p>	<p>RADIO ENGINEERING CO. Box 4399 RR-1, Santa Ynez, CA 93460 CONSULTANTS ALLOCATIONS, INSTALLATIONS, FIELD ANTENNA & TYPE ACCEPTANCE MEASUREMENTS NORWOOD J. PATTERSON (805) 688-2333 Serving Broadcasters over 35 years</p>
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<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired & Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>dataworld inc Technical broadcast data base Engineering computations FCC actions "flag" service 1302 18th St., N.W., Suite 502 Washington, D. C. 20036 (202) 296-4790</p>	<p>contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager experienced in quality religious programming needed in Florida. Must be able to supervise staff and program structure. Heavy emphasis on sales. Box Q-42.

FM Station Manager with 3 years experience as general, sales or operations manager of a radio station to manage top rated station. Responsible for daily operations. Send resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

General Manager. West Coast high-powered FM station in small/medium market. Base plus sales and profit incentives. Growth potential to other larger station in two-station group. EOE. Reply Box Q-75.

Want More??? If you are currently a sales person, Sales Manager or Manager and are "on-the-street" type, we can offer the position of Manager and ownership without any cash investment in medium N.E. Station. Box Q-81.

Sales manager—general manager, California city population 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 Q-86.

Looking for person to work short AM sign on shift and manage small town station. If interested, call collect 307-864-2119. This includes part ownership possibilities.

Sales Manager for FM adult rocker. Motivate young staff. Live in the great Northwest and enjoy nearby college town atmosphere. Contact: Brad Lusk, KIQY, 743 Main Street, Lebanon, OR 97355.

HELP WANTED SALES

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

Springfield, Illinois' fastest-growing radio station grows again! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAX, 217-629-7077. EOE.

New Year! New Job! Experienced sales person looking to move up? Announcer looking to go into sales? Growing group looking for salesperson experienced in Radio. If you are interested, let's talk. Reply Box Q-19.

Wanted Top notch go-getter in radio sales for Northwest Florida station. Resort area. We are looking for an aggressive sales person for one of Florida's fastest growing markets. Station owned by one of the top chains in the Southeast. Send resume and sales records. We are an E.O.E. Box Q-25.

Madison, WI. Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person with 1-2 years experience and outstanding record. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WiSM, Madison, WI 53701 Mid-West Family Station (EOE).

Experienced salesperson to assume responsibility for established second studio location. Minimum announcing, reliable help, good benefits, excellent earnings. Wisconsin location—Resume to Box Q-58.

Sales Manager: salesperson or small market sales manager ready to move up. Must have proven record of success. Medium Midwest market. Box Q-59.

Northern California AM/FM seeks experienced account executive. New owner, new FM—first in area of 150,000. Enthusiastic staff—enormous potential. Draw advanced on sales. Send resume including billing history to Box Q-107.

Fast-Growing California AM in dynamic SF Bay Area market looking for experienced sales person capable of billing six figures. Daytimer now. Full-time in December. Write, KWUN, Concord, CA 94520.

Local Salesperson ... in the Hawaiian Island Sun. Aggressive, self starter ... opportunity to become Local Sales Manager. Very high commission structure. Contact Run Macko at K-108 Radio, 575 Cooke Street, Honolulu HI 96813. E.O.E.

Help Wanted: Sales Manager—KKBC FM, Reno Nevada. Must be knowledgeable of F.C.C. Rules—must be able to motivate and train sales department E.O.E. - M/F Salary, auto allowance and commission.

Sales Position for aggressive street fighter. Sales Management for the right person, the person selected should make \$25,000 plus in the first year. If you feel that you have outgrown your job and/or market, we offer unlimited growth potential in Pennsylvania Market. Send resumes to Box P-6.

Sales-KENR Houston. One of the countries leading stations has first opening in five years. Requires a seasoned professional. Will provide a list, atmosphere and compensation accordingly. KENR is an equal opportunity employer. Rush resume: John Dew, General Sales Manager, KENR, NO 2 Greenway Plaza East, Houston, TX 77046.

HELP WANTED ANNOUNCERS

WTLC-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one years experience on air large or medium market. Send tape and resume to Ass't Manager, WTLC, 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF.

Southern New England's dominant Beautiful Music Station seeks experienced announcer. Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzini: c/o WLKW, 1185 North Main, Providence, RI 02904. E.O.E.

\$18,000 Annually, we need a communicator to take over afternoon drive. Bright, exciting, adult, innovative with top notch production a must. Both our Contemp/M.O.R. Radio Station and T.V. Station are leaders in the market and we need at least a 4 year pro to fill the slot. Box Q-8.

Needed Now! Creative, mature morning person for Adult Contemporary Northwest Ohio leader. Need someone that can localize. Good working conditions with full company benefits. Extra \$ for PBR Send T&R's to Joe Gallagher, PD, WFIN, 101 West Sandusky Street, Findlay, 45840. EOE.

Sports/announcer combo person for small active 1000 watt in North Dakota. Excellent financial compensation with expanding organization. Write: Al James, KOVC, Box 994, Valley City, ND 58072.

Gospel Music Disc Jockey for afternoon drive personality. Program and Production. Experience required. Send resume, tape, and salary requirements to: WMUZ Radio, 12300 Radio Place, Detroit, MI 48228. EOE.

Northern California growing AM/FM seeks bright, personable, funny jock with good pipes for simulcast morning drive. AOR format. Send resume, phone number to Box Q-103.

WHMO Findlay, Ohio. Contemporary Country Format. Need two bright quick learners. Male or female. 3rd Endorsed. Moving from automated to live 24 hour operation. Tape & resume to Chris Johnson, PD. EOE.

KID'N Country has immediate opening for mid-day personality/production person. Also opening for news director. Tapes and resumes to Doug Wilson, KIDN, Box 293, Pueblo, CO 81002. E.O.E.

Small Town Country station in Wyoming needs bright energetic morning person. Great hunting, fishing and recreation area. Call collect 307-864-2119.

Outstanding Morning Entertainer to grab ratings and hold them on Southeast coastal powerhouse. Together act, strong production are musts. Adult contemporary, new facility, beautiful sun belt city, good bucks. Tapes, resumes to Doug Weildon, WKBX, Box 876, Savannah, GA 31402. EOE.

St. Cloud MN seeking announcers and newpersons for Jan. 1st AM/FM split. Tapes and resumes to J J Justin or Pat Kelly, KCLD, Box 1458, St. Cloud, MN 56301.

Immediate Opening in Ohio small market Adult-Contemporary. Experience necessary. Phone Ray Arthur, WCSM, 419-586-5134.

WSTU in Beautiful Stuart, Florida, is seeking an experienced MOR Contemporary Announcer to join in a successful, growing organization. Good Facilities, professional staff. Send tape, resume to Ron Beckey General Manager, WSTU, Stuart, FL 33494. E.E.O.

Afternoon Personality and Production for quality stereo station. Outstanding equipment. Aircheck to: PD, WECQ, Box 213, Geneva, NY 14456.

First phone, newperson for expanding mid-western am station. Resume, tape to KCJJ Radio, Box 2118, Iowa City, IA 52240.

Florida: Opening for Top 40 jock. Send resume, tape, salary requirements to WKXY, Box 2500, Sarasota, FL 33578. EOE.

KEWI needs the best morning personality available. Must be able to relate to adults, and have a sense of humor. Send air check, and reasons why we should hire you. J.R. Greeley, Box 4407, Topeka, KS 66604. You may call 913-272-2122. An equal opportunity employer. M/F.

Two Announcers. One strong news, other as DJ. Both will help with copy and production. Must possess mature voice and type well. Sports background a plus. Resume and tape to WCSS, Midline Rd., Amsterdam, NY 12010.

HELP WANTED TECHNICAL

Chief Engineer. Immediate Opening. KW daytime and 10KW FM Stereo. City of 25,000 population, West Central Illinois. Complete charge. Technical only. No Announcing. WLDS/WEAI, PO. Box 1180, Jacksonville, IL 62651. Equal Opportunity Employer.

Experienced Chief Engineer wanted for Eastern New York AM/FM, group-owned operation. Career opportunity for knowledgeable, hard-working engineer who feels that pride is as important as position. All benefits plus van. New transmitters for AM & FM. Excellent working conditions and associates. Whether you're working with a small town or big town operation, this could be your career opportunity. Box Q-3.

Major Midwest Station is seeking an Assistant Chief Engineer. This position requires a First Class License, a strong background in DA's, transmitter and Studio Maintenance experience, and administrative abilities. Equal Opportunity Employer. Male or Female. Send replies in confidence to: Box Q-21.

Assistant Chief Engineer for medium Radio-TV combination in New York State. Excellent opportunity for responsible person with expanding group. E.O.E. Box Q-22.

If you are now an assistant and think you're ready to take over job as Chief, this might be the break you're looking for. Must be well organized, experienced with directionals, FM, Automation. Competitive salary and benefits. Call New Mexico 863-4444 for manager.

Chief Engineer for 5 KW AM Directional and 100 KW Stereo FM. Must have working knowledge of Directional Antennas, Automation, and FCC rules. Beautiful winter resort area. Contact Robert Knutson, WJMS/WIMI, Ironwood, MI. 906-932-2411.

Religious FM Southern California needs studio/automation engineer. Latest equipment. Some board. No air. Box Q-57.

HELP WANTED TECHNICAL CONTINUED

Are You Sick and Tired of being No. 2 and no place to go or, maybe even No. 1 with no future? If this is your situation, a Small Market Group operating in Colorado, Arizona and very soon, California needs a Chief Engineer for a 5 KW AM and a brand new Automated 100 KW FM. The right person must know directionals, proofs, automation and FCC Rules and Regulations. A super future is available for the right person. Are you that person? Send resume and personal information to: Mr. D, 2715 Camino Valle Verde, Tucson, AZ 85715 or call 602-458-4313.

Ass't Chief Engineer. AM-FM Combo. Automation experience helpful for FM operation. Must be sold on maintenance. Good salary and full company benefits. Low rent offered on country home near tower site. Utilities paid. Great city (40,000) and professional staff. Contact Dennis Rund, Chief. 419-422-4545, Findlay, OH. EOE.

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtelot, KDES, 821 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

Electronics Engineer/Technician. Washington based broadcast network - National Public Radio - seeks electronics maintenance engineers with at least 3 years experience in servicing audio equipment, tape recorders, receivers, turntables, amplifiers, etc. Selected applicant will be trained in the maintenance of our broadcast facilities. Opportunity for growth and experience. Excellent benefits and salary. Please send resume including salary history/requirements to: DeNise Johnson, National Public Radio, 2025 M Street, NW, Washington, DC 20036. An Affirmative Action/Equal Opportunity Employer.

WSB, Atlanta, has an immediate opening for an experienced FM engineer to take full responsibility for the technical performance of WSB-FM. A good technical background and experience with FM processors, transmitters, and automation systems are required. Very modern and pleasant working conditions. Please send resume to Phillip Robuck, WSB, 1601 West Peachtree Street, N.E., Atlanta, GA 30309 or call 404-897-7369. Equal Opportunity Employer M/F.

Chief Engineer: experienced with automation AM/FM transmitters, STL and RPU, Quality Audio, adept at studio construction. Immediate opening. Send complete resume to Norman Rivers, Technical Consultant, WLLH/WSSH, P.O. Box 1400, Lowell, MA 01853.

We need a person who can run an engineering department which will quickly expand to two people or more, and work with a successful management team that has built a tea-kettle into a powerhouse, in a highly competitive small, isolated, mountainous, West Coast market. AM with directional CP, Class C-FM, automation, multiple studios, heavy in RPU and PA systems and looking at RENG and two-way mobile. Lower living costs with many nice homes renting for \$250-\$300. Vast outdoor recreation area, just 150 miles from Pacific Ocean. Twelve thousand to start, plus incentives, and much more in the future, if you can produce results. E.O.E. Mr. Smith, 503-882-8833.

10KW Radio Station on small Pacific island (American Samoa) needs first-phone engineer. Station applying for increased power. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813 E.O.E.

Immediate opening: Chief Engineer for 5KW, full-time on 620 KHz. Must have knowledge and experience to take charge of: Studio maintenance and installation; remote control; 2 tower day/4 tower night directional tuning, maintenance and proofs. Will be replacing 32 year old DA system w/new 3 tower array at present site within 2 years. Must be able to install and adjust new system under guidance from consultant. All new studio equipment including 3 Ward Beck R-1200 consoles, MCI tape recorders, ITC cart units, etc. Currently nearing completion of installation. Complete resume and salary requirements with first reply, WRJZ, Box 3367, Knoxville, 37917—an Equal Opportunity Employer.

Help Wanted: Chief Engineer, AM/FM Stereo in Nevada. Must know digital/automation—Stereo—Directional. No beginners. Apply: General Manager KKBC/KPTL - P.O. Box 10976 Reno, NV 89510.

All-America City expanding communications program seeking qualified applicants for positions in Electronic Equipment Maintenance. Requires 2nd class FCC license and 3 years minimum experience, including 1 year repairing modern 2-way radios. \$15K+/Excellent benefits. Send resume to: Civil Service Commission of Baltimore, 111 N. Calvert Street, Baltimore, MD 21202.

Chief Engineer for public 24.5 kw Stereo FM in Southern California. Approximately \$14,000 first year plus full family benefit package. Minimum of three years broadcast experience in design, installation, repair, and maintenance of equipment. Letters of intent and/or applications must be postmarked by 8 December 1978. For more information and application contact Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 South Mount Vernon Avenue, San Bernardino, CA 92410. 714-888-6511, Ext. 105. EOE.

HELP WANTED NEWS

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air. Prefer two or more years experience in radio news. Starting salary range \$180-230 weekly. Great benefits. Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, P.O. Box 17000, Raleigh NC 27609.

An Eastern small market radio station close to Baltimore and Washington is looking for a fulltime news reporter. Only experienced need apply, salary open. An Equal Opportunity Employer. Reply to Box P-112.

Aggressive News Director to grow with expanding AM/FM News Operation. Currently 3 person department. Emphasis: Local news, Agri-business news, public affairs. If you know news and people and are innovative, send particulars to: Larry Crawford, Operations Manager, KLYD AM/FM, Box 1499, Bakersfield, CA 93302. EOE.

Willing to Work, enthusiastic? KIDO needs you immediately. Write, gather, deliver news conversationally, interview, feature work. Females encouraged. Tape, resume, writing samples. News Director, KIDO, P.O. Box 8087, Boise, ID 83707.

A Black Network is expanding and seeking qualified broadcast journalists for its news and sports department. Newspersons, sportscasters, and editors are needed. Please send resumes with references to Box Q-49.

Number One All News/Talk and Information on Florida's Suncoast. Reporter/Anchor, general assignment with strong local news background. Also very good commercial production a must. Tape/resume/salary to ... Jay Frank, Operations Manager, WQSA Newsradio-1220, Box 7700 Sarasota, FL 33578. Job Open Now.

KEWI seeks a morning newscaster to join our award winning news team. Conversational style is necessary. Send tape, resume and reasons why we should hire you to Mike Manns, Box 4407, Topeka, KS 66605. You may call 913-272-2122. An equal opportunity employer, M/F.

WIRE, Indianapolis looking for evening-anchor-reporter. Must be strong sounding hard-working professional for an aggressive news operation. E.O.E. Tape and resume to News Director, WIRE, 4560 Knollton Road, Indianapolis, IN 46208.

Morning News Anchor to join staff of 18 in Radio-TV combination. Primary duties in Radio, some TV on-air work possible. You should have experience, strong writing skills, conversational delivery. Salary based on experience. Tape and resume to Gil Buettner, News Director, WAYY, P.O. Box 47, Eau Claire, WI 54701. We are an Equal Opportunity Employer.

Immediate Opening in Ohio small market. Looking for ND for two person team. Degree and experience preferred. Phone Ray Arthur, WCSM, 419-586-5134.

WPAD AM/FM, CBS Paducah, KY seeking experienced one person local news department. Gather, write deliver local news, also Public Affairs. Send tapes to Box 450, Paducah, KY 42001. Equal Opportunity Employer.

The Virginia Network is looking for a broadcast journalist to handle writing production and airwork. Solid delivery, experience and superior motivation a must. Send tape, resume and salary requirement to George Habel, The Virginia Network, Box 1230, Charlottesville, VA 22902—an equal opportunity employer.

Immediate Opening for News Director. Some experience needed in news gathering. Need 3rd Ticket. Small market A.P. Award winners. Decent salary for qualified person. 912-452-7291 Milledgeville, GA.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46206. EOE/MF.

Medium market Midwest AM/FM needs take charge PD for true MOR approach. Complete resume with salary desired in first letter. Box P-121.

WNVY, Pensacola, Florida, needs experienced Program Director. Must be a creative leader, strong in promotional ability. Tape and resume to: G.M. 2070 North Palafox. 32501. EOE.

Medium Market MOR/Information station with heavy community involvement has opening for Program Director. Responsibilities include supervision of announcing staff and on-air shift. Minimum 3-5 years commercial experience required, supervisory experience preferred. Competitive salary, excellent benefits. An Equal Opportunity Employer. Send resume to Box Q-18.

Production Genius needed by one of Northern California's top beautiful music stations. Must have mature voice and be capable of creating, scripting and producing imaginative radio campaigns. Ideal living and working conditions with top compensation and benefits. Send production demo and detailed resume to Gordon Zlot, KZST, Box 2755, Santa Rosa, CA 95405 EOE.

Outstanding opportunity for creative and enthusiastic Program Director. Should have full knowledge of FCC regulations, and be able to supervise announcing staff. Competitive salary and benefits. Station located in New Mexico. Call manager 505-863-4444.

Traditional Country AM with fulltime CP is expanding air staff. Opportunities in many specialties, jocks, production, news or supervisory positions for capable, dedicated people who can handle the details of responsibility. Isolated, competitive, mountainous West Coast community ideal for family living. If you expect to be a star overnight, don't bother, but if you want a good job with a future, give us a call. E.O.E. Nell Smith, 503-882-8833.

Top-40 Program Director needed in Vacation Land: Mountains, Lakes, Ocean. Top station in Maines second market. Must know the role of personality, top-40, radio in a medium market. Successful 5000 watt growth oriented station with Beautiful Music FM. Current PD promoted. Must be stable, good on air personality. Starting 11,500 - 13,500. Resume, philosophy tape: Ron Frizzell, WLAM, Box 929, Lewiston, ME 04240. We are an Equal Opportunity Employer.

Alaska Contemp MOR needs programmer, personality, must be familiar with automation. Send tape and resume to KJNO, Box 929, Juneau, AK 99802.

SITUATIONS WANTED MANAGEMENT

Management and Sales twenty five years with the industry deeply involved sales the fields of programming, news development personnel, employee benefit plans, union negotiations, finance and acquisition radio and CATV AMFM available now. Reply in confidence. Box Q-2.

General Manager with excellent credentials. 20 years in radio. Ownership, management, FCC, sales, programming, promotion and administration. Solid reputation. Community minded. Fine track record. Desire Southeast market. Available early 1979. Investment considered. Box Q-35.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager who can prove it, winner, track record, super heavy background in programing, sales, administration, management. FCC radio credentials, searching stable permanent position, credentials speak for themselves. Reply in confidence. Box Q-64.

Experienced G.M.—Effective, creative administrator, accomplished at meeting ambitious sales and programming objectives. Box Q-73.

General Manager at very successful MOR station seeking challenging management position. Experienced all phases administration, sales, programming, FCC rules & regulations, license renewal, and new station application. Organized, aggressive planner. 17 years experience. Extensive community involvement. Christian family man. Prefer Southeast. Box Q-77.

13 years experience, 11 years with present company. Vice-President of Programming, GM, sales and program management. Box Q-97.

General Manager—Highly successful General Manager wishes to relocate. Currently West Coast. Mature, experienced all phases for 24 years. Box Q-105.

SITUATIONS WANTED SALES

Salesman—Wants to move into management. 25 years experienced in direct retail, 8 in radio. First phone, middle age, sober. Box Q-72.

Do you own a big-coverage FM or AM? Starting a new station? Gospel/religious format, or traditional country, are money-makers. Broadcast pro with impressive 15-year background (PD, OM, sales, first phone) wants to talk to you. All areas considered. 301-822-4243.

SITUATIONS WANTED ANNOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Cheerful Experienced Announcer, P-B-P creative production, tight board, hardwork. Looking for Medium Market situation as Announcer/Sports Director. Prefer Northeast. If you'd like the Smilin' Voice of Walter Fowler: 803-383-5303.

Humorous Personality D.J. MOR oriented. Consistently great ratings. Present location 8 years. Need new challenge. College grad. Married. Excellent references. Box Q-7.

Funny morning man. Experienced. University Degree. Contemporary format. I'll work my tail off. Box Q-36.

Talented, ambitious young man with 3rd endorsed and 4½ months experience in announcing, boardwork, automation, production and news wants Florida position. Call Rick, 305-672-4890.

I believe both Personality—MOR and my creative, unusual production will make you SSS. Well rounded experience, announcing, news, production, copywriting. S800-month. 312-246-1121.

Young Air Personality with 3rd Endorsed. Some experience. Top 40 format preferred. Will relocate anywhere immediately. Tape and resume upon request. Call 312-767-7868 anytime or write Ed Dudziak, 8000 So. Pulaski, Chicago, IL 60652.

Long Hours, hard work and low pay don't scare me since I'm willing to prove what I'm worth—Let's start with my audition tape ready for Small Markets. Call: Mike McVey, 215-925-3089 or 215-922-2530.

Broadcaster with "Background." Former Disco D.J.-Host-Manager-Entertainer. Now thoroughly broadcast-trained black performer with 3rd Endorsed. Excellent news delivery. Also sales oriented. Contact Jerome Tate at 215-849-4153 or 215-922-2797.

Ambitious Student looking for a start on MOR or AOR Station. I'm energetic and reliable. Tape and resume available on request. Call Anytime 312-562-5956 or write: Micky Stewart, 1401 High Ridge Parkway, Westchester, IL 60153.

1st Phone—26 year old married male seeking employment with all rock station. Currently employed. 5 years experience. good team member, willing to learn more. Midwest Markets. Tapes available. Box Q-60.

First Phone Announcer seeking greater opportunities. Three years experience in Central New York. Need \$150. weekly. Box Q-88.

Station sold in major market. Need a new home. Have a first and over ten years in country music. Prefer major market or PD in medium market will be considered. Could do all night truckers show. Would prefer to relocate in South or Southwest but all will be considered. Reliable, steady, references, resume, tape on request. Box Q-89.

Looking for good solid station on East Coast: Top pro who's done it all in medium market radio for fifteen years ... write Box Q-93.

Young, enthusiastic, professionally trained DJ looking for a break. Box Q-95.

Experienced Announcer copywriter available now. Am personality orientated but not a screamer. Will relocate. If you want a stable, "team" member I think I can help. Box Q-100.

Creative, Reliable, 4 year Radio Pro seeks positive career move. Ken 914-856-6757.

Kent Verbeck Formerly KFRX, KGFV, KRNY seeks on or off-air position in Nebraska. 1st, Automation. Box 80751 Lincoln 68501.

Announcer: 30 yrs, male, single, 2 yrs college, 7 years experience, prefer Top 40 or MOR. Can relocate. I'm stable, sincere and a hard worker, not a prima donna. Good background and you'll be very impressed by tape. PO. 17729 Phila. PA 19135.

Small Market MD/PD. 1st Phone. Seeking announcing position anywhere. Excellent production and speech. Barry Scott Raines, 20-43 Elk Drive, Far Rockaway, NY 11691.

Controversial, Informative, Entertaining, Talk Show Host. Fifteen years radio. College graduate, News Director, professional singer and actor, excellent interviewer. Paul Pagano, 203-489-7773.

SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, AM-DA, FM Stereo, 25 years in business, seeking warmer climate for retirement in future. Box Q-17.

Kansas GM: Cut this ad out and save it. You may need me one day. Crack engineer with programming and announcing skills would like to return to the wheat state. AM/FM, STLs, Automation, Directionals, Proofs no problem. Call when you need a pro. 712-943-4194. Joe.

SITUATIONS WANTED NEWS

Newsperson experienced in gathering, writing, delivery, interviews, public affairs. Pleasant voice, good with tape. First phone. Prefer Southeast. Box P-111

Sportscaster, excellent Play-By-Play basketball and other sports, actualities, commentaries. Current Sports Director looking for larger market. B.A. Journalism, 906-774-3987.

West or Florida only ... wanted by newsman, 4 years experience, MSJ, currently ND. Box Q-1.

Diligent writer/reporter with TV, print exp. seeks entry job. Degree, 3rd endorsed, good voice, production. Perry Margolin, Box 23, Tafton, PA 18464.

Top Newscaster in medium Northeast market wants to move up. Proven ratings leader, skilled reporter, writer and editor. Ten years experience, journalism degree. Box Q-62.

Sportscaster PBP of all sports, can also do news and music. College degree in Radio/TV. Box Q-84.

The CBS all-news O&O where I've worked the past 2 years is changing its format to talk, forcing a large number of low-seniority layoffs. If you want a top-notch editor, writer, reporter, or producer for your top-notch operation, write to Edward Fischer, 407 South 21st Street, Philadelphia 19146, or call 215-546-4343. Available March first.

Willing to work hard for first break. UNC graduate, BA Broadcast Journalism. Stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210. 704-525-1477.

Ambitious, career minded Broadcasting School, College Grad seeking full time work. Presently working part-time. Want to get to a station and settle in. PBP experience and more! For tapes, resume' call Chad Groening 513-233-4670.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Young, Aspiring Music Director/PD., looking for first opportunity to prove music/programming capabilities. Extensive air experience. Interested in helping develop exciting young Adult/Contemporary sound. Top production. Resume, voice/music check, Pat Christie, 12217 Renwick, St. Louis, MO. 63128 314-849-2929.

Well experienced Top 40 PD ready now. Learned from the best. Box Q-47.

Female first phone, well rounded electronics education, studio operation and production. Mature person. Can perform on-air in pinch. Flexible to your budget. Box Q-82.

Do you own a big-coverage FM or AM? Starting a new station? Gospel/religious format, or traditional country, are money-makers. Broadcast pro with impressive 15-year background (PD, OM, sales, first phone) wants to talk to you. All areas considered. 301-822-4243.

Program Director with Major Market training seeks position at Medium or Larger Small Market station. Call 314-868-1042 after 5 pm CST.

TELEVISION

HELP WANTED MANAGEMENT

General Manager. We need a person with proven management abilities to develop the full potential of a major Midwestern public television station. Must have executive public broadcasting experience. Minimum of a B.A. degree. Salary and attractive benefit package. Equal opportunity employer. Send resume and references to: Search Committee, P.O. Box 118, Detroit, MI 48232, Attn: Dept. 5359.

Be Your Own Boss. Business opportunity to manage and sell ads over a television rebroadcast system in Michigan's beautiful Upper Peninsula. Unlimited opportunity in a community of 15,000. Many options open with owner. All replies held confidential. For full details write to Box Q-32.

General Sales Manager capable of directing a strong Western Network Affiliate. Good Salary plus profit sharing, health care and other benefits. Excellent living conditions in an ideal climate. A real challenge for a sales person. Station enjoys prestige, good ratings and strong share in the market. Resume to Box Q-37.

TV News. Mature, experienced news producer for aggressive top-20. Former News Directors preferred. An Equal Opportunity Employer. Letter and resume to Box Q-65.

Program Manager—Network affiliate in attractive recreational, cultural Midwest market. Take charge of program, promotion and production departments. Successful management track record in all aspects. Public Affairs and FCC a must. GM needs experienced, capable firm right-hand person. Growth potential. Salary depending on qualifications. EOE. Box Q-76.

Promotion Manager. Must have strong promotion record, professional communication skills, research training and ability to handle greater management responsibilities. Resume and salary. Equal Opportunity Employer. Box Q-91.

General Sales Manager—Excellent opportunity for experienced sales person strong on creative leadership, innovative, pricing, and inventory knowledge and control. Equal opportunity employer. Send complete resume including salary history to Box Q-92.

HELP WANTED SALES

Number 1 Net Affiliate, Top 50 Northeast, seeks experienced "TV Pro" for local direct/agency sales. Strong list plus unlimited earnings potential. Group owned. An equal opportunity employer. Send letter and resume to Box Q-23.

Hardworking, Aggressive local Salesmanager needed for growing TV station in Northeast—Must have experience in local sales development, agency experience, proven track record, checkable references, willing to carry list and offer strong leadership to local sales dept. Send resume and salary requirements to: Box Q-40.

TV Sales Representative: CBS Affiliate in top 100 market needs experienced Sales Representative to assume active account list. Excellent commission/salary structure, with room for advancement. Please send resume to Michael Lennon, WIFR-TV, P.O. Box 239, Rockford, IL 61105 or call 815—987-5347. An E.O.E.

HELP WANTED TECHNICAL

Assistant Chief—Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. \$17,500 to start plus benefits. Harold B. Wright, WVIR-TV, Charlottesville, VA 22902. 804—977-7082. An Affirmative Action Equal Opportunity Employer.

Broadcast Maintenance Engineer (Jackson, Michigan) First Class Radiotelephone license and experience in broadcast maintenance required. Video Tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV maintenance or related experience required. Management or supervisory experience required. Send resume to Ray Swenson, Chief Engineer, KTVU, One Jack London Square, Oakland, CA 94607.

Maintenance and Operations Engineer—For color production facility in major market. Responsible for maintenance and operation of television studio equipment including three 3/4" VCR's and two VPR-1's. Should have First Class license; one year's experience a definite plus. Salary open, good benefits. Call or write: Craig E. Blohm, Production Supervisor, CRC-TV, 6555 W. College Dr., Palos Heights, IL 60463, 312—371-8700.

Excellent Opportunity For Broadcast Engineer. Good working conditions, best equipment, good salary and fringe benefits in quality station. Broadcast maintenance engineering experience and first class FCC license required. Send complete resume to Personnel Manager, WFMY-TV, P.O. Box TV-2, Greensboro, NC. Confidentiality maintained.

Top quality Production House has immediate need for three maintenance engineers with heavy experience. References required. EOE. Box Q-26.

Engineer with ability and knowledge to maintain radio and television broadcast equipment. First Class FCC license required. All new radio and television studios. New TV transmitter site with four year old Harris Gates transmitter run by remote control. Some TV switching required. Wayne Pash, Tech Dir. KLOE-AM-TV, Goodland, KS 67735. P.O. Box 569, PH. 913—899-2321.

Video technician—solid state background, FCC first license required. Resumes to Dennis Bornhoft, KCOY-TV, P.O. Drawer 1217, Santa Maria, CA 93456. An equal opportunity employer.

Stymied where you are? A VHF Television Station in medium-sized Southeastern market is looking for an Assistant Chief Engineer who can move into Chief Engineer's spot. Should have at least 5 years experience in all phases to TV technical operation. Heavy on maintenance. Send resume to Box Q-48.

TV Maintenance Supervisor, major market ABC affiliate is looking for a fully-qualified person capable of supervising eight-person maintenance crew. ENG, ACR-25's, automated switching, Harris transmitter, generally mixed plant. Degree preferred, minimum of 5-10 years experience desired. Substantial supervisory experience required. Salary negotiable. Equal Opportunity Employer. Reply Box Q-56.

Chief Engineer for Small TV Station in Colorado. Must like small town life and clean air. \$10-\$12K. Call 303—242-5000 or D. Balfour, Box 789, Grand Junction, CO 81501.

Television Engineer wanted for ABC Affiliate. First Class License required. Contact: Sam Killiner, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. Equal Opportunity Employer.

Immediate Opening for First Phone Technician who likes a heavy maintenance schedule on studio cameras, ENG cameras, video tape, both quad and helical. Knowledge of digital systems is a must. We're doing big things at WBRE-TV, Wilkes-Barre and we need good technical help and will pay for it. Contact Charles Baltimore at 717—823-3101.

Broadcast Engineer. Must have 1st class FC.C. License. Must be familiar with control room equipment, RCA TTV-30 Transmitter. Send resume to Box Q-99.

Upstate New York medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call John Herrick, 607—739-3636.

Chief Engineer for WFAA-TV Dallas, Texas. Applicant must have Major Market TV station Chief or comparable experience. Degree preferred. Mail resume to Employee Relations, Belo Broadcasting Corporation, Communications Center, Dallas 75202. An Equal Opportunity Employer.

Assistant Chief Engineer: Responsible for operation of studio facilities with TK 46 and TK-28 cameras. AC-25, AVR-2 and VPR-1 tape machines plus ENG/EFP equipment. Digital experience required. KOLO-TV, Box 10,000. Reno, NV 89510, 702—786-8880. E.O.E.

KATV, Little Rock, Arkansas is accepting applications for an experienced FCC first class licensed TV Studio maintenance and operating technicians. Call Ralph Smith or Rudy Garrett at 501—372-7777 or send resume to KATV, P.O. Box 77, Little Rock, AR 72203. Equal Opportunity Employer.

Controlroom Engineer—1st Phone required, prefer some experience, will consider beginners. Send resume to: Robert Hardie, KAMR-TV, Box 751, Amarillo, TX 79189.

Microwave/Maintenance Engineer: Responsible for microwave and translator sites, assisting with studio and transmitter maintenance. Basic digital knowledge required. KOLO-TV, Box 10,000. Reno, NV 89510, 702—786-8880. E.O.E.

Engineer Supervisor, PTV Transmitter, Waterloo, Iowa area. \$15,522 beginning plus benefits. Ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Minimum qualifications: Electronics certificate and 4 years engineering experience with supervisory responsibilities. 1st Class FCC licensure. Engineer II, Humboldt, Iowa area. \$12,584 Plus Benefits. Operates electronic equipment, makes minor adjustments at transmitter site. Minimum qualifications: 1st Class FCC licensure plus 1 year experience maintaining, operating and repairing TV transmitter facility. Iowa Public Broadcasting Network, Personnel Office, P.O. Box 1758, Des Moines, Iowa 50306. 515—281-4498. An EEO/AA Employer.

WESH-TV, Orlando, Florida is accepting applications for FCC First Class licensed TV maintenance and operation technicians. One position in operations, the other in maintenance. Call Nile Hunt or Dan Long 305—645-2222, or send resume to WESH-TV, P.O. Box 7697, Orlando, FL 32804. E.O.E.

Maintenance Chief for VHF television station in Southern Maine. Applicants must have a practical knowledge for repair of quad, helical tape equipment, studio/remote cameras, transmitters etc. Must also be able to supervise the Technical Department. For more information send resume to Box P-29.

Master Control Operator: Responsible for set up and operation of all master control equipment for on air use, monitoring and control of remote control transmitter. KOLO-TV, Box 10,000 Reno, NV 89510, (702) 786-8880. E.O.E.

HELP WANTED NEWS

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, P.O. Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to WVIR-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts send cassette sample of your work to Allen Jones, P.O. Box 2009, Durham, NC 27702. E.O.E.

TV News Anchor and reporter. We're looking for a solid news anchor person with experience who can communicate well with the audience. The job will involve anchoring one prime cast daily plus reporting assignments. Five-day week, excellent benefits, degree preferred. Top-rated station in Midwest market. If you are experienced and good, we'd like to hear from you. Send complete resume and cassette air-check to The Mitchell Group, 4440 Vineland, North Hollywood, CA 91602.

Medium Market Station in Upper Midwest seeks talented person to back up our staff meteorologist on weekends and handle general assignment reporting on three weekdays. Prior on-air experience essential. Excellent working conditions with dominant news department. Resume including salary requirements to Box Q-30. We are An Equal Opportunity Employer.

Reporter. Must be experienced in beat reporting, preferably hard news. Must be aggressive and productive. All-ENG, group-owned affiliate in major Sunbelt market. Box Q-33.

Reporter—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16 mm photography, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume and video cassette tape to: News Director, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Television Assignments Editor. Must have experience in television news production... understanding of film and video tape production techniques. Must be familiar with coverage of news, feature and sports material. Must be able to initiate coverage of stories and follow-through with research and investigation. Must be able to communicate with and supervise people. Educational background in journalism, communications, liberal arts and/or political science is required. Equal Opportunity Employer, M/F. Box Q-53.

Chief Photographer for prestigious deep South news operation. Demonstrated ENG, Film, organizational and leadership abilities required. Resume to Box Q-61. E.O.E.

News Photographer—Number one medium market network affiliate seeking additional photographer to join all ENG news team. Experience with ENG and portable microwave required. Excellent benefits. An Equal Opportunity Employer. Send resume to Box Q-63.

Photographer—if you're creative, like working with a mix of ENG, live shots and film, if you understand sequencing and know how to tell a story with video, if you want to work for a station that knows good photographers are rare as diamonds, write us! Medium market; Midwest VHF; EOE. Box Q-69.

anchors, Reporters, Photographers, Sports, Weather. Major Southeastern station group, medium to large markets, screening applicants for current and future openings. Journalistic skills, on-camera strength, proven experience a must. EOE. Resume to Box Q-78.

**HELP WANTED NEWS
CONTINUED**

Executive Producer: To produce 6 and 10 o'clock newscasts and to supervise production of other newscasts. Medium market station in Sunbelt. College degree and two years TV experience needed. Salary in the 20's. An EEO Employer. Send resume to Box Q-96.

News Producer—Group owned major East Coast market has need for late show producer who knows how to build a show. Must have at least two years as news producer, reporter background a plus. Equal Opportunity Employer. Detailed resume to Box Q-104.

Co-Anchor/Reporter—Top 30 East Coast market looking for solid street reporter, early co-anchor. Absolute minimum two years on-air experience. Equal Opportunity Employer. Detailed resume to Box Q-108.

Reporter/photographer—coastal resort market seeking reporter with ability to shoot SOF and/or ENG cameras. Good entry level position for person with journalism degree. EOE. Box Q-109.

Weather Anchor: For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meteorology. Strong air presentation essential. Will work with color weather radar. Possibility of environmental reporting. Will fill quickly. Resume and salary requirements to Ron Miller, News Director, WWBT; Box 12; Richmond, VA 23201. No Calls.

Network affiliate on small Pacific Island (Guam) looking for two television news reporters with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813. E.O.E.

Meteorologist: Wanted by Midwest ABC affiliate whose credentials regarding weather are the finest. Must be extremely accurate with TV background. No beginners. Replies to News Director, WYTV, Inc., 3800 Shady Run Rd., Youngstown, OH 44502. An EOE.

Sports Anchor for progressive news organization. TV experience required. Send video tape, resume and salary requirements to Eric Rabe, News Director, WTZJ-TV, 5000 Sixth Avenue, Altoona, PA 16603.

Entry level Reporter/Photographer. Must know how to write, shoot, edit and voice stories. Write and send tapes to News Director, P.O. Box 270, Columbus, GA 31902. Equal Opportunity Employer.

Anchor News Reporter Progressive station. Good advancement. Send air check and resume. Betty Chadwick, Executive Producer, WTHI-TV, 918 Ohio, Terre Haute, IN 47808.

Aesthetic Thug Photog who's sick of stand-ups for seven person photo dept. Good film, good producing tell our stories. Film, tape, lives. No drifters. Tape and resume for January opening to WLUK-TV, Photo Dept., 787 Lombardi Ave., Green Bay, WI 54303, 414-494-8711.

News reporter—market leader and trendsetter is looking for reporter with street savvy. Must have journalism degree and be able to provide audition tape—at a later date—with examples of reporting. Southeast oceanfront market. E.O.E. Box Q-106.

ENG Photographer/Editor—station putting brand-new quality ENG system on the air is looking for experienced person to help us maximize its potential. We will ask to see your ENG audition tape at a later date. E.O.E. Box Q-102.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Producer/Director with 4 years experience to concentrate on commercials and occasional specials. Proven success with clients and agencies. Ability to direct production, personnel and talent. Experience with single/double system film, EFP and studio. Creative production and technical standards mandatory. Send tape and resume to Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EOE, M/F.

Cinematographer. Thorough knowledge of double-system 16 mm film and ENG equipment, with emphasis on experience in commercial spot production. Also experience in use of sound equipment used in motion picture production, Nagra and Magna-Sync operation. Send resume to Box Q-51.

Producer for weekend newscasts at prestigious deep South station. Good writing, solid judgment necessary. Street experience and some producing preferred. E.O.E. Resume to Box Q-50.

Producer. Top 25 market television station needs full time producer for daily, live pre-school children's program. Background and experience should show an ability to work with adult talent in planning and production. Send resume to Box Q-70.

Top 25 Market Station looking for bright, energetic, co-host for mid-day talk show. One year's experience as TV Program Host with college degree. Ability to work with team in developing and presenting interesting features on people, places and things. Detailed resume to Box Q-94. Equal Opportunity Employer.

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.

Announcer/Writer-Producer—KCRA-TV's Promotion Department seeks announcer/copywriter producer. Applicants must have outstanding voice and minimum two years announcing experience. Hours: 2:30-11:30 PM M-F. Tapes and resumes only to Kurt Eichsteadt, Promotion Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE.

WSOC-TV Charlotte, North Carolina has immediate opening for experienced film/tape editor. Contact personnel office 704-372-0930. Equal Opportunity employer m/f.

Network affiliate on small Pacific island (Guam) looking for production manager with ENG experience. Contact L. Berger, 1060 Bishop, Honolulu, HI 96813. E.O.E.

Assistant Promotion Director—Position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production necessary. Group owned network affiliate offers excellent benefits, salary and opportunity for advancement. Send resume to Business Manager, WTOL-TV, Cosmos Broadcasting Corporation, P.O. Box 715, Toledo, OH 43695. An Affirmative Action/Equal Opportunity Employer.

Producer/Director: Medium market PTV Station has immediate opening for experienced studio and remote producer/director. Should have extensive live or live-on-tape directing background. Salary negotiable. Write WXXI Personnel Office, Box 21, Rochester, NY 14601. EOE.

Production Manager—KCRA-TV/Sacramento, CA., seeks a person with top-flight TV directing background combined with ability to manage aggressive, well-equipped production department. Must have minimum three years experience as Production Manager. Also, must be able to work with commercial clients and maintain strong ad agency relationships. Send complete resume and references: Roger Ottenbach, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814. EOE.

**SITUATIONS WANTED
MANAGEMENT**

General Manager with outstanding credentials! Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced all aspects: ownership, administration, sales, programming, filmbuying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. Achieved revitalization/rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box Q-71.

**SITUATIONS WANTED
TECHNICAL**

First phone, some experience, over 1700 hours of electronics training, single, 25 years, mature, available immediately as "trainee"—Anthony Pinesich, 2604 East York Street, Phila., PA 19125, 215-423-8952 or 215-922-2530.

**SITUATIONS WANTED
NEWS**

Experienced Professional: A decade of reporting, producing assignment editing, and news directing. Journalism degree. Reporting awards. Seeking news directorship at top twenty market station with management committed to quality news product or major market executive producer position or investigative reporter/producer job. Box Q-4.

Assignment Editor, Reporter. Masters from Missouri, 13 years experience in TV, Radio, and Print. I know news and how to organize a newsroom to get the news. Have supervised assignments in 3 stations, and know how to handle people. 1-501-882-3109.

Copywriter/reporter. Production, ENG exp., 3rd endorsed, degree, seeks entry job. Perry Margolin, Box 23, Tafton, PA 18464.

Major market anchor-reporter desires medium market that offers stability and profit-sharing plan. \$35,000 minimum. Box Q-55.

Anchor/Reporter with 8 years TV experience wants prime anchor slot, top 50. Box Q-68.

News People Notice. Experienced reporter-producer with a fresh approach to a story or a show wants to move up to a larger Northeast market. Box Q-79.

College graduate seeks first job in television as sportscaster for small-market station. Five years experience in Radio. Box Q-83.

Weathercaster/Meteorologist looking for small or medium market station where I can grow. Currently employed major market. Available late January. Box Q-87.

Sportscaster With Heavy experience in Radio, newspaper and some Television. Totally dedicated to Sports. Box Q-98.

Versatile reporter/anchor with legislative experience and flair for features desires forward-looking t.v. news department. Marsha Dale, 3031-E Timberlake Drive, Raleigh, NC 27604. 919-876-4398.

Hardworking female reporter, BA Broadcast/Film. Experience with ENG/SOF. Looking for a professional medium market news assignment. 205-459-2468.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Women love me! Handsome talk/magazine pro. 3 years delivering female demographics. Interviews from politics and personalities to PTA. Box Q-54.

Associate Producer of magazine program in Top 40 market while student intern. Seeking entry level position in small/medium market. ENG experience. Excellent researcher and writer. Steve White 215-637-1451.

Seeking a challenging position. Degree in broadcasting. Teaching experience. 319-338-4516.

ALLIED FIELDS

**HELP WANTED
TECHNICAL**

Washington, D.C. TV and Radio financial management consulting firm needs experienced TV and radio engineer to compute replacement cost of technical equipment using in house library of manufacturers catalogs and price data. This is a detail desk job in pleasant surroundings plus field work. You will be working with two other engineers and with client stations. Fine progressive company in its 32nd year. Call John Bowman, Frazier, Gross & Clay, Inc. 202-244-6376.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Television Production. The Department of Radio-Television-Film at The University of Texas at Austin is seeking applicants for a faculty position beginning in September 1979 in studio and non-studio television production and small format video. This position will require teaching or professional experience in both dramatic and non-dramatic television production and in the use of studio, ENG and Portapak television production and editing equipment. Applicants with distinguished records of professional television directing or production will be considered for appointment at the rank of Lecturer, a renewable non-tenure track appointment. The Ph.D. or appropriate terminal degree is required for tenure-track appointment. Preference in all appointments will be given applicants who have college or university teaching experience and a strong record of scholarly, creative and/or professional activity. Salary will depend on the applicant's teaching experience and record of scholarly, creative and/or professional achievement. The University of Texas at Austin is an Affirmative Action Equal/Opportunity Employer. Send letter of application, resume and professional credits by January 1, 1979, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

HELP WANTED INSTRUCTION

International Communication/Broadcast Law, Regulation and Policy. The Department of Radio-Television-Film at The University of Texas at Austin is re-opening its search for a faculty member to teach in one, possibly both, of the following areas: 1) International Communication. 2) Broadcast Law, Regulation and Policy. The appointment will begin in September 1979. The Ph.D. or equivalent terminal degree is required for a tenured or tenure-track appointment. An applicant with a distinguished record of professional career service in one or more of the advertised teaching areas might be considered for appointment at the rank of Lecturer, a non-tenure track appointment. Preference in all appointments will be given applicants who have college or university teaching experience, a strong record of scholarly or professional publication and demonstrated ability to secure outside funding from governmental or foundation sources. Rank and salary will depend on the applicant's teaching experience and record of scholarly and professional achievement. The position will be available in June or September 1979. The University of Texas at Austin is an Affirmative Action/Equal Opportunity Employer. Send letter of application and resume by January 1, 1979, to: Robert E. Davis, Chairman, Department of Radio-Television-Film, The University of Texas at Austin, Austin, TX 78712.

Ohio State University's School of Journalism is accepting applications for the position of Kiplinger Professor of Public Affairs Reporting. Applicants must have at least ten years experience in public affairs reporting, preferably including experience in Washington. The Kiplinger Professor teaches advanced investigative and interpretive reporting techniques related to coverage of federal, state and local governments; directs students in Kiplinger graduate program in public affairs reporting. Starts September 1, 1979. Salary up to \$38,500 for 11 months. Applications must be received by February 15, 1979. Send resume and references to: Chair, Kiplinger Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

Colorado State University. Assistant professor in the Department of Technical Journalism, beginning August 20, 1979. Ph.D. in journalism or mass communications is preferred, master's degree is required. All candidates must have a specific research interest, and the position requires a strong news orientation and professional background (newspapers, magazine, science writing, broadcast news). Departmental sequences are news-editorial, broadcast news-documentary film, technical-business and public relations. Candidates must have demonstrated an ability to teach effectively. Salary commensurate with background and experience. Apply to Cecil Neth, chairman, search committee, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523 by December 31, 1978. Colorado State University is an EEO/Title IX employer. Equal Opportunity Office: 314 Student Services Building.

University of Nevada-Reno seeks assistant professor to teach TV/radio news beginning in fall of 1979. Should have at least M.A. degree and five years of full-time professional news experience, with emphasis in broadcasting. Salary depends on qualifications. Deadline for applications: Dec. 15, 1978. Write to Prof. L. W. Gilleland, chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity Employer.

Position Available. Assistant professor in broadcast news video, film, writing and management. Applicants should have professional experience with capabilities for research and teaching at the graduate level. Doctorate or ABD for tenure track appointment. Competitive salary. Send resume and three letters of recommendation to Prof. Irving Fang, School of Journalism and Mass Communication, 206 Church St. SE, University of Minnesota, MN 55455. An equal opportunity employer.

Assistant Professor to teach courses, labs in broadcast news (primarily TV) documentary production, related areas. Masters degree and professional experience required; PhD and professional experience preferred. An equal opportunity employer. Available August, 1979. Contact: Bruce Linton, 217 Flint Hall, University of Kansas, Lawrence, KS 66045. Closing date: January 30, 1979.

Chairperson of Communications Department. Position reopened. Prefer: Ph.D., strength in communications theory and familiarity with communications as applied in business, government and/or media industries. Rank and salary open; tenure opportunities. AA/EOE. Resume/references to Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Rd., N.W., Washington, DC 20007.

SITUATIONS WANTED INSTRUCTION

Seeking Teaching Position. Masters from Missouri, 13 years professional, 5 years teaching experience. Young, enthusiastic, and Head of small college dept. Want to move on. Adept at supervising and organizing large student newsrooms. Teach courses in Broadcasting, Newswriting, Advertising, Journalism Law. 1-501-882-3109.

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.

Wanted: 10 KW FM transmitter. Must be in good condition—Cash. Box Q-15.

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 404-568-1155.

Paul Schafer Wants to buy Schafer 800 Automation System. Late Model AM and FM Transmitters all sizes. Call 714-454-1154 or write Schafer International, 5801 Soledad Mtn Rd, La Jolla, CA 92037.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliac Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

RCA TR-60 Hi-Band Quad VTR with editor. Excellent condition. \$27,000. Call Mr. Kitchen, Quality Media Corporation, 404-568-1155.

For Sale: Datatron Tempo Control Track Editing System, including two 2850-A Sony Video Recorders. Call: Lorrie Church 201-445-1711.

For Sale: TR-22 VTR, TR-4 VTR, and 3 CEI-280 studio cameras. Contact Al Evans, WXON-TV, Detroit, 313-355-2901.

Low Priced Broadcast Parts—excess parts stock on Harris, Ampex, Scully and others offered at 40% and 60% off Harris list price. Write for free list or call for availability at 217-222-8200, ext. 3500, 3501 or 3502. Harris Broadcast Products Division, Service Parts Department, P.O. Box 4290, Quincy, IL 62301.

Used Stereo Console Cast Machines and Limiters. Call 404-487-9559.

Two PC-60 Cameras. One has separate mesh modification and new yokes. Dennis Bornhoft KCOY-TV, 805-922-0505.

Electronic Equipment Below Retail. Call or write for quote. Box 2306, Seventy West Burton Place, Chicago. 312-943-4107.

For Sale: Gates Stereo Statesman Board; 5 Channel—Modules included. Fair condition. 817-776-3900.

Gates FM 5B solid state transmitter, with Collins A-30-Z exciter and stereo generator. Recently rebuilt and in excellent condition. WALZ FM, Machias, ME 04654. 207-255-4452.

AM Transmitters (Used): RCA BTA-50G-50KW, Collins 21E-5KW, Gates BC5-P2-5KW, RCA BTA-1-R1-1KW, Collins 20-V3-1KW, Gates BC-1J-1KW, Gates BC-1F-1KW, Wilkinson AM-1000A-1KW, RCA BTA-250M-250 W, Gates BC-250-GY-250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters: (Used): Collins 830-H1A-20KW, Gates FM-20B-20KW, Gates FM-10G-10KW, Sparta 610A-10KW, RCA-BTF-10K-10KW, Collins 830F1A-10KW, Gates FM-5G-5KW, Gates FM-5B-5KW, Gates FM-5B-5KW, Collins 830-E1A-5KW, Collins FM-1000-B-1KW, ITA FM-1000-B-1KW, Collins 830B-1B-250 W, Gates FM-250C-250 W Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

For Sale—Datatron 5050-200 Edit Console with Jam Sync Generator for Time Code Editing. \$9500. Bob Brandon, KPRC, Houston, 713-771-4831.

Never used 5K FM Transmitter, and stereo exciter. Still in carton at factor. Both for \$14,000. Call 203-235-5747.

IGM Automation Equipment: IGM 500 Control Center, tape transport, (2) Scully 270's Instacart 48PBM, Metrotech Logger, equipment, rack. Sold as package. All in mint condition. Steve Feder, K99 Radio, 406-727-7211. Make offer.

UREI BL40 Modulimiter, One year old. Manuals included. \$575 208-882-2551, Larry, Prepaid UPS delivery.

For Sale used Dumont 7000 TV Color Transmitter complete. Offer 808-262-7125 or 821 Mokolua Dr, Kailua, HI 96734.

TV Transmitter (Tuned to Channel 12). RCA TT50AHLA with sideband filter, diplexer, RF load and complete spares including tubes. Met "proof" specifications when de-activated. Where is, as is, price negotiable. Contact Dick Payne, 205-281-2900.

Beautiful Music Service. Over 500-10 1/2" reels with tones. \$5 per reel, \$2000 takes all. Steel 10 1/2" reels with tape—\$10. WTCH 1-715-524-2194.

Ikegami HL-77 batteries (2) and charger supplied with the camera. In good condition. Best offer takes all. Contact Dennis Dunbar at 413-781-2801.

5,000 Watt CCA AM-5000-D AM Transmitter 10 years old. Clean and in excellent condition. Available within 60 days. \$15,000. WOIZ, St. George, SC 803-563-4371.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30359 (phone 404-231-9884).

"Free" Catalog! D.J. Comedy ... Wild Tracks ... more! Command, Box 26348-H, San Francisco 94126.

"The Radio Personality". Topical humor, biweekly. Free sample. 1509 Country Club Court; Franklin, TN 37064.

Complete show material. Page for every day. \$5. per month. Advantage, Box 153, Mt. Prospect, IL 60056.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Have a client who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

Automation programming should sound better, sell better, and cost less than live. Agree? Music, equipment, consultation. Write Box Q-66.

Glenn Miller, Tommy Dorsey, Benny Goodman, Duke Ellington and more! All on a one hr. swinging, smashing tape! Others are doing, it, why not you? Make money boost ratings. \$25.00. CD Productions, 207 Elliot Brattleboro, VT 05301.

INSTRUCTION

1st class FCC, 6 wks., \$450 or money back guarantee. VA appvd. Nat'l Inst. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

1978 "Tests-Answers" for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 19. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577, 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA. 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Programing, Production, Others

EDITOR

New editor desired for major University magazine dealing with performance of journalistic media. Ideal qualifications include experience in news media, thorough knowledge of the field, and recognized skill in magazine writing and editing. Salary in \$25,000 range. Send resume before Dec. 15 to:

BOX Q-80.

Equal Opportunity/Affirmative Action Employer

MAJOR MARKET NEWS TALK/INFORMATION

We want to hear from you if you are a solid, well grounded professional News Director, Newscaster, Talk Host, Program Director or Assnt P.D. with News/Talk experience. Sell yourself with resume, tape, etc. Your material will be treated confidentially, but will not be returned. Reply to: C. Hudson, 2020 LeDroit Dr., So. Pasadena, CA 91030.

Help Wanted Announcers

Midwest MOR

Looking for the right Mid-Day Entertainer. Must be strong on production. Great opportunity for the right person—M/F - Equal Opportunity Employer.

Box Q-90.

Help Wanted News

NEWSCASTERS

WHDH, Blair's No. 1 rated radio station in Boston, is now searching nationwide for America's premier newscasters and reporters to fill future openings. Only experienced professionals should apply. Top dollars for the right people; people who know to relate important events and issues to a mass audience creatively. WHDH is an Equal Opportunity Employer. Minorities and Women Urged to Apply. Tapes and resumes should be sent to Dave Cooke, News Director, WHDH Radio, 441 Stuart Street, Boston, MA 02116.

MORNING DRIVE NEWSPERSON

If you've had at least 2-3 years on air experience in a contemporary format, and can relate to the 18-34 lifestyle, you may be the person we're looking for to join our solid team of pro's. A natural, up and one to one approach is what we're looking for ... If you've got it, send it on a tape, along with a resume and salary requirements to:

Gary Berkowitz, Program Manager
92/PRO-FM
1502 Wampanoag Trail
East Providence, Rhode Island 02915
(401) 433-4200.

WPRO-FM is an Equal Opportunity Employer

Situations Wanted Management

UNUSUAL SITUATION

Young (under 30), successful (\$45,000+/year) national radio rep bored doing only sales. Willing to take substantial income drop for job with challenge utilizing previous experience, education and talent in programming, news, engineering as well as sales. Open to all ideas. Replies considered confidential. Box Q-101.

GENERAL SALES MANAGER

... with nine years of major market sales management experience. Solid radio sales background. Ability to develop, motivate and lead a successful sales team. Strong retail and agency experience with references to substantiate. My career has been with one company adapting sales techniques to four different formats. I am a professional looking for a professional broadcasting company. Reply in confidence to Box Q-11.

Situations Wanted Programing, Production, Others

BROADCASTER

Articulate, energetic broadcaster seeking challenge. Currently production manager of a Chicago radio station. Degree with 10 years in broadcasting and First Phone. Available mid-January. Willing to travel or work abroad. Write Box Q-67.

TELEVISION

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Help Wanted Technical Continued

BROADCAST ELECTRONICS TEACHING VACANCY

Teaching and managing student on-campus field experience in maintenance/repair of campus FM transmitter, color and B & W video systems, campus CATV system and TV origination equipment.

--First class FCC Radiotelephone license.
--MS or MA in Communication Electronics or related field

Send resume to:

Thomas Jnias
Communication Department
University of Wisconsin-Platteville
Platteville, Wisconsin 53818
(608) 342-1627

AN AFFIRMATIVE ACTION - EQUAL OPPORTUNITY EMPLOYER

CHIEF ENGINEER

This is an opportunity for a thoroughly experienced television broadcast engineering executive. The position requires a comprehensive knowledge of television station systems. You must be able to plan and install new systems and you must be able to demonstrate your ability to lead a mature engineering staff. Contact:

Elmer C. Snow
V.P. & General Manager
Teleco Indiana, Inc. at
WTTV

3490 Bluff Road
Indianapolis, IN 46217
Phone 317-787-2211

AN EQUAL OPPORTUNITY EMPLOYER

KOOL-TV PHOENIX, ARIZONA

Has openings for Technician/Engineers with a strong technical background, with at least 3 years experience in maintenance and operation of state of the art electronic equipment. E.N.G. maintenance experience helpful. Must have a minimum of AA degree in electronics or equivalent. Qualified applicants send resume' to Al Hillstrom, VP/Engineering, KOOL-TV, 511 W. Adams, Phoenix, Arizona, 85003. An equal opportunity employer.

SONY VIDEO MAINTENANCE INSTRUCTOR

Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Larry Silverman, Mgr.
Broadcast Training
Sony Corporation of America
P.O. Box 5723
Compton, Ca. 90220
(213) 537-4300

Help Wanted Management

Marketing/Promotion Manager

Outstanding educational broadcast and production facility in Chicago seeks individual with video, syndication, marketing experience to develop and manage advertising/promotion program. Salary: midteens. Send resume to Box Q-14.

ADVERTISING AND PROMOTION DIRECTOR

KTVU, a San Francisco Market Television station is seeking an Advertising & Promotion Director to head a five-person department. Must show demonstrated ability in all areas of TV promotion. Creative and administrative ability a must. Send resumes to: Personnel, KTVU, 1 Jack London Sq., Oakland, CA 94607. Cox Broadcasting, An Equal Opportunity Employer. M/F.

Help Wanted Programing, Production, Others

Part time Producer

needed for Children's TV News Show. Must have thorough background in News, Production, Show formation and editing. Minimum of 3 years actual TV experience required. Send resume and tapes to Box 6236, Washington, D.C. 20015.

TV PROGRAM EXECUTIVE

Experienced TV Program Manager for midwest station. Must be able to qualify for advancement to top management position. Strong background in production, film buying, FCC rules, research, and administration. There is a future in this solid veteran broadcast group for the right person. An Equal Opportunity Employer.

A once in a lifetime opportunity. Send resume and salary requirements to Box Q-13.

Situations Wanted Announcers

TOP 10 TV HOST

with charm and credentials seeks major market change. Box Q-74

Employment Service

PROFESSIONAL EMPLOYMENT SERVICE

Placement of Engineering Personnel Coast to Coast. All Locations, Levels & Disciplines. No fee to applicant. Employer inquiries invited. Phone/Resume - Alan Kornish, KEY SYSTEMS, New Bridge Center, Kingston, Penna 18704, (717) 822-2196.

Radio Programing

Wanted . . . Progressive Stations

GLORIA SWANSON, VALERIE HARPER, LINUS PAULING and others talk about "how to live longer in a polluted world". The HEALTH CLUB OF THE AIR is a New Age program about "Holistic Health" now broadcast in 11 markets. This 3 1/2 minute program now available "free" to stations that qualify. Call HEALTH CLUB (714) 728-5076.

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Riverside CA 92505

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One 55-minute weekly program of Big Band sounds with host Jim Bolen.



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501-972-5884



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Phone: 501-972-5884



ATTENTION: TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM? (Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

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(717) 823-3101

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 The leading distributor. We have the most.
 PSA's & newscasts too. Call regional offices.
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For Sale Stations

RALPH E. MEADOR

Media Broker
 AM - FM - TV - Appraisals
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 Phone 816-259-2544

SOUTHWEST

growing market full time leading AM station
 Healthy cast flow - \$750,000 - terms
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S.E. Medium Market

Take advantage of prearranged 7% simple interest. Cash only 25%. Full time adult Radio. Solid S.E. Medium Market. Gross over \$300,000. Only needs Sales Management. Buy 49% now, balance on FCC approval. Box Q-85.

\$140,000 FLORIDA AM

Daytime with PSA. Includes real estate. Investment opportunity. Manager will stay. Sellers prefer cash. Local bank financing available if you qualify.

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Daytime AM-Class A FM. Single station market. Good growth potential. Excellent cash flow. Priced at 2 times gross at \$375,000. 29% down. Terms available for financially qualified buyer. Box Q-46.

- Fulltimer in Mississippi City. \$610,000. Terms.
- Overseas property. New equipment. Automation. \$420,000.
- S.E. daytimer. \$225,000.
- AM/FM in Kentucky. \$360,000. Terms.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$140,000
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
- FM in Central Pa. \$225,000. Very liberal terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

For Sale Stations Continued

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 media brokerage service

STATIONS

NW	Small	AM	\$375K	29%
S	Small	Fulltime	\$395K	Cash
NW	Small	AM/FM	\$420K	\$122K
E	Sub	AM/FM	\$695K	\$199K
MW	Metro	AM	\$1.7MM	\$493K

CONTACT

Ray Stanfield	(213) 363-5764
Bill Chapman	(404) 458-9226
Ray Stanfield	(213) 363-5764
Warren Gregory	(203) 767-1203
Jim Mackin	(312) 354-3340

To receive offerings of stations within the areas of your interest write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

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 BROKERAGE - APPRAISALS - CONSULTATION
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 N.C. daytimer, terms.
 Daytimer. Washington State, terms.
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THE KEITH W. HORTON COMPANY
 P.O. Box 948
 Elmira, N.Y. 14902
 (607) 733-7138
BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY

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Payable in advance. Check or money order only.

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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).

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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 Tues. Nov. 21	Closing Wed. Nov. 15	Net change in week	% change in week	High	1978 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 1/8	34 7/8	+ 1 1/4	+ 3.58	41 1/4	23 1/2	8	27,472	992,426
CAPITAL CITIES	CCB	40 3/8	40 5/8	- 1/4	- .61	75	40 3/8	12	14,300	577,362
CBS	N	52 3/4	51 1/2	+ 1 1/4	+ 2.42	64	43 7/8	8	28,100	1,482,275
COX	N	53 1/2	52 1/4	+ 1 1/4	+ 2.39	56 1/2	25 1/2	13	6,667	356,684
GROSS TELECASTING	GGG	17 1/4	17	+ 1/4	+ 1.47	23 7/8	13 5/8	7	800	13,800
KINGSTIP COMMUN.*	KTVV	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	O	34 3/4	33 1/2	+ 1 1/4	+ 3.73	43	16 1/2	10	2,789	96,917
METROMEDIA	MET	51 1/2	45 1/4	+ 6 1/4	+ 13.81	71	25 1/4	9	5,134	264,401
MOONEY	O	4 1/2	4 1/2			5 1/2	1 7/8		425	1,912
RAHALL*	RAHL	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRP	44	44			52	30 1/2	9	2,589	113,916
STARR	SRG	12 1/4	12 1/4			13 1/2		13	1,512	18,522
STORER	SPK	29 3/8	28 5/8	+ 3/4	+ 2.62	34 7/8	19 3/8	9	4,893	143,731
TAFT	TFB	18	18 1/8	- 1/8	- .68	24 7/8	12 1/4	7	8,508	153,144
TOTAL									104,915	4,246,315

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	9	9 1/8	- 1/8	- 1.36	14 7/8	3 3/4	8	1,233	11,097
AMERICAN FAMILY	AFL	N	10 1/8	10	+ 1/8	+ 1.25	17 1/8	10	4	10,536	106,677
JOHN BLAIR	BJ	N	22 1/2	20 1/4	+ 2 1/4	+ 11.11	31 3/8	11 1/8	6	2,447	55,057
CHARTER CO.	CHR	N	5 3/8	4 7/8	+ 1/2	+ 10.25	8	3 7/8	6	17,941	96,432
CHRIS-CRAFT	CCN	N	7 3/8	6 3/4	+ 5/8	+ 9.25	11 3/8	4 1/2	67	4,413	32,545
COCA-COLA NEW YORK	KNY	N	6 3/8	6 1/8	+ 1/4	+ 4.08	9 1/4	6 1/8	9	17,641	112,461
COMBINED COMM.	CCA	N	30	29 1/2	+ 1/2	+ 1.69	45 1/8	19	13	10,300	309,240
COWLES	CWL	N	17 1/2	16 3/4	+ 3/4	+ 4.47	25 1/4	12 1/2	16	3,969	69,457
DUN & BRADSTREET	D'NB	N	33 7/8	32 3/8	+ 1 1/2	+ 4.63	38	26 1/4	15	27,886	944,638
FAIRCHILD IND.	FEN	N	25 1/4	24	+ 1 1/4	+ 5.20	35 1/4	9 1/2	7	5,708	144,127
FUQUA	FQA	N	8 3/4	8 3/4			13 5/8	8	5	12,661	110,783
GANNETT CO.	GCI	N	43 1/4	41 3/4	+ 1 1/2	+ 3.59	49	32 3/4	15	22,430	970,097
GENERAL TIRE	GY	N	23 1/4	22 7/8	+ 3/8	+ 1.63	30 5/8	22 3/8	5	22,710	528,007
GLOBE BROADCASTING*	GLBTA	O	4 1/2	4 1/2			4 3/4	2 1/8		2,772	12,474
GRAY COMMUN.	O	22	19 1/2	+ 2 1/2	+ 12.82	24	8	8	8	475	10,450
HARTE-HANKS	HMN	N	21 1/2	21 1/2			24 3/8	13	14	9,104	195,736
JEFFERSON-PILOT	JP	N	30 3/4	29 7/8	+ 7/8	+ 2.92	34 1/2	26 5/8	9	23,134	711,370
MARVIN JOSEPHSON	MRVN	O	13 1/4	12 3/4	+ 1/2	+ 3.92	14 1/2	8 1/4	7	2,516	33,337
KANSAS STATE NET.	KSN	O	11	9 5/8	+ 1 3/8	+ 14.28	14 3/8	4 3/4	10	1,727	18,997
KNIGHT-RIDDER	KRN	N	23 3/4	23 3/4			28 1/8	13 1/4	11	32,797	778,928
LEE ENTERPRISES*	LEE	N	37	37			38 1/2	22 1/4	11	4,895	181,115
LIBERTY	LC	N	27 1/4	26 7/8	+ 3/8	+ 1.39	33 7/8	18	7	6,762	184,264
MCGRAW-HILL	MHP	N	23	21 1/8	+ 1 7/8	+ 8.87	25 3/4	15 5/8	10	24,682	567,686
MEDIA GENERAL	MEG	A	19	17 3/4	+ 1 1/4	+ 7.04	23 1/8	13 5/8	10	7,451	141,569
MEREDITH	MDP	N	27 1/4	26 1/2	+ 3/4	+ 2.83	40 1/4	17 3/8	6	3,082	83,984
MULTIMEDIA	MMED	O	23	21 3/4	+ 1 1/4	+ 5.74	28 1/4	16 1/4	11	6,630	152,490
NEW YORK TIMES CO.	NYKA	A	25 1/4	24 1/2	+ 3/4	+ 3.06	31 5/8	15 3/4	10	11,599	292,874
OUTLET CO.	OTJ	N	22 1/8	22	+ 1/8	+ .56	32 7/8	16 5/8	6	2,445	54,095
POST CORP.	POST	O	14 1/4	14 1/4			19 3/8	8 1/8	3	1,824	25,992
REEVES TELECOM	RFT	A	2 1/2	2 1/2			3 3/4	1 3/4	25	2,388	5,970
ROLLINS	ROL	N	18 7/8	18 1/4	+ 5/8	+ 3.42	24 1/4	14 7/8	9	13,407	253,057
RUST CRAFT	RUS	A	27 5/8	27 1/4	+ 3/8	+ 1.37	30 1/2	8 1/2	16	2,311	63,841
SAN JUAN RACING	SJR	N	11 1/4	11 1/4			14 1/8	7 5/8	20	2,509	28,226
SCHERING-PLOUGH	SGP	N	28 1/8	27 1/8	+ 1	+ 3.68	44 3/4	26 3/8	8	53,703	1,510,396
SONDERLING	SDI	A	23 5/8	23 1/4	+ 3/8	+ 1.61	24 3/8	8 3/8	9	1,105	26,105
TECH OPERATIONS	TO	A	5 3/8	5 1/4	+ 1/8	+ 2.38	8 3/4	2 3/8	49	1,344	7,224
TIMES MIRROR CG.	TMC	N	28	28 1/4	- 1/4	- .88	35	20 3/4	8	34,811	974,708
TUPNER COMM.*	D	16	16			16	5			3,800	60,800
WASHINGTON POST CO.	WPO	A	43 3/8	43 5/8	- 1/4	- .57	47 5/8	21 3/4	9	8,134	352,812
WOMETCO	WOM	N	14	13 5/8	+ 3/8	+ 2.75	18 1/4	10 7/8	8	8,524	119,336
TOTAL									433,814	10,338,454	

Cablecasting

ACTON CORP.	ATN	A	10	9 1/8	+ 7/8	+ 9.58	13 5/8	3 1/8	7	2,421	24,210
AMECO*	ACC	C					1/2			1,200	
ATHENA COMM.*	D	4 1/2	4 1/2			5 1/2	1/8			2,125	9,562
BURNUP & SIMS	BSIM	G	4 1/4	3 5/8	+ 5/8	+ 17.24	6 1/8	3 1/8	21	8,381	35,619
CABLE INFO.*	O	2 1/4	2 1/4			3	1/4	11		648	1,458
COMCAST	C	9 3/4	9 3/4			14 1/4	3 3/4	12		1,583	15,434
COMMUN. PROPERTIES	COMU	O	15 3/8	15 1/4	+ 1/8	+ .91	15 3/4	3 5/8	18	5,018	77,151
ENTRON*	ENT	O	3 1/2	3 1/2			3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRI	N	28	25 3/4	+ 2 1/4	+ 8.73	40	17 5/8	8	7,641	213,948
GENEVE CORP.	GENV	O	12 1/4	12	+ 1/4	+ 2.08	15 3/4	7 1/2	5	1,121	13,732
TELE-COMMUNICATIONS	TCOM	O	15 1/8	13 3/8	+ 1 3/4	+ 13.08	19 1/8	2 7/8	54	5,327	80,570
TELEPROMPTER	TP	N	10 3/4	9 7/8	+ 7/8	+ 8.86	14 1/4	6 3/4	17	16,926	181,954
TEXSCAN	TEXS	O	1 1/2	1 3/8	+ 1/8	+ 9.09	2 7/8	1 1/4	9	786	1,179
TIME INC.	TL	N	40 3/4	38 1/4	+ 2 1/2	+ 6.53	50	31 3/4	8	20,505	835,578
TOCOM	TOCM	O	6 1/4	6	+ 1/4	+ 4.16	11	2 1/4	13	993	6,206
UA-COLUMBIA CABLE	UACC	C	35 1/2	35 1/4	+ 1/4	+ .70	40 1/4	15 1/2	19	1,679	59,604
UNITED CABLE TV	UCTV	O	20 1/2	19	+ 1 1/2	+ 7.89	24	3 7/8	20	2,047	41,963
VIACOM	VIA	N	25	22 5/8	+ 2 3/8	+ 10.49	27 1/8	16 5/8	15	3,799	94,975
TOTAL									83,179	1,696,569	

Stock symbol	Exch.	Closing Tues. Nov. 21	Closing Wed. Nov. 15	Net change in week	% change in week	High	1978 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Programming											
COLUMBIA PICTURE*	LPS	N	20 3/8	16 7/8	+ 3 1/2	+ 20.74	24 1/2	7 3/8	4	9,749	198,635
DISNEY	DIS	N	37 3/4	36 1/2	+ 1 1/4	+ 3.42	47 5/8	32 1/4	13	32,397	1,222,986
FILMWAYS	FWY	N	13 1/2	12 3/8	+ 1 1/8	+ 9.09	17	6 7/8	9	4,113	55,525
FOUR STAR			2	2			2 1/8	1/2	20	666	1,332
GULF + WESTERN	GW	N	13 1/8	11 3/4	+ 1 3/8	+ 11.70	18 3/8	10 1/4	5	48,177	632,323
MCA	MCA	N	49 3/4	47 1/2	+ 2 1/4	+ 4.73	59 3/4	32	8	18,619	926,295
MGM	MGM	N	36 7/8	35 7/8			54	16	13	14,551	536,568
TRANSAMERICA	TA	N	15 1/8	15	+ 1/8	+ .83	19	13 1/4	5	66,475	1,005,434
20TH CENTURY-FOX	TF	N	29 1/8	24 5/8	+ 4 1/2	+ 18.27	39 3/8	10	3	7,907	230,291
VIDEO CORP. OF AMER	C		5	4 3/4	+ 1/4	+ 5.26	9 3/4	3 1/2	10	989	4,940
WAPNER	WCI	N	42 7/8	39 3/4	+ 3 1/8	+ 7.86	56 7/8	25 3/4	8	14,054	602,565
WRATHER	WCD	A	12 1/8	11 5/8	+ 1/2	+ 4.30	14 7/8	4 1/2	29	2,303	27,923
TOTAL									219,999	5,444,817	

Service

BBCO INC.	BBCO	O	32	32 1/4	- 1/4	- .77	38 3/4	22 1/2	8	2,513	80,416
COMSAT	CO	N	39 3/8	37 7/8	+ 1 1/2	+ 3.96	43 3/4	28 3/4	11	10,000	393,750
DOYLE DANE BERMBACH	DCYL	C	17	16 1/2	+ 1/2	+ 3.03	31	16 1/2	4	1,776	30,192
FOOTE CONE & BELDING	FCB	N	18 1/8	17 5/8	+ 1/2	+ 2.83	23 1/8	14 3/4	6	2,538	46,001
GREY ADVERTISING	GREY	O	30	30			34	16 1/2	4	624	18,720
INTERPUBLIC GROUP	IPG	N	32 1/4	32 1/2	- 1/4	- .76	39 1/4	22 1/2	7	2,387	76,980
MCI COMMUNICATIONS	MCIC	O	3 1/2	3 1/4	+ 1/4	+ 7.69	5 3/4	7/8	35	20,361	71,263
MOVIELAB	MOV	A	2 5/8	2 5/8			3 3/4	1	12	1,414	3,711
MPO VIDEOTECHNICS	MPO	A	4 3/8	4	+ 3/8	+ 9.37	65 3/8	4	5	520	2,275
A. C. NIELSEN	NIELB	O	24 1/8	23 3/4	+ 3/8	+ 1.57	28 1/2	18 7/8	11	10,980	264,892
OGILVY & MATHER	OGIL	O	20 1/4	20	+ 1/4	+ 1.25	56 1/2	20	7	3,610	73,102
TPC COMMUNICATIONS	TPCC	O	8 5/8	8 1/2	+ 1/8	+ 1.47	10 1/2	2 1/4	16	899	7,753
J. WALTER THOMPSON	JWT	N	22	21 1/2	+ 1/2	+ 2.32	32 7/8	15 1/8	6	2,649	58,278
WESTERN UNION	WU	N	15 3/4	15 5/8	+ 1/8	+ .80	21 1/4	15 1/2	6	15,177	239,037
TOTAL									75,448	1,366,370	

Electronics/Manufacturing

AEL INDUSTRIES	AELPA	G	6 1/4	6	+ 1/4	+ 4.16	10 1/4	2 3/8	5	1,672	10,450
AMPEX	APX	N	14 1/2	13	+ 1 1/2	+ 11.53	19 1/4	7 3/8	12	10,928	158,456
ARVIN INDUSTRIES	ARV	N	13 1/4	12 1/2	+ 3/4	+ 6.00	22 1/2	12 1/2	3	5,959	78,956
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CEC	A	4	3 3/4	+ 1/4	+ 6.66	5 3/4	1 3/4	9	2,127	8,508
COHU	COH	A	3 1/8	3	+ 1/8	+ 4.16	5 1/2	2 1/8	9	1,732	5,412
CONRAC	CAX	N	14 3/8	13 1/2	+ 7/8	+ 6.48	27 1/4	13 1/2	7	2,030	29,181
EASTMAN KODAK	EASKD	N	58 7/8	56 3/4	+ 2 1/8	+ 3.74	86 3/4	42	13	161,376	9,501,012
FARINON	FARN	O	10	8 3/4	+ 1 1/4	+ 14.28	16 1/2	8	10	4,782	47,820
GENERAL ELECTRIC	GE	N	49 3/4	48 3/8	+ 1 3/8	+ 2.84	55 5/8	44 1/2	10	184,581	9,182,904
HARRIS CORP.	HRS	N	29 5/8	29 1/4	+ 3/8	+ 1.26	35 3/4	19 7/8	14	25,139	746,224
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	30 1/4	28 3/4	+ 1 1/2	+ 5.21	41 7/8	20 1/4	14	1,320	39,930
3M	MMM	N	60 1/2	58	+ 2 1/2	+ 4.31	64 3/4	43 1/2	15	116,473	7,046,616
MOTOROLA	MOT	N	40 3/8	40 1/4	+ 1/8	+ .31	56 7/8	34 1/4	11	28,544	1,152,464
M. AMERICAN PHILIPS	NPH	N	26 1/8	24 1/2	+ 1 5/8	+ 6.63	36	24 1/2	5	12,033	314,362
QAK INDUSTRIES	QAK	N	23 1/2	22 1/4	+ 1 1/4	+ 5.61	36	9 5/8	24	1,801	42,323
RCA	RCA	N	26	24 7/8	+ 1 1/8	+ 4.52	33 5/8	22 3/4	8	74,819	1,945,294
ROCKWELL INTL.	RCK	N	32 1/4	32	+ 1/4	+ .78	37 1/4	28 1/4	6	33,900	1,093,275
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	- 1/8	- 4.34	4	1 5/8	15	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	30	27	+ 3	+ 11.11	35 5/8	16 3/4	14	2,471	74,130
SONY CORP.	SNE	N	7 7/8	7 5/8	+ 1/4	+ 3.27	10 3/8	7	14	172,500	1,358,437
TEKTRONIX	TEK	N	44 3/4	42	+ 2 3/4	+ 6.54	68 1/2	28 1/4	14	17,995	805,276
TELEMETRON	TLMT	C	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	C	8 3/4	8 3/4			12 3/4	6 1/2	23	4,200	36,750
VARIAN ASSOCIATES	VAR	N	14 1/4	13 3/8	+ 7/8	+ 6.54	21	13	9	6,839	97,441
WESTINGHOUSE	WX	N	16 7/8	16 3/8	+ 1/2	+ 3.05	24 1/2	16 1/4	5	86,582	1,461,071
ZEMITH	ZE	N	13 1/8	13 1/8			23	11 3/8	33	19,800	246,750
TOTAL									986,192	35,498,893	
GRAND TOTAL									1,903,547	58,591,418	

Standard & Poor's 400 Industrials Average 105.50 103.59 +1.91

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
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*Stock did not trade on Wednesday, closing
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**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
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figures are exclusive of extraordinary
gains or losses.

Dan Ritchie and his roundabout route to the WBC presidency

Dan Ritchie, the relatively new president and chief operating officer of Westinghouse Broadcasting Co., got his first close-up look at the company and its parent, Westinghouse Electric Corp., 10 years ago. He was representing MCA in the 1968 negotiations that led to the \$360-million merger deal by which Westinghouse Electric was to acquire MCA.

That acquisition didn't come off, blocked by the Justice Department (BROADCASTING, April 28, 1969), but eventually Westinghouse got an acquisition out of it anyway: The rapport established between Mr. Ritchie and the man across the negotiating table from him, Westinghouse Broadcasting Chairman Donald H. McGannon, led to Mr. Ritchie's being asked to join the company—and his acceptance—six years later.

It was a roundabout route, from North Carolina farm country to Harvard to the Army to Wall Street to Hollywood and back to New York. Dan Ritchie was born in Springfield, Ill., but grew up in China Grove, N.C., a hamlet that his father made the base of his farm machinery distributorship. He went on to Harvard for his AB and MBA degrees, but traces of his upbringing still linger in his talk.

After Harvard, the Army drafted him for two years, which he spent in Chicago. Then he took his MBA in marketing and finance to Wall Street and found a job with Lehman Brothers.

"I just walked in off the street," he recalls, "and told them I wanted to work there and didn't care what sort of work they gave me or how much they paid me."

They didn't take him literally about the pay, but they came close enough. "They didn't pay me very much," he says.

He started in securities analysis, and in the course of the work he met and did some work for Jules Stein, the founder and head of MCA, whose public offering Lehman Brothers had handled the year before. Dr. Stein offered him a job, but the offer came at an awkward time. "Lehman Brothers had just doubled my salary—which still wasn't much, but I felt I owed it to them not to leave, so I stayed on for a year and then joined MCA," says Mr. Ritchie.

He started off "doing various things—looking at acquisitions, helping to manage the profit-sharing trust, working with Wall Street." In 1965 he was elected vice president and two years later he was named executive vice president and chief financial officer. At the outset he had been based in



Daniel Lee Ritchie—president and chief operating officer, Westinghouse Broadcasting Co., New York; b. Sept. 19, 1931, Springfield, Ill.; BA, Harvard College, 1954; MBA, Harvard School of Business, 1956; U.S. Army, 1956-58; securities analyst, Lehman Brothers, 1958-60; financial executive, MCA, 1960-70; vice president, MCA, 1965-67, and executive vice president and chief financial officer, 1967-70; founder and head of Archon Corp., Hollywood, 1970-74; executive vice president, first with Westinghouse Broadcasting, Learning and Leisure Time, then with parent Westinghouse Electric Corp., 1974-78; president, corporate staff and strategic planning, Westinghouse Broadcasting Co., February-August 1978; present post since Aug. 25, 1978; unmarried.

New York, but with MCA in the movie business he "moved to Hollywood little by little until about 1967, when I moved completely."

He left MCA in 1970 to form Archon Corp., a company dealing in natural foods and food supplements. He had become interested in the subject through his friendship with actor Eddie Albert. He took the company public in 1972 and remained with it until he got the call in 1974 to join Don McGannon in New York in running what was then Westinghouse Broadcasting, Learning and Leisure Time.

Mr. Ritchie was executive vice president of the group and his job was to head the learning and leisure-time units. Those included the Longines Watch Co. and direct-mail operations, a soft-drink business, the Host hotel chain in Pennsylvania, the Econocar auto rental firm and Westinghouse Learning operations. In a

later restructuring, the headquarters for these units was moved from New York to Westinghouse Electric Corp.'s Pittsburgh base and Mr. Ritchie went with them as executive vice president of the parent company. There he remained until last February, when he rejoined Westinghouse Broadcasting as president of the corporate staff and strategic planning in a prelude to his present assignment, which came last August.

Mr. Ritchie says he spends over half his time on the road, visiting the company's radio and TV stations and production and syndication units. He doubts there'll be much let-up in the travel.

"I consider myself a hands-on type of manager," he explains. "My job is sort of to advise and consent, and to do that, I have to know what's going on. I'm not going to run anyone's job. I want them to do what they think is right, not what they think I think. People need encouragement; even if you don't do anything, just the fact that you're there lets them know you care."

In New York his day is, if anything, longer. He uses a farm phrase to describe his workday, saying it extends "from you can to you can't," meaning "it starts as soon as the day is light enough to see and continues until it's too dark to see anything. He's up around 6 or 6:30 a.m., jogs four or five miles almost every morning, gets to the office around 8:30 and sometimes returns for a night session after dinner. On the theory that "to manage this business you have to look and listen to a lot of your product," his day at the office or at home also includes six hours or so of watching and listening to tapes.

Although he sees his job as being operations fundamentally, he's also involved in other things. Among them: "We're examining what we should be doing in UHF [where Westinghouse has no stations] and FM [where it has two]—maybe nothing, but we're taking a look at it."

Because Don McGannon has been one of the more vocal critics of what he considers network encroachment on affiliates' time and revenues, Mr. Ritchie suggests that "perhaps people misperceive us as being antinetwork." Actually, he says, Westinghouse is in favor of networks and generally supportive of them, but sometimes they overreach and somebody needs to blow the whistle.

"We feel very strongly that the local station is responsible and must be community-involved. If the community realizes you're interested and really care, you'll have a better product. If we're just a conduit for the networks, who needs us? But if you can marry the strengths of a network with first-class local involvement and production, you've got something good."

Bigger daddy

If FCC Chairman Charles D. Ferris reads his mail, he will find few fan letters in a batch delivered in the past week or so. Broadcasters from all parts of the country have been writing him to protest an FCC decision requiring licensees, in their annual equal-employment-opportunity reports, to rank all employees by order of their salaries.

True, the letters have been solicited by an alarm sent out by the National Association of Broadcasters (BROADCASTING, Nov. 20). And Mr. Ferris may be unfairly identified as Target No. 1 for criticism of an action taken by unanimous vote of the six commissioners present (Abbott Washburn absent). There is no doubt, however, that the FCC's latest EEO incursion has struck a common nerve among broadcasters of every condition, big and small.

The principal complaints are that the publicizing of salary rankings would upset morale, provide competitors with valuable intelligence for the recruitment of employees, give unions a negotiating edge they now lack, add more paperwork to the piles that already encumber licensees and insinuate the government more deeply than ever into private business affairs. "I can't believe," wrote one broadcaster, "that this requirement is going to help anything but the employment situation in Washington."

Not only Mr. Ferris but also his colleagues who voted similarly ought at least to skim through the real-world criticism that their action has precipitated. They would find persuasive reason to change their minds—unless, of course, their intentions go beyond the mere ranking of salaried employees.

"Sir," wrote another broadcaster to Mr. Ferris, "let's be done with such frivolous proposals that serve no purpose at all unless the FCC subsequently intends to force a radio station to pay a certain salary to a certain individual."

Is that what Mr. Ferris, Margita White, Tyrone Brown, Robert Lee, James Quello and Joseph Fogarty were really voting for?

Cool it

A confrontation between buyers and sellers of television advertising time seems inevitable unless some accommodation can be reached on the issue of TV "clutter."

The Association of National Advertisers and the American Association of Advertising Agencies, which represent television's biggest customers, "strongly" oppose the clutter-control plan adopted by the National Association of Broadcasters television board (BROADCASTING, Oct. 16, et seq.). The television board and particularly the TV code review board, which developed the plan, insist that it will significantly reduce clutter and, moreover, that it was the best that could be agreed upon in the circumstances.

The advertisers and agencies were affronted by the plan's provision for an extra, optional 30 seconds of nonprogram material per prime-time hour. They were further affronted, if not incensed, by the TV board's adopting it on a mail vote rather than waiting to consider it, as had been expected, when the board meets in January.

To bolster its case, the ANA has produced a new study purporting to show that commercial effectiveness decreases as clutter increases. It is not a study of viewer tolerance to clutter, which we have long considered a desirable first step in attacking this issue, but we think broadcasters should examine it carefully. If it has merit, they should keep in mind that anything that dulls the effectiveness of their medium will hurt them in the long run.

ANA and AAAA should similarly take an objective look at the

broadcasters' position, recognizing that—as we believe to be true—the plan is a big step in the direction they want to go and that further concessions may indeed be more than they can reasonably expect at this time.

It might help if both sides realized that these changes are being written for television today, not cast in concrete for posterity.

Children underfoot

The three members of the Federal Trade Commission who remain in a position to vote on such things have decided to proceed with the inquiry into children's television advertising, despite the enforced absence of Chairman Michael Pertschuk, disqualified for bias by a federal court, and voluntary absence of Commissioner Robert Pitofsky, who wisely disqualified himself because of previous associations with participants. The survivors could hardly have done otherwise, considering the pressures.

Peggy Charren, the head mother of Action for Children's Television and a principal initiator of the FTC inquiry, has rounded up a coalition that she hopes will generate support for Mr. Pertschuk's and her, you should excuse the expression, baby. She claims to have teachers and dentists and auto workers and steel puddlers and who knows whom else cued in to harangue the FTC with complaints about television.

Mrs. Charren may be expected to play as large a role as the FTC permits throughout this proceeding, as she played a role in the FCC's inquiry of recent years into children's TV programming. Nor is her presence likely to diminish in the revived FCC inquiry into children's TV, going on now. As Leonard Swanson of WIC-TV Pittsburgh, a member of the National Association of Broadcasters television board, has pointed out to his fellows, the FCC and FTC inquiries proceed apace (BROADCASTING, Nov. 20). It is a two-front war.

At the FTC, a semblance of balance has been restored by the removal of Mr. Pertschuk. The three commissioners who will decide the case have displayed nothing like the intransigent aversions that Mr. Pertschuk exhibited.

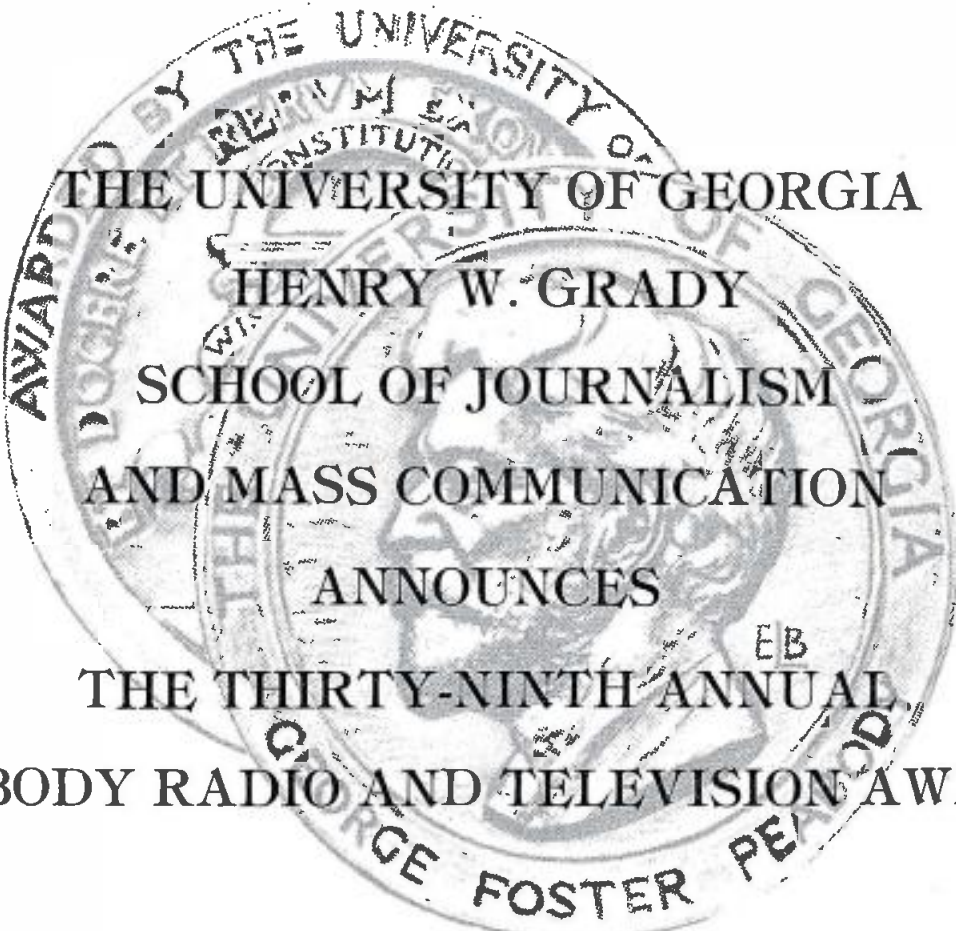
At the FCC, none of the members has been grossly indiscreet in telegraphing possible conclusions, although Chairman Charles D. Ferris, when mentioning the subject, gives signs of a desire to move and shake.

At both agencies, broadcasters and advertisers will be well advised to muster the best cases possible.



Drawn for BROADCASTING by Jack Schmidt

"This 'blanking' problem can't be all that serious."



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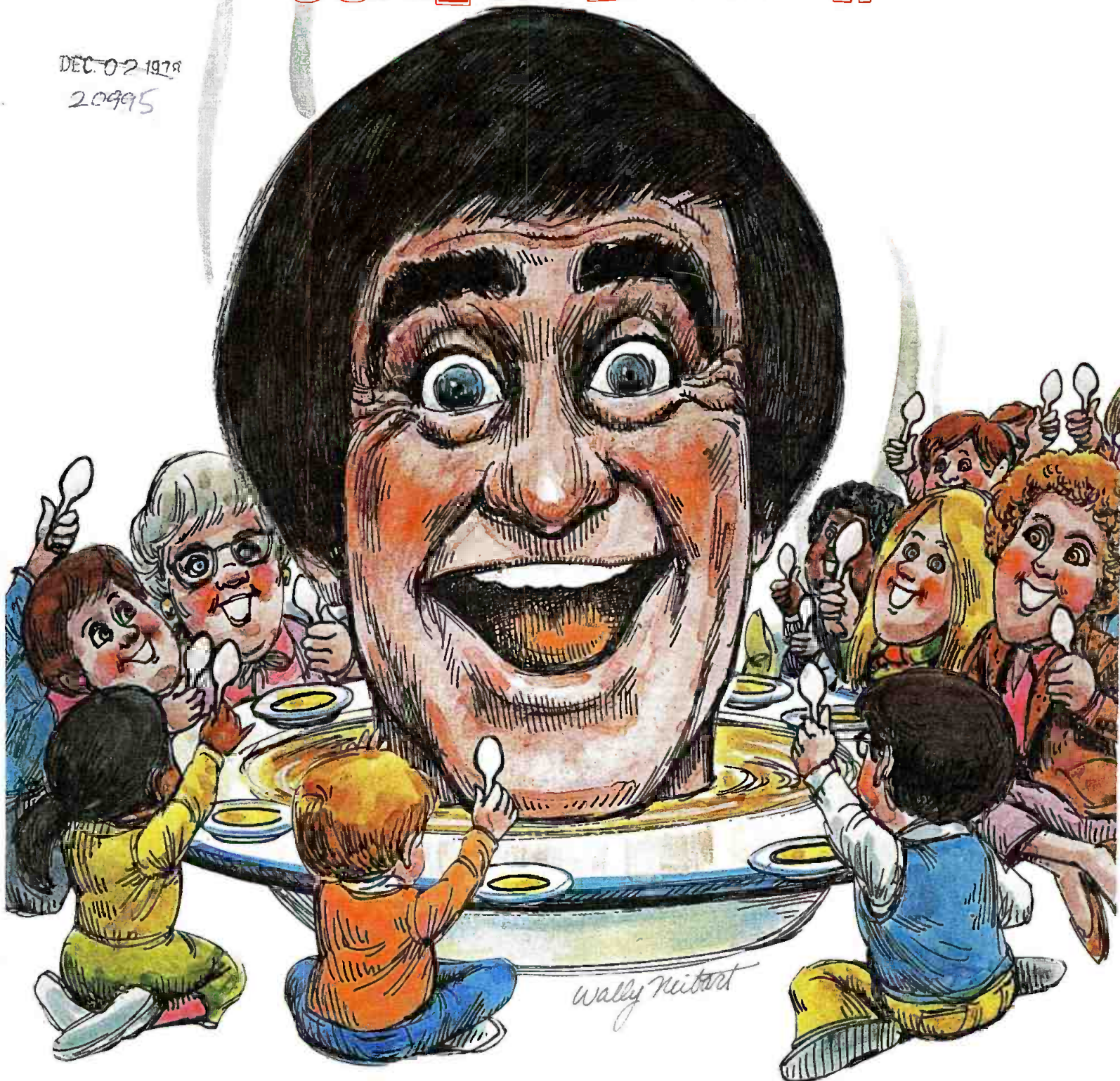
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