

NTIA, INTV find common ground:  
a growing alarm over superstations

# Broadcasting Feb 12

Our 48th Year 1979

The newswEEKly of broadcasting and allied arts

**NEWSPAPER**

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See pages 16 and 17.

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See pages 16 and 17.

NATPE Hospitality Suite, Penthouse, 26th Floor

PURE  
DISCO





# Now the sound that won in New York can start winning for you.

## TM Pure Disco.

Disco! It's a phenomenon. It's a format that was created by Burkhart-Abrams that catapulted an unknown FM into the number one spot in the number one market in the country two months ago.

### Available only from TM Programming

But the stunning news of WKTU's disco win over WABC in New York was just the first ripple in a shock wave that will shake the foundations of popular radio in the coming months. Because now there's TM Pure Disco. It's the New York-winning disco sound, customized to win in *your* market, and it's available only from TM Programming.

### Not all "disco" is Pure Disco

Maybe there's a station in your market that calls itself a "disco" station. Or maybe you've heard a Top 40, Contemporary or MOR station that plays a lot of disco cuts. Look at their numbers. Chances are they've done well, but nothing like the mind-boggling growth of WKTU. Why? Because those stations aren't Pure Disco, and Pure Disco is what the disco audience wants.

For proof, look at what happened to WBLB in New York. This station had been programming a lot of disco, and they were up to a 7.7\* share. Then WKTU came along with *Pure Disco* and WBLB went down to a 3.1\*. In short, if you aren't programming Pure Disco in your market by the end of '79, you could be very vulnerable to a station that is.

### Problems with programming your own disco format

The first problem is time. By the time your staff learns the ins and outs of programming disco, one of

your competitors could already be on the air with TM Pure Disco—a *proven* format created by the nation's leading disco programmers, Kent Burkhart and Wanda Ramos. You could be trying to get the bugs out of your format while your competitors' salesmen are on the street with their first monster book.

The second problem with self-programming disco is this: you can't create a real Pure Disco playlist using the traditional barometers of charts and record sales. The playlist for TM Pure Disco is determined by using a sophisticated nationwide research system designed to get the real disco hits on the air faster—in some cases before they even hit the charts.

### Pure Disco is going to be around for a while

Disco is not a "music fad." It's a social phenomenon, a new lifestyle, and the boom hasn't peaked yet. Some big national hotel and restaurant chains are planning expansion into discos. These corporations don't gamble on fads, but they do invest in trends. Disco is a trend, and TM Pure Disco is *the* format that can help your station ride that trend to new highs in the book and on the bottom line. But you'll need to move fast.

### Sold out in some markets—call now for a free analysis

TM Pure Disco is already unavailable in the following major markets: New York City, Los Angeles, Dallas, Knoxville, El Paso, Boston, Chicago, Phoenix and Springfield (Mass.). Don't let the competition beat you to the punch in *your* market. Call TM Programming right now, *before* you call a staff meeting

to discuss it. A TM Sales Consultant can answer your questions, give you a better idea of what Pure Disco can do in your market, and set a date for your free market analysis.

TM Pure Disco is available as a consulting service or fully produced for either live-assist or fully automated broadcasting. The sound that won in New York can win for you, but only if you call now. Otherwise it might be winning for your competition. Call collect, and ask for Tim Moore. Do it now.

**There's no time to mail a coupon. Call us now, before your competition does.**

**(214) 634-8511**

TM Programming  
1349 Regal Row  
Dallas, Texas 75247

# FOR OUR NEEDY CHILDREN, ONE CHRISTMAS ISN'T ENOUGH.

This Christmas, 70,000 needy boys and girls received brand new, top quality winter clothing and toys. For most of these children from around the Tri-State area, these Christmas gifts were the only ones received.

Every December, the staff of WOR-TV joins forces with its two sister RKO New York stations to help raise money for the WOR Children's Fund which was started back in 1945.

Although the appeal is only in December, the giving takes place twice a year.

Last summer, the 10th Annual "Christmas in July" distributed clothing, camping equipment, and arts and crafts material to over 100,000 children in 195 Tri-State summer programs.

On-air personalities tape special appeals and make special appearances to solicit contributions. All overhead for the Fund is paid by the three RKO New York stations. Every penny of every dollar donated goes directly for the children.

Wrapping and shipping are all done by Student Nurses and Women's Group volunteers. The expert bulk buying and outstanding planning for the fund is done by Alberta E. Reynolds, Executive Director of the Fund for the past 12 years.

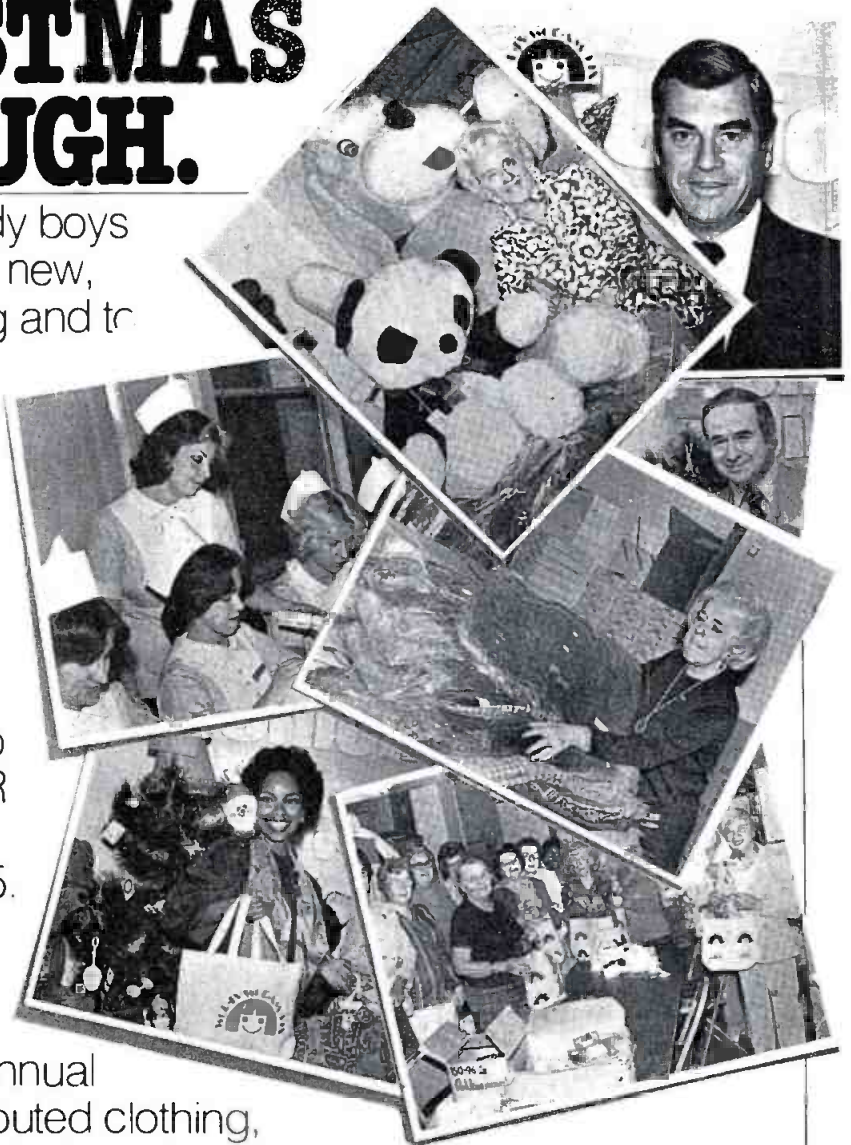
Through the efforts of countless volunteers and the generosity of our viewers, WOR-TV is able to reach out and directly aid the children of the Tri-State area.



WOR-TV

**WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.**

**RKOG**  
TELEVISION





# The Week in Brief

**COMMERCE CRYSTAL BALL** □ The annual "Industrial Outlook" predicts revenue increases of 10% for TV, 9% for radio and 16% for cable—even more for pay cable—in 1979. **PAGE 23.**

**INTV IN POLITICAL SWIM** □ The independents gather in Washington to make their cases with regulators. **PAGE 23.** A convention panel argues the superstation problem. **PAGE 33.** NTIA's Bortz dusts off an old FCC idea for copyright payments involving superstations. **PAGE 34.** FCC Commissioner Quello urges harder fighting for First Amendment rights. **PAGE 39.** An INTV panel on children's advertising sees programming threats in the FTC's probe. **PAGE 54.**

**STARR DUST-UP?** □ The SEC hits officers of the group owner with a suit alleging violations of antifraud statutes; most prominent among company executives charged is William F. Buckley, who settles immediately, agreeing to pay stockholders more than \$1 million. **PAGE 25.**

**HOLLINGS RECRUITS** □ New members of the Senate Communications Subcommittee, three Republicans and a Democrat, arrive with different outlooks on media regulation. **PAGE 26.**

**LOOKING FORWARD WHILE LOOKING BACK** □ In CBS Chairman William Paley's forthcoming memoirs, "As It Happened," he proposes that the three commercial TV networks agree to run about two hours of high-class programming each on different nights of the week. **PAGE 30.**

**WHAT'S IN REWRITE II?** □ Limit on any fees, reinstatement of public interest standard, call for tradeoff of cable deregulation and higher copyright payments are among components of new version that Van Deerlin expects to introduce by March 1. **PAGE 36.**

**THUMBS DOWN** □ The FCC's fee refund plan draws negative comments from broadcasters. **PAGE 40.**

**SLOWED GROWTH** □ The annual analysis of Ted Bates & Co. finds C-P-M increases for major media stayed closed to the rate of inflation in 1978. Network TV had the biggest share of total national media expenditures, 32.4%. **PAGE 54.**



**Now you see it, now you won't.** The star of the SMPTE show in San Francisco was Ampex's experimental digital VTR, which was encased in the chassis of this AVR-3 quad recorder. It was an attention getter, for sure, but Ampex's strategy in strutting this sort of technological stuff actually was to put a lid on any sudden move to digital—which the company says is far

from cost-effective—and keep the marketplace open for the one-inch format. **PAGE 64.**

**PILOT-ORDERING TIME** □ Development projects for the three commercial television networks indicate a trend next season to blue-collar life styles and a return to crime fighters. **PAGE 56.** And, as the networks busily order those pilots, the head programmers at the networks jointly lament the lack of lead-in time. They hope to announce next fall's schedule earlier, by April 15. **PAGE 58.**

**BLAHS** □ The ratings news for the midseason schedule was not good for the week of Jan. 29-Feb. 4, even though "Rocky" won a decisive round for CBS-TV. **PAGE 59.**

**BOOING IN BOWIE** □ FCC's Fogarty tells a PTA meeting that their best defenses against "inane" TV fare for children are to turn off the set and to complain to broadcasters and sponsors. **PAGE 60.**

**RADIO RETURNS** □ The medium takes two of the top honors in the duPont-Columbia awards, after a criticized absence the previous year. **PAGE 61.**

**FROM THE SENATE SIDE** □ Hollings tells cablecasters in South Carolina what they can expect in his "renovation" of the Communications Act. **PAGE 62.**

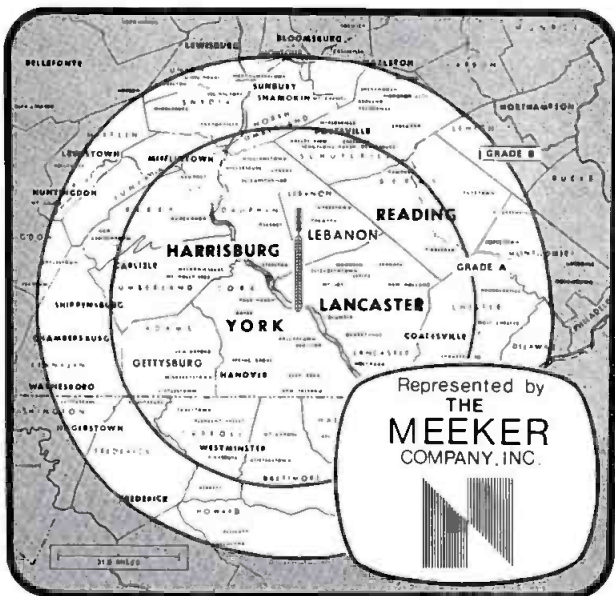
**REICHEL RATIONALE** □ Walter Reichel points out that, while commercial TV is not a perfect system, what it has offered has stood the test of time. He speaks as the senior executive at Ted Bates & Co. who oversees the placement of approximately \$400 million in billings, about two thirds of it going to broadcast. **PAGE 89.**

Broadcast Advertising... 52	Changing Hands... 41	For the Record... 74	Playlist... 68
Broadcast Journalism... 61	Closed Circuit... 7	In Sync... 66	Profile... 89
Broadcast Technology... 64	Datebook... 18	Media... 33	Programming... 56
Business Briefly... 8	Editorials... 90	Monday Memo... 14	Stock Index... 87
Cablecasting... 62	Fates & Fortunes... 69	Open Mike... 20	Top of the Week... 23



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**WALNUT BOTTOM**  
 NAMED FOR  
 GROVE OF WALNUT TREES  
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# WGAL-TV coverage is the nuts in WALNUT BOTTOM



Which is to say that day-in and day-out WGAL-TV lays down a most satisfactory signal in this Cumberland County village. But far more important, the station also provides equally strong and consistent coverage for viewers in the hundreds of other prosperous Pennsylvania towns and cities in this rich 9-county DMA of some 1,200,000 persons. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

# WGAL-TV 8

LANCASTER-HARRISBURG-YORK-LEBANON, PA.



## Big out, big in

ABC-TV sources are billing network's *Roots: The Next Generations* as biggest revenue-producing miniseries ever. They put total at \$21 million for 96.5 commercial minutes bought by 70 advertisers in seven-night spread starting Sunday (Feb. 18). Chrysler is said to be heaviest sponsor, with 28 30-second commercials. It'll be one of eight advertisers represented in all seven episodes, who together account for more than half of total volume. Others: McDonald's, duPont, Gillette, Colgate, Goodyear, Anheuser-Busch and Quaker Oats.

Minutes are said to be priced at \$230,000 each in opening episode, \$210,000 each in episodes two through six and \$260,000 each in windup on Sunday, Feb. 25. *Roots II*'s production costs have been put at \$16 million (BROADCASTING, Feb. 5).

## Party parts

Network news organizations have drawn straws for pool assignments in TV coverage of 1980 political conventions. CBS News got first choice, took Republican, to be held in Detroit. ABC News, second, picked Democratic, site as yet unspecified but with Detroit and Houston said to be frontrunners. NBC News got outside pool assignments—candidates' headquarters, etc.—at both.

## House call

Several congressmen reportedly are urging appointment of FCC Commissioner Robert E. Lee as co-chairman of U.S. delegation to World Administrative Radio Conference next fall. He's been head or member of delegations to five previous international conferences and personally knows figures from other countries who'll be at WARC '79. Glen O. Robinson, law school professor and former FCC member, is incumbent chairman.

## Playing angles

Second NBC-TV personality is attracting Washington notice in connection with purchase of broadcast property. Group including *Tonight Show*'s Johnny Carson is seeking tax certificate from FCC in connection with proposed purchase of ch. 5 KVVU-TV Henderson, Nev. (Las Vegas), from William H. Hernstadt interests for \$5 million (BROADCASTING, June 26, 1978). Carson group has minorities in minority—that is, two Chinese and one Mexican who together would own 30% of buying

corporation. Tax certificates—deferring capital gains levy on seller—have been granted in past when minority owners were in majority, but not when control wasn't involved. If certificate isn't granted, price goes to \$5.5 million.

NBC-TV's Tom Brokaw, star of *Today Show*, made headlines for his use of \$345,000 loan guarantee from Small Business Administration which was originally authorized to assist minorities in buying broadcast properties—in connection with \$400,000 purchase of KTOQ(AM) Rapid City, S.D. (BROADCASTING, Nov. 13, 1978).

## Short parade

Estimates of attendance at broadcasters' "rally against overregulation" in Washington Feb. 28 are being revised downward from initial 500 to 300-400 in light of scant response to date. Only 70-75 acceptances have found way to post office box set up by sponsoring associations—National Association of Broadcasters, National Radio Broadcasters Association, Radio Television News Directors Association, Daytime Broadcasters Association—even though word of gathering went out in mid-December. Figure of 300-400 includes 75-80 presidents and executive directors of state broadcaster associations scheduled to be in town anyway for annual gathering with NAB staff.

## Shaded truth?

FCC staff is said to have found some basis for charges of staging that group of black television producers leveled at ABC-TV in connection with its *Youth Terror: The View from Behind the Gun* (BROADCASTING, Aug. 7, 1978). It's understood there is room for debate on degree of staging said to be involved, but indications are that commission discussion of matter this week could result in letter of admonition to ABC.

## Obstacles

Starr Broadcasting Group's problem with Securities and Exchange Commission (see page 25) is already problem for Shamrock Broadcasting Co. which wants to absorb Starr in what would be \$21.6-million deal. FCC has been holding up action on transfer application while it followed progress of SEC case. With that matter now closed, commission staff will confer again with SEC lawyers to determine whether evidence of violations of fraud and other provisions of securities laws affects proposed merger.

Another and much bigger merger could

be affected by investigation undertaken by Justice Department into possible advertising rate-fixing by Cox Broadcasting's WJIC-TV. Hearst's WTAE-TV and Westinghouse's KDKA-TV, all Pittsburgh (BROADCASTING, Feb. 5). If allegations appear serious, official said, Justice probe could hold up proposed merger of Cox and General Electric—at least that portion of it involving Pittsburgh station.

## Roll 'em

CBS-TV's plans to produce 50 TV movies for next season will easily make it champ among networks in that area. NBC-TV plans about 35 and ABC-TV roughly 25. CBS's stepped-up production is seen as response to damaging shortage of movies that plagued it last fall, when its own production delays and inability to move up theatrical air dates as hoped left network airing reruns that got clobbered in ratings.

## Network foe?

Judge David L. Bazelon's speech at UCLA Communications Law symposium on Feb. 2 (BROADCASTING, Feb. 5) had some in audience squirming in their seats. Speech, which called for "structural" regulation of media to promote diversity, was regarded by some as "antinetwork." Judge Bazelon, who is member of appeals court for District of Columbia, which hears most appeals from FCC rulings, said some commission actions that have stifled diversity were taken "at the instigation of the networks." He also said networks have "tremendous influence" but are sensitive to political winds blowing from FCC, Congress and White House.

Source close to Judge Bazelon said "antinetwork" analysis was "simplistic." Clear picture of judge's views will emerge in law review article he is preparing.

## Flyer

In its first major venture outside sports programming, TVS Television Network, New York, is co-producing (with Chris Beard) 13 two-hour episodes of *Live Super Satellite Concert Show*, rock, jazz and other concerts originating at various places, to be sent by satellite to stations.

Another nonsports project of TVS, division of Corinthian Broadcasting Corp., is syndication of *Portraits of Power*, series of half-hours dealing with world leaders, including Hitler, Stalin, Franklin D. Roosevelt, Churchill, Mao and DeGaulle, for fall start. That series is being produced by Nielsen-Ferns Inc., Toronto, and NYT Productions, subsidiary of *New York Times*.

## Radio only

**Switzer's Candy** □ Twelve-week radio campaign begins in early April for division of Beatrice Foods in three markets including St. Louis. Agency: Albert J. Rosenthal, Chicago. Target: women, 25-54.

**Anheuser-Busch** □ Eight-to-10-week radio campaign begins in mid-February for Busch beer in about 30 markets including Atlanta and Miami. Agency: Needham, Harper & Steers, Chicago. Target: men, 18-34.

**Ace Hardware** □ Eight-week radio campaign starts in mid-March in eight markets including Chicago, Milwaukee and Nashville. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 25-54.

**Gino's** □ Eight-week radio campaign begins in late February for restaurant chain in four markets including Baltimore and Washington. Agency: Lewis & Gilman, Philadelphia. Target: adults, 18-34.

**Canadian Government** □ Seven-week radio campaign begins in early April for Canadian tourism division in 20 markets including Boston, Los Angeles, Minneapolis, New York and Seattle. Agency: MacLaren Advertising, Toronto. Target: adults, 25-54.

**International House of Pancakes** □ Seven-week radio campaign begins in early March for restaurant chain in 16 markets. Agency: Brooks Advertising, Oak Lawn, Ill. Target: adults, 25-49.

**Shell** □ Six-week radio campaign begins in late February for Bladex herbicide division in 80 markets including Memphis. Agency: Ailen & Dorward, Bellaire, Tex. Target: men, 18 and over.

**Renault** □ Four-to-six-week radio campaign starts in mid-February for Le Car in 10 markets including Detroit, Los Angeles, Minneapolis and Seattle. Agency: Marsteller, New York. Target: adults, 18-49.

**U.S. Postal Service** □ Four-week radio campaign starts in early March in 15 markets including Boston, Cleveland, Memphis and Seattle. Agency: Young & Rubicam, New York. Target: men, 25-54.

**Commercial Credit Corp.** □ Four-week radio campaign begins this week in 50 markets for finance service in West Virginia, North and South Carolina and Pennsylvania. Agency: W. B. Doner,

Baltimore. Target: men, 25-49.

**Smithfield Packing** □ Two-week radio campaign starts in late February for meat products group in eight markets including Charlotte, N.C. Agency: Henry J. Kaufman, Washington. Target: women, 25-54.

**Fawcett Books** □ One-week radio campaign begins in early March for book publisher in 14 markets including Atlanta, Chicago, Houston, Minneapolis and San Diego. Agency: Grey Advertising, New York. Target: adults, 18-34.

## TV only

**Blitz-Weinhard** □ Twenty-one-week TV campaign begins this week for brewery during fringe, prime and sports time. Agency: Ogilvy & Mather, San Francisco. Target: men, 18-34.

**RB Furniture** □ Nineteen-week TV campaign begins this week for retail furniture stores in 13 markets during all dayparts. Agency: Braverman-Mirisch, Los Angeles. Target: adults, 18-49.

**Darworth** □ Four-month TV campaign starts in early May for Cuprinol stain and wood preservative in at least 24 markets during fringe, prime and sports time. Agency: Mintz and Hoke, Avon, Conn. Target: total adults.



**Setting strategy.** Karl Eller (l), president of Combined Communications Corp., and Alvin G. Flanagan (r), president of Combined's broadcast division, welcome Walter A. Schwartz, president of Blair Television, at the start of a weekend-long staff sales briefing in Denver marking the shift of six of Combined's TV stations to Blair (BROADCASTING, Jan. 29). At the briefing were executives from KTAR-TV Mesa, Ariz. (Phoenix); KBTU(TV) Denver; WXIA-TV Atlanta; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; WPTA(TV) Roanoke, Ind. (Fort Wayne) and representatives from Blair's 14 sales offices.

## Rep appointments

- WKPT-TV Bristol-Kingsport-Johnson City, Tenn.: Avery-Knodel Television, New York.
- W8KB Alpena, Mich.: Meeker Television, New York.
- WLCY(AM) St. Petersburg, Fla.: Eastman Radio, New York.

**Hasbro Toys** □ First-quarter buy begins this month for Hasbro's new toy entry—Ronald McDonald doll—in New York on TV stations WNEW-TV, WABC-TV, WPXI-TV and WOR-TV during morning and afternoon time. Roll-out campaign will follow in 75-80 markets. Agency: Griffin Bacal, New York. Target: total children.

**Toy City** □ Three-month TV campaign starts in early March for toy store chain in about eight markets during all dayparts. Agency: Christenson, Barclay & Shaw, Kansas City, Mo. Target: women, 18-49.

**York Steak House** □ Second-quarter TV campaign starts in April for restaurant chain in about 25 markets including Boston, Cleveland and Kansas City, Mo., during access time. Agency: York Advertising, Columbus, Ohio. Target: adults, 18 and over.

**Eskimo Pies** □ Two-month TV campaign begins in early May for ice cream novelties and specialties manufacturer in three California markets—Los Angeles, San Diego and San Francisco—during access time. Agency: Finnegan Advertising, Richmond, Va. Target: women, 18-49, and children, 2-11.

**Zayre** □ Five-week TV campaign starts in early March for department store chain in about eight markets during all dayparts. Agency: Ingalls Associates, Boston. Target: women, 25-49.

**Simplicity Manufacturing** □ Four-week co-op TV campaign begins in early April for outdoor power equipment in 25 markets during late fringe, news and sports time. Agency: Hoffman, York, Baker & Johnson, Milwaukee. Target: men, 25-54.

**Interstate Brands Corp.** □ Four-week TV campaign starts in mid-February for various food products in 15 markets during fringe time. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-49.

**American Home Products** □ Four-week



# Take a card. Either one.

And note the new Atlanta address for CBS Television Stations National Sales. We've moved to larger quarters and added a new account executive—to provide even better service to agencies and advertisers throughout the Sunbelt. Call either Brian or Sam for avails and information on the five CBS Owned television stations. The phone number is still (404) 261-2CBS, Atlanta.

**Brian Pussilano**  
Manager, Atlanta Office  
**CBS Television Stations National Sales**  
CBS Television Stations, A Division of CBS Inc.  
Three Piedmont Center  
Atlanta, Georgia 30305  
(404) 261-2227

**Sam Stallworth**  
Account Executive  
**CBS Television Stations National Sales**  
CBS Television Stations, A Division of CBS Inc.  
Three Piedmont Center  
Atlanta, Georgia 30305  
(404) 261-2227

## **CBS Television Stations National Sales**

Representing WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis



**There's a golden market originating in the hills of West Virginia.**

There's gold in this two and a half billion dollar market and WTRF Radio reaches the prime market: Adults 25-54.

The only fine music station in the Wheeling-Steubenville market, WTRF Radio has the golden stereo sound that appeals to this affluent age group.

And, this Forward station reaches far beyond this primary coverage area to a potential audience of 2½ million people in West Virginia, Ohio and Pennsylvania.

**You're ahead when you buy Forward.**



**WTRF-Radio**

WHEELING, WEST VIRGINIA

MEMBER...FORWARD GROUP

WTRF-FM Wheeling  
 WKAU-AM-FM Kaukauna  
 KVGB-AM-FM Great Bend  
 WONS-AM Tallahassee  
 WBGM-FM Tallahassee  
 WSAU-AM Wausau  
 WIFC-FM Wausau



TV campaign begins in mid-February for Dependo toilet bowl cleaner, in four markets during prime access and late fringe time. Agency: Cunningham & Walsh, New York. Target: women, 25-54.

**Rheem Air Conditioning** □ Four-week TV campaign starts in mid-April for air conditioners in 26 markets during prime, news and sports time. Agency: Clinton E. Frank, Chicago. Target: men and women, 25-54.

**Pet** □ Four-week TV campaign starts in mid-March for Sego diet food division in about 15 markets during day and fringe time. Agency: The Haworth Group, Edina, Minn. Target: total women.

**M.B. Walton** □ Four-week TV campaign begins this week for Roll-O-Matic mop in 70 markets during all dayparts. Agency: A. Eicoff & Co., Chicago. Target: total adults.

**3M** □ Four-week TV campaign begins in late February for home products division's Scrub N' Sponge in three markets during fringe and daytime. Agency: BBDO, Minneapolis. Target: women, 25-54.

**Federal Express** □ Four-week TV campaign begins in mid-February for air freight service in 15 markets during prime, late fringe, news and sports time. Agency: Ally & Gargano, New York. Target: men, 18 and over.

**Taylor Wines** □ One-month TV campaign begins this week for Lake Country wine in five markets during fringe and news time. Agency: Kenyon & Eckhardt, New York. Target: adults, 25-54.

**Archway Cookies** □ Four-week TV campaign starts in late February in 10 markets during all dayparts. Agency: Archway United, Chicago. Target: women, 25-64.

**Ronco Foods** □ Four-week TV campaign begins this week for pasta



**All set to go.** On hand to sign the acquisition agreement that made the PGW rep firm an independent subsidiary of Corinthian Broadcasting (BROADCASTING, Jan. 22) were (l to r): Lawrence Loiello, PGW executive vice president; Charles Kinney, PGW president; Jerry Gabert, Corinthian vice president, finance and administration, and Philip J. Lombardo, Corinthian president.

products group in 25 markets during all dayparts. Agency: Caldwell, Bartlett, Wood, Memphis. Target: women, 18-49.

**Economics Laboratory** □ Three-week TV campaign starts in early March for Electrasol dishwasher detergent in 14 markets during prime and day time. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

## Radio-TV

**Emery Air Freight** □ Four-week TV and radio campaign begins this week for air freight service in 20 markets including Philadelphia and Cleveland during prime and late fringe time. Agency: Della Femina, Travisano & Partners, New York. Target: adults, 18-49.

**Iroquois Brands** □ Four-week TV and radio campaign begins this week for Champale in 35 markets during fringe time. Agency: SFM Media, New York. Target: adults, 18-34.

## BAR reports television-network sales as of Jan. 21

ABC \$76,504,500 (31.1%) □ CBS \$78,624,200 (31.9%) □ NBC \$91,026,800 (37.0%)

Day parts	Total minutes week ended Jan. 21	Total dollars week ended Jan. 21	1979 total minutes	1979 total dollars year to date	1979 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	142	\$ 1,043,900	429	\$ 3,151,800	\$ 2,557,300	+23.2
Monday-Friday 10 a.m.-6 p.m.	991	16,813,600	2,959	53,812,600	51,500,300	+4.5
Saturday-Sunday Sign-on-6 p.m.	316	12,428,400	969	32,783,600	25,509,300	+28.5
Monday-Saturday 6 p.m.-7:30 p.m.	98	4,298,800	304	14,615,500	13,129,500	+11.3
Sunday 6 p.m.-7:30 p.m.	19	4,745,900	59	8,244,500	8,169,500	+0.1
Monday-Sunday 7:30 p.m.-11 p.m.	421	42,919,200	1,248	118,621,000	111,896,900	+6.0
Monday-Sunday 11 p.m.-Sign-off	228	4,992,200	676	14,926,500	13,310,800	+12.1
<b>Total</b>	<b>2,215</b>	<b>\$87,242,000</b>	<b>6,644</b>	<b>\$246,155,500</b>	<b>\$230,073,800</b>	<b>+7.0</b>



# A NEW CONCEPT IN CHILDREN'S SHOWS: NOBODY GETS BLASTED, DISINTEGRATED, OR ZAPPED.

Introducing The Frootles.

The who-zles?

The Frootles. The Frootles are puppets and then some. They're a child's wishful thinking come true and come to life.

Frootles come in all sorts of sizes, shapes and colors. And The Frootles have their very own people that behave

very much like marionettes. In the world of the Frootles there are bad guys called Meanies and good guys called Frootles. The Frootles teach their marionette people how to deal with conflict and find non-violent solutions to problems.

KHJ-TV's The Frootles show is first and foremost superb entertainment. But through entertainment, The Frootles manage to teach children human understanding by example.



KHJ-TV

**WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.**

**RIK**  
TELEVISION



# **Karl Malden and Michael Douglas are paving "Streets" with gold!**



First sweep reports show major market stations reaping big rewards from 5 solid-gold hours of "Streets" every week in fringe and late-night periods.

## **Los Angeles** (KCOP, 5:00pm, M-F):

A 75% rating increase over year ago programming in time period! 57% share increase. Households up 63%. Women 18-49 up 78%. Adults 18-49 up 60%.

## **Boston** (WNAC-TV, 5:00pm, M-F):

Moving up fast with 11/78 rating 33% higher than 10/78. Households up 29% in 1 month. Women up 22%. Adults up 34%. "Streets" is No. 2 in 7-station market!

## **Miami** (WPLG, 5:00pm, M-F):

Number 1 in women 18-49 and women 18-34 (beats sitcoms, movies and top talker)! Boosts station's year-ago performance in time period with 50% rating increase and 53% share increase. Women 18-49 up 79%. Women 18-34 up 55%. Adults 18-34 up 79%.

## **Cincinnati** (WLWT, 5:00pm, M-F):

A phenomenal audience builder with 133% rating increase and 89% share increase



over lead-in! Plus: 104% more households, 50% more women 18-49, 67% more women 18-34, 93% more adults 18-49 and 113% more adults 18-34 than lead-in. And strong 11/78 increases over "Streets" 10/78 audience.

**Milwaukee** (WITI-TV, 4:30pm, M-F):

Number 1 syndicated program at 4:30: Substantial increases over year-ago programming in time period in rating (up 13%), share (up 19%), households (up 13%), women (up 10%) and adults (up 15%).

**Kansas City** (KCMO-TV, 10:30pm, M-F):

Another dramatic illustration of "Streets" superiority over year-ago programming in time period! A 50% increase in rating and a 40% increase in share. Households up 35%. Women 18-49 up 100%. Women 18-34 up 90%. Adults 18-49 up 81%.

**Fresno** (KJEO-TV, 5:00pm, M-F):

"Streets" has moved station's key audience of women 18-49 from 4th place to 2nd place in time period! Compared with year-ago viewing, rating is up 20%, households up 31%, women 18-49 up 13% and adults 18-49 up 14%.

"Streets" is quality drama from Quinn Martin at its very best! With Karl Malden and Michael Douglas in starring roles.

Call (212) 687-1516 for a golden opportunity to move up in your market with 119 hours of

**Quinn-Martin's**

# "The Streets of San Francisco"

## **Victory Television**

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

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from John L. Oliver, senior VP and management service director, The Marschalk Co., New York

## A taboo broken in insurance copy

Most advertisers use television to demonstrate what their products do for people. But for many years, the life insurance industry seemed afraid to do that. That is because life insurance doesn't do what it is primarily designed to do until someone dies, and insurance companies almost never mention death in their advertising. More often than not, they talk instead about good service and friendly, knowledgeable agents and cash values.

All that changed in 1975 when Mutual of New York (MONY) began its current television campaign. This television advertising was unlike any that had preceded it, because it talked about death and the need for life insurance.

The development of the campaign was not an easy thing for either the advertiser or its agency, The Marschalk Co. Obviously, that was because the subject of death had to be treated with sensitivity and restraint, while avoiding the vagueness and ambiguity often found in insurance advertising.

Marschalk was assigned the Mutual of New York account in mid-1974. The agency began with the assumption that times had changed and that people were ready, even anxious, to face reality and involve themselves openly in issues previously taboo. Death is part of reality, and preparing for death and its consequences is the basic need fulfilled by the life insurance product. But, while discussing the effects of premature death was certainly a revolutionary idea in insurance television advertising, neither Marschalk nor its client was prepared to rush headlong into an area so long avoided by the insurance industry.

The first step, taken in 1974 just after the agency was assigned the account, was to conduct consumer research. The research showed that the public was not as frightened by the subject of death as many believed. We felt that we could talk about death and still stay on the side of good taste.

We didn't want to deal with death in mysterious or hysterical terms. Our objectives were simply to present the strongest possible reasons for buying life insurance and to position MONY as a forthright company with a sympathetic understanding of the reluctance of most people to think about death and insurance.

Fortified by some supporting research, we next moved to develop specific advertising approaches. Two commercials were executed in rough form and test reactions were positive. The commercials were then produced in final form and retested. Again reactions were extremely positive in terms



John Lee Oliver is senior vice president and management service director at The Marschalk Co., New York. His responsibilities include Mutual of New York and a number of other accounts. Mr. Oliver joined the agency as a media director in 1969 and has been in account service since 1973. Prior to joining Marschalk, Mr. Oliver was with Grey Advertising, New York.

of likes, understanding and motivation.

Typical of the verbatim comments of the consumer respondents: "I thought it was honest. It was realistic. Something that could happen to everybody. It made you realize what could happen."

The careful, step-by-step pretesting indicated that consumers would respond positively. It was clear that the campaign successfully met the objective of dealing with a difficult subject in a way that forced viewers to stop and think about their own insurance needs in a frank and meaningful way.

The campaign was introduced nationally in 1975. One of the first and most touching commercials featured a young, relatively unknown actor—John Travolta. In the commercial, he was Brian, a 17-year-old boy walking up the street, speaking to the camera:

"I can remember the way my father started saving for my college education. It was my 10th birthday, and he opened a savings account for \$10. 'Brian', he said, 'you're gonna have it better than me. You're not gonna have to stand on your feet all day just to make a buck. You do the studying. I'll do the saving.'

Brian stops in front of a small luncheonette. He says:

"Dad had it all planned. There was only one thing he didn't plan. He didn't plan on dying."

Brian digs a key out of his pocket,

unlocks the door of the luncheonette and goes inside. He puts on a bus boy's apron, picks up a broom and comes to the window. He turns over the "Closed" sign to indicate "Open".

As this action takes place, a voice-over announcer says:

"Sometimes the saddest thing about a man's death is to watch his dreams die with him. We at MONY, Mutual of New York, understand how reluctant some people can be to discuss life insurance. But, if you have children, you should talk to a MONY representative about insuring their future. Because as painful as it might be for your family to go on without you, it would be even more painful for them to go on without anything. Mutual Of New York. MONY for the future."

But more important than the awards is the fact that ongoing research indicates the continuing success of the advertising in generating awareness and favorable attitudes toward Mutual of New York and its representatives.

As the campaign progressed, the commercial pool was expanded beyond the promotion of life insurance. A commercial produced in 1976 extended the campaign to cover retirement income and a commercial in 1977 promoted the need for disability insurance. All the executions retain the same honest, straightforward approach.

In the latest commercial, produced in late 1978 and introduced this year, new ground has been broken again. This commercial goes beyond the basic need for life insurance and discusses the need for adequate coverage, particularly as related to the effects of inflation.

In it a little girl about 8 years old is on camera. She brings a large basket of laundry upstairs from the basement of her home. She says:

"When Dad died, Mom said things would be okay . . . But they're not. Because of something called inflation.

"I'm not sure what inflation means . . . I think it means that Mom had to get a job."

As she walks up the stairs out of the basement, a voice-over announcer says:

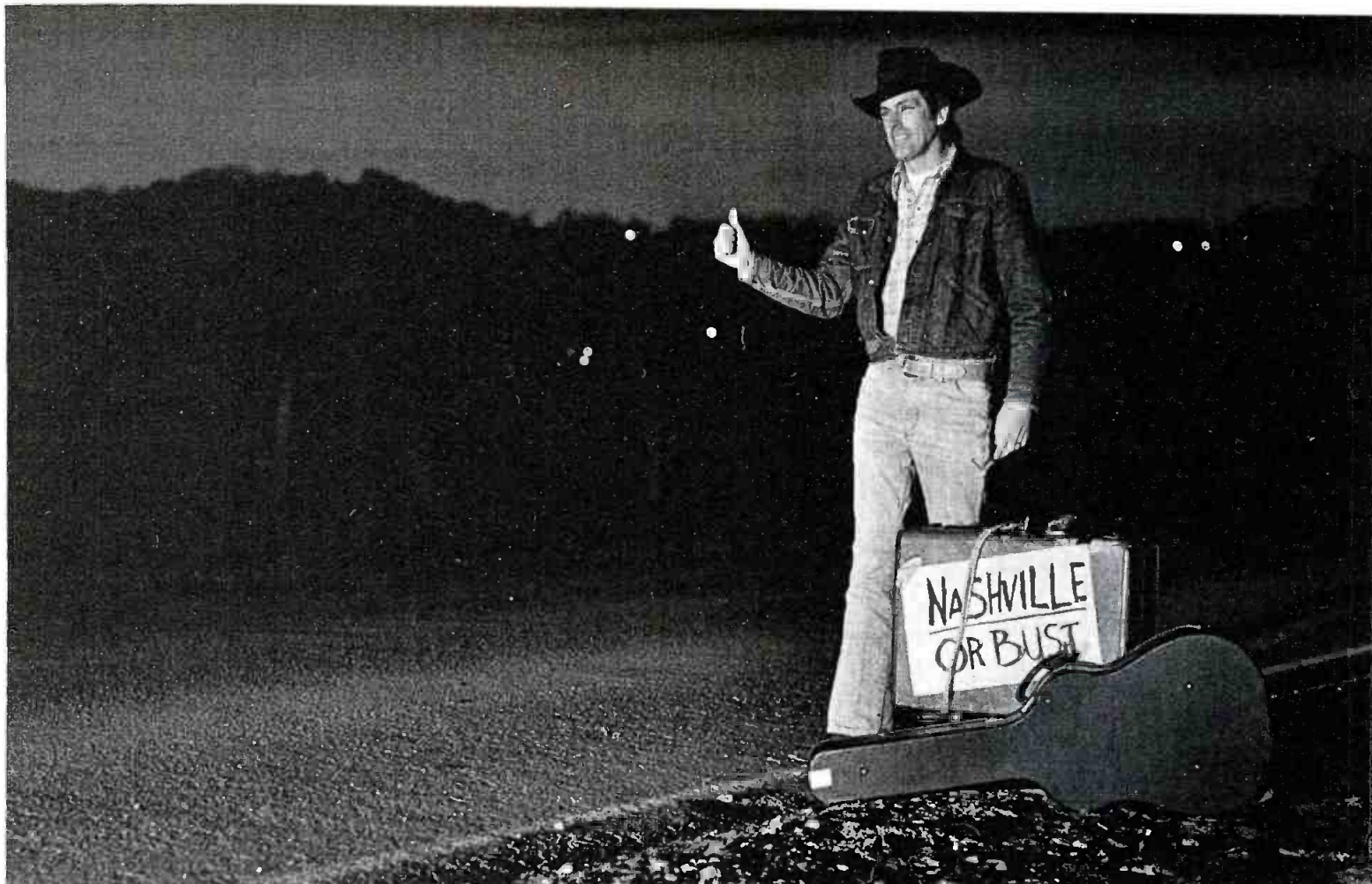
"Sometimes the insurance that seemed like so much when you bought it isn't nearly enough when your family needs it.

"MONY has a policy that helps keep pace with inflation, and helps you deal with a lifetime of changing needs.

"Mutual of New York. Enough money for the future."

Now in its fifth year, the Mutual of New York campaign continues as one of the most successful in its field. And it retains the same straightforward, honest, one-to-one elements of communication that have set it apart from the other advertising in the insurance category.





# He needs to be heard.

It's the early Fifties. He's a country music artist. Picker. Singer. Heart bursting with music and head full of dreams. He knows he can make it. Big! But playing the tank towns is the tough, slow way to do it. He needs exposure. Identity. He needs to be heard. Now. By millions of country music lovers.

There's only one place he can do it. All the big country radio shows have been dumped into television's vast wasteland. Except one. WSM's Grand Ole Opry. The Mother Church of country music. So he packs up his guitar and heads for Nashville... along with hundreds of talented young

artists with hearts full of music and heads stuffed with dreams...

That, friends and neighbors, is how it started. Out of one stubborn radio program that refused to quit came "the sound." As the lone survivor of the big country shows, The Grand Ole Opry drew the best country artists in the land. Many made it big. The Opry certainly did. Its audience grew to be the biggest in the nation. The advertisers returned. The record companies arrived. And from the Fifties on, Nashville has been Music City. It all grew out of a need. A need to be heard. A need that goes on and on. And only clear-channel WSM fulfills it.

**WSM RADIO 65 IN NASHVILLE.**

**The clear channel station  
that gets to the people.**

**GET**  
**MCA TV's**  
**NINETY**  
**MINUTE**  
**MOVIES**

**And**  
**here's**  
**what**  
**you**  
**get:**

---

THE ADVENTURES  
OF NICK CARTER  
**Robert Conrad**  
**Shelley Winters**  
**Broderick Crawford**  
**Pemell Roberts**  
**Pat O'Brien**  
**Dean Stockwell**

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ALL MY DARLING  
DAUGHTERS  
**Robert Young**  
**Raymond Massey**  
**Eve Arden**  
**Sharon Gless**

---

ALL MY DARLING  
DAUGHTERS'  
ANNIVERSARY  
**Robert Young**  
**Raymond Massey**  
**Ruth Hussey**  
**Sharon Gless**

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BEG, BORROW  
... OR STEAL  
**Mike Connors**  
**Michael Cole**  
**Kent McCord**

---

THE CALIFORNIA KID  
**Martin Sheen**  
**Nick Nolte**  
**Vic Morrow**  
**Stuart Margolin**

---

THE CHADWICK FAMILY  
**Fred MacMurray**  
**Kathleen Maguire**  
**Darleen Carr**

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THE COUPLE  
TAKES A WIFE  
**Bill Bixby**  
**Paula Prentiss**  
**Valerie Perrine**  
**Nanette Fabray**  
**Robert Goulet**  
**Myna Loy**

---

A CRY IN THE  
WILDERNESS  
**George Kennedy**  
**Joanna Pettet**  
**Lee H. Montgomery**

---

CUTTER  
**Peter DeAnda**  
**Cameron Mitchell**  
**Barbara Rush**  
**Gabriel Dell**

---

THE DAY THEY  
HANGED KID CURRY  
**Pete Duel**  
**Ben Murphy**  
**Robert Morse**  
**Walter Brennan**  
**Belinda Montgomery**  
**Slim Pickens**

---

THE DEADLY DREAM  
**Lloyd Bridges**  
**Janet Leigh**  
**Leif Erickson**  
**Don Stroud**  
**Richard Jaeckel**  
**Carl Betz**

---

DEATH RACE  
**Lloyd Bridges**  
**Doug McClure**  
**Roy Thinnes**  
**Eric Braeden**

---

THE DEVIL AND  
MISS SARAH  
**Gene Barry**  
**Janice Rule**  
**James Drury**  
**Slim Pickens**

---

DOUBLE INDEMNITY  
**Richard Crenna**  
**Lee J. Cobb**  
**Robert Webber**  
**Samantha Egger**

---

THE FAILING OF  
RAYMOND  
**Jane Wyman**  
**Dean Stockwell**  
**Murray Hamilton**  
**Tim O'Connor**  
**Paul Henreid**  
**Dana Andrews**

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FAMILY FLIGHT  
**Rod Taylor**  
**Dina Merrill**  
**Janet Margolin**  
**Gene Nelson**

---

FEMALE ARTILLERY  
**Dennis Weaver**  
**Ida Lupino**  
**Sally Ann Howes**  
**Linda Evans**

---

HEATWAVE  
**Ben Murphy**  
**Bonnie Bedelia**  
**Lew Ayres**  
**John Anderson**

---

HITCHED  
**Sally Field**  
**Tim Matheson**  
**Neville Brand**  
**Denver Pyle**

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HITCHHIKE  
**Cloris Leachman**  
**Michael Brandon**  
**Henry Darrow**  
**Cameron Mitchell**  
**Sherry Jackson**

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THE HOUND OF  
THE BASKERVILLES  
**Stewart Granger**  
**Bernard Fox**  
**William Shatner**  
**Anthony Zerbe**

---

KILLDOZER  
**Clint Walker**  
**Carl Betz**  
**Neville Brand**  
**James Wainwright**

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LET'S SWITCH  
**Barbara Eden**  
**Barbara Feldon**  
**Penny Marshall**

---

LINDA  
**Stella Stevens**  
**Ed Nelson**  
**John McIntire**  
**John Saxon**



A LITTLE GAME

**Ed Nelson**  
**Diane Baker**  
**Katy Jurado**  
**Howard Duff**

LT. SCHUSTER'S WIFE

**Lee Grant**  
**Jack Warden**  
**Paul Burke**  
**Eartha Kitt**

MANEATER

**Ben Gazzara**  
**Sheree North**  
**Richard Basehart**  
**Kip Niven**

MEN OF THE DRAGON

**Jared Martin**  
**Katie Saylor**  
**Robert Ito**  
**Joseph Wiseman**

MONEY TO BURN

**E. G. Marshall**  
**Mildred Natwick**  
**Cleavon Little**  
**Alejandro Rey**

THE MORNING AFTER

**Dick Van Dyke**  
**Lynn Carlin**  
**Don Porter**

PARTNERS IN CRIME

**Lee Grant**  
**Lou Antonio**  
**Harry Guardino**  
**Bob Cummings**

RUNAWAY

**Ben Johnson**  
**Ben Murphy**  
**Martin Milner**  
**Vera Miles**

SAVAGE

**Martin Landau**  
**Barbara Bain**  
**Barry Sullivan**  
**Will Geer**

SCREAM, PRETTY PEGGY

**Ted Bessell**  
**Sian Barbara Allen**  
**Bette Davis**  
**Tovah Feldshuh**

THE SCREAMING  
WOMAN

**Olivia de Havilland**  
**Ed Nelson**  
**Joseph Cotten**  
**Walter Pidgeon**

SEE THE MAN RUN

**Robert Culp**  
**Angie Dickinson**  
**Eddie Albert**  
**June Allyson**

SENIOR YEAR

**Gary Frank**  
**Glynnis O'Connor**  
**Barry Livingston**  
**Debralee Scott**  
**Scott Colomby**

SHE CRIED MURDER

**Lynda Day George**  
**Telly Savalas**  
**Mike Farrell**  
**Kate Reid**

SKYWAY TO DEATH

**Ross Martin**  
**Stefanie Powers**  
**Joseph Campanella**  
**John Astin**

THE STORY OF  
PRETTY BOY FLOYD

**Martin Sheen**  
**Kim Darby**  
**Michael Parks**  
**Ellen Corby**

THAT CERTAIN SUMMER

**Hal Holbrook**  
**Hope Lange**  
**Martin Sheen**  
**Joe Don Baker**  
**Scott Jacoby**  
**Marlyn Mason**

THIS IS THE  
WEST THAT WAS

**Ben Murphy**  
**Kim Darby**  
**Tony Franciosa**  
**Jane Alexander**

TRAPPED

**James Brolin**  
**Susan Clark**  
**Earl Holliman**  
**Robert Hooks**

UNWED FATHER

**Joseph Bottoms**  
**Kay Lenz**  
**Joseph Campanella**  
**Beverly Garland**

A VERY MISSING  
PERSON

**Eve Arden**  
**James Gregory**  
**Julie Newmar**  
**Skye Aubrey**

THE VICTIM

**Elizabeth**  
**Montgomery**  
**George Maharis**  
**Eileen Heckart**  
**Sue Ane Langdon**

WHAT'S A NICE  
GIRL LIKE YOU...?

**Brenda Vaccaro**  
**Jack Warden**  
**Roddy McDowall**  
**Jo Anne Worley**  
**Edmond O'Brien**  
**Vincent Price**

YOU LIE SO  
DEEP, MY LOVE

**Don Galloway**  
**Barbara Anderson**  
**Angel Tompkins**  
**Walter Pidgeon**

YOU'LL NEVER  
SEE ME AGAIN

**David Hartman**  
**Jane Wyatt**  
**Ralph Meeker**  
**Bo Svenson**

Get the

## NINETY MINUTE MOVIES

that played in  
prime time on  
the networks.

that scored  
shares in the  
30's and 40's.

that are  
aglow with  
star-filled  
casts.

49 TV features.

46 available  
right now.

First Time  
in syndication.

# MCA TV

■ indicates new or revised listing

## This week

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

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

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

**Feb. 14-18**—Howard University School of Communications eighth annual communications conference. Theme will be "Communications and Health." Conference participants will include former FCC Commissioner Benjamin Hooks, now executive director of National Association for the Advancement of Colored People; FCC Commissioner Tyrone Brown, and Dr. Jesse Barber, president, American Medical Association. Agenda will also include sessions on careers for students. Shoreham American hotel, Washington. Information: (202) 636-7491.

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

**Feb. 15**—Deadline for entries for 1979 Clarion Awards competition to recognize outstanding communication in areas of human rights, resources and community. Radio and television documentaries and series are among all-media categories. Information and entry forms: Women in Communications Inc., P.O. Box 9561, Austin, Texas 78766.

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

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

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

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

**Feb. 16**—"Law '79" Workshop, sponsored by the National Association of Broadcasters. Featured will be Arthur Ginsburg, chief of FCC Complaints and Compliance, and four communications lawyers. Registration is \$25 for NAB members, \$45 for nonmembers. NAB headquarters, Washington.

■ **Feb. 18-24**—Texas Tech University Mass Communications Week. Former FCC Chairman Richard Wiley will receive Thomas Jefferson Award which recognizes official who has made outstanding contribution to defense and presentation of freedom of news media. Texas Tech, Lubbock.

## Also in February

**Feb. 20**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Carousel Inn.

**Feb. 20-21**—National Association of Broadcasters television code board meeting. Waldorf Astoria hotel, New York.

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

■ **Feb. 21-22**—Annual Department of State Foreign Policy Conference for broadcasters and editors to provide background information on international issues. Department of State, Washington.

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

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

■ **Feb. 23**—Hollywood Radio and Television luncheon, with NBC President Fred Silverman as guest speaker. Century Plaza hotel, Los Angeles.

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

**Feb. 23**—Colorado Broadcasters Association engineering seminar. Writers Manor, Denver.

■ **Feb. 23**—Hearings by Senate Committee on Commerce, Science and Transportation on nomination of Anne P. Jones to be a member of FCC as well as nominations of Jesse Hill Jr. and Joan Fleischmann Tobin to be board members of Comsat. Room 235, Russell Senate Office building, Washington.

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

■ **Feb. 25**—Deadline for comments in FCC inquiry to study the legal and policy issues posed by electronic computer originated mail (ECOM) as proposed by the U.S. Postal Service (Docket 79-6). Replies due March 18.

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

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

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

**Feb. 27**—Radio Advertising Bureau/Sterling Institute radio sales clinic. Regency-Denver, Denver.

**Feb. 27-28**—Fourth annual CATV reliability conference, co-sponsored by the Society of Cable Television Engineers and the Consumer Electronics Society of the Institute of Electrical and Electronics Engineers. Denver Stouffer's Inn, Denver. Registration: SCTE, P.O. Box 2665, Arlington, Va. 22202.

**Feb. 27-28**—Annual meeting of state broadcast association presidents and executive directors, sponsored by National Association of Broadcasters. NAB headquarters, Washington.

## Errata

Price for KMYC(AM)-KRFO(FM) Marysville, Calif., ("Changing Hands," Jan. 22) was mistakenly reported as \$200,000 on application filed at FCC. Correct price is \$635,000, including \$200,000 for agreements not to compete.

□

In Jan. 22 special report on FM, WQVE New Orleans was incorrectly identified as WQVE.

**Feb. 28**—Rally for deregulation, sponsored by National Association of Broadcasters, National Radio Broadcasters Association, National Religious Broadcasters and Daytime Broadcasters Association. Start will be 8 a.m. at Capitol Hill Quality Inn, Washington.

■ **Feb. 28**—New deadline for comments in FCC inquiry to consider broadening program definitions to include "community service" program category (Docket BC 78-355). Previous deadline was Jan. 27. Replies are now due March 28.

## March

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

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

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

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

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

**March 1**—Deadline for radio and TV regional and national editorial entries for National Broadcast Editorial Association awards for editorial excellence. Entry forms and information: Sydney Nickerson, KCBS(AM) San Francisco 94111.

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

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

**March 5-6**—Society of Cable Television Engineers regional technical meeting. Topic will be CARS microwave and satellite-to-cable technology. Del Webb's Townhouse, Phoenix.

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

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

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

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

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

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

■ **March 8-11**—Women in Communications Inc. midyear board meeting. Quality Inn, Austin, Tex.

■ **March 9**—Deadline for entries in local program awards for radio competition, sponsored by Corporation for Public Broadcasting. Information: Jan Lantz,



## Major Meetings

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

**March 25-28**—National Association of Broadcasters annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

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

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

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

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

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

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

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

**June 7-9**—Associated Press Broadcasters con-

vention. New Orleans Hilton. New Orleans.

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

■ **June 24-27**—Public Broadcasting Service's annual membership meetings. Century Plaza hotel, Los Angeles.

**June 25-29**—National Association of Broadcasters joint board meeting. NAB headquarters, Washington.

**Sept. 6-8**—Radio Television News Directors Association international conference. Caesar's Palace, Las Vegas. 1980 conference will be Dec. 3-5 at Diplomat hotel, Hollywood-by-the-Sea, Fla.; 1981 conference will be Sept 10-12 at Marriott, New Orleans.

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

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

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

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

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

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

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

**March 15**—Deadline for entries in Radio Television News Directors competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary.

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

■ **March 16-18**—Women in Communications Inc. Southwest region meeting. Broadway Plaza Motor Inn, San Antonio, Tex.

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

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

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

**March 21**—Meeting of executive committee of American Women in Radio and Television. Fairmont hotel, Dallas.

**March 21-22**—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop. (March 22). Plaza hotel, New York.

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

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

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

**March 23**—Colorado Broadcasters Association news seminar (8:30 a.m.), management update (2 p.m.) and annual awards banquet (6 p.m.). Writers Manor, Denver.

**March 23**—New deadline for comments on proposed changes to alcoholic beverage advertising rules by Bureau of Alcohol, Tobacco and Firearms (BROADCASTING, Jan. 29). ATF, Regulations and Procedures Division, P.O. Box 385, Washington 20044.

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

■ **March 24**—Greater Miami Beach chapter of Women in Communications Inc. brunch. Speaker will be Katharine Graham, publisher of Washington Post. Doral Beach hotel, Miami Beach, Fla.

■ **March 25-April 7**—Advanced Management Development Program for public broadcasting executives, sponsored by National Association of Educational Broadcasters. Conference for senior executives in public broadcasting will be conducted by faculty of Harvard University in Boston. Information: James Fellows, NAEB, Washington.

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

■ **March 30-31**—Society of Professional Journalists, Sigma Delta Chi Region 4 conference, Toledo, Ohio.

■ **March 30-31**—Society of Professional Journalists, Sigma Delta Chi Region 12 conference, Nashville.

■ **March 30-April 1**—Women in Communications Inc. Pacific Northwest region meeting. Seattle.

**March 30-April 1**—Convention of Society of Professional Journalists, Sigma Delta Chi's Region 5 (Indiana, Illinois and Kentucky). Century Center, South Bend, Ind.

■ **March 30-April 1**—Women in Communications Inc. Great Lakes region meeting. Sheraton West, Indianapolis.

■ **March 31**—Women in Communications Inc. Kansas City chapter dinner. Alameda Plaza hotel, Kansas City, Mo.

CPB, Washington.

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

**March 9-11**—Conference of Region 2 of Society of Professional Journalists, Sigma Delta Chi. L'Enfant Plaza hotel, Washington. Information: Paula Wolfson, general chairperson, (202) 483-8570 or 755-4444.

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

■ **March 10**—"First Amendment Survival Seminar" sponsored by 14 news organizations including Radio Television News Directors Association. There will be three workshop sessions and luncheon that will be addressed by Bob Woodward of Washington Post. National Press Club, Washington. Registration is \$10, which, with grant from National Press Foundation, will cover cost of box lunch and press kit with documents, booklets and summaries of matters covered by seminar. Reservations: First Amendment Survival Seminar, Room 1, 10th floor, National Press building, Washington 20045.

■ **March 12-14**—Fifth annual congressional-FCC conferences of California Community Television Association. Mayflower hotel, Washington.

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

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

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

## April

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

**April 1**—Deadline for registration for June 18-20 Prix Jeunesse seminar at Bayerischer Rundfunk, Munich, Germany. Entitled "Emotions As a Means of Dramatury", seminar will feature international experts in analyses and discussions of children's TV programming. Contact: Dr. Ernst Emrich, Organisationsbüro Prix Jeunesse im Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, Munchen 2, West Germany.

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

**April 1-7**—Second International Public Television Screening Conference (INPUT). Milan Trade Fair, Milan, Italy. Information in U. S.: Corporation for Public Broadcasting, Washington (202) 293-6160.

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

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

**April 5**—Advertising Research Foundation public affairs conference. International Inn, Washington.

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

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

■ **April 6-7**—*Society of Professional Journalists, Sigma Delta Chi Region 6* conference, St. Cloud, Minn.

**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 8-10**—*West Virginia Broadcasters Association*

spring meeting. Lakeview Inn and Country Club, Morgantown, W. Va.

**April 9-11**—Meeting of *Alaska Broadcasters Association*. Anchorage Hilton, Anchorage.

**April 10-11**—*Ohio Association of Broadcasters* Washington dinner. Hyatt Regency, Washington.

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

**April 11**—*New England Cable Television Association* spring meeting. Sheraton Inn and Conference Center, West Lebanon, N.H. Contact: Bill Kenny, NECTA, (603) 286-4473.

## Open Mike®

### Pertschuk syndrome

EDITOR: Thursday, Jan. 25, I listened to the most shocking of radio shows. The program was a phone-in talk show on KCBS(AM) San Francisco, from 1 to 3 p.m. The guest was Federal Trade Commission attorney Sarah Holtz, who was presenting her views on the FTC hearings on children's commercials being held here.

The only problem, and the shocking part, was that Ms. Holtz was very biased and was for definite government control of commercials aimed at the young. Ms. Holtz only agreed with those who wanted commercial control and spoke out against those who wanted the present system maintained.

As an example, Ms. Holtz said there was more sugar in a box of cereal than in a candy bar. When a listener said there was more sugar in an apple than a box of cereal, Ms. Holtz said that apples weighed more. When a parent said her daughter was sophisticated enough at 7 to realize the "puffery" in commercials, Ms. Holtz said that the girl was in the minority.

I thought the FTC was holding hearings, not an inquisition. I thought the FTC chairman was removed from considering the issue—what about the attorneys? How many others in the FTC are seeking control over children's commercials?

Broadcasters seem to be winning the deregulation battle with the FCC. But, if the hearings in San Francisco and the program on KCBS are any indication, broadcasters are losing a far bigger battle.

If the FTC restricts commercials to kids 1 to 12, when will it want control of commercials to teen-agers, who manipulate and cajole their parents into buying cars, household items, etc.? (Ms. Holtz had no comment on that one.)—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

### NRBA wants it all

EDITOR: In response to Jerry Lee's letter to the editor (Jan. 29) commenting on the National Radio Broadcasters Association position on deregulation, it seems that Mr.

Lee was more concerned with headlines ("NRBA breaks ranks," etc.) than with the actual text.

To the contrary of his understanding, the NRBA remains steadfastly committed to the deregulation of radio. We have merely suggested caution on the particular proposals of Commissioner [Tyronel] Brown, which offer only a partial easing of present regulatory burdens with no guarantee that a future and less understanding commission could not reimpose them upon us. The NRBA has stated that deregulation without legislation is only reregulation.—*Robert G. Herpe, president, WPLR(AM)-WOMN(FM) New Haven, Conn., and chairman, NRBA.*

### No air, no fair?

EDITOR: Your story "FCC's cable access rules are aired at the high court" (Jan. 15), prompts me to add a little fuel to the fire. Since last year we have been trying, unsuccessfully, to obtain access on the local cable system. The reply we get is that it is not required to provide access since the system has fewer than 3,500 subscribers.

This is crazy. A lot of small cable systems are located in nonurban areas such as Kane. It seems the FCC has turned its back on rural America in favor of the cable companies. This is the only reason I can come up with in regards to the 3,500-subscriber minimum. The residents of small communities need and deserve television service just as much as the large ones. Since most communities are already wired for cable, access to these systems seems a better and cheaper way than the low-power, minitelevision proposal made by the National Telecommunications and Information Administration (BROADCASTING, Jan. 15).

I don't think broadcast TV would be cost-effective in small communities, but cablecast TV would. Perhaps the NTIA should endorse a change to do away with the 3,500-subscriber rule and open up the opportunity for local TV cablecasting in small markets.—*Robert E. Smart, president and general manager, Kote 'N Shyne Co., Kane, Pa.*

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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 1979 by Broadcasting Publications Inc.

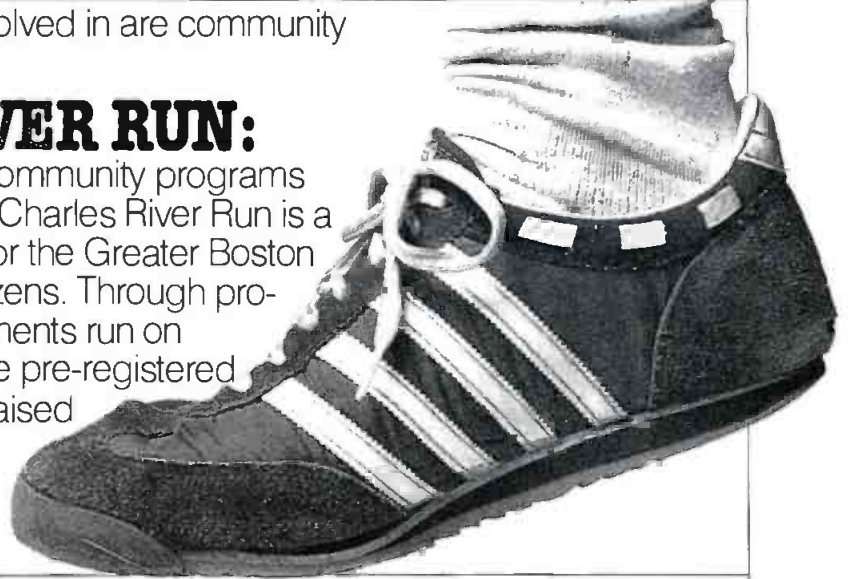


# WE DON'T ALWAYS AIR OUR BEST PROGRAMS.

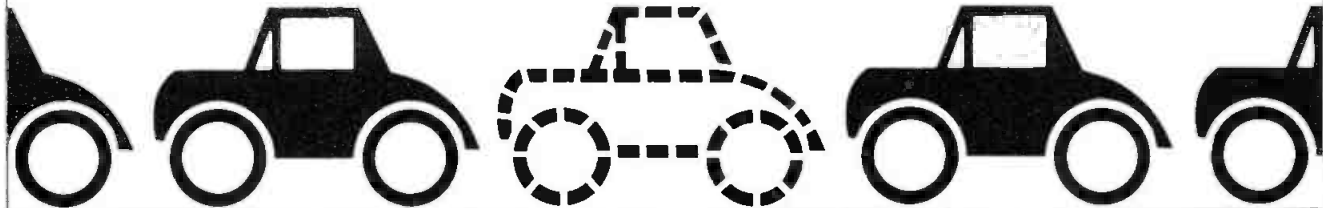
Some of the best programs we're involved in are community programs.

## 1. THE CHARLES RIVER RUN:

The Charles River Run is one of the community programs WNAC-TV is involved in. The Charles River Run is a Mini-thon that raises money for the Greater Boston Association for Retarded Citizens. Through promotions and spot announcements run on WNAC-TV, 2700 runners were pre-registered for the race and \$6000 was raised for the Association.



## 2. H.O.T. CAR:

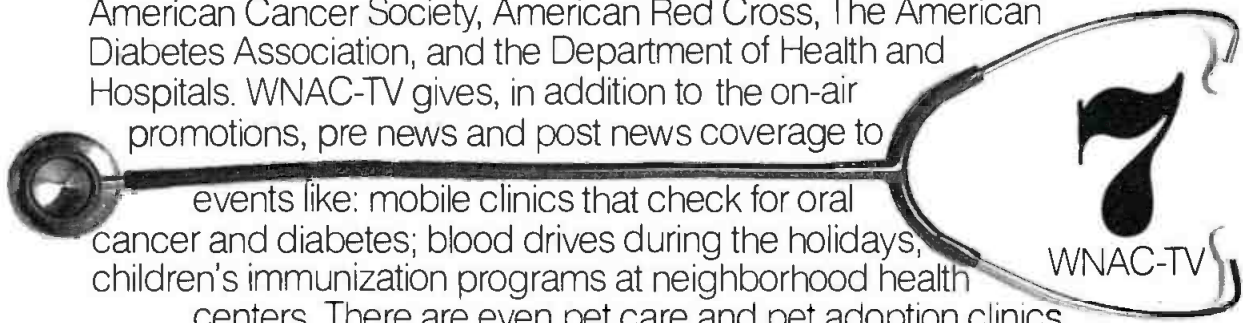


H.O.T. Car (hands off this car) is an anti-auto theft program in Massachusetts that WNAC-TV is helping with. WNAC-TV donates 500 public announcements each month to maintain a very high level of public awareness and concern. Newsroom 7 joins in with investigative and consumer reports on the subject. And both NAC and RKO Radio broadcast descriptions and license plate numbers of stolen cars. So far the auto theft rate is down 23%.

## 3. LIFE LINE:

Life Line is a series of community programs that set up preventative medicine clinics. "Life Line" is co-sponsored by WNAC-TV and such groups as the American Cancer Society, American Red Cross, The American Diabetes Association, and the Department of Health and Hospitals. WNAC-TV gives, in addition to the on-air promotions, pre news and post news coverage to

events like: mobile clinics that check for oral cancer and diabetes; blood drives during the holidays, children's immunization programs at neighborhood health centers. There are even pet care and pet adoption clinics.



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Still another in a long line of WSYR Public Service credits.

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Please Reply To: SUITE 1, ROMAX BUILDING, 731 JAMES STREET, SYRACUSE, N. Y. 13203, (315) 476-8309

January 31, 1979

Mr. David Shurtleff  
General Manager  
WSYR-TV3  
1030 James Street  
Syracuse, New York 13203

Dear Mr. Shurtleff:

On behalf of the Muscular Dystrophy Association and the patients it serves, please accept my thanks for your support of MDA throughout this past year.

Without the support of Bill Everett, you and the fine staff at WSYR, it would have been impossible for the Association to raise the funds necessary to continue the fight against neuromuscular diseases. You and your staff may feel proud that in 1978, \$20,172 was generated through your station's promotion of the Carnivals Against Dystrophy program.

I would also like to compliment your News Department for covering many of the local MDA functions and your Public Service Department for generously telecasting many public service announcements on behalf of MDA.

It is indeed a pleasure to have the opportunity to work with you and your staff, and I look forward to your continued participation in the fight against muscular dystrophy and its related neuromuscular diseases.

\*Once again, "Congratulations WSYR!"

Sincerely,

Anderson Bradshaw  
District Director

**THE NEWHOUSE BROADCASTING CORPORATION**

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WSYE-TV  
Elmira, N.Y.

KTVI  
St. Louis, Mo.

WTPA  
FM/TV  
Harrisburg, Pa.

WAPI  
AM/FM/TV  
Birmingham, Ala.



## Top of the Week

### Broadcast and cable: Future is bright, says Commerce

**Annual 'Industrial Outlook' predicts 10% jump in TV revenues, 9% for radio and 16% for cable, with pay climbing over 20% each year for the next five**

The Department of Commerce has seen the future, and it looks good. In its just-released "1979 U.S. Industrial Outlook," the department's Industry and Trade Administration paints an optimistic picture for the broadcast and cable media through 1983.

Preliminary data for 1978 shows total advertising expenditures approaching \$42 billion, a 13% rise over the previous year. Newspapers grabbed approximately 30% of the total, with an estimated \$12.4 billion. Television ranked second in advertising dollars with 20% of the total, nearly \$8.6 billion. Radio and magazines took 7% and 5%, respectively.

Here is a rundown of 1978 totals and predictions of economic indicators for the next five years for TV, radio and cable television:

■ Advertising expenditures in television climbed 13% last year and are expected to increase another 10% this year to approximately \$9.5 billion. Net revenues of the industry, meanwhile, amounted to an estimated \$6.6 billion in 1978, and are projected to rise 11% this year to \$7.3 billion. Pretax income rose an estimated 12% to \$1.54 billion, and the experts look for an 8% jump to nearly \$1.66 billion.

Also on the rise last year was employment in the TV industry, with a 3% gain over 1977. A similar gain is expected this year, which would put the total at 71,200 workers.

According to the report, there is "some indication" that the rising cost of network television is diverting advertising dollars to magazines. But predictions are that revenues of the TV industry will increase over the next five years at a compound annual rate of 11% to \$11 billion in 1983. Pretax income will be under strong pressure from rising costs, but is expected to climb to about \$2.2 billion by that year.

"This continued growth is an indication of the effectiveness that television has

**Populist sentiment.** FCC Commissioner James H. Quello took an unusual approach to the matter of "lowest common denominator" television programming in his speech (page 39) to the Association of Independent Television Stations last week: He praised it. Mr. Quello noted that commissioners are appointed by "Presidents elected by the lowest common denominator, and are confirmed by senators elected by the lowest common denominator. Government officials or public servants (as well as public service) must appeal to the lowest common denominator or to as many people as possible. Television, like government or public service or business, is no better or worse than its constituencies—it must fill a need. Eventually, the public gets what it wants..."

demonstrated as a mass advertising medium," the report concludes.

■ Radio experienced a "healthy growth" in 1978, with advertising expenditures increasing 10% to \$2.9 billion, and net revenues rising at the same rate to \$2.5 billion. Projections for this year show a 9% rise in advertising to nearly \$3.2 billion with revenues reaching \$2.7 billion.

Pretax income of the industry increased about 13% in 1978 to an estimated \$260 million. A further increase of 10% in income to \$285 million is projected for 1979. Also on the rise is employment, which nudged up 2% last year to 90,700. An equal rise is expected this year, which would push the total to 92,500.

Revenues through 1983 are expected to increase at a compound annual rate of about 10% to a level of about \$4 billion. Pretax income also is expected to rise over the next five years, but Commerce expects at a somewhat slower rate than revenues because of rising costs.

■ The number of cable subscribers reached 14 million last year, up 9% over 1977, and a gain of 1.2 million is forecast for 1979. The number of pay cable subscribers is also up, with 2.6 million at the end of 1978. An additional 1 million subscribers are expected this year.

Cable revenues were up 16% last year to \$1.2 billion. A similar increase is predicted for 1979, which would up the total to \$1.4 billion. Revenues from pay cable are projected to be \$295 million for this year.

The next five years look good as well. The number of cable TV subscribers is expected to increase at a compound annual rate of 7.4% to 20 million in 1983, and basic subscriber revenues are projected to

reach about \$2.3 billion, for a compound annual growth rate of 13.9%. Pay cable subscribers are expected to increase at a compound rate of 23.9% annually over the same period, and total 7.3 million. Pay cable subscriber revenues are expected to increase at an annual rate of 30.3%, and amount to about \$850 million in 1983.

Commerce also predicted that broadcast's chief competitor for ad revenues, newspapers, would continue tough. During 1979, advertisers are expected to again favor newspapers over other media and place \$13 billion to \$14 billion of ads there.

Even with escalating costs of newsprint, Commerce predicts the industry can look for another year of "solid growth." It expects that ad revenues will be healthy, circulation gains will occur, and readership interest will continue. The long-range forecast shows a real growth rate of 3%-4% annually into the mid-1980's. If predictions hold up, current dollar receipts in the newspaper industry will approach \$24 billion by 1983.

As for magazines, however, the department was not so sanguine. The big question mark for this medium is advertising revenues. In 1967, ads accounted for 60% of total receipts; in 1976, they were down to 45%. According to the report, "Whether or not advertising receipts will continue to be the magazine industry's prime revenue source will depend largely on its ability to attract substantial advertising away from other media." Other compounding problems are rising postal rates and production costs. Receipts are estimated to reach \$11 billion by 1983, increasing at a compound annual rate of 11% over the 1978 level.

### INTV gets into political swim

**Independents gather in Washington and make their cases with regulators over children's TV and superstations**

Superstations and children's advertising—two issues independent telecasters put near the top of their list of concerns—dominated much of the discussion in Washington last week when the Association of Independent Television Stations (INTV) held its sixth annual convention at the Shoreham-Americana hotel. INTV estimated that 510 delegates attended the four-day meeting, up from the 462 who attended the 1978 convention in San Diego. As of last week, total INTV membership

reached 110 stations and organizations.

In the opinions of INTV Chairman Bob J. Wormington (KBMA-TV Kansas City, Mo.) and President Herman W. Land, the site of last week's meeting turned out to be an especially good one. Mr. Land called the meeting the "beginning of political recognition" for INTV.

Mr. Land noted that INTV was considering an expansion of its regular Washington operations, saying the group was contemplating hiring a lobbyist there.

What government officials who were in attendance at the convention last week heard was that independent television broadcasters have put the children's advertising issue—the Federal Trade Commission's proposed rulemaking and the FCC's inquiry—at the top of its list of priorities. The independents are convinced they are "disproportionately affected" by the plans now before the regulatory agencies. According to Mr. Land, for example, about half of independent broadcasters' schedules could be affected by any government-imposed restrictions on advertising in children's television.

Mr. Wormington was especially critical of an FTC staff proposal that children's programs be redefined along the lines of audience composition and not target audience. (The proposal is that any program with an audience composed 20% or more of children would be defined as a "children's program.") Mr. Wormington said such a redefinition "impacts tremendously on family programming," the bread-and-butter of many local independent stations. INTV is "opposed to an audience-composition type of redefinition of



Wormington

children's programming," Mr. Wormington said.

The INTV board met during the convention and reaffirmed its "determination to go all the way" in fighting the proposed children's advertising restrictions.

The board has yet to come up with a firm position on the other issue of the meeting—superstations. "This was the superstation convention," Mr. Land declared, admitting that the broadcasters are still "groping our way, trying to find a position on it."

The broadcasters' feelings on the subject were buoyed considerably by Mr. Bortz's call for "retransmission con-



Land

sent"—a plan that would require the superstations to negotiate with copyright holders before cable systems could receive their signals.

If the independents felt they had found a friend at NTIA, they were less enthusiastic with the FCC—which one participant said had become an acronym for "First Comes Cable."

Delayed a full hour by what the local papers said was the worst snow storm to strike Washington in five years, Chairman Ferris met with the broadcasters Wednesday morning and for 45 minutes fielded questions from the audience. And one broadcaster, Harry J. Pappas of KMPH-TV

## In Brief

Three commercial networks are said to be **close to agreement** with Public Broadcasting Service on system of providing **closed captioning for deaf viewers**. Joseph Califano, secretary of health, education and welfare, who has taken lead on issue for administration, is expected to announce within next four weeks that four networks will **put new system into effect early next year**. With negotiations continuing, some details remain to be settled. But it's understood that three commercial networks would each contribute \$500,000 to establishing center where programming would be coded for captioning that could be seen only on sets equipped with decoders. It wasn't clear last week how much of its programming each commercial network would encode, but PBS, which has pioneered captioning system and is providing administration with negotiating arm and technical expertise, is said to be committed to 10 hours weekly. Still to be determined is cost of decoding device, but estimates put price at \$100 and higher.

**Elizabeth Hanford Dole resigned from Federal Trade Commission** last Friday (Feb. 9), effective March 9. Commissioner Dole has occupied position since Dec. 4, 1973, with term due to end Sept. 26, 1980. In resignation letter to President Carter, Mrs. Dole said he looked forward to continuing her "commitment to consumer protection and robust competition." No official reason for resignation was given, but spokesman for husband, presidential hopeful Senator Robert Dole (R-Kan.), said, "It would be fair to speculate that this makes it more likely he will run." Commissioner took leave of absence from post in 1976 when Senator Dole ran for Vice President.

FCC this week considers what is understood to be staff recommendation that renewal of **WDAS-AM-FM Philadelphia be designated for hearing**, reportedly on **payola and plugola charges** that are said to

involve management. Also pending is application for sale of stations to black group—National Black Network—for \$5 million. Complicating matter further is opposition to that sale that has been filed by black groups in Philadelphia, who say station should be owned by local blacks.

**Mobil Corp.**, currently backing *Edward the King* on ad hoc network of affiliates and independents (BROADCASTING, Jan. 29) has **bought rights to Edward and Mrs. Simpson**, seven-hour miniseries about Edward's grandson, Duke of Windsor, who abdicated British throne in 1936. Latest buy comes from Thames Television and is expected to be scheduled next season similarly to current "Mobil Showcase."

**The Journal Co.** has reached agreement to buy ABC-affiliate **KSNV-TV Las Vegas** (ch. 13) from Arthur P. Williams and family for **\$13.5 million**. Buyer publishes *Milwaukee Journal* and *Sentinel* and owns WTMJ-AM-TV and WKTI-FM Milwaukee. Broker: Blackburn & Co.

Television Bureau of Advertising estimates that **total TV advertising expenditures in 1978 rose by 18% to \$8.97 billion** (for similar Commerce Department estimates, see page 23). Roger D. Rice, TVB president, said bureau placed local TV up 24% at \$2.415 billion; spot TV at \$2.645 billion, up 20%, and network TV at \$3.91 billion, up 13%. He reaffirmed earlier industry projections for 1979 and 1980. He called 1979 "hammock year," hanging between high political years of 1978 and 1980 and said this year local will increase by about 13%; spot by 8% and network by 10%. Mr. Rice said 1980, both Olympic and presidential year, is expected to show gain in local TV of 24%, and in network and in spot of 15% each, with total TV gain of 17%.

While **Senate Communications Subcommittee** Democrats and Republicans have had respective staffs working on **separate omnibus bills** amending Communications Act up to this point, they plan to get



Fresno, Calif., turned his opportunity at the microphone from a question to a virtual tirade at what he said he and other independents viewed as a decidedly pro-cable television attitude at the commission. In light of its deregulatory inclination toward cable and the relaxation of signal-import restrictions, Mr. Pappas said that the FCC would not be "satisfied until a number of us are off the air." He called the FCC cable attitude a "serious and fatal blow" to independent broadcasters.

Mr. Ferris was momentarily taken back by Mr. Pappas's remarks, but the chairman stuck to his position that the "commission should not be in the posture of inhibiting the market" for syndicated programming. Mr. Ferris also pointed out that the commission itself had made a suggestion similar to the Bortz proposal in the late 1960's. The chairman suggested as well that the whole issue of superstations and signal importation may be one that Congress may have to decide. Mr. Ferris insisted, however, that the FCC's cable deregulation bent of late was not a display of favoritism. It is "not the case," he said, that the commission has made up its mind about the future of cable.

BROADCASTING's coverage of the INTV convention continues on page 33 with a look at the meeting's "superstations" panel. Mr. Bortz's speech and reaction to it are reported on page 34. Congressman Van Deerlin's discussion of the rewrite of the Communications Act appears on page 36, followed by Mr. Quello's speech and the "Washington Update" panel on page 39. The children's advertising panel story is on page 54.

## Starr officers hit with SEC suit for fraud

**Buckley settles immediately, promising to pay stockholders \$1.4 million; troubles stem from broadcast group's purchase of faltering investment firm that was founded in 1971**

An expansion program undertaken by Starr Broadcasting Co. with considerable optimism eight years ago led last week to the filing by the Securities and Exchange Commission of a court suit charging author and columnist William F. Buckley, the company's former chairman, and others, with fraud and other violations of the securities laws.

At the heart of the suit was the charge that Mr. Buckley and three co-defendants—Peter and Michael Starr, former Starr officers and directors, and Gordon Ryan, former general counsel of the company—had engaged in illegal activities in an effort to save themselves from personal bankruptcy.

As part of an immediate settlement of the suit on his part, Mr. Buckley has agreed to return some \$1.4 million in stock and cash to the stockholders of what is now the Starr Broadcasting Group Inc. Some of that has already been paid. Mr. Buckley has also agreed not to serve as a director or officer of any publicly held company for five years. Indeed, he said

last week he would never again serve on such a board.

In settling the suit, which was filed in U.S. District Court in Washington, Mr. Buckley and the other defendants neither admit nor deny guilt. However, the settlement involves a court order barring the defendants from further violation of the securities laws.

Mr. Buckley issued a news release in which he denied he had "intentionally" misled anyone. In a letter to Stanley Sporkin, SEC director of enforcement, Mr. Buckley asked that the charge he had committed fraud be deleted since he had not committed a fraud in the sense that it was "deliberate." Mr. Sporkin refused, saying, "We must perform our law enforcement functions as required by law."

Besides Mr. Buckley, the Starr brothers—Peter had been president and Michael, vice president—and Mr. Ryan, the defendants are Starr Broadcasting Group Inc., former directors Glen E. Burrus, Maurice L. McGill, Norman Francis, Robert H. Smith Sr., and Mack H. Hannah Jr., and the Columbia Union National Bank & Trust Co. of Kansas City, which has made a number of loans to SBG and other defendants. Peter Starr and Messrs. McGill, Smith, Hannah and Francis have not settled, and the SEC suit against them will proceed.

As outlined by the SEC, the events leading up to last week's action began in 1971, when Mr. Buckley, the two Starrs and Mr. Ryan formed an investment company, Sitco, a limited partnership. By that time, Starr Broadcasting, which was established by Mr. Buckley in the early 1960's

together after Lincoln Day recess, ending Feb. 19, to **combine them into one.** Subcommittee Chairman Ernest Hollings (D-S.C.) announced joint effort in Senate floor speech last Wednesday; ranking Republican Barry Goldwater (Ariz.) said it in interview (see page 26).

□

**Procter & Gamble** confirmed it is developing **one-hour prime-time series with NBC-TV** ("Closed Circuit," Jan. 29). Two-hour Universal pilot for untitled, family-oriented show is to star Shirley Jones as widow struggling to make it in new city with three children. P&G says it was already considering move into nighttime when NBC Fred Silverman suggested in speech last fall that advertisers do just that; NBC says speech "spurred" P&G's bringing idea to NBC.

□

**Teleprompter Corp.** attained **record high net income in 1978**, amounting to \$14,231,000 (84 cents per share) on record revenues of \$146,847,000. Results were paced by cable television division, whose operating profits (before depreciation, amortization, interest and income taxes) rose to \$41.4 million, 22% above 1977. Filmation production subsidiary sold 55 half-hour programs to TV networks. Its operating profits for 1978 totaled \$1.5 million, up from \$1 million in 1977.

□

**President Carter** has urged top aides in White House and State Department to **be careful of what they tell reporters.** He is said to be concerned about news reports he feels give distorted view of administration foreign policy. As of late last week, there were no complaints that President's appeal has choked off news. One television news bureau chief said, "It hasn't shut up people with something to say."

□

Justice Department has given WSDR(AM) Sterling-Rock Falls, Ill., permission to **go ahead with broadcasts of English-language programs from Radio Moscow.** Question regarding shows was raised after it was learned of Justice policy to have stations broadcasting such programs register as foreign agents (BROADCASTING, Dec. 18, 1978). In letter to sta-

tion's lawyers Justice said WSDR had no obligation to register although "it appears much of the material would fall within the definition of **political propaganda.**" Justice said station would not have to register because programs were free to it and because station would be exercising sufficient editorial control.

□

**NBC-TV will not follow ABC-TV's lead in cutting commercial time in weekend children's programming,** President Robert E. Mulholland said in speech prepared for delivery Saturday. "There are many better ways to improve television service to children," he said in speech accepting Man of the Year award from Advertising Club of Baltimore. Among NBC's projects for children, he said, are 75-second Saturday morning sports briefs emphasizing physical fitness, capsule news reports for children and one-hour Saturday-morning entertainment series, all starting next fall (BROADCASTING, Jan. 22, 29). CBS-TV announced earlier it would not cut weekend children's commercial time

□

**Reid L. Shaw**, president of General Electric Broadcasting and General Electric Cablevision, named president of newly formed owned stations division of John Blair & Co., diversified company with extensive interests in broadcasting and graphic arts. Jack W. Fritz, Blair president, said Mr. Shaw will play key role in expanding as well as managing Blair's station ownerships. Blair owns WHDH(AM)-WCOZ(FM) Boston, has applications pending for FCC approval of acquisition of KSBW-TV Salinas and KSBV-TV San Luis Obispo, both Calif., and has announced plans to acquire KOKH-TV Oklahoma City. GE and Cox Broadcasting are developing merger plans under which Cox would become GE subsidiary headed by Clifford M. Kirtland Jr., currently president and chief executive of Cox (BROADCASTING, Oct. 9, 1978, et seq).

□

**Robert Daubenspeck**, VP and director of media for Foote, Cone & Belding, Chicago, named senior VP and national director of broadcast for agency, New York, responsible for negotiation and purchase of network TV and radio for all FCB offices.

with one station, had begun developing into a substantial force; it owned seven stations.

Over the next several years, Sitco purchased property in Coral Gables, Fla., and a string of outdoor theaters—ultimately 17 of them in Texas. But the investments turned out poorly, and by 1974, Sitco's bank indebtedness totalled \$8 million, while the partnership's interest expenses were approaching \$100,000 monthly.

To solve their financial problem, the SEC said, Mr. Buckley suggested to the Starr brothers that SBG, which was under their control, purchase Sitco's assets and liabilities. As part of the presentation of the offer, according to the SEC, the Sitco partners said Sitco's investment plan "has proved very sound," and neglected to mention that personal loans of the Starrs and Mr. Ryan were among Sitco liabilities. The suit also indicated the partners had inflated the value of the Sitco properties.

Those directors who were not among the Sitco partners—Messrs. Burrus, McGill, Hannah and Smith—considered the matter in a private meeting in August 1974, and eventually accepted a modified version of the sale plan. It provided for the purchase of an option for \$400,000—the amount Sitco partners said they needed to meet their debts through June 30, 1975—to acquire the theater properties. The option was to expire on June 30.

The SEC noted that the meeting of the four directors was conducted by Mr. Burrus, who, while regarded as a "disinterested" director, was the Columbia Union loan officer on \$850,000 in loans to Sitco and three of its partners.

The suit said the four directors would not have entered into the proposed transaction with anybody else. "They knew at the time . . . that Buckley, Ryan and the Starr brothers faced personal bankruptcy unless SBG extricated the Sitco partners from their precarious financial situation."

The SEC said the option was ultimately exercised without SBG receiving an independent audit of Sitco's financial condition, without a vote of SBG's shareholders, and without the prior consent of the company's senior lenders.

The bail-out effort ultimately failed, however. The former partnership which had become a subsidiary of SBG called SB Theaters, filed for bankruptcy in 1976.

Meanwhile, pending before the FCC is the proposed merger of SBG into Shamrock Broadcasting Inc., of Los Angeles. Starr stockholders would receive \$15.25 for each of their shares, or a total of \$21.6 million. Mr. Buckley resigned as chairman of Starr last August, but still owns 20% of the stock.

SBG stations are KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; WBOK(AM) New Orleans; KYOK(AM) Houston; KUDL(FM) Kansas City, Kan.; WWWW(FM) Detroit; KMGC(FM) Dallas; WTVQ-TV Lexington, Ky.; and KITV(TV) Honolulu; KHVO(TV) Hilo, and KMVI-TV Wailuku, all Hawaii.

## New boys on the beat in the Senate

The Senate Communications Subcommittee, in comparison to its counterpart in the House, has been mostly dormant the last two years. Now, however, with work far along on omnibus amendments to the Communications Act by Chairman Ernest Hollings (D-S.C.) for the Democrats and Senators Harrison Schmitt (R-N.M.) and Barry Goldwater (R-Ariz.) for the Republicans, that state of affairs is on the verge of changing dramatically.

Most of the members are familiar to broadcasters from their past participation in broadcast matters. Besides Mr. Hollings, these include Warren Magnuson (D-Wash.), one-time chairman of the subcommittee and immediate past chairman of the full committee (which is now headed by Howard Cannon [D-Nev.]); Daniel K. Inouye (D-Hawaii); Wendell Ford (D-Ky.); Donald Riegle (D-Mich.); Mr. Schmitt, and John Danforth (D-Mo.).

### Opponents of spectrum fee have an ally in Goldwater; networks, on other hand, evoke an old bitterness

Broadcasters holding out against the proposed license fee in any Communications Act reform legislation may find their strongest ally in Senator Barry Goldwater (R-Ariz.), the new ranking Republican on the Senate Communications Subcommittee.

So strongly does he feel about the issue that he calls the concept of requiring annual payment for the use of spectrum "unconstitutional." "What a man does with his property, even extending into the skies, is his own business," he says.

The senator says he sees no way to compromise the point with Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who has endorsed the fee concept. But he does see a way to exact payment from broadcasters for their licenses—by requiring prospective owners to buy their licenses for their market value at the time they are acquired—paying as much as half a million dollars for a TV station, he says.

Mr. Goldwater, dean of the Senate conservatives and a one-time Republican presidential nominee, says he gets along well with the broadcasters he knows: "They know I'm very sympathetic to them." They will find him in their corner on license renewal issues, certainly. Senator Goldwater says he doesn't like a system that enriches Washington lawyers fighting the renewal of a station's license every three years. It would be "OK" with him, he says, if licenses were issued in perpetuity, to be kept as long as the broadcaster lived within the rules.

He indicates he is in general sympathy, too, with broadcasters' arguments against unleashing cable television. There is nothing wrong with cable producing and paying for its own programming, he thinks, but when it can pick up TV signals for a nominal charge and import them from dis-

In addition there are four new subcommittee members: Senators Goldwater, J. James Exon (D-Neb.), Larry Pressler, (R-S.D.) and John Warner (R-Va.). With one notable exception they arrive on the subcommittee without prior involvement in communications and with higher priorities elsewhere in the Senate. In the case of at least one, Senator Warner, Communications was an afterthought. He agreed to take the assignment in return for the ranking Republican position on Merchant Marine, another Commerce Subcommittee.

The exception is Senator Goldwater, who has been a member of the subcommittee since last year, and who is firmly grounded in the complex issues of communications. He is spotlighted here because he is the new ranking minority member. Following are first impressions of the new four.

tant markets—"so that I have to watch used car commercials from half way around the United States—I don't think that's too right," he says.

Generally, he says, he would "like to see much more freedom and much less regulation" in the industry.

But as he describes his good rapport with broadcasters, Senator Goldwater makes an exception for the networks. His difficulties with network news departments were particularly acute when he ran for President in 1964, and when President Nixon resigned in 1974, the Arizona Republican called the press corps a "rotten bunch."

The senator hasn't gotten over those feelings. "They haven't been unbiased," he says. "They haven't always been honest." But in his opinion "they all have cleaned up" now. Nevertheless, he talks in



Goldwater



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<p><b>LUTHERAN TV</b> AUDIENCE CARDS</p>  <p>1,273,098</p>	<p><b>LUTHERAN TV</b> AUDIENCE CARDS</p> <p><i>Collect All The Kids For Easter Easter Is!</i> A Family Special from Lutheran Television</p> <p>1,300,000</p>	<p><b>LUTHERAN TV</b> AUDIENCE CARDS</p>  <p>892,731</p>
<p><b>LUTHERAN TV</b> AUDIENCE CARDS</p>  <p>1,173,921</p>	<p>Collect the kids and a lot of community goodwill with this half-hour springtime special. A loyal audience awaits Benji, Waldo and the beautiful voice of Leslie Uggams. No program charge, 4 minutes for sales or PSA. Also available in Spanish. Call Jan Naji at 314-647-4900. Come see us at NATPE.</p> <p>978,931</p>	<p><b>LUTHERAN TV</b> AUDIENCE CARDS</p>  <p>1,031,561</p>



unspecific terms about making them more responsive to the stations they serve.

Senator Goldwater calls the Communications Act "renovation" the most complicated issue with which he has been associated during his 22 years in the Senate. That would seem to be saying a lot, coming from a man fluent in the language of hertz and decibels. He has been associated with radio since the early 1920's—when he worked after school for a man who made radio sets—and is an avid amateur radio operator to this day.

Senator Goldwater says he is so concerned that the drafters of legislation understand that there is more to communications than television and radio that he is personally conducting a trip for staff members to Bell Laboratories in New Jersey to review some other communications technologies such as fiber optics and microwaves, he says.

It is Senator Goldwater's hope that the Republicans and Democrats on the subcommittee can combine their work on the Communications Act into a single bill. But the area (especially broadcasting) is complicated enough and controversial enough that he doubts one will be passed in the next two years.

### Small business bias no help to the networks in Exon's approach to regulation

Freshman Senator J. James Exon (D-Neb.) went to Washington with a background in small business, making him a likely friend to local broadcast station owners but a dubious one for the networks.

The senator spent the last eight years as governor of Nebraska, his first elective office, during which he became extremely popular for his fiscal conservatism. He says he got to know the broadcasters of the state well while governor and that they left a good impression on him by publicizing a safe-driving campaign that resulted in Nebraska's being ranked next to last among all states in traffic fatalities in 1978.

Prior to his election as governor, Senator Exon ran his own office equipment and business machine firm in Lincoln, Neb., an enterprise that grew to employ 25 people from the tiny operation he and his wife started in their basement in 1954. (Starting as Exon's Inc., the name was changed to J.J. Exon's Co. when the oil company changed its name to Exxon. "I always tell people they're the double-crossed boys," the senator says).

Largely because of the small-business experience, he shares broadcasters' anti-regulation feelings. He says his message to Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who is currently at work on a "renovation" of the Communications Act, would be to "get away from as much business regulation as we possibly can."

"In general," he says, "the broadcast industry has been an overregulated industry." He thinks it is not possible to get away from all regulation: "We must have laws



Exon

where people are using the airwaves that are ... not private," he says. But the government has intruded too far into the business by telling broadcasters what to do and how to do it—"if not with [overt] controls, with the threat of controls."

Senator Exon refers to the networks, however, as "the other side of the coin" in broadcasting. "I've always pointed out that the networks, with their collection and dissemination of news, must always be aware of the grave responsibility that they face," he says. He feels there is the "threat of too few corporations, run by too few individuals having too much control over the thought processes of the American people."

On that theme, Senator Exon, a movie fan, says he enjoyed "Network"—a movie not to be taken literally, he thinks, but with a message to be learned. Senator Exon adds that has no specific legislative action in mind; he just thinks it is "necessary that [the networks] always be reminded of the responsible role they must play."

Although the senator requested assignment to the Communications Subcommittee, it is not high on his list of priorities. He says his major concerns—those in his platform for election—are: (1) strong measures to stem inflation and balance the national budget; (2) a responsible farm program that will relieve some of the pressure on the family farmer (this is an issue on which his criticism of the Carter administration has gotten wide coverage), and (3) reversing the deficit in trade, primarily getting a "fair return" in the international marketplace for the products of farmers and ranchers.

### Pressler: Rhodes scholar, friend of the farmer and anti-media-conglomerateer

Senator Larry Pressler (R-S.D.) had a reason for requesting assignment to the Communications Subcommittee—his concern that a few media conglomerates are gaining too much control.

The former Rhodes scholar who grew up on a family farm in South Dakota says he wants to preserve the opportunity for

people to own their own businesses. Translated into the communications field, he says, that means he wants to see the continuation of individually owned newspapers and broadcasting stations; he would rebuff takeover attempts by group media owners.

In conversation, the senator indicates his greatest concern is for print media, particularly newspapers. But he says his list of giants includes CBS, whose interests aside from broadcasting include book and magazine publishing and record manufacturing.

It is not that he is against bigness per se, the senator says. "I don't mind people making money." But he does mind that control over the flow of information in this country seems to be falling to ever fewer people. "By 1984," he says, "we may have as few as 30 or 40 people making directional decisions in news and publishing."

Senator Pressler is requesting investigations into the direction of media ownership in this country, to be performed by a number of panels, including the Commerce and Small Business Committees in the Senate, Congress's Office of Technology Assessment and the Justice Department.

Having served two terms in the House before winning election to the Senate in 1978, Mr. Pressler was not deeply involved in communications issues. What stimulated his interest in the ownership question, he says, was an investigation of the commodity futures market in the House which turned up the fact that most of the agricultural figures affecting trade decisions were supplied by publications of Dow Jones. It did not strike him as right that the source of such figures is a firm that might be biased toward "agribusiness," he says. Ultimately, his concern branched into the whole field of information dissemination, including broadcasting.

Senator Pressler counts himself a defender of the First Amendment and is co-sponsor of legislation to reverse the Supreme Court's decision in the *Stanford Daily* case, which upheld the right of police to use search warrants to enter newsrooms.

As with most legislators, Senator



Pressler





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## IMPORTANT IN MID-MICHIGAN

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Pressler's interests are largely shaped by the interests of his constituents. Agricultural matters being among his top priorities, there was a "Welcome Farmers" sign on his door to greet the farmers who demonstrated in Washington last week. Indeed, so closely does he identify with them that he piloted one of the tractors that snarled Washington traffic last Monday morning.

Similarly, his interests in the Communications Act "renovation" will be largely shaped by the interests of his South Dakota constituents. For broadcasting, that means he will be looking most closely at small-market radio issues. He says he shares small-radio owners' objections to burdensome paperwork and regulation.

### Warner has some background in military communications, but is basically a raw recruit on Hollings subcommittee

John Warner, freshman senator from Virginia, is the third member of a Republican clique of Communications Subcommittee members with backgrounds in communications engineering. A lawyer by trade (a former member of the Hogan & Hartson law firm, although he specialized in banking, not communications), he has studied in engineering, having received an undergraduate engineering degree and has done radio work in the Navy (he was a communications officer in Korea).

The background gives him a kinship with Senator Goldwater, an acquaintance of 15 years, he says, and Senator Harrison Schmitt, both of whom are deeply active in the Senate side's revision of the Communications Act.

Senator Warner says he wants to become involved in that project, but has not given it much thought up to this point. Last week, he was preoccupied with trying to keep the Navy from moving renovation work on the aircraft carrier Saratoga from Newport News, in his home state, to Boston, an issue tailored for Senator Warner, former secretary of the Navy and now ranking Republican on the Merchant Marine Subcommittee.

He has no close acquaintances with broadcasters, or any close knowledge of their concerns at this stage. Asked about his attitude toward the growing movement for business deregulation, he says he is aware of the airline deregulation bill that was passed last Congress and of the good reviews that have been given its performance. But without a closer look, he is not sure the same principles are applicable in the field of communications, he says.

The senator's initial impressions about broadcasting are based on his view of the impact it had on his three children by his first wife while they were growing. What struck him was how much it was part of their learning process, he says. Prompted on the issues of TV violence and sex, he shares concerns about those with most parents, but added that advertising aimed at children is also a concern of his. He said he appreciates the potential First Amend-

ment conflict in trying to control expression on television. "But then, by golly, there's the pragmatic, practical question" to deal with—that television is so "accessible to kids. What do we do about it?"

Not having had a chance to make his mark in the Senate yet, Senator Warner is probably better known at this stage as the husband of actress Elizabeth Taylor. His present wife has an interest in Senate affairs and is likely to involve herself from time to time, he says. But he cannot think of a reason his wife would be involved in any events where broadcasters might gather—in Washington or at any conventions. The couple has agreed, he said, that her first role will be wife and homemaker. In addition, he said, he is encouraging her to continue her acting career.



Warner

## Paley says networks should take turns at high-class TV one night each week

### Autobiography says it's time to make fuller use of 'magic' medium

William S. Paley, chairman of CBS Inc., proposes in his forthcoming memoirs that the three commercial TV networks agree to set aside about two hours each per week, on different nights, "for special, high-quality programs that would appeal to educated, sophisticated tastes more than to the mass audience."

He writes in the autobiography, "As It Happened," that he made a similar proposal to "the presidents of NBC and ABC" about 10 years ago. "My proposal did not evoke any interest at that time," he says, "but perhaps the time is ripe for the idea now."

The Paley proposal also resembles one made first by then FCC Chairman John C. Doerfer in the 1950's, and echoed on later occasions by others of similar station. Mr. Doerfer volunteered to intervene with the Justice Department on behalf of the networks, to seek antitrust exemption. That proposal fell first on deaf ears, and eventually from sight.

A network could not do it singlehandedly, Mr. Paley says, because it would lose its share of the audience not only in the hours involved but quite possibly for the whole evening. "Forfeiting the whole night through the domino effect would make the cost [to] the network untenable," he asserts.

If all networks participated, on the other hand, "the losses would be divided among us."

"I believe such programs would increase in popularity as time went on and the television audience came to appreciate this kind of fare," he continues. "There would be a point when at least some of them might become income-producing. In

any event, the public would get a chance to see programs of greater cultural, educational and informational value and the television industry would be making a fuller and better use of this magic form of communications."

Television, he says, "would be much better off and the public better served" if ratings were secondary in importance, but in reality they "are terribly important."

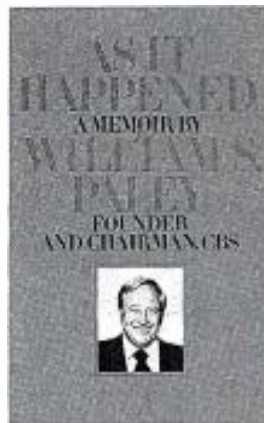
For his idea to work, he writes, the networks must not only agree but also "persuade their affiliates that it is incumbent upon us all to do something about the paralyzing effect of network competition on high-quality programming . . ."

"If we must compete, I would like to see the three networks vying to put on the very best program of the year in this special category—best in quality, not in audience ratings. It seems to me that the networks should seek out those subjects which are not popular with the mass audience and treat them on the air so that they would be more easily appreciated . . ."

Mr. Paley concedes that the Justice Department might raise antitrust questions. But he suggests this problem might be overcome by getting advance clearance—as long as it is clear that the government would have nothing to do with program content.

"My inner feeling," he writes, "is that now the time has arrived when a large part of the American public is asking for a new, major change in television programming. High-quality programs in prime time may be the beginning of such a change."

"As It Happened" is to be published March 15 by Doubleday & Co., New York. The thrust of Mr. Paley's proposal was disclosed in advance of the publication date by *Newsweek* in its Feb. 12 issue.





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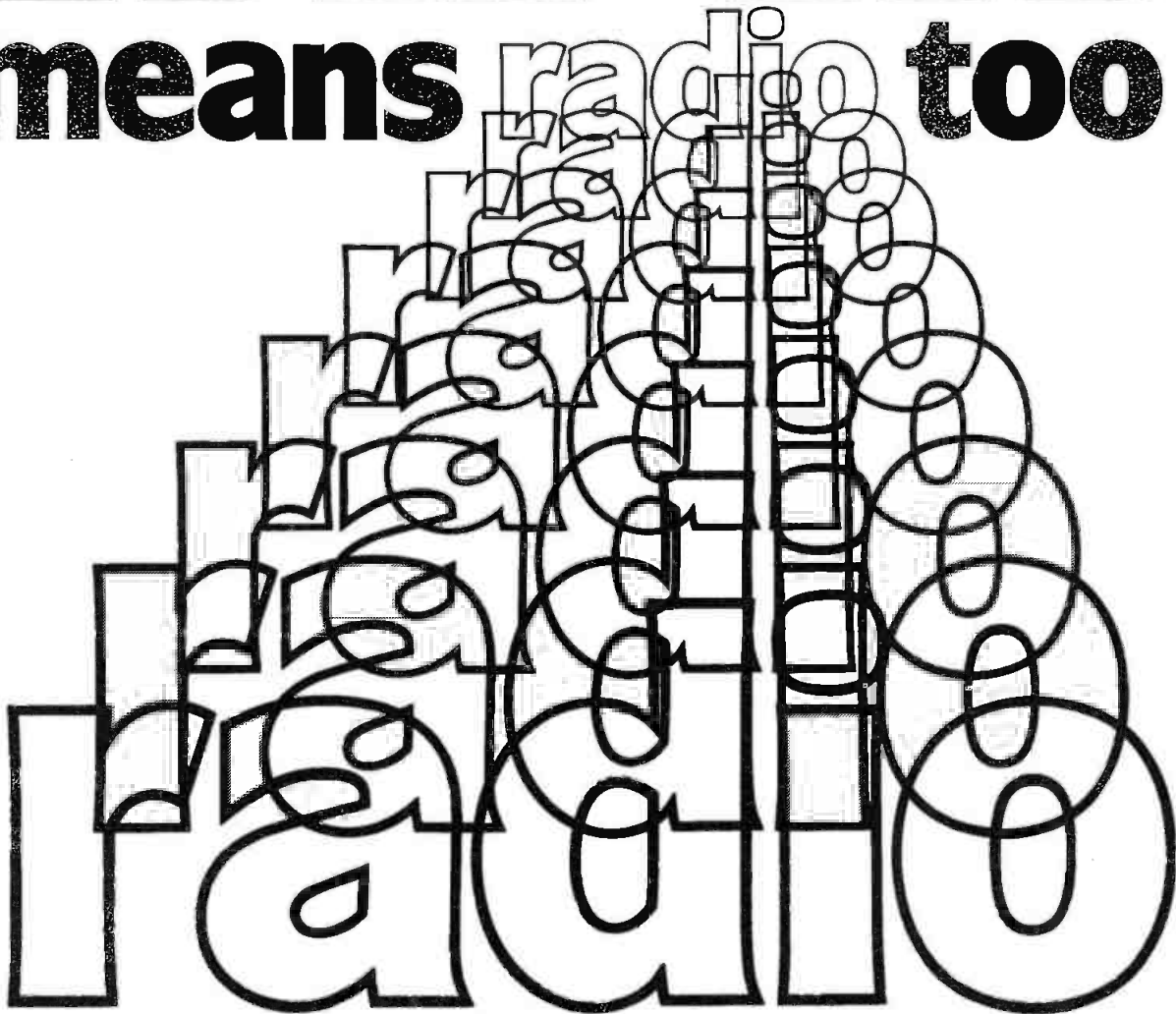
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WCIB	Cape Cod	WPBR	Palm Beach
KHAK	Cedar Rapids	WMEZ	Pensacola
KKOY	Chanute	WCAU	Philadelphia
WTPP	Charleston, WV	KTAR	Phoenix
WSOC	Charlotte	KQV	Pittsburgh, PA
WQMC	Charlottesville	WADB	Point Pleasant
WDEF	Chattanooga	KPAC	Port Arthur
WLQA	Cincinnati	WDOS	Portland, ME
WHAR	Clarksburg	KYXI	Portland, OR
WWWE	Cleveland	WHPN	Poughkeepsie
WIS	Columbia	WHWH	Princeton
WCOL	Columbus, OH	WEAN	Providence
KRLD	Dallas	KNOI	Pullman/ Moscow
WDAN	Danville	WKIX	Raleigh/Durham
KOA	Denver	WRVA	Richmond
WHO	Des Moines	WCWC	Ripon
WWJ	Detroit	KDIG	Riverside/ San Bernardino
KXO	El Centro	WFIR	Roanoke
KXGO	Eureka/Arcata	KROC	Rochester, MN
WFNC	Fayetteville	WROC	Rochester, NY
KIIX	Fort Collins	KFBK	Sacramento
KFPW	Fort Smith	WSGW	Saginaw
KMJ	Fresno	KMOX	St. Louis
WMAX	Grand Rapids	KSXX	Salt Lake City
WBIG	Greensboro/ High Point	WOAI	San Antonio
WNCT	Greenville, NC	XETRA	San Diego
WFBC	Greenville/ Spartanburg, SC	KXRX	San Jose
WPOP	Hartford	KZST	Santa Rosa
KHVV	Honolulu	WQSA	Sarasota
KTRH	Houston	WTOC	Savannah
WHEZ	Huntington, WV	WARM	Scranton/ Wilkes-Barre
WXLW	Indianapolis	KIRO	Seattle
KCMS	Indio/ Palm Springs	KBCM	Sioux City
WEXI	Jacksonville, FL	KSPO	Spokane
KLIK	Jefferson City, MO	WNUS	Springfield, MA
WQLR	Kalamazoo	KBUG	Springfield, MO
KMBR	Kansas City	WXYQ	Stevens Point
WKPT	Kingsport	KWG	Stockton
WEZK	Knoxville	WONO	Syracuse
WIOU	Kokomo	WONS	Tallahassee
KNUU	Las Vegas	WWBA	Tampa/ St. Petersburg
KOMS	Lebanon, OR	KAIR	Tucson
WLSR	Lima	KRMG	Tulsa
KARN	Little Rock	WNPT	Tuscaloosa
KEDO	Longview	WIBQ	Utica/Rome
WVEZ	Louisville	WTOP	Washington, DC
KLLL	Lubbock	WNVR	Waterbury
WLGM	Lynchburg	WVNY	Watertown
WIBU	Madison	KIAM	Wenatchee
WMOA	Marietta/ Parkersburg	WILM	Wilmington, DE
WPEM	Martinsburg	WNAX	Yankton
KRIO	McAllen	WSBA	York/Lancaster/ Harrisburg
WVEE	Memphis	WBBW	Youngstown/ Warren
WVCC	Miami/ Coral Gables		

## Media

# INTV panel is up in the air over superstations

**Independents' stated fears  
dismissed by Y&R cable expert;  
baseball man deploro loss  
of sports' control over product**

Young & Rubicam's vice president for new electronic media, William Donnelly, touched a few nerves at last week's INTV convention when, during a "Superstations" panel, he said that Y&R's research indicated that local independent broadcasters "have nothing at all to worry about" from the likes of WTCG(TV) Atlanta or WGN-TV Chicago "except when you're supplying the same vintage syndicated product."

"In that set of circumstances," Mr. Donnelly continued, "I don't see how the public interest is served by protecting one used car dealer from another."

The session was the finale and the climax of the four-day convention when several in the audience vented their frustrations with the emerging superstations. And those on the dais threw a few barbs that suggested their feelings on the subject were equally intense.

The most heated of those exchanges was one between Mr. Donnelly, who was the center of much of the discussion, and Martin M. Colby, station manager, XETV(TV) Tijuana, Mexico, the leading independent serving the San Diego market.

Mr. Colby, who admitted to suffering severe cases of "cable-itis" and "superstation-itis," called the presence in his market of satellite-fed superstations and traditionally delivered independents in Los Angeles on San Diego's cable television system "significant contributions to piracy." He read a letter from XETV's general manager, Julian Kaufman, who said the influx of distant signals was putting in-

dependents on a "doomsday schedule. Your very survival is in the utmost peril."

Citing the example of the heavily cable San Diego market, Mr. Colby said his station, which televises games of the San Diego Padres baseball team, now faces the possibility of seven other teams being shown in the market via imported independent signals. "Can the audience you have attracted in the past, when the only baseball in town was your telecasts of the home team's away games, continue to prosper in an environment of seven other big league teams?" he asked.

Mr. Colby also suggested that independent stations should refuse to buy programming from syndicators and packagers who also sell to the superstations. "All film distributors who sell the superstations should be embargoed by us, in concert, effective immediately," he said.

But it was Mr. Colby's assertion that there is a loss of audience share among local independents as a result of the importing of the distant stations that touched off Mr. Donnelly's retort: "We don't buy shares, we buy ratings. We buy eyeballs. That's what you sell us, and that's what we buy."

"We who have the money to spend see no problem," Mr. Donnelly continued as he described a Y&R study of the San Diego market that revealed that Mr. Colby's own station should "get down on your knees and thank cable" for delivering its signal. The Y&R study, he said, indicated that XETV had a significantly higher rating in cable homes than in broadcast homes. He said Mr. Colby's stance in the discussion was "demagogic."

Those two were joined on the panel by Leavitt Pope, president of WPIX(TV) New York; Henry W. Harris, president of Cox Cable Communications Inc.; Fritz Ataway, vice president of the Motion Picture Association of America, and Tom Villante, executive director of marketing and broadcasting for the commissioner of baseball. The moderator was Crawford Rice, executive vice president of Gaylord Broadcasting Co.

Mr. Harris said that cable operators were

**Noncommercial's per-person cost.** The U.S. public broadcasting system, radio and television, costs \$2.86 per person, the Corporation for Public Broadcasting reported. According to the CPB study, which was released after the Carnegie Commission on the Future of Public Broadcasting called for expenditures in the range of \$5 per person in the mid-1980's (BROADCASTING, Feb. 5), the current U.S. expenditure is far less than expenditures of Canada, Japan or the United Kingdom.

The same report also noted that the commercial broadcasting system, which had total 1977 expenses of \$6.5 billion, costs \$30.13 per person. The system's \$8.2 billion in revenues came to \$37.73 per person.

In 1977, the most recent year for which statistics are available, the public television system cost \$530.2 million (\$416.5 million from the system and \$113.7 from federal appropriations) or \$2.46 per person. Public radio cost \$87 million (\$65.5 million from the system and \$21.5 million from the federal government) or 40 cents per person. The federal appropriation for both radio and TV totalled 63 cents.

BBC television, CPB said, costs \$5.15 per person while its radio service costs two dollars. Japan's NHK television costs \$6.06, and radio averages \$1.52. The Canadian Broadcasting Corp.'s television service costs \$15 per person, and radio \$4.23.

The non-federal revenues of the public television system, CPB said, constituted "only 7% of those of commercial television's total revenues of \$5.9 billion." Commercial radio's \$2.3 billion in revenues "continued to dwarf" public radio's system revenues.

beginning to view the superstations as a part of the "substantial cafeteria of services" that are now available to systems. The superstation is "not by any means the make-it-or-break-it of our business today."

Cox's research, too, indicated that people liked the older series on the superstations. As a result, he said, the newer syndicated shows that have become popular on leading independents do not appear popular to the superstations.

Mr. Attaway said the superstations tend to "exacerbate the unfair competitive advantage of cable over local independent stations." He suggested that INTV and MPAA join forces to fight the proliferation of the superstation signals. Otherwise, he said, the satellite stations could "place the local independent stations on the endangered-species list."

Mr. Villante said the superstation has threatened the traditional "buyer-seller" relationship. The advent of the stations, he said, had brought about a condition whereby the "property rights holder has lost control of his product." Baseball teams "are deprived of all control" over the distribution of their games and that the sport faces the possibility of reaching "the saturation effect of a glut of telecasts." (Mr. Villante said that in 1979 approximately 600 baseball games would be carried by the superstations.)

## NTIA dips into discard pile to solve copyright problem caused by superstations

**Retransmission consent idea, once considered by FCC, would offer marketplace solution as to who pays when CATV competes with local broadcaster**

The National Telecommunications and Information Administration is dusting off an old FCC idea, and plans to offer it—to Congress and the commission as well—as a means of deregulating cable television and treating copyright owners more fairly than NTIA feels they are being treated under present law.

The idea is retransmission consent. The commission proposed it, in a notice of proposed rulemaking, in 1968. But it was rejected when the commission adopted its package of cable rules in 1972.

Under the proposal, being introduced largely in response to the problem that superstations are causing copyright owners, the marketplace would be the controlling factor in determining the price that copyright owners would be paid for the carriage of their programs by cable systems outside the markets where they are broadcast.

The proposal was first disclosed by Henry Geller, head of NTIA, at a UCLA

Communications Law Symposium on the future of television networks, on Feb. 3 (see page 42). Last Tuesday, Paul Bortz, Mr. Geller's deputy, discussed it in more detail in remarks to the Association of Independent Television Stations.

Essentially, the proposal would apply to new cable systems and to existing ones obtaining new sources of broadcast programming. The present system of compulsory licensing for cable systems carrying the signals permitted them under FCC rules would remain in effect, at least for the foreseeable future. Mr. Bortz said it would be "unfair to drastically change the rules of the game" for cable systems that were built on the principle of either no copyright or a compulsory licensing scheme. But those systems would continue to be governed by the FCC's syndicated exclusivity and network nonduplication rules.

Those systems affected by the proposal would be free of the syndicated exclusivity rules but would be required to obtain consent of originating stations for retransmission of nonnetwork programs.

As explained by Mr. Bortz, the stations that provide the signals would be forced to compete with local broadcasters for the right to distribute programs in the areas served by cable. Thus, the copyright owner could claim compensation for the distribution right.

At present, Mr. Bortz said, copyright owners have no control over the use to which their product is put once they sell it to a station. If a fight promoter, for instance, wanted to black out television coverage of the event in the local area but sell the television rights to a station in a distant city, he could not block the importation coverage of the fight into the local area by a cable system.

And if a copyright owner demands compensation for the broader distribution of his programming that results from carriage of a superstation's signal by satellite common carrier, Mr. Bortz said, the broadcaster contends correctly that he cannot control that kind of distribution of his programming.

The only player in the communications chain now being compensated for the program is the carrier, which is paid by the cable system. Yet, an independent broadcaster in the same town would have to pay the copyright owner to deliver the same program to the same number of households. The copyright owner's only choice is to accept not being compensated for the extra distribution or to decline to sell the program to the originating broadcaster, Mr. Bortz said. "In either case, there is a breakdown in the market process."

Under the retransmission consent idea, a broadcaster's "exclusive" rights to a movie package would truly be exclusive and a sports promoter would be able to restrict the area where the attraction is televised. What's more, Mr. Bortz said, the copyright owner would be "fairly compensated"; broadcasters and cable operators would compete equally for the programming.

"This is a reasonable and workable



Bortz

reconciliation of the principal incompatibility between the two delivery systems for nonnetwork programs," Mr. Bortz said. "The independent superstation whose broadcast service area could be enlarged to include a nationwide or regional cable audience would be in a position to pay the program owners for such distribution rights. The originating station could pass some of the programming costs along to cable by charging a fee for retransmission consent." And at the same time, he added, cable could "aggregate its requirements to establish a fund for programming and common carrier costs."

Simply deregulating cable and adjusting the compulsory payment schedules in the 1976 copyright act, as some have suggested, is not a reasonable solution to the problem, Mr. Bortz said. The copyright tribunal, which sets the fee, is a government entity and not the marketplace, Mr. Bortz noted, and compulsory license schedules "do not and cannot reflect the marketplace."

Both Mr. Geller and Mr. Bortz were careful to state they have no suggestion for how the copyright owners' payment would be arranged. Mr. Geller expressed confidence that the parties involved would establish the necessary mechanisms, as, Mr. Geller said, mechanisms have been established in connection with payment for programs shown on pay cable.

The NTIA idea will be presented to Congress after the House Communications Subcommittee resumes deliberations on the

**Super numbers.** Arbitron this month has brought out its first supplement for station transmitting signal by sky satellite. In November survey, it gives wrcg(tv) Atlanta 2,079,000 TV households from sign-on to sign-off in its total survey area nationwide. Comparable figure in regular Atlanta books shows only 4 rating and 13 share, which would come out to 36,100 homes in its home market. Nielsen, which measures nationwide wrcg audience in regular book, gave it 1,952,000 homes for November. In Atlanta, it got 4 rating/12 share worth 35,700 homes.



## PROGRAM

## RATING SHARE

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

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



## **Merv: America's No.1 fringe benefit.**

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proposed rewrite of the Communications Act next month. It will be presented even sooner to the FCC, perhaps this week, in the form of a petition for rulemaking.

Mr. Bortz indicated NTIA has not run out of interest in the area. He said the nonnetwork exclusivity rules and distant signal limits should be re-examined for existing cable systems. And NTIA, he said, will present regulatory and legislative proposals dealing with them.

However, NTIA would retain commission cable rules it regards as basic—those requiring cable systems to carry local signals and to afford simultaneous non-duplication protection.

Not surprisingly, the NTIA proposal won a quick endorsement from the Motion Picture Association of America, whose film-making members feel they have been dealt with unfairly under the compulsory licensing scheme now in effect, a feeling that has been intensified with the development of the superstation. "Retransmission consent would go a long way toward solving the copyright problem," said a spokesman for MPAA. "Retransmission could provide the link to the marketplace that has been missing."

Spokesmen for the cable and broadcasting industries, however, are not so sure. A National Association of Broadcasters official said broadcasters would not feel comfortable until cable was under "full copyright liability"—and even then he was not sure they would accept the retransmission idea. The fear is that the superstation involved might delete commercials from the programs before they are transmitted, which would permit the cable systems carrying the shows to insert commercials. And the advertisers they would likely recruit, he said, would probably be those now advertising on radio.

Robert Schmidt, president of the National Cable Television Association, flatly opposes the idea. He feels it would be unfair to cable systems, at least in their present state of development. "The cable system doesn't have the leverage to deal for the rights," he said. "The parties wouldn't come to the tables on a par with each other."

But the man whose opinion will count for much if the idea is to have a legislative future, Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, indicated he had at a minimum an interest in achieving the results of the retransmission consent idea. Representative Van Deerlin, chief architect of the Communications Act

**How Ferris rates.** House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) was asked last week to rate the performance of FCC Chairman Charles Ferris on a scale of one to 10. "A strong 8.5," was his reply during a session of the Association of Independent Television Stations convention in Washington Monday. Mr. Ferris, he said, has "come much further much faster than lesser men."

rewrite, said there would be a provision in the bill aimed at increasing cable's copyright payments, and added that he is attempting to secure the cooperation of the House Judiciary Subcommittee on copyright in amending the Copyright Act.

## What's in store for Rewrite II?

**Van Deerlin says latest version will put a limit on any fees, reinstate 'public interest' standard, call for trade-off of cable deregulation for higher copyright payments; he sees broadcaster objection to whole idea declining**

The Communications Act rewriters will clear up what was for broadcasters one of the major uncertainties of the first rewrite by putting a "cap" or limit on the license fee for broadcasters in Rewrite II, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) said last week.

That news may quell some outcries that erupted when broadcasters saw that some of them would have to pay amounts equalling anywhere from half to all of their profits under a subcommittee staff schedule proposed last year. But the cap proposal drew no cheers from Mr. Van Deerlin's audience in Washington, the Association of Independent Television Stations, a group still cold to the notion of any fee.

In a Q&A session with reporters Monday, Mr. Van Deerlin said the next draft of the rewrite, to be introduced in the House by March 1, will leave the setting of fees to the Federal Communications Commission (the name will be reinstated in Rewrite II in place of the originally proposed "Communications Regulatory Commission"), but under a ceiling established by Congress. The bill will say something like "not more than X% of revenues," the congressman said. What X would equal, he didn't divulge, offering only that "we have to keep in mind what is politically achievable."

Among other changes to expect in the next bill, Mr. Van Deerlin indicated, will be a reinstatement of the "public interest" standard which the majority of witnesses at last year's rewrite hearings urged be kept as the guiding principle for communications regulation. But the subcommittee chairman repeated his reluctance to let the standard be used by "a majority of four out of seven commissioners to decide the will of Congress." The drafters "will spell out what we mean" by public interest, he said.

Also going into the new bill will be a regulatory mandate for cable television, which was completely excluded from the first rewrite. At the cable operators' urging, Mr. Van Deerlin has agreed to insert language to keep state and local regulatory authorities from making rules affecting

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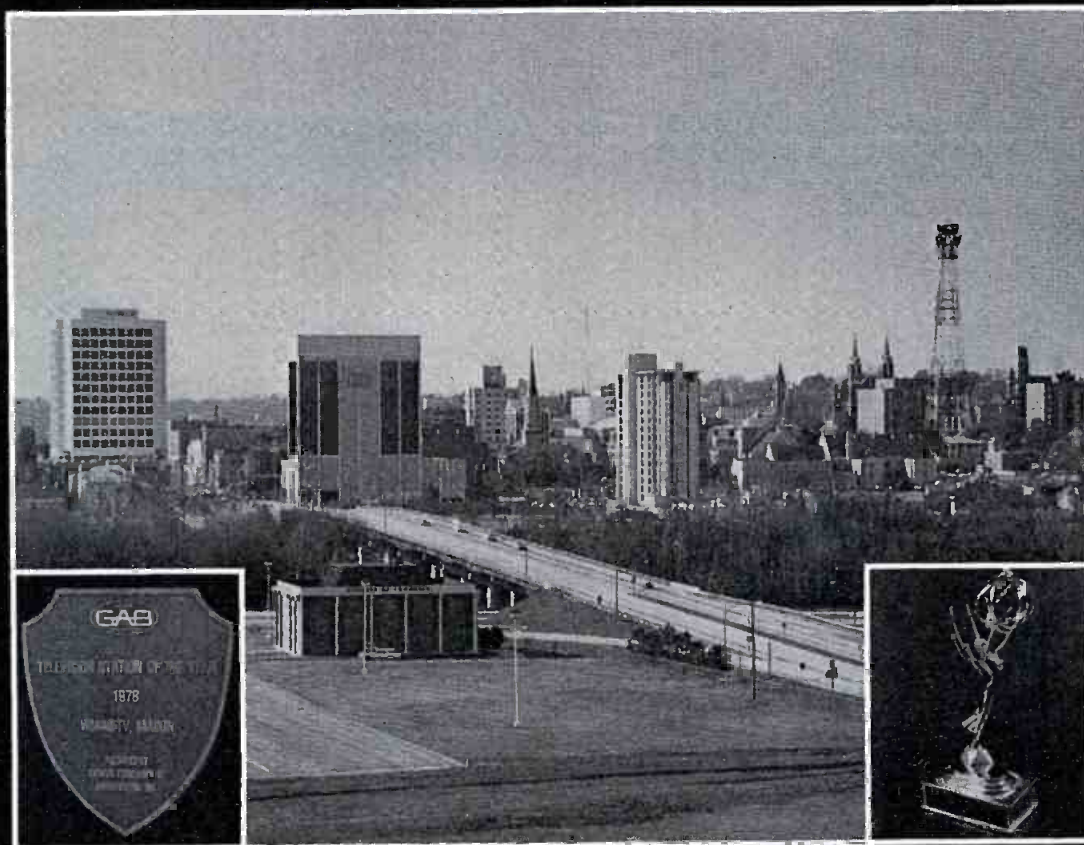


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WXII TV Winston-Salem, N.C.  
WWNC AM, Asheville, N.C.  
KEEL AM, KMBQ FM  
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KAAY AM, KEZQ FM  
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distant signal carriage, an area that would be completely deregulated at the federal level under the rewrite. Asked what he thought that would do to broadcasters, Mr. Van Deerlin said he thinks they and cablecasters can coexist, but "I think there might, here and there, be some broadcasters who experience declining revenues." He added, "I don't think the first concern of government should be to protect existing . . . industry structure . . . Let the consumer in a free marketplace rule."

But the deregulation of cable will not come cost-free to that industry, the congressman said. He agrees with broadcasters that if there are to be no restrictions on competition between cable and broadcasting, cable operators should pay more than they do now in copyright payments for the broadcast programs they retransmit. His bill, he said, will make deregulation contingent upon the raising of those rates through amendment to the copyright law.

On the whole, Representative Van Deerlin said, the amount of deregulation in the new bill will be "about the same" as in the old. He said the drafters will "look again" at some of the deregulation—the bill's EEO provisions, for example—but at the same time may be rethinking provisions that to broadcasters' sounded like new regulation. Mr. Van Deerlin said, for instance, that he is "not wedded" to the provision requiring news and public affairs programming to be broadcast on TV stations throughout the day. His intention with that language had been only to prevent broadcasters from dispensing their public affairs responsibilities during the hours when few people are watching television, he said.

The congressman also said the provision in the bill requiring allocation of frequencies so as to provide every community in the nation, "regardless of size" with maximum full-time television and radio service was intended—at least in his own mind—only as an attempt to get daytime radio stations operating on a full-time basis.

The subcommittee chairman continued to talk optimistically about chances for passage of a bill, but admitted it "will be tough" and that he will not "get everything we started out to get." When reminded that his counterpart in the Senate, Communications Subcommittee Chairman Ernest Hollings (D-S.C.), has rejected the rewrite approach in favor of "omnibus amendments" to the existing Communications Act, he indicated he thinks his and Mr. Hollings' approaches will be complementary. He said he will not be concerned if ultimately the bill turns into the Hollings-Van Deerlin bill: "There's really no pride of authorship here."

He indicated he is not receiving much support from the White House up to this point. "Sometimes I wonder who you should be listening to down there," he said.

If broadcasters pose an obstacle to passage, he indicated that barrier is grow-

ing smaller. Broadcasters' opposition to the license fee is declining, in his opinion, for instance, and he predicted they would find enough to make them happy in the new bill to embrace it. From his remarks, it appears his commitment to devoting money from the license fees to public broadcasting, a provision in the old bill that broadcasters strenuously opposed, has softened considerably. The idea, he said, was to provide an "insulated" source of funds that would circumvent the congressional appropriations process. But after the report of the Carnegie Commission two weeks ago, he said he now thinks it may be impossible to supply public broadcasting with all the funds it needs without going through appropriations.

## First Amendment pep talk from FCC's Quello

**Commissioner tells INTV group that UHF operators have made great strides and now they should fight for full freedom of speech for broadcasters**

FCC Commissioner James H. Quello told the nation's independent broadcasters last week that their fortunes have improved, are likely to get even better—and that the time has come for them not only to improve service to the public but to the broadcasting industry generally.

Commissioner Quello, in a speech to the Association of Independent Television Stations, noted that profits of independent broadcasters increased "dramatically" in 1977. And he reported "significant" progress in two areas in the effort to make UHF comparable to VHF—steady improvement in the noise-figure performance of UHF television receivers and in that the economics of the UHF service.

Those factors, combined with the "almost universal availability of UHF receivers," he said, "are leading very rapidly to a very robust UHF television industry with even greater future promise."

With the new "positive outlook," he said, "comes the opportunity to provide better service to more people." And that's not all. "It should also bring a sense of responsibility for the welfare of the industry as a whole."

By that he meant, as he has told broadcasters at other meetings, that they should "sell with all [their] resources and energy, the concept of complete freedom of the press and freedom of speech" for the media and themselves.

Commissioner Quello said the "general deregulatory thrust" of the Communications Act rewrite being prepared by the House Communications Subcommittee is an important first step. It "can be converted into specific overdue freedom—it has the potential of emancipating broadcasters from all First Amendment restraints."

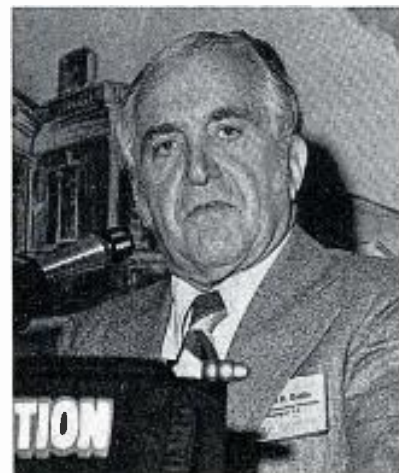
## Washington review

**INTV delegates are briefed on status of fight for UHF parity, FCC's network inquiry and value of earth stations, and are warned that independents will suffer if cable distant-signal regulations are relaxed**

"Washington Update," a review of some of the political issues of special concern to independent television stations, touched on four broad areas of regulatory policy for the INTV delegates: UHF comparability with VHF; the FCC's network inquiry; the new copyright law, and a shortened look at the FCC's cable economic inquiry.

UHF was discussed by Jonathan D. Blake, a partner with the Washington law firm of Covington & Burling, which represents the Association of Maximum Service Telecasters and the Council for UHF Broadcasting. Speaking in broad terms, Mr. Blake said the trend toward UHF comparability has made some significant advances in recent times—especially the FCC's decision of last year to lower noise figures ("equivalent to a quadrupling of power," he said) and the commission's requirement that all television receivers equipped with an attached VHF antenna must have an attached UHF antenna as well. While he stressed that these two "accomplishments" have gone far to help UHF achieve signal parity with VHF, Mr. Blake cautioned that there is "no one solution to the UHF handicap."

"Diversity of service is the key phrase in Washington today," the attorney said, and he said he saw a developing position at the commission that UHF could provide much of that. He said he sensed a strong stance at the commission against the break-up of the UHF spectrum. Mr. Blake also touched on another point that suggested that the so-called Texas Instruments receiver in which many UHF broadcasters have placed considerable confidence and hope, may be little more than another "spectrum reallocation scheme"—making it easier technologically to continue dividing the UHF



Quello

band and reducing spacing between channels.

Citing the assumed benefits of the receiver, Mr. Blake said the "greatest single problem" facing UHF was a prevalent concern at the FCC for "squeezing more television into a smaller amount of spectrum."

Thomas G. Krattenmaker, a Georgetown University law professor on two-year leave to serve as co-director of the FCC's network inquiry staff, reviewed what his group is up to in its study and tried to relate its work to the independent stations. One of the staff's interests, he said, was the "possibility of new networks."

In pursuit of that possibility, Mr. Krattenmaker said, the inquiry was examining interconnection rates, spectrum allocation, the UHF handicap, the FCC's ownership policies, viewer and advertising industry interest in new networks and the impact of occasional networks. He said the staff planned to complete its "factual report" by the summer of 1980, but, he said, "we're not a recommendatory body," and the staff would produce no specific suggestions for how the commission should deal with the network question.

In answer to a question from a member of the audience, Mr. Krattenmaker said the FCC may well have to consider some kind of "trade-off" between its trend toward the deregulation of cable television and the "opportunities for further over-

the-air television." The FCC official also touched on some of the "upside of technology" that appears to promise much for independent television stations.

In that category, Mr. Krattenmaker was especially intrigued by the "remarkable possibilities" of satellites. "Having an earth station ought to be regarded as a must for anyone starting an independent station today," he said. He also ventured a forecast—that in four to five years successful independent stations will have to have earth stations.

The two other issues dealt with during the Washington overview session were much narrower in their focus. David Polinger, vice president of WPIX Inc., New York, implored the independent broadcasters to "copyright your programing" so that they, too, may receive their share of the \$12 million now being held by the Copyright Office for payment to program suppliers. The first distribution of that money, paid by cable television operators, is expected in the fall of this year. The number of claimants has already reached 254, he said.

INTV President Herman Land had to fill in for Washington attorney J. Laurent Scharff, who unexpectedly had been delayed by the tie-up of Washington's streets that morning by protesting farmers. The INTV counsel, a partner in the firm of Pierson, Ball & Dowd, was to have discussed cable television. Mr. Land drew the

attention of the broadcasters to the FCC's ongoing cable economic inquiry, in which the commission is attempting to assess the financial impact of cable on broadcast television, by saying that the "independents would be disproportionately affected" by any relaxation of the rules governing the importation of distant signals. He called it a "monumental truth" of independent broadcasting that "if you lose your money [to distant signals], you can't do very much in programing."

## Broadcasters don't like new plans for fees

With its fee refund scheme finally in the works (BROADCASTING, Feb. 5), the FCC now has to look toward future fee programs. And judging by final comments, the broadcast industry is not pleased with the commission's proposals.

Part C of the program proposes a two-part schedule for calculating fees based on the direct cost of FCC services and the indirect costs distributed "in accordance with value conferred." This part is intended to establish fee schedules replacing those that the courts have twice rejected. Part D proposes commission authorization to obtain the "fair market value" for use of the spectrum, fees that would not be constrained by the FCC's budget.

Both proposals were unanimously rejected by broadcasters. The prevailing sentiment concerning Part C was that the FCC guidelines were inconsistent with those laid down by the courts. As for the spectrum fee, most lambasted it as being a discriminatory tax.

The law firm of McKenna, Wilkinson & Kittner, on behalf of 22 licensees with 69 TV and radio stations, recognized the commission's efforts to fashion a fee schedule within the bounds defined by the court, but said the proposals do not satisfy these guidelines.

The National Radio Broadcasters Association found another flaw in the spectrum fee proposal. It noted that the House Communications Subcommittee in its rewrite legislation has proposed a provision permitting the commission to impose similar fees. "It seems the height of folly for the commission to undertake a proceeding which will run parallel to a congressional effort," NRBA argued.

ABC, meanwhile, complained that the commission's analysis of the way the fee schedule guidelines should be fashioned was off target. "The recurring emphasis in the notice to the effect that the proposed fee schedule will not collect amounts in excess of the commission's budget exemplifies the commission's misreading of the court decisions," ABC argued. "The clear teaching of the court is that no individual fee may exceed the specific direct and indirect costs incurred by the commission to provide service to an identifiable recipient. The level of the commission's budget is thus irrelevant."



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2/12/79



# Changing Hands

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

## Proposed

■ **WJNO(AM)** West Palm Beach-WJNO-FM Palm Beach, both Florida: Sold by Walter-Weeks Broadcasting Inc. to Fairbanks Broadcasting Co. for \$3 million. Seller is owned by James Walter and Robert M. Weeks who also own **WSPB-AM-FM** Sarasota and **WMFJ(AM)-WQXQ(FM)** Daytona Beach, both Florida. It recently sold **WTNT(AM)-WLVW** Tallahassee, Fla., for \$1.1 million (BROADCASTING, Feb. 5). Buyer is principally owned by Richard M. Fairbanks. It also owns **WIBC(AM)-WNAP(FM)** Indianapolis; **WKOX(AM)** Framington, and **WVBF(FM)** Framingham-Boston, both Massachusetts; **WZZD(AM)** Philadelphia, and **KVIL(AM)** Highland Park and **KVIL-FM** Highland Park-Dallas, both Texas. **WJNO(AM)** is on 1230 khz with 1 kw day and 250 w night. **WJNO-FM** is on 97.9 mhz with 100 kw and antenna 340 feet above average terrain. Broker: Reggie Martin.

■ **WKEE-AM-FM** Huntington, W. Va.: Sold by Reeves Telecom Corp. to Capitol Broadcasting Co. for \$1.9 million. Seller is publicly traded company in process of liquidating its assets which include **WITH-AM-FM** Baltimore and real estate in North Carolina and South Carolina (BROADCASTING, Jan. 29). Hazard E. Reeves is chairman and J. Drayton Hastie, president. Buyer is principally owned by A. J. Fletcher (68%) and James F. Goodmon (21%). It also owns **WRAL-FM-TV** Raleigh, N.C.; Tobacco Radio Network; North Carolina News Network, and weekly *North Carolina Leader*. **WKEE(AM)** is 5 kw daytimer on 800 khz. **WKEE-FM** is on 100.5 mhz with 53 kw and antenna 560 feet above average terrain.

■ **KJAZ(FM)** Alameda, Calif.: Sold by Patrick Henry to Mabuhay Corp. for \$1,675,000. Mr. Henry has no other broadcast interests. Buyer is owned by Dr. Leonilo L. Malabed (70%) and Romeo A. Esperanza (30%). Dr. Malabed is San Francisco physician with interests in travel agency, bank and newspaper. He is also medical director for Pacific Union Assurance (insurance company) and Air Manila. Mr. Esperanza is real estate investor with interests in California and Hawaii. **KJAZ** is on 92.7 mhz with 1.85 kw and antenna 370 feet above average terrain.

■ **KSLV(AM)** Monte Vista, Colo.: Sold by George O. Cory to H. Robert Gourley and Marion L. Goad for \$325,000. Mr. Cory also owns **KRAI-AM-FM** Craig, Colo. Mr. Gourley is general manager of **KISO(AM)-KLOZ(FM)** El Paso, Tex. Mr. Goad is Carlsbad, N.M., businessman. **KSLV** is 1 kw daytimer on 1240 khz. Broker: Holt Corp. West.

■ **WPGD(AM)** Winston-Salem, N.C.: Sold by Forsyth County Broadcasting Co. to

Quality Media Corp. for \$280,000. Seller is owned by Robert A. Mayer, who also owns **WMOC(AM)** Chattanooga. Buyer is owned by William J. Kitchen, former executive vice president of CLW Communications Group Inc., licensee of **WCRJ(AM)** Jacksonville, Fla.; **WHYD(AM)** Columbus, Ga., and **WSCW(AM)** South Charleston, W.Va. **WPGD** is 1 kw daytimer on 1550 khz.

■ **WOGA(AM)** Sylvester, Ga.: Sold by Dr. William R. Crews (51%) and his wife, Freda (49%), to Feldman Broadcasters for \$250,000. Sellers have no other broadcast interests. Buyer is owned equally by Irwin R. Feldman and his wife, Martha, who own men's clothing store in Booneville, Miss. Mr. Feldman worked for several Mississippi radio stations between 1952 and 1962. **WOGA** is 1 kw daytimer on 1540 khz.

■ Other station sales proposed last week include: **WTAX(AM)-WDBR(FM)** Springfield, Ill.; **WFKY(AM)-WKYW(FM)** Frankfort, Ky.; **WBBY-FM** Westerville, Ohio; **KFCB(AM)** Redfield, S.D.; and **KPEP(AM)** San Angelo, Tex. (see "For the Record," page 74).

## Approved

■ **WGNU-FM** Granite City, Ill. (St. Louis): Sold by Norman Broadcasting Co. to Doubleday Broadcasting Co. for \$2 million. Seller is owned by Charles Norman who retains **WGNU(AM)** Granite City. Buyer, subsidiary of Doubleday & Co., publisher, owns **KHOW(AM)-KXXK(FM)** Denver, **KDWB-AM-FM** Minneapolis and **KWK(AM)** St. Louis. **WGNU** is on 106.5 mhz with 50 kw and antenna 500 feet above average terrain.

■ **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%). They have no other broadcast interests. Buyer is owned by Betty L. Hutton (90%) and A. William Retzlaff (10%). Mrs. Hutton is Villa Park, Calif., businesswoman who owns crude oil sales firm in Hong Kong, real estate, computer company and chain of yogurt restaurants. She has no other broadcast interests. Mr. Retzlaff is former general manager of **KSOM(AM)** Ontario and **KORJ(AM)** Orange, both California. **KOCM** is on 103.1 mhz with 2 kw and antenna 300 feet above average terrain.

■ **KGU(AM)** Honolulu: Sold by The Copley Press to Wilson Broadcasting Co. for \$650,000. Seller is owned by James S. Copley Revocable Trust and James S. Copley Foundation and publishes *San*

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*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. KGU is on 760 khz with 10 kw full time. Broker: Richter-Kalil & Co.

■ KBBL(FM) Riverside, Calif.: Sold by C. Edwin Goad to Lincoln Dellar and wife, Sylvia, for \$500,000 and \$75,000 covenant not to compete. Seller has no other broadcast interests. Buyers are licensees of KMEN(AM) San Bernardino and KARM(AM) Fresno, both California. Mr. Dellar also is minor stockholder in ASI Communications, which owns KFAC-AM-FM Los Angeles, and 14.1% owner of KFIG(FM) Fresno. He is media and real estate broker who has traded actively in broadcast properties since 1945. KBBL is on 99.1 mhz with 49 kw and antenna 165 feet above average terrain.

□

■ Other station sales approved last week include: KXXA(FM) Little Rock, Ark.; KOCM(FM) Newport Beach, Calif.; KCSJ(FM) Pueblo, Colo.; WFIZ-FM Conneaut, Ohio, and WFFV(FM) Front Royal, Va. (see "For the Record," page 74).

## Common tongue for policymakers

**The same words keep popping up at a UCLA law symposium on what's in store for TV networks, and they're an indication of the starting points for debating future of television**

Deregulation, marketplace, competition, structure—if there were any doubt these have become, as Henry Geller put it, "buzz words" in discussions of broadcast regulation, it was put to rest at the Feb. 2-3 UCLA Communications Law Symposium on the future of networks (BROADCASTING, Feb. 5). Government officials, lawyers, economists, producers and even a federal judge who had been assembled in Los Angeles to discuss the subject used those words as though they had become lingua franca among communications policymakers.

But what was equally clear is that the words do not so much define policy as provide the basis for new debates, certain among them the House Communications Subcommittee's revised rewrite of the Communications Act. And one thing that emerged in the day and a half of discussions was that whatever the policy, it will not evolve without causing some

bumps and bruises to those now in the system.

FCC Chairman Charles D. Ferris, for instance, talked of technology making possible a multitude of networks that would compete with existing ones in providing a wide variety of programing.

And Mr. Geller, assistant secretary of commerce, who heads the National Telecommunications and Information Administration, in talking of "deregulation" and "marketplace competition," disclosed that NTIA plans to offer a proposal—both to Congress and to the FCC—that would help promote that kind of competition. The proposal—recycled from one the commission had considered in 1968, when Mr. Geller was its general counsel— would free new cable systems of the syndicated exclusivity rule but at the same time require them to obtain program-retransmission consent from the originating station. This would obligate the originating station to negotiate with the copyright owner for the right to distribute the programs in the cable systems' markets (see page 34).

To the extent that the NTIA proposal would open the door to nationwide programming via cable systems, it would cause headaches for the networks. But it would presumably help solve a problem that producers at the symposium said has grown out of the technology now in place and the commission's increasingly hands-off attitude toward cable television.

Richard Frank, president of Paramount Television Distribution, described the problem— exemplified most vividly by the "superstation" whose programs are transmitted to cable systems around country by satellite—as one of "piracy." Southern Satellite Systems (which distributes the programs of WTCG-TV Atlanta and KTVU-TV Oakland, Calif.) "takes my property without license and sells it to viewers through cable systems," he said. How different is that, he wondered, from someone video taping a copy of a Paramount show and selling it on the street corner? (That, incidentally, is precisely the form of "piracy" that, said Steven Roberts of 20th Century-Fox's Telecommunications Division, home video recorders and video disk players make possible.) Cable systems pay a compulsory license fee that is divided among program suppliers. But it is relatively small; Mr. Frank said "the paltry sum of \$6 million was collected from CATV systems for the first six months" of 1978.

Robert Hadl of MCA is also concerned with what he viewed as a lack of concern for the producer on the part of the government. "Software is the product that makes the hardware go," he said. "It's important for the FCC to look at what is happening on both the software and hardware sides before deciding that deregulation should be the code word of the future."

(Kip Farmer, of Southern Satellite,

January 29, 1979

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Port Arthur	.....	KBMT	Fresno	.....	KMPH	Pittsburgh	.....	WPGH
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# 78 MARKETS!





# HERE'S HOW WE'RE DOIN':

## HERE ARE THE SHOWS WE REPLACED:

## HERE'S HOW THE AUDIENCE WENT UP:

MARKET	FORMER PROGRAM IN TIME PERIOD	RATING	HOUSE HOLDS	WOMEN			MEN 18-49	KIDS
				18-49	18-34	18-49		
(% Change)								
<b>PRIME ACCESS:</b>								
Los Angeles	Adam 12	UP 60%	UP 69%	UP 87%	UP 104%	UP 57%	UP 56%	
Philadelphia	Star Trek	UP 67%	UP 84%	UP 104%	UP 48%	UP 112%	UP 150%	
Atlanta	Hogan's Heroes	UP 150%	UP 116%	UP 226%	UP 243%	UP 96%	UP 279%	
Louisville	My Three Sons	UP 120%	UP 124%	UP 131%	UP 100%	UP 220%	UP 146%	
Shreveport-Texarkana	Andy Griffith	UP 39%	UP 42%	UP 90%	UP 50%	UP 50%	UP 131%	
Monroe-El Dorado	Mary Tyler Moore	UP 44%	UP 43%	UP 70%	UP 133%	UP 75%	UP 400%	
<b>EARLY FRINGE:</b>								
New York	Star Trek	UP 38%	UP 46%	UP 59%	UP 10%	UP 37%	UP 98%	
Cleveland	Hogan's Heroes	UP 83%	UP 87%	UP 145%	UP 112%	UP 154%	UP 106%	
Houston	Hogan's Heroes	UP 25%	UP 27%	UP 142%	UP 144%	UP 30%	UP 7%	
Charleston-Huntington	Gunsmoke	UP 75%	UP 65%	UP 44%	UP 50%	UP 75%	UP 210%	
El Paso	Dragnet	UP 50%	UP 45%	UP 133%	UP 150%	UP 60%	UP 200%	
Augusta	Beverly Hills 90210	UP 85%	UP 83%	UP 75%	UP 56%	UP 113%	UP 73%	
Las Vegas	Andy Griffith	UP 50%	UP 67%	UP 83%	UP 60%	UP 150%	UP 83%	
<b>LATE NIGHT:</b>								
Chicago	Comedy 2 Night	UP 50%	UP 34%	UP 44%	UP 54%	UP 16%	UP 1125%	
St. Louis	Love Couple	UP 50%	UP 94%	UP 45%	UP 33%	UP 78%	UP 300%	

Source: Arbitron. Details available upon request.

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# THE DUPONT COLUMBIA AWARDS

---

## **DuPont-Columbia Awards for 1977-1978**

*Water: Arizona's Most Precious Resource*, KOOL-TV, Phoenix  
*Laser Con-Fusion*, KPIX-TV, San Francisco  
For Documentary Programming, WBBM-TV, Chicago  
For Investigative Reporting, WFAA-TV, Dallas  
*Nova* series and *Chachaji: My Poor Relation*, WGBH-TV, Boston  
*Banned in Chelsea*, WGBH-FM, Boston  
*Inside Albany* series, WMHT-TV, Schenectady, N.Y.  
For Investigative Reporting, WPLG-TV, Miami  
*The Living Sands of Namib*, The National Geographic Society  
and WQED-TV, Pittsburgh  
*The New South: Shade Behind the Sunbelt*, Associated Press Radio  
*NBC Reports: Africa's Defiant White Tribe*, NBC-TV

## **DuPont-Columbia Special Award for 1977-1978**

Richard Salant, President, CBS News

## **DuPont-Columbia Citations for 1977-1978**

*Crisis at the Crossing*, KAIT-TV, Jonesboro, Ark.  
*...And Justice For All*, KENS-TV, San Antonio  
*The Michael Quinn Case: A Question of Justice*, KFVB-AM, Los Angeles  
*The Originals: Women in Art—Georgia O'Keeffe*, WNET-TV, New York City

## **DuPont-Columbia Special Citation for 1977-1978**

Panama Canal Treaties Debate Coverage, National Public Radio

---

The Alfred I. duPont-Columbia University Awards  
in Broadcast Journalism for 1977-78  
were announced on Tuesday evening, February 6,  
in ceremonies broadcast on  
the Public Broadcasting Service (PBS).

The television broadcast of the DuPont-Columbia Awards  
in Broadcast Journalism for 1977-78 originated on PBS through WNET/13, New York,  
and was made possible by a grant from Atlantic Richfield Company





rejected the "piracy" charge. That business, he said, was established in compliance with FCC rules. "We're not regarded as responsible for copyright or programing," he said. "Cable systems order us to deliver programs from one point to another.")

The producers' anxiety was expressed with the most vehemence, however, by Katrina Renouf, counsel for the National Association of Independent Television Producers and Distributors. She made it clear that what she regards as the commission's failure to implement adequately its prime-time access financial interest rules—aimed at strengthening the program suppliers in their dealings with the networks—leaves her with little confidence in the commission's ability to act when needed.

"Nonregulation cannot be transmogrified into a philosophy by dressing it in the emperor's new clothes and calling it deregulation," she said. "By whatever name, it is abdication of responsibility for the consequences of past regulation because the free market to which it has become fashionable to refer resolution of industry problems simply does not exist." And the absence of that market, she said, results from commission actions to replace it with "a regulated network monopoly."

The prime-time access rule, which requires top-50 market stations to make at least a half hour of prime time available for nonnetwork programing, incidentally not only continues to fuel controversy and debate more than a decade after it was proposed, but is also cited by those who argue that the government lacks the wisdom to restructure the industry.

Where Ms. Renouf said any failure on the part of the rule to effect change in the relationship between affiliates and networks results from a failure of will on the commission's part to apply it properly, Jerome Shestack, of the Philadelphia law firm of Schnader, Harrison, Segal & Lewis, which represents NBC, said the rule is an example of government "tinkering" with the marketplace. It was designed, he said, to aid suppliers, who have no public interest responsibilities; and it has resulted in the airing in access time "of shoddy local production and the cheapest type of first-run syndication."

For the economists who participated, much of the rhetoric seemed irrelevant. For some of them, at least, structure fashioned in response to economic principles is what counts. Nina Cornell, chief of the FCC's Office of Plans and Policy, introduced a panel of economists on Feb. 3 with the observation that discussions of the preceding day had indicated "how little the FCC is understood, and how little economics is understood."

However, the economists had no easy solutions. Roger Noll of the Caltech economics department, said it isn't economics that is running the system but the commission's rules. He said public television and cable television could have served as the mechanism to provide competition, but were not used. And Bruce Owen, who is on the faculty of the

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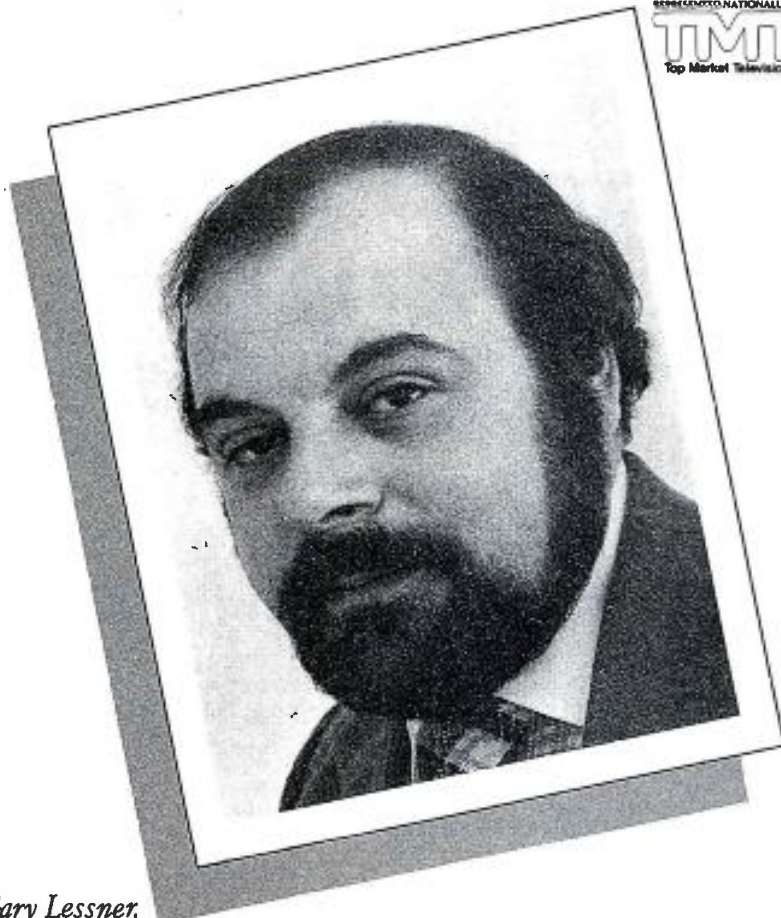
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Among other things, we'll talk about:

- **The growth factors.** How much UHF has advanced over the last 27 years, and why.
- **The technology.** How much better it can get, and when.
- **The bottom lines.** Totalling up the dollar values of the UHF business and station-trading marketplaces.
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From any point of the compass, call **David Whitcombe** or **John Andre** at (202) 638-1022.

Duke Law and Business School said the commission made “two drastic mistakes 30 years ago,” in creating the present intermixed VHF-UHF system, and creating a vested interest in the status quo. Improving conditions, he said, require more than “behavioral rules.”

And he offered 10 ways to “break up the networks,” not many of which seemed feasible. Deintermixture, for instance, would promote competition, but politically it would appear to have little chance. Transforming the networks into common carriers that would simply take programing others provided—as they largely did in the 1950's, when advertisers supplied the product—possibly at regulated rates, seemed another idea that might have trouble being realized. And while forcing networks to divest themselves of their owned-and-operated stations would, as Mr. Owen said, “make some people feel good,” it would “have no effect” on any of the problems now requiring solution. The one suggestion that seemed to offer him hope—at least “in time”—was the one that attracted most attention during the symposium—promote cable television and pay television.

But there were those at the symposium who felt structure does not represent the only problem—that behavioral regulation is also needed. Donald McGannon, president of Westinghouse Broadcasting Co., whose petition led to the commission order instituting its current network inquiry, said the commission is duty-bound to see that the role of television stations in serving local needs and interests “is enhanced and not diminished or curtailed by the sheer force of further network encroachment on the relatively small amount of time left for the local station's own use.” Chairman Ferris, while stressing the need for structural reform, said behavioral regulation cannot be overlooked. The commission's initial notice of network inquiry, issued in January 1977, expressed concern over possible network dominance of affiliates and program suppliers. And Stanley Besen, co-director of the inquiry, said that “good industry performance probably requires both good structural characteristics for the industry and some conduct regulation.” The problem, he said, is determining the right proportions.

And Alan Pearce, a former economist with the FCC who is now a consultant, did what he could to disabuse those in the audience of the notion that, despite its growing number of supporters, “deregulation” is a “panacea.”

“We talk about deregulation because it is politically fashionable,” he said. “But don't count on it. It doesn't promise us a better future.”

In his view, regulation is needed. “The marketplace exists with the haves trying to perpetuate their power at the expense of the have nots,” he said. “That's why we need a President, a Congress and the FCC—and antitrust laws. These are needed to make the marketplace work more fairly.”

Mr. Pearce, then, seemed to represent



one end of the spectrum of comment. On the other end was Gene P. Mater, vice president and assistant to the president of the CBS/Broadcast Group, the only network official who participated; NBC and ABC representatives declined invitations. For Mr. Mater, the bottom line was that people enjoy what they see on television and that choices are available. "Unless you want the government to start deciding the kind of programming people ought to want to watch," he said, "then television programming—the kind we like and the kind we don't—will have to continue to find acceptance in the marketplace."

## Media Briefs

**The name's the same.** Two Washington law firms have announced merger. Hamel, Park, McCabe & Saunders and McMurray & Pendergast will continue to be known under firm name of Hamel, Park, McCabe & Saunders.

**Not quite as good.** Retailer-broadcaster Outlet Co., Providence, R.I., says its earnings and revenues for fiscal year ended Jan. 31, 1979, are expected to top previous year's record but will fall short of company's earlier \$11 million forecast in net income. Bruce G. Sundlun, president and chief executive officer, said broadcast revenues and earnings exceeded projections, but that six-week strike against its Hughes & Hatcher stores in Michigan lowered revenues and earnings.

**Profs meet pros.** Seventh Annual Faculty/Industry Seminar of International Radio and Television Society will be held Feb. 21-25 at Harrison Conference Center, Glen Cove, N.Y. Seminars serve as forum for exchange of ideas between academicians from communications departments of colleges and universities and broadcast executives.

**International backgrounder.** State Department will hold next national foreign policy briefing Feb. 21-22 in Washington. Invitations will be sent on written request to members of news media. Secretary of State Cyrus Vance will be host at sessions in which top government officials will provide background information on international issues. Contact: Conference Manager, Room 5831, Bureau of Public Affairs, Department of State, Washington 20520.

**That's about it.** The rate of ABC-TV's new-affiliate acquisitions has probably peaked, Robert F. Fountain, the network's vice president in charge of station relations, told a luncheon of the National Academy of Television Arts and Sciences in New York. Mr. Fountain said ABC would continue to try to strengthen itself, but he doubted it would continue "to attract or be interested in" as many new affiliates in the next three years as in the past three. "We're at parity now," he said.

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Tough customers like Lee Edwards test the way we do business every time they buy. They test our candor and our truthfulness.

*"Our business relationship with WJXT over these 8 years has been tremendous. I know they will let me know and explain what happened if there's a problem."*

We make sure our customers know what will happen whenever they do business with us at Post-Newsweek Stations. There are no surprises. After the handshake we take meticulous care in maintaining the schedule as ordered. And

when we have to make changes, we get the word out fast.

*"The people over there are a good bridge to Post-Newsweek. They're not just sales people. I'd call them friends."*

Doing business this way keeps customers like Lee Edwards coming back.

# PNWS

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WFSB-TV Hartford WDIV Detroit  
WJXT Jacksonville WPLG Miami



Lee Edwards,  
V.P. Marketing  
First Federal Savings and Loan Association of Jacksonville,  
Jacksonville, Florida

# Slowed growth in C-P-M's noted

**Bates study finds network TV, network and spot radio running with consumer prices, spot TV holding at 1977 levels**

Cost-per-thousand increases for major media stayed close to the general rate of inflation in 1978 and probably will do so again this year, Ted Bates & Co. said in its annual analysis of media trends.

The 1978 performance represented a marked slowing of the C-P-M growth rate for broadcast media in particular. Despite it, the report said, the big increases of 1976 and 1977, capped by the more moderate rise in 1978, turned the 1976-78 period into "boom years" for the broadcast media in terms of C-P-M and boom years for virtually all media in terms of advertiser investment.

While the consumer price index (CPI) rose 7.5% in 1978, the report said, daytime network and evening network C-P-M's were each up 9% (as opposed to more than 25% in 1977), newspaper supplements were also up 9% and outdoor was up 11%.

"Network radio's increase of 7% and spot radio's 6%," the report continued, "along with newspapers' increase of 7%, all correspond closely to the CPI growth. The only media in the analysis which held C-P-M's in 1978 to levels similar to those experienced in 1977, thus effectively resisting inflationary pressures, were spot television with an unchanged C-P-M and magazines' nominal increase of 1%," the report said.

"Expenditures in 1978 rose at levels exceeding the corresponding CPI increase across all media," the report asserted, "ranging from 9% for newspapers and supplements to 17% for network radio. However, in almost all cases the increases were essentially the same or lower than those registered in 1977.

"The only exception to this was spot TV, advancing 16% as opposed to only 2% the previous year. Since this medium exhibited only marginal gains in unit costs and audience levels in 1978, this increase in expenditures would suggest a significant expansion of commercial inventory in the spot TV area."

Tracing trends since 1970, Bates found "an erratic pattern when pairing C-P-M increases for the major media against the performance of the consumer price index." Thus while the CPI rose 68% from 1970 through 1978, the report said, daytime network and evening network—both of which had lagged behind the CPI growth through 1976—are now 91% and 83% higher, respectively, than in 1970, while the newspaper C-P-M is up 81%.

"Outdoor and supplement C-P-M increases in the '70's paralleled the CPI

## Cost-per-thousand trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	97	103	101	102	99	104	104
1972	84	100	92	102	106	103	108	89	111	108
1973	95	112	91	104	112	107	108	89	114	114
1974	105	121	93	110	130	116	109	89	123	127
1975	110	123	93	118	147	134	115	90	131	139
1976	137	133	116	120	161	139	129	99	140	147
1977	176	168	122	122	169	148	140	108	153	156
1978	191	183	122	124	181	161	148	116	169	168
1979 (est.)	205	198	133	134	196	171	155	123	183	180

## Unit cost trends

1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	101	106	102	112	117	119
1973	113	124	95	104	112	109	119	119	123
1974	121	137	100	108	128	121	124	117	134
1975	140	147	102	117	143	140	132	123	144
1976	163	160	130	119	157	146	151	129	156
1977	204	203	137	127	167	159	166	148	172
1978	227	229	140	139	181	176	179	159	191
1979 (est.)	246	248	155	152	195	189	189	170	206

## Audience trends

1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	103	100	98	104	112	104
1972	116	110	103	99	100	99	104	132	107
1973	119	111	105	99	100	102	111	134	108
1974	115	112	108	99	98	104	113	132	108
1975	127	120	110	99	97	104	114	136	110
1976	119	120	112	99	97	106	117	130	111
1977	116	121	112	104	99	108	119	136	112
1978	119	125	115	113	100	109	121	137	113
1979 (est.)	120	125	117	114	100	110	122	138	113

## Expenditure trends

	Network TV	Spot TV	Magazines	Newspapers, supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	154	245	188
1978	232	207	194	205	173	286	208

These estimates are based on units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, 1,000 lines black and white for newspapers, black-and-white pages for supplements and 100 showings for outdoor. Audience levels and C-P-M's are based on women 18+ for daytime network, total persons 2+ for evening network, TV households for spot TV, persons 12+ for network and spot radio, adults 18+ for magazines, total population for outdoor and circulation for newspapers and supplements. Tables report trends in index form, with 1970, the base year, indexed at 100. Sources for audience information are: network and spot television—A.C. Nielsen; network radio—RADAR; spot radio—Arbitron; outdoor—outdoor bureaus. Figures for 1979 are Ted Bates estimates.



growth rate closely with increases of 69% and 61%," the report said. "Spot radio's C-P-M performance, rather stable in the early part of the decade, appears to be surging in the last few years but still is up only 48%, considerably below the CPI.

"The media elements that emerge as the bargains in the '70's and are increasing at a rate significantly below the +68% CPI increment are magazines (+24%), spot TV (+22%) and network radio (+16%). As the [tables] indicate, these media have demonstrated the ability to offset the inflationary impetus through expanded audiences due largely to universe growth and through continued moderation in unit cost increases."

The report cited a study, "1979 Media Overview," by Walter Reichel, Bates senior vice president, media and programming, in developing the 1976-78 "boom years" theory. This held, the report said, "that although there's generally been a consistent upward trend in C-P-M across media during the '70's as a whole, a disproportionate amount has occurred in the period from 1976 to 1978, especially in the broadcast media.

"For example, on a C-P-M basis the broadcast media have demonstrated the following average annual percent changes: Day network TV from 1970-75 was up 4%, from 1976-78 up 21%; evening network TV increased 6% from 1970-75, 15% from 1976-78; spot TV increased 1% from 1970-75, 10% from 1976-78; network radio was down 1% from 1970-75 and up 9% from 1976-78; spot radio was up 4% from 1970-75 while accelerating at a 9% average annual rate in 1976-78.

"It's interesting to note that the CPI rose at the same annual percent rate of 6.6% during both the 1970-75 and 1976-78 periods. This clearly indicates that the broadcast media increased costs at rates far exceeding inflationary growth during the past three-year period.

"As the table indicates, expenditures in all media have also increased at an accelerated rate in the 1976-78 years versus the 1970-75 period, lending additional support to the 'boom years' view."

The report offered these illustrations, drawn from "1979 Media Overview":

"Network television expenditures rose from \$2.31 billion in 1975 to \$3.85 billion in 1978, an increase of 67% in three years or an annual increase of approximately 19%. This phenomenal growth is attributable in large part to the flexible and diversified economic base the medium currently enjoys.

"For example, in the past few years there have been dramatic increases in expenditures in broad categories such as fast foods/hotels, cameras and photo supplies, insurance, feminine hygiene products, beer and noncarbonated soft drinks. Substantial increased network activity in these categories obviously enables the networks to capitalize on this increased demand with repeated sizable price increases.

"In the spot TV area, national and local expenditures collectively have also spiraled upward, from a base of \$2.96

## "There's a good bunch of human beings over there."

When customers like Bob Wolf recognize us as people rather than a sales department, we're working up to our own standards. We try to do business up front and person to person.

*"I'm not reluctant to raise a question at WPLG... even if the answer isn't yes. They encourage me to be direct and frank in the way we do business together."*

Answering questions and volunteering information is how we do business at Post-Newsweek Stations. In person and on paper.

We act as effective marketers by suggesting availabilities that meet your needs. And meeting rotations as scheduled. It's all a part of being a responsive broadcaster.

*"They've proven to me they've got a good knowledge of our business... if I didn't get what I paid for I wouldn't be working with Post-Newsweek."*

# PNS

POST-NEWSWEEK STATIONS, INC.  
WFSB-TV Hartford WDIV Detroit  
WJXT Jacksonville WPLG Miami

REPRESENTED INTERNATIONALLY BY  
**TMT**  
Top Market Television



*Bob Wolf  
Manager, Advertising Services  
Eastern Airlines*

## Share of total national media expenditures

	1977	% of total	1978	% of total
Network TV	\$3,460,000,000	32.9	\$3,850,000,000	32.4
Spot TV	2,204,000,000	21.0	2,560,000,000	21.6
Spot radio	571,000,000	5.4	640,000,000	5.4
Network radio	137,000,000	1.3	160,000,000	1.4
Magazines	2,162,000,000	20.6	2,510,000,000	21.1
Newspapers and supplements	1,677,000,000	16.0	1,830,000,000	15.4
Outdoor	290,000,000	2.8	320,000,000	2.7
<b>Total</b>	<b>10,501,000,000</b>	<b>100.0</b>	<b>11,870,000,000</b>	<b>100.0</b>

billion in 1975 to \$4.84 billion in 1978, an increase of 64% or an annual increase of 18%. If we examine the spot TV expenditure growth in terms of its two major components, national and local spot, we find that they both moved up in this three-year period substantially (58% and 71% respectively).

"The '1979 Media Overview' also points out that local TV spot expenditures, which accounted for approximately 40% of total spot TV advertising at the onset of the decade, now account for close to 50%, a substantial increase.

"Ted Bates views this development as a reflection of an expanding retail base at the local TV spot level, enabling stations to be less dependent on national spot advertising revenues. Ultimately we see this development exerting upward pressure on costs in the medium, specifically to national TV spot advertisers.

"In the 1976-78 period, network radio, with an annual expenditure increase of 25%, and magazines with 20%, have certainly enjoyed years of boom proportions. The other media, spot radio, newspapers/supplements and outdoor, have all experienced expenditure increases of a more moderate nature, approximately 14%.

"Again, bear in mind that the inflationary rate in the first six-year period of the '70's, 6.6% annually, was identical to the annual rate the CPI grew over the next three years. This enables us to put the performance of the various media into better perspective and supports our designation of the 1976-78 period as the 'boom years.'"

For 1979, Bates envisioned further C-P-M increases in all major media but said it expected them "to closely parallel the government's estimated rate of inflation of approximately 7-8%." The report had a reservation about 1980, however: "These increases, which we have come to view as moderate through a subtle conditioning process, specifically in the broadcast area, may be a prelude to larger increases in 1980 due to contracting availabilities relating to elections, Olympics coverage, etc. However, in our opinion, the major factor impacting on 1980 media C-P-M performance is the direction our national economy assumes in the near term."

The analysis and report were prepared by the media information and analysis division of the Bates media-program department.

## INTV sees trouble ahead at FTC

**Panel at independents' gathering sees great threat to programming if FTC wins with plans to ban advertising to children**

Members of the Association of Independent Television Stations heard it predicted last Monday that the industry might be "right in the eye of the hurricane" concerning the future of children's programming.

The remarks came from Field Communications President Don B. Curran, moderator of the INTV convention session, "What's Ahead for Children's Television?" And the panel of five responded by backing up Mr. Curran's forecast.

The gloomiest prediction came from Richard Woollen, Metromedia Television's vice president for program operations. Admitting he was the "voice of doom," Mr. Woollen summed up the status of independents concerning children's TV with nine major points that included four "great ingredients for chaos": a diminishing supply of new product, an alarming escalation of costs for existing product, increasing fractionalization of audience base and the potential loss of exclusivity of programming.

The key, Mr. Curran said, is the Federal Trade Commission. "If the FTC is successful in any measurable degree in banning certain advertisers from sponsoring children's television, such a decision will

be the final blow. It will put the cap on all the other problems..."

One of those advertisers, General Foods, was represented by David Braun, director of media services. Mr. Braun predicted a reduction in commercial time would force some advertisers to abandon TV, which might ultimately have a negative effect on the quality of programming.

Mr. Braun also took a jab at the FTC, predicting that its proposals, along with those being explored by the FCC in the same area, would produce "undesirable consequences" for both children and parents. He added that there was a way to insure a bright future for television, but it didn't include "counterproductive regulations." The answer, he said, might be for the independents to pool their resources to produce quality children's programming—the kind his company would be interested in looking at.

The problem facing producers of children's shows was spelled out succinctly by Daniel Wilson: money. The president of Daniel Wilson Productions, producer of a number of children's programs, including some *ABC After School Specials*, said the cost of programming has skyrocketed. He predicted that if commercials were suppressed, there won't be any good programming on the horizon. "We'll be seeing reruns of programs produced 20 years ago," he concluded.

Roger Cooper, a research consultant who conducted a study for INTV, said the proposed FTC bans would have the greatest effect on independents since so much of their programming is directed to either children or family audiences.

The only real note of encouragement was sounded by Brenda Fox, assistant general counsel for the National Association of Broadcasters. She said she was very pleased at the outcome of the FTC hearings in San Francisco, and predicted no ban will be instituted. She said it was very clear that the First Amendment offered protection to commercial speech, and added that, to her mind, proponents of the bans have not been able to establish that there is in fact harm to children from advertisements directed at them.

One audience member expressed concern that much of his programming for the coming years was already ordered, and he



**Cassandras.** Dire warnings about the FTC's children's television proceeding were given INTV by (l-r): Brenda Fox of the NAB, Richard Woollen of Metromedia, Daniel Wilson of Daniel Wilson Productions, consultant Roger Cooper, David Braun of General Foods and Don B. Curran of Field Communications.



may be left with no way to pay for if the commercial bans are implemented.

Another audience member had the strongest words of all for the Federal Trade Commission. "We've had it up to our eyeballs with the FTC," he said. "To say we are angry is to put it mildly."

## Blair gets its acts together

### Rep firm announces unification of what were two sales teams

Blair Television, which for 25 years has functioned with two operating sales divisions has decided to consolidate.

The Station Division generally represented the larger market TV stations and the Market Division, the smaller. Under the reorganization announced last week by Jack W. Fritz, president of John Blair & Co., Blair Television will operate as a single, unified structure.

Mr. Fritz said the new organizational alignment "sharpens our lines of executive authority and gives all of our represented stations increased access to Blair Television's top management." He said the unification move is being accompanied by an expansion in the middle management group.

Another reason for the change was said to be the development by Blair of a sophisticated computer information retrieval system that speeds up communications and reduces the need for reliance on a more decentralized operation.

In the changeover, Harry B. Smart, president of the now discontinued Market Division, becomes chairman and chief executive officer of Blair Television, and Walter A. Schwartz, who has been president of the Station Division, has been designated president and chief operating officer.

Mr. Smart, who is based in Chicago, will spend more of his time in New York in his new assignment. He is beginning his 30th year with Blair Television and has served as account executive, vice president, Midwest sales manager and, since 1974, president of the Market Division. Mr. Schwartz was appointed president of Blair's Station Division in 1975 following a 12-year tenure with ABC. He served as president of ABC Television and president of the ABC Leisure Group.

Reporting to Mr. Schwartz will be four newly named senior vice presidents, each with new responsibilities under the reorganization plan. James R. Kelly, former vice president and general sales manager of Blair Television, has been appointed senior vice president/national sales, with responsibility for Blair's 13 regional sales offices and the Market Development Division. Patrick J. Devlin, previously vice president and general sales manager of Blair's Chicago television sales office, moves into the post of senior vice president/sales operations as executive in charge of New York sales and of the



Smart



Schwartz



Kelly



Devlin



Morris



Stringer

firm's sales associate training program.

William A. Morris, who has been vice president and director of Blair's sales strategy division, has been appointed senior vice president/sales support and strategy in research, computer systems

development, programing and management information services. Arthur C. Stringer advances from his post of vice president and national sales manager of Blair Television to senior vice president/sales administration, with responsibility for the total administration of the television division.

Reporting to Mr. Morris will be Joseph N. R. Poulin, formerly director of research for the Market Division, who has been appointed to the new post of director of sales research, with responsibility for the day-to-day sales support activity for all Blair-represented TV stations.

## Back to work

### Commercial performers return to the job as AFTRA, SAG reach agreement with management on session fees, unit rates and payments for alternate scenes

Television and radio commercials union performers returned to work last Wednesday (Feb. 8), ending a strike that began on Dec. 19 (BROADCASTING, Jan. 1, et seq.).

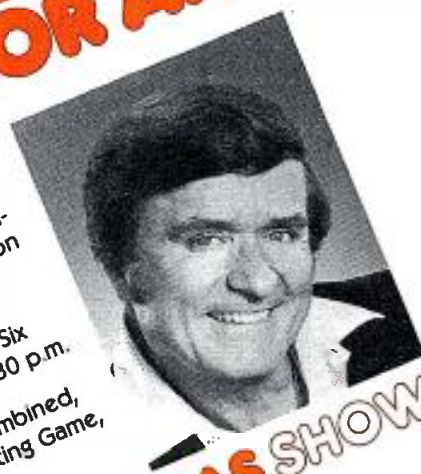
Following intensive bargaining sessions for several days, negotiators for the American Federation of Television and Radio Artists and the Screen Actors Guild reached agreement with management representatives on Feb. 4. The respective boards of the unions accepted

**MIKE'S THE WINNER WITH WOMEN IN KANSAS CITY, EL PASO, BANGOR AND...**  
markets of all sizes all over America.

**Kansas City:** 52% more total women than second-ranked movie strip. Top-rated afternoon attraction on WDAF-TV, 4-5 p.m.

**El Paso:** 63% more total women than next-place Six Million Dollar Man/Sanford & Son. KFSM-TV, 4-5:30 p.m.

**Bangor:** twice the total women of opposition combined, beating Six Million Dollar Man, Bionic Woman, Dating Game, others. WABI-TV, 4:30-6 p.m.



**THE MIKE DOUGLAS SHOW**  
**GROUP W PRODUCTIONS**  
INCORPORATED WESTWOOD BROADCASTING COMPANY  
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NATPE: MAYER ROOM, MGM GRAND

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

the proposals last Tuesday (Feb. 6), paving the way for resumption of work by union commercials performers.

The new contract is to run for three years, effective last Wednesday (Feb. 7).

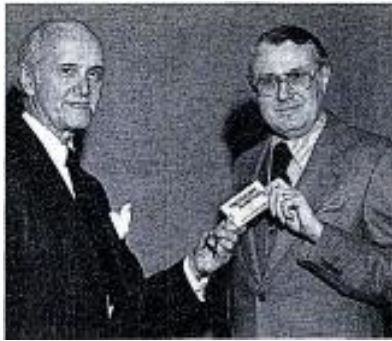
In television, the session fee was increased by 15% to \$250. The usage fee was raised by 18% to 32%, depending on the markets used. An additional increase of 50% was granted for session fees for joint promotions by two advertisers.

In radio, session fees were raised by about 17%. Unit rates covering use of commercials in additional cities were increased by 25%.

One of the issues that held up a settlement centered on advertisers' demand for the right to make alternate scenes or use alternate lines without additional payment unless these changes were used in the final commercial. Under the settlement achieved, advertisers may make changes without additional payment for "legal" or "continuity" reasons. The "legal" aspect refers to state or federal restrictions governing certain products. The "continuity" provision refers to the policy of a network, group or station.

Management gained the right, at the discretion of the commercial's director, to make changes based on creative judgment without additional payment as long as the basic theme is not changed.

The pension and welfare contributions are raised from 8.5% to 9% in the new pact. As in the old contract, there is a cost-of-living escalator clause applying to both



**Mutual pleasure.** Richard W. Dodderidge (r), president of Brewer Advertising, Kansas City, Mo., accepts the keys to a 1979 Buick Regal, a thank-you from Mutual Broadcasting System. It started last winter and spring when the radio network visited 23 cities with its sales presentation, "The Feeling is Mutual." At the accompanying luncheon, guests participated in a crossword puzzle with the auto as grand prize. Formal presentation was made Jan. 25 at a Kansas City luncheon by Robert Ingram, president of Mutual's affiliate there, KBEA(AM).

radio and TV and effective as of May 16, 1980, with a top of 10%, regardless of the increase.

An industry spokesman said the overall settlement falls within President Carter's guidelines for wage increases. Representing management in the talks was the Association of National Advertisers-American Association of Advertising Agencies Joint Policy Committee on Broadcast Talent Union Relations.

### Advertising Briefs

**Weed killer.** Ban on broadcast advertising and mandatory warning labels haven't been enough to slow down cigarette sales, said Representative Robert Kastenmeier (D-Wis.), who reacted by introducing bill to take away tax deduction allowed tobacco industry for all advertising.

**Gillette cuts JWT.** Gillette Co. is ending long-term relationship with J. Walter Thompson Co., involving about \$25 million in worldwide billings of which \$15 million is in domestic serviced out of JWT's Chicago office. Estimated 85% of U.S. billings is in broadcast. Reason for move is that JWT now has Schick Razor account in some overseas markets, posing possible conflict with Gillette razors. Gillette has made no decision on reassignment of brands, which include Atra, Daisy and Twinjector (razors), Adorn and White Rain shampoos and Tame creme rinse.

**Bates buys.** Ted Bates & Co., New York, has agreed to acquire Sawdon & Bess, New York agency that specializes in retail advertising and has billings of an estimated \$30 million (more than 70% in broadcast). S & B will operate autonomously, retaining its name, staff and offices. Among its accounts are F. W. Woolworth, Pontiac dealer associations, Arthur Treacher's Fish & Chips co-operatives and newly acquired Brooks Brothers.

### Programming

## The networks' draft picks: cops and life in the working class

**The mass of development projects all three have in the works for next season trend toward blue-collar life styles and a return to crime fighters**

It's pilot-ordering time at the three commercial television networks, where programmers are looking to next fall even as their current midseason choices are launched.

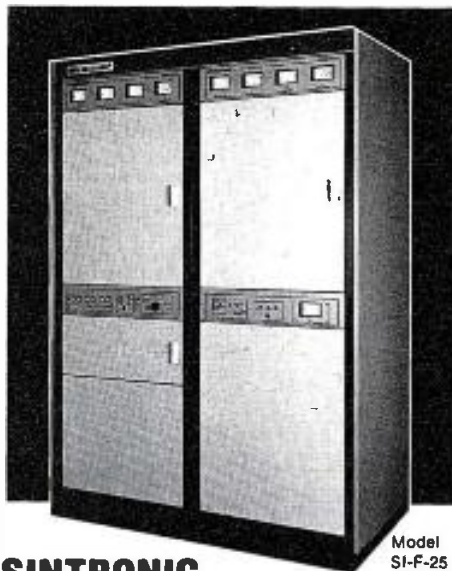
Although many deals are still to be made, the field is already crowded, not least for the networks that will need product most, CBS-TV and NBC-TV. Executives from the three networks ran down their development rosters for BROADCASTING last week, and a couple of mini-trends emerged.

Most noticeable is CBS's return to the fight against crime, as no fewer than six of its 15 one-hour drama projects focus on cops, detectives or special agents of one institution or another. *Hawaii Five-O*, now 11 years old, and *Barnaby Jones*, now seven years old, are the only police action shows now on the CBS schedule. Bud Grant, vice president of programs, said he expects at least one new defender of justice will make it on his network's lineup next fall, and that a western will also be a likely addition to the mix.

Detectives are also prominent on NBC's development list, although perhaps less so than the fantasy-adventure genre that characterized so many of its second-season shows. More of a distinction between NBC and CBS may be that, while CBS's projects generally adhere to the standard forms, a few of NBC's are a bit farther out. Try, for example, a variety show that traces "the day in the life of a television schedule," or a mystery hour in which a panel of real-life crime experts steps in at the last moment to try its luck solving each case.

Most embryonic at this point is a leaning toward class-conscious programs with special emphasis on blue-collar dignity. Anthony Thomopoulos, president of ABC Entertainment, recently announced several ABC projects of that sort (BROADCASTING, Jan. 29), and similar themes pepper the development lists of CBS and, to a lesser extent, NBC.

Marvin Mord, head of ABC's program research operations, points to "a positive rather than a negative appraisal of blue-collar life" that has been turning up in recent attitudinal surveys. "Lawyers and businessmen in general have not been overwhelming [favorites]," he said. On the other hand, "a college girl doesn't think it's a come-down any more to marry a blue-collar worker—it's just another



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choice. That wasn't the case with the over-50's generation."

Whether the white-collar workers at the networks put any of those shows on the air remains to be seen, of course. They'll still have plenty of competition from doctors, cowboys and cops, in any case.

Following are the development projects listed last week by ABC, CBS and NBC.

Seymour Amlen, vice president of program development for ABC-TV, which is putting as many as 50 shows into development, said what the network basically is "looking for are shows that are not like what is on the air already." Nevertheless, ABC's pilots, like those of its counterparts, portend a come-back for crime-fighters.

■ Mr. Amlen's list of pilots ordered thus far includes:

In comedy, an Inspector Clouseau-type show from Universal, called *Heart of San Francisco*, about a bumbling English detective on an exchange program there; Danny Arnold's *Triangle*, a "rather sophisticated" concept about a black man and a white man in love with the same black woman; *Max*, from James Komack, about a young girl coming to live with her divorced father; a Marvin Worth production based on the wacky movie, "Where's Poppa?"; a spin-off from *Soap* featuring the Benson character played by Robert Guillaume; Joe Hamilton's *I Do, I Don't*, about a confirmed bachelor who suddenly finds himself married with two teenage children; a Mark Rothman/Lowell Ganz project from Paramount, as yet untitled, about two modern-day Rip Van Winkles who wake up 200 years from now; *The Hollywood Crowd* (like many others, a working title expected to be changed), about two women and their children living together (no producer assigned); *The Horse is Dead*, a Nick Vanoff show set in a summer camp, and a Superman-type Aaron Spelling project, in which an "ordinary guy" gains super powers from vitamin pills.

In drama, pilots include Danny Thomas Productions' *Samurai*, about a San Francisco detective of Japanese, Samurai descent; *240 Roberts*, about a unit of the Los Angeles police department specializing in hard-to-get-to cases; from Filmways, a Lorimar spin-off from *Eight is Enough*, in which the older son played by Grant Goodeve goes traveling around the country with a young woman reporter; *For Heaven's Sake*, a Bill Blinn/Jerry Thorpe project about an angel who intervenes in people's lives at crucial moments; *The Man With the Power*, an Aaron Spelling show about a stunt pilot who flies through an electrical storm and emerges with "shocking" abilities; *Heart to Heart*, starring Robert Wagner and Stephanie Powers as a rich couple doing detective work for fun, from Spelling/Goldberg; *The Lazarus Syndrome*, starring Lou Gossett Jr. as a doctor/administrator in a large hospital, a "quality" concept from Bill Blinn and Jerry Thorpe; *The American Dream*, about a middle-class white family moving to a large house in a black neighborhood, from B.N.B. Productions; *Stone* (or

*Celebrity Cop*), a Universal program starring Dennis Weaver as a detective who gains recognition as a writer but stays on the force; *When the Whistle Blows*, a comedy-drama about blue-collar workers, from the new team of Leonard Goldberg and Jerry Weintraub; *Nightside*, another Universal show dealing with the doctors, cops and others working on the night shift in a major city; *Casino*, a Mr. Lucky-type program about the owner of a floating gambling spot, from Aaron Spelling; *The Yeagers*, a Witt/Thomas/Harris production about a family of loggers struggling to adjust to the modern world; *Vampire*, an MTM show about a young man whose family is destroyed by a vampire, and who then sets out to destroy the ghoul; *Night Rider*, described as a sophisticated Zorro, from Universal, and *Billion Dollar Threat*, a David Gerber project about a James Bond-type character.

■ For CBS, Mr. Grant listed these comedy pilots in the works: *Pottsville*, focusing on wealthy, middle-class and blue-collar employes of a small-town manufacturing plant, from Rod Parker/Hal Cooper Productions; *The Big Bus*, about an enormous, atomic-powered bus and its passengers, from Paramount; *Bumbles*, a Skorpis production about a small traveling circus; *Getting There*, a one-hour comedy revolving around an auto leasing center in Los Angeles, from Lila Garrett; *Housecalls*, based on the recent movie, produced by Universal; *Just Us Kids*, based on another movie, "I

Wanna Hold Your Hands," also from Universal; *On Ice*, A TAT project about a young woman who owns a saloon in the wilds of Alaska; *The Dooley Brothers*, about two inept cowboys who buy into a bad-guy-chasing "franchise", produced by Arnold Margolin with Bud Austin; *The Last Resort*, an MTM gang comedy featuring five college students working summers at a resort; *Madame Sheriff*, an Allan Carr/Asa Maynor/Columbia production about a true-life woman sheriff of Belmont county, Ohio; *Alphabet Soup*, a Danny Thomas Productions project about a middle-aged pediatrician raising two daughters; *All You Need is Love*, a Four D/Warner Brothers show about the romance between a middle-aged businessman and a single female doctor in her 30's; *Phyl and Mikhy*, in which a defecting Russian athlete, male, and an American track star, female, marry, also from Rod Parker/Hal Cooper; *The 416th*, a First Artists production about a "superfluous" Army reserve unit stationed in New Jersey during the Vietnam War; *Struck by Lightning*, an Arthur Fellows/Terry Kaegan show focusing on a young science teacher who inherits an inn equipped with its own Frankenstein monster; *Working Stiffs*, about two bumbling maintenance men, from Paramount; *Star Struck*, a Bert Leonard/Arthur Kopit science fiction project involving a family that operates an orbiting space station, and *My Brother's Keeper*, about twin brothers, one a "flaming radical liberal" and the other a police-

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man, from King-Hitzig Productions.

Drama pilots include *Bender's Force*, a Carnan/Becker production about a New York cop relocated to a California desert community; *Big Shamus, Little Shamus*, about a "house dick" in an Atlantic City hotel/casino; from Lorimar; *Cruisin'*, a Warner Brothers production about "such current youthful phenomena as cars, music, the streets and teen-age relationships"; *Dear Detective*, a Viacom project starring Brenda Vacarro as a Los Angeles police detective (this show has an on-air commitment, with a two-hour pilot and three one-hour episodes ordered); *The Disciple*, a spin-off from *The Incredible Hulk*, featuring a San Francisco police officer who resigns to run a martial arts school; *Hagen*, starring Chad Everett as an Idaho woodsman who tracks down criminals in cities, from Twentieth Century-Fox; *Hunter's Moon*, also from Fox, about a young sheepman in Wyoming taking revenge on marauding cattle herders; a Lorimar production called *Knots Landing*, which will explore modern marriage through the lives of four suburban couples; *Paris*, starring James Earl Jones as a police captain in Los Angeles, from MTM; *Steeltown*, a Paramount project focusing on the relationship between a white-collar family and a blue-collar family; *Time Train*, a Warner Bros. fantasy-drama in which a time machine takes people back to turning points in their lives (this series, which will be retitled, also has an on-air commitment, with four one-hour

episodes ordered); *Trapper John, M.D.*, another Fox pilot that finds *M\*A\*S\*H's* Trapper John character 25 years later, working as chief surgeon in a San Francisco hospital; *The Ultimate Imposter*, about an undercover intelligence agent, brain damaged by the Chinese, who can be computer programmed with voluminous information, allowing him to impersonate people, from Universal; *Young Maverick*, a Warner Bros. western, picked up when ABC let its option run out, and *Stunt 7*, a Martin Poll adventure series dealing with professional stuntmen on dangerous assignments.

■ NBC's vice president of programs on the West Coast, John J. McMahon, said there are quite a number of deals still to be firmed for his network's inventory, but he listed these projects last week:

In comedy, Arthur Alsborg and Don Nelson are developing *Crash Island*, about two charter pilots marooned with a YMCA group on an island; an untitled "blue-collar" comedy from TAT; *Good Time Harry*, a Charlie Joffe/Universal project starring Ted Bessell as a newspaperman in San Francisco; *Gossip*, a re-make of an earlier pilot about two hustling young reporters on a gossip sheet, from EMI; *Highcliffe Manor*, a "crazy soap opera" from TAT, about a widow's old mansion and the "weird proclivities" of its inhabitants; and *Heaven on Earth*, also a re-worked concept from the midseason crop, about two women angels who do deeds to stay among the living, from *M\*A\*S\*H* writers Everett Greenbaum and Jim Fritzell, for Universal.

Also in the works are several variety shows, including *Sign On to Sign Off*, the take-off on a TV schedule, including short bits kidding different elements of a typical broadcast day. Art Fisher is producing with Frank Brill. Four variety hours starring Susan Anton have also been ordered, as have projects from George (*Laugh-In*) Schlatter and Sid and Mary Krofft.

Among TV movies in the works being considered as "backdoor" pilots for series are *King Tut's Best Friend*, about a boy

who gets a pyramid for his birthday which takes him back in time to befriend King Tut, from Ron Howard; *The Gray Panther Express*, a Ten-Four Production about a group of senior citizens at the Last Horizons retirement home, and *Dracula*, a spin-off in advance from the new series, *Cliffhangers*, from Kenneth Johnson/Universal. Pilot commitments include *Sloan of the Secret Service*, a Quinn Martin secret agent show; *Jackie's Girls*, a Penthouse production about women pilots in World War II; *Harper & Co.*, about "four great looking men, based at a Club Med-type resort, who work in *Mission Impossible* style to solve unsolvable crimes," from David Gerber; *Doctors and Nurses*, "an adult excursion" into the lives of doctors and nurses, from MTM; *Whodunnit*, the mystery show in which the panel interrupts the concluding scene to guess which character dunnit, from Marble Arch, based on a British program, and *Every Stray Dog and Kid*, an MTM project based on the true story of a female ex-convict who adopted six teen-agers.

## Networks join in lead-time lament

**Three head programmers say they aim to solve the problem by announcing next fall's schedule earlier, they hope around April 15**

Chief program executives from the three commercial TV networks last week decried a problem they themselves are often accused of creating: inadequate lead time for the production of new series.

Taking questions at an International Radio and Television Society luncheon in New York, the presidents of the ABC, CBS and NBC entertainment divisions all said they were aware of the problem and that efforts are being made to correct it.

CBS's Robert Daly went furthest of the three in suggesting that a "step plan"



**Plenty of time.** While the networks are busy ordering up scores of pilots from program producers for next fall's schedule, they're also promising that they'll announce those schedules earlier this year to give production house more lead time to get shows into series shape. At least that's what these network entertainment division presidents (l-r) said last week at an IRTS luncheon: Robert Daly of CBS, Anthony Thomopoulos of ABC, Mike Weinblatt of NBC.

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might be undertaken in which fall schedule commitments would gradually be made earlier over the next two or three years. He called the lead-time squeeze "a serious problem" that he has come to appreciate more fully since CBS moved its program operations to the West Coast about a year ago.

Bud Grant, vice president of programs under Mr. Daly, said after the luncheon that CBS is shooting for an announcement of next fall's schedule some time between April 15 and May 1. ABC and NBC programmers have said they will announce by April 15. Mike Weinblatt, president of NBC Entertainment, said that date would be three to four weeks earlier than NBC announced last year, and said it would be a "major" move in the right direction. However, John McMahon, NBC's vice president of programs and talent on the West Coast, said later the April 15 date may be "unrealistic" due to the probably late delivery of some pilots. A new target date of a week after April 15 has now been set, he said.

Also during the IRTS luncheon, the program chiefs defended the wholesale stunting that fills the ratings sweep periods of A. C. Nielsen and Arbitron. "Competition is the best thing in the world for this medium," said Anthony Thomopoulos of ABC. Mr. Daly of CBS agreed. "We may be living in the golden age of television in what we are offering to the public," he said. But he added: "The time has come . . . to re-evaluate how stations are measured. The present system is fine, but I think we can do better." Better, he suggested, would be a 52-week measurement, but Mr. Thomopoulos said stations in many smaller markets would find such a system too expensive.

Asked if any one network could ever again dominate the ratings for a 20-year span, as CBS did until 1976, Mr. Thomopoulos said he hoped so, but that he doubted it would happen or that it would be "healthy" if it did. Mr. Daly replied that "a few hits can change the circumstances around. I don't think anybody will be dominant for 20 years." NBC's Mr. Weinblatt said, "It's clear it's our turn."

## Weak performances by midseason shows

Ratings for Jan. 29-Feb. 4 have ABC, as usual, coming in first while 'Rocky' pushes CBS to a close second, but replacement series turn in modest numbers

The ratings news for midseason schedule changes was not good for any of the three commercial networks during the prime-time week of Jan. 29-Feb. 4. As for the more immediate concerns of the February sweep period, CBS-TV got its expected boost from "Rocky," keeping the network just off ABC-TV's leading pace.

"Rocky" pulled a 36.9 rating and a 52

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share on Sunday, making it the highest-rated entertainment program to air this season and the third highest-rated movie ever, behind "Gone with the Wind" and "Airport '75," CBS said. Weekly averages showed ABC with a 21.3, CBS with a 21.1 and NBC-TV with a 17.6. ABC won four nights—all on the strength of its regular series, which swept eight of the top 10 program spots. NBC won only Monday, scoring a 37 share with the first segment of *Backstairs at the White House*. CBS, besides its Sunday win with "Rocky," took Friday with a solid performance from *The Dukes of Hazzard*, the only new series behaving as though it might be a hit.

*Hazzard* had a 34 share at 9-10 p.m. NYT, a point better than its outing the previous week. It improved markedly on the 26 share pulled by its lead-in, *Wonder Woman*, and helped *Dallas* to a respectable 32 at 10-11 p.m.

New series faltered on both competing networks that night. NBC's new comedy block took a decided turn for the worse, a decline all the more noticeable in juxtaposition with the growing success of its lead-off show, *Diff'rent Strokes*. *Strokes* had a 38 share, which beat a special *Happy Days* episode on ABC by a remarkable 10 share points. *Happy Days* was there to lead into the new *Makin' It*, which also had a disappointing 28 share, 11 points off its special preview behind *Mork and Mindy* the previous night.

NBC followed *Strokes* with a 28 share from *Brothers and Sisters*, 10 points off its lead-in but two points better than its last outing. From there it was all down hill. *Turnabout* came in with a 23, *Hello, Larry* a 22 and *Sweepstakes* a 19, putting all three in the week's bottom five programs. ABC had a 32 share from a made-for-TV movie, "The Girls in the Office."

CBS's troubles came on Wednesday. *The Incredible Hulk*, still plagued by affiliate defections for Mobil Oil's *Edward the King*, came in with a 24 share at 8-9 p.m., a point lower than a week earlier. *One Day at a Time's* 29 share showed some strength, but far less than the show displayed in its former Monday-night time period. *The Jeffersons* inched up to a 30, but *Kaz* dipped a point to a 29. ABC's *Eight is Enough*, *Charlie's Angels* and *Vega\$* were stronger than ever, averaging a 41 share for the night. NBC barely saw daylight with a 25-share circus special and a 20-share movie, "Viva Knievel."

ABC's *Salvage* premiered against somewhat tougher competition in its regular time period at 8-9 p.m. Monday. Facing *M\*A\*S\*H* and *WKRP in Cincinnati* on CBS and *Backstairs at the White House* on NBC, the fantasy-adventure came in with a 28 share. *How the West Was Won* was pre-empted for the Pro Bowl, which pulled only a 25 at 9-11 p.m. Although the schedule that night was atypical, the 29-share performance of *WKRP* could be ominous for CBS; that was six points off *M\*A\*S\*H's* lead-in, twice the drop of a week before. The 31 share turned in by CBS's highly touted special, *The Corn is Green*, could be considered disappointing.

Among the week's other notable per-

formances, CBS previewed *Co-ed Fever* behind "Rocky," giving the new sitcom a 36 share of audience. That network's two-partner, *Mr. Horn*, had a 31 share on Thursday and a 27 on Saturday. ABC's new *Delta House* dropped three share points from its previous outing, coming in with a 28 on Saturday, while *Welcome Back, Kotter*, rejoined the schedule behind it with a 24. Also lagging for ABC is *Starsky and Hutch*, which lost nine points from *Taxi's* 39-share lead-in on Tuesday.

## Program Briefs

**Patty's story.** ABC-TV has scheduled *The Patty Hearst Story* as three-hour TV movie Sunday, March 4. Dennis Weaver stars as former FBI agent, Charles Bates, upon whose recollections story is based. Lisa Eilbacher plays Miss Hearst for David Frost's Paradine Television.

**'Thrillers' seekers.** ITC Entertainment's *Thrillers* package of recycled made-for-TV movies has been sold in 57 markets so far, including nine of top 10. Among takers are WPIX(TV) New York, KCOP(TV) Los Angeles and WGN-TV Chicago.

**Jeopardy out.** Daytime quiz show *Jeopardy* has been canceled by NBC-TV to make room for expansion of *Another World* to 90 minutes (BROADCASTING, Jan. 29). New line-up effective March 5, also has new time periods for *Password Plus* (12 noon-1 p.m. NYT) and *Hollywood Squares* (12:30-1 p.m.).

**New cops for ABC.** Filmways TV Productions announced order of 90-minute action-adventure pilot from ABC Entertainment. Called *240-Robert*, it concerns underwater and mountain rescue team of Los Angeles County Sheriff's Department. Rick Rosner, producer of *CHiPs* for NBC-TV, is executive producer.

## CBS plays some put and take on Wednesday

**Sagging 'Hulk' repositioned; two others sidelined; two subs waved in**

CBS-TV has moved quickly to shore up trouble spots on its second-season prime-time schedule—removing *Wonder Woman* and *Co-ed Fever* and adding *Billy* and *Married: The First Year*.

A prime focus of the changes announced last week is on Wednesday night, where *The Incredible Hulk* has been sinking badly, presumably due to affiliate defections for Mobil Oil's *Edward the King*. Beginning Feb. 23, *Hulk* will air in *Wonder Woman's* former time period, Friday, 8-9 p.m. NYT. With the *The Dukes of Hazzard* blossoming as a possible 9-10 p.m. winner that night and *Dallas* holding up behind it, CBS's new Friday schedule looks formidable.

Going into the Wednesday quagmire that slowed the *Hulk* is *Married: The First*

*Year*, a Lorimar production about "a young couple facing contemporary problems on the age-old rocky road to romance." CBS has long had the series on the back burner as a short-order replacement possibility.

CBS said that *Co-ed Fever* had been postponed due to "production problems," although it received overwhelmingly bad reviews from both critics and advertisers (BROADCASTING, Jan. 8, 15). It had aired once in a special preview following "Rocky" on Feb. 4, scoring a 36 share. To replace it, CBS moved its other new Monday sitcom, *Flatbush*, up half an hour to 8-8:30 p.m. *Billy*, a John Rich/20th Century-Fox production formerly known as *Billy Liar*, goes in at 8:30-9 p.m. The series centers on a 19-year-old boy "whose 'Walter Mitty' flights of fancy keep getting tangled up with the hard realities of his real life."

*Billy* premieres Feb. 26, as does *Flatbush*. *Married* starts Feb. 28. *Wonder Woman* is to have a one-time special broadcast on Monday, Feb. 19, at 8-9 p.m., before taking hiatus. CBS said production on the series will continue and that its new time period will be announced. The same goes for *Co-ed Fever*.

## Fogarty scores TV networks for quality and effects of children's fare

**To say it's inane is to pay it undue compliment, FCC commissioner tells PTA group; he says best defense is to turn off the set, protest to networks, stations, advertisers**

FCC Commissioner Joseph Fogarty used a meeting of the Rockledge Elementary School Parent-Teachers Association (in Bowie, Md.) as the forum for a sharp attack last week on the children's television programming offered by the networks. He noted that the commission is now in the process of determining whether broadcasters are discharging their "special responsibility" to children but said parents could help improve the programming by turning off the set.

"To say that the vast bulk of today's TV fare for children is inane is perhaps to pay it an undue compliment," the commissioner said. What's more, he said, there is a growing body of evidence to suggest that television may "be having significant negative effects on child development"—that "too much TV" is responsible for a decline in the reading and writing skills of children. And while the networks offer "much" that is good in children's television, he said, "the plain fact is that by any standard of intelligence, creativity, and caring, the bulk of commercial television is an insult to our children."

Commissioner Fogarty noted that the



commission's ability to act in the programming area is limited by the First Amendment and the no-censorship provision of the Communications Act. But he said the commission has held that broadcasters have "a special responsibility" to children and added that the commission is conducting an inquiry to determine if broadcasters are meeting their obligation to provide "at least some" programming for children, "at least some" of it educational in nature, and "whether there are other regulatory alternatives for advancing the public interest in children's programming."

Commissioner Fogarty said one positive hope for "better children's television" lies with public broadcasting, and a negative one lies with parents. The latter, he said, should turn off the set when their children are watching programs the parents regard as inappropriate. An industry that depends on audience for advertising revenues understands that kind of message, he said.

More than that, he said, parents should write stations, the networks and advertisers to complain about programming. The success of the antiviolence campaign waged by the national PTA and the American Medical Association, he said, "is dramatic evidence that populist protest works."

## Documentaries are alive and well on PBS's new series

**'Non Fiction Television' starts Feb. 25 and features 12 shows by independent producers**

A new series of independently produced documentaries will make its debut on the Public Broadcasting Service later this month. The series, *Non Fiction Television*, is a presentation of WNET(TV) New York's Television Laboratory, which administers grants totalling \$500,000 from the Ford Foundation and the National Endowment for the Arts.

In the first year of the series, 12 documentaries will run. A subsequent grant from Ford and NEA, totalling \$650,000, will enable the Independent Documentary Fund to provide for as many as 15 more independent documentaries in 1980.

Approximately 750 independent film and video documentary makers applied for grants under the program during its first year. Of those, seven projects were fully funded, and five received partial grants.

The series will premiere Sunday, Feb. 25 at 8 p.m. NYT with the broadcast of *Paul Jacobs and the Nuclear Gang*, a one-hour investigative report on radiation hazards in Utah, Arizona and Nevada. Mr. Jacobs, a reporter, died during the preparation of the documentary, and his death has been attributed to exposure to low-level radiation during the 21-year, on-and-off-again investigation. The program was produced by Jack Willis.

## Broadcast Journalism®

# Radio returns in this year's duPont awards

**Two out of top dozen honors go to that medium, which was excluded last year; Salant and NPR get special citations**

After a criticized absence of a year, radio was back in the winners' circle last week during presentations of the 1977-78 Alfred I. duPont-Columbia University Awards in broadcast journalism.

Last year, lack of funds and the reportedly low quality of entries were given as reasons why radio was excluded (BROADCASTING, Feb. 20, 1978). In the selection process this year, however, greater efforts were made to solicit radio entries.

Television still continued to dominate the awards.

Among the 12 award-winners were non-commercial WGBH(FM) Boston for *Banned in Chelsea* and AP Radio for *The New South: Shade Behind the Sunbelt*. The remaining 10 went to television, WGBH-TV Boston earning two for its *Nova* series and documentary *Chachaji: My Poor Relation*. Other TV winners were KOOL-TV Phoenix for *Water: Arizona's Most Precious Resource*; KPIX(TV) San Francisco for *Laser Con-Fusion*; WBBM-TV Chicago for documentary programming; WFAA-TV Dallas for investigative reporting; noncommercial WMHT(TV) Schenectady, N.Y., for its *Inside Albany* series; WPLG(TV) Miami for investigative reporting, the National Geographic Society and noncommercial WQED-TV Pittsburgh for *The Living Sands of Namib*, and NBC News for *NBC Reports: Africa's Defiant White Tribe*.

Four citations were presented: to

KFWB(AM) Los Angeles for *The Michael Quinn Case: A Question of Justice*; KAIT-TV Jonesboro, Ark., for *Crisis at the Crossing*; KENS-TV San Antonio, Tex., for ... *And Justice for All*, and noncommercial WNET(TV) New York for *The Originals: Women in Art—Georgia O'Keeffe*.

Those selected for awards and citations were said to have come from a record number of submissions, more than 1,000. And for the first time this year, the duPont-Columbia Awards program had publicized the names of finalists; there were 53 (BROADCASTING, Jan. 15).

In addition to its regular awards and citations, special honors were accorded to Richard Salant, retiring president of CBS News, and to National Public Radio.

Mr. Salant, described as having "put in more than 15 years at the head of what is generally conceded to be the most high-grade news operation in broadcasting," received an award and was cited for "his own high standards of intelligence, courage and decency."

In presenting him with a silver baton, Elie Abel, dean of Columbia's Graduate School of Journalism, said: "He has survived head-on encounters with the Pentagon, the White House, Spiro Agnew, Edith Efron, the League of Women Voters—even the duPont-Columbia Survey of Broadcast Journalism."

National Public Radio was given a special citation for "its 37 days of live coverage of the Senate debate on the Panama Canal treaties. It was in February 1978 that a reporter with a live microphone was allowed inside the Senate chamber for the first time during a floor debate. That reporter was [NPR's] Linda Wertheimer."

As is customary at the awards ceremony, some brief observations were made as to the state of broadcast journalism during the year surveyed (a full report is published later).

In his overview of trends during the year, Dean Abel, speaking for the jurors,



**Salute to Salant.** "Intelligence, courage and decency" were among the words used by Elie Abel (l) dean of Columbia University's Graduate School of Journalism, in presenting CBS News President Richard Salant with a special duPont-Columbia Award last week. Mr. Salant retires later this year from CBS; Dean Abel, himself, will be moving on to Stanford University. Background: John Houseman of CBS's *Paper Chase*.

## What cable can expect from the Senate side of Communications Act revision

**Hollings tells cablecasters that in exchange for unlimited signal carriage they will be subject to increased competition from others, including telcos, and will face adjustment of copyright rates by tribunal**

Senate Communications Subcommittee Chairman Ernest Hollings's (D-S.C.) "renovation" of the Communications Act will fit the prevailing mood of the country in favor of deregulation and increased competition, judging by his remarks last Monday to the cable television association in his home state of South Carolina.

And from the sound of it, it will fit the prevailing mood of the cable industry to be free from federal restraints aimed at protecting broadcasting.

Senator Hollings told the cablecasters his bill will be out "in the next few weeks"—which may be about even with the reintroduction of House Communications Subcommittee Chairman Lionel Van Deerlin's (D-Calif.) Communications Act rewrite—and that hearings will begin in the spring.

If the bill reflects the opinions he expressed last week, it will remove restrictions on cable signal carriage, allowing them to be applied by the federal government only "in those limited cases where a broadcaster can demonstrate serious harm to local program service." Aside from that authority, "if there should be any regulation at all," it should be at the local level, he said. "Local origination and local rates would be an area where federal regulation should bow to state or local regulation."

But deregulation would come at the price of increased competition from broadcasters, translators, telephone companies and any other company wishing to provide voice, video or data service, he said. Competition from such giants as the telephone company would have to be "fair," however; a company with a monopoly base "should not be allowed to cross-subsidize," he said. But cable operators should also have to pay "fair" copyright for their programs, he added.

Senator Hollings said the latter problem could be solved by the copyright royalty tribunal, the body created by the copyright amendments of 1976 to adjust fees paid under the compulsory license mechanism. That, however, puts the senator directly at odds with Representative Van Deerlin, who has said that the change should be made in the law itself.

Senator Hollings repeated his objection

commended the networks for "the increased attention they have given to international news of prime importance" and added that "a gratifying number of individual stations sent reporters abroad to see for themselves." He said that entries regarding foreign affairs were more than triple those that were submitted the previous year.

Praise also was extended to "the sustained high quality" of *NBC Nightly News's* "Segment 3" and other network news broadcasts for devoting "significant portions of time" to a single subject. Investigative reporting on the local level was said to be markedly better and in particular, Westinghouse Broadcasting Co.'s "I Team" and its WBZ-TV Boston were cited.

The jury, however, was disappointed "particularly on the eve of the proposed deregulation over what seems to us a declining commitment to serious news and public affairs programming by many radio broadcasters." Dean Abel, however, explained that there are "notable exceptions," especially NPR.

"We observe with regret," he added, that an extension of the network evening news "has been shunted into oblivion," and that despite the proliferation of magazine shows, the networks haven't given a weekly prime-time slot to full-scale documentaries.

Dean Abel said that the improvement and maintenance of quality broadcast journalism is a responsibility not just of the journalist but of advertisers, who "can have a great deal to say about the quantity and quality of news and public affairs" and the public which should not be apathetic. And in conclusion, he said that, despite competition from cable and pay-TV, "network broadcasting, a phenomenally profitable industry . . . can well afford to increase its commitment to the kinds of programs it does best—news and public affairs documentaries."

Aside from Dean Abel, who presented the special awards, others delivering the

silver batons and citation certificates were John Chancellor, NBC News co-anchor; John Houseman, producer/director/actor and former duPont-Columbia juror; Robert MacNeil, executive editor of the Public Broadcasting Service's *MacNeil/Lehrer Report*; Pamela Hill, vice president and executive director, ABC News documentary unit, and Eric Sevareid, retired CBS commentator.

Each offered comments before making the presentations. Mr. Chancellor paid tribute to his former colleagues, NBC correspondent Don Harris and cameraman Robert Brown, and *San Francisco Examiner* photographer Gregory Robinson, killed on assignment in Guyana last November. He said they serve as tragic reminders that journalists all over the world are taking risks and routinely accepting assignments no matter what possible danger there may be.

Mr. Houseman commended the awards program, for which he said quality, "not the number of people" watching, is important. Mr. MacNeil urged news programs to direct themselves toward that segment of the audience that is genuinely interested in the news. He said their numbers are growing and predicted that eventually one network will make the change to a daily hour news broadcast "and that will be the horserace to watch."

Ms. Hill called on those in "nonfiction programing" to take further advantage of new film-making techniques and said that broadcasters haven't sufficiently worked with the visual innovators both in and out of the industry. She said that generally documentary units have been "far too inhibited" to break from the "rigid" formats of the past. Through new ideas, she said, "nonfiction film" might attract more viewers and a stronger place on broadcast schedules. From Mr. Sevareid came the charge that good broadcast journalism is "not an ad hoc experiment," but rather one that is "built on a solid foundation."

Those that earned special awards also had a few words. Mr. Salant, who dedicated his awards to Don Harris and others like him, told Mr. MacNeil that broadcast journalists should keep on trying to interest the uninterested viewer, and to Ms. Hill he said he believes it is a "myth" that a picture is worth a thousand words. Rather, he claimed a few carefully chosen words to be more important. NPR President Frank Mankiewicz, who along with Ms. Wertheimer accepted the award for NPR, praised the Senate for opening its doors to the coverage.

Jurors for the selection process were Dean Abel; Richard T. Baker, Columbia Journalism School professor; Edward W. Barrett, former Journalism School dean, now publisher of the *Columbia Journalism Review*; Michael Arlen, author and television critic of *The New Yorker*; Dorothy Height, president of the National Council of Negro Women and board member of the National News Council, and Michael Novak, author, media critic and religion professor at Syracuse University. Director of the awards program at Columbia is Marvin Barrett.

**ENG advantage.** As it builds its case against seven demonstrators arrested in front of the Shah of Iran's sister's house in Beverly Hills, the Los Angeles district attorney's office has subpoenaed news outtakes from five Los Angeles TV stations—KABC-TV, KHJ-TV, KNBC, KNXT and KTTV—as well as materials from the *Herald Examiner*. They're all supposed to appear in court Feb. 23. KHJ-TV, for one, last week was still trying to decide whether or not it would comply. At KNBC, however, a decision was made. "We're going to comply fully," said Don Zachary, assistant general attorney, NBC, West Coast. KNBC is going to turn over all the outtakes the station has: none, he said, explaining that tapes are routinely erased and reused once the story is cut. KNBC was said to have complied with the first subpoena asking for the aired story; by the time another one came looking for the outtakes, Mr. Zachary said, they were gone.



to a basement-to-attic rewrite, saying that despite his respect for Mr. Van Deerlin, "I came to the conclusion that it was not necessary to wipe out 45 years of history and precedent in order to prepare ourselves for the future." His "renovation" will contain revisions and amendments to the old act, to be submitted as one bill—"what we will refer to as the 'Omnibus Communications Amendments of 1979.'"

The measure's cornerstone, he said, "will be the encouragement of competition and the corresponding deregulation of carriers and services."

The communications world as Mr. Hollings sees it is undergoing explosive changes in technology and structure. The technological advances, he said, are represented by such things as satellites, optical fibers, semiconductors, microprocessors and bubble chip memory. And of the structural changes, examples he cited were Storer Broadcasting's acquisition of cable systems and a statement attributed to NBC President Fred Silverman that cable competition is having a positive effect on broadcasting—"just as I was taking it for granted that the relationship between broadcast and cable was much like the Hatfields and the McCoys," Mr. Hollings said.

He said traditional distinctions among voice, video and data communications are eroding, so that regulation "when it must exist, can no longer be based upon the technology being used." He said, "There need be no obvious difference between a telephone terminal and a computer terminal, between a CATV company and a telephone or information transmission company."

What he hopes to create, he said, is a healthy environment for change in communications leading to more choices. For one industry, cable, he said that means "the choice to provide those services which your subscribers desire. . . . Your industry and your customers will define what cable is, what cable can do and what cable will do in the future."

### Cable Briefs

**Cable bonds.** Unusual public offering of \$4.7 million in industrial revenue bonds—with proceeds to go toward cable system construction in suburban Philadelphia—is said to be almost sold out. Multiple-system-operator Comcast Corp. will use proceeds to build 300 miles, passing 30,000 homes. Comcast will lease system and eventually take title.

**All set.** Teleprompter Corp., New York, has signed agreement for \$80-million insurance company financing, said to be single largest insurance company loan made to cable TV industry. As previously announced, 15-year loan carries fixed interest of 10% and was obtained from Aetna Life and Casualty Co., John Hancock Mutual Life Insurance Co., Massachusetts Mutual Life Insurance Co., Travelers Insurance Co. and Teachers Insurance Co. (BROADCASTING, Dec. 4, 1978). Proceeds

are to be used to reduce Teleprompter's bank debt.

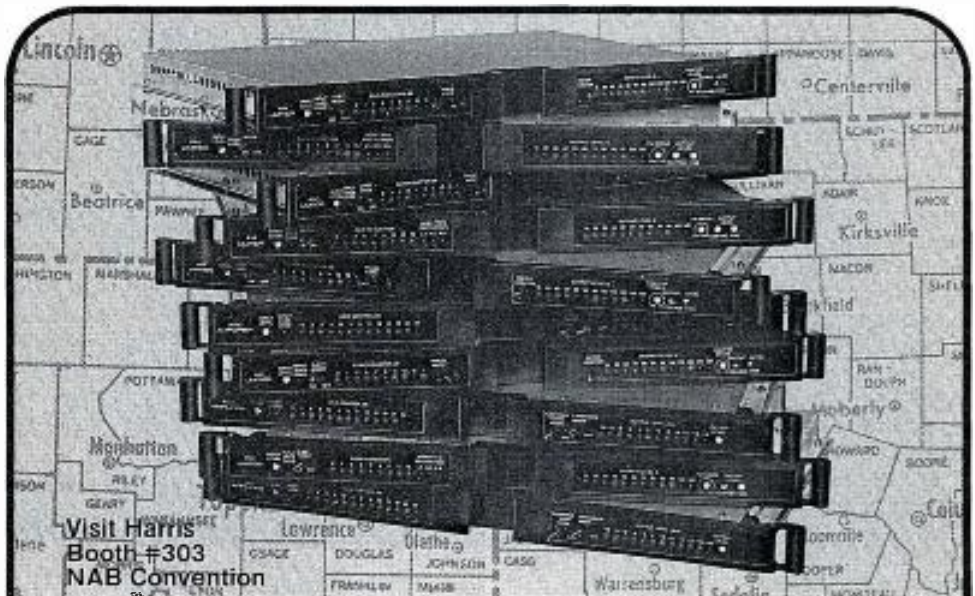
**Music City CATV.** Viacom Communications has won franchise to build 1,750-mile cable system, passing 160,000 homes, in Nashville and surrounding Davidson county, Tenn. It will have 35-channel capacity.

**Cable contract.** RCA Cablevision Systems, North Hollywood, Calif., has been awarded \$7 million contract by UA-Columbia Cablevision to supply equipment and installation services for first phase of cable TV system to serve San Antonio, Tex., and surrounding Bexar

county. Project's first phase calls for installation of about 860 miles of cable; facility eventually will extend for about 2,500 miles and is scheduled to begin operation later this year.

**New ground.** Home Box Office is scheduling its first documentary—60-minute *The Great Consumer Rip-Off*—Wednesday, Feb. 28, with George Plimpton as host. Michael J. Fuchs, HBO vice president-special programming, said that "it seems fitting" HBO's first documentary on "evils of commercialism" should be "presented commercial-free, without any subcontract to advertisers."

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## They came not to praise DVR, but to bury it

**At least for the short run; digital video recording was set back a notch or two in consensus of SMPTE experts; success of one-inch formats has dulled enthusiasm for more sophisticated development**

The principal obstacle to digital video recording is that it has come along two years too late. As a consequence of that delay, it is likely to be another five to seven years before it becomes an operational reality.

That was the conclusion of a panel of experts assembled during the Society of Motion Picture and Television Engineers conference in San Francisco Feb. 3. They had just witnessed a demonstration of the first digital system to be made public by an American manufacturer—that of Ampex Corp. (see story below)—but after hearing repeated testimony to user experience with one-inch analog recording. Were it not for the latter, the former would be in great demand. As it is, no one's in a hurry.

The point was underscored by Blair Benson of Video Corp. of America: "If it [digital recording] had come out two years ago, before one-inch, I'd say we have to have it on a rush basis. But we've reached a new plateau with one-inch that makes us look at digital with a jaundiced eye."

Nevertheless, the experts agreed that digital will come to the marketplace: The superiority of its picture quality over analog's, and particularly its promise of "transparency"—that is, the capability of producing multiple generations without significant picture deterioration—make it inevitable for those users with rigid production requirements. Digital's future is less assured for broadcast users who do not make multiple copies, and for whom one-inch's range of five or more dubs without significant loss is more than sufficient.

The consensus: The use of digital recording for post-production purposes is likely to come within five years. The use of digital for broadcast is not likely to occur before five to seven years.

Whenever that advent, the American manufacturers appear determined to insist on high-end-of-the-line performance. That was the approach taken by Ampex in designing the system demonstrated in San Francisco, and it also was the approach advocated by RCA's Arch Luther in his remarks on the SMPTE panel. Performance should not be compromised to cost, he said, adding that he would prefer even higher standards than those demonstrated by Ampex (a four times color subcarrier sampling rate, for example, instead of the three times sampling rate of the Ampex

machine). He also advocated designing in full error correction rather than using error concealment techniques, as has been the approach of European designers who had shown earlier digital developments. "We should not make performance trade-offs to gain either early introduction or low cost in digital recording," Mr. Luther told the conference.

Despite the apparent reluctance of American manufacturers to rush into digital, a cautionary note was sounded by Ed Herlihy of Golden West Broadcasters, who encouraged SMPTE to establish a set of digital standards before a number of competing manufacturers introduce incompatible machines. "Most broadcasters think another standard in their plant will be a disaster," he said, although conceding that up to now the broadcaster has managed to overcome problems presented by a number of existing formats—two-inch, one-inch B and C formats, three-quarter-inch and half-inch U-matics plus two-inch cartridge.

Mr. Herlihy noted that broadcasters don't want to give up the advances they've gained with one-inch, including a viewable picture for editing, stop action and slow motion, in addition to lower capital and operating costs.

Mr. Herlihy's point was countered to a degree by comments by Mr. Luther of RCA and Marcel Auclair of the Canadian Broadcasting Corp. Both spoke of the need for a range of requirements to meet different user needs. Mr. Auclair, particularly, was concerned that setting standards in advance might limit the possibilities of innovation and variety.

All the panelists were impressed by the Ampex demonstration, if not overwhelmed by it. Said Mr. Luther (while refusing to comment on digital development at RCA): "It demonstrated what we all knew could be demonstrated with the

approach that they took." Peter Rainger of the (BBC) complimented the Ampex team on their accomplishment but likened it to making only the first hurdle. "There are about 30 more hurdles to go," he said.

Even Joachim Diermann, one of the two Ampex engineers who presented the digital demonstration, was quick to join the chorus of caution. What's wrong with Ampex's machine? he was asked. Its operational costs are too high, its weight and size are too large and it doesn't have the features and special effects to which users have become accustomed with the new analog machines. By his count "there may be 31 hurdles yet to go."

A surprising degree of attention was addressed to the problem of finding engineers capable of maintaining the increasingly sophisticated equipment being designed for broadcast use. Among the curious problems: Breakdowns are so infrequent that operators forget how equipment works; they grow inexperienced at making repairs. Mr. Auclair said the CBC has had to establish a special team of maintenance experts to go from one end of the country to the other on moment's notice to repair equipment too complicated for the resident personnel. Such considerations led to repeated demands that manufacturers design self-diagnostic systems into their new products.

The problems facing the advent of digital recording were underscored even more by SMPTE sessions documenting the operational success of one-inch helical recorders. Speaker after speaker told of the wonders in quality, reliability, versatility and cost afforded by that format. Not only is it good now, but getting better, the engineers said, emphasizing that the digital formats to come will have to beat not only today's analog standards, but tomorrow's as well.

## Ampex makes pre-emptive bid on digital

**U.S. manufacturer shows SMPTE experimental DVR that produces superior video pictures, but cautions that viable commercial product is number of years away; strategy is to forestall being outbid by lower-standard format**

The Ampex Corp. is now on the leading edge of a technical revolution it doesn't want to happen.

That was the anomaly that emerged from the 13th annual television conference of the Society of Motion Picture and Television Engineers in San Francisco. At approximately 3:45 p.m. on Saturday, Feb. 3, two Ampex engineers conducted the first public demonstration by a U.S. equipment manufacturer of a digital videotape recorder. It was a brilliant success, demonstrating signal to noise ratios (from 62 to 68 db) never before achieved in video recording (the typical VTR picture is in the 50-60 db range, and every advance of 3 db is said to represent a

doubling of picture quality).

Moreover, the Ampex development eclipsed previous marks set in the DVR field—exclusively, so far, by Great Britain's Independent Broadcasting Authority, whose John Baldwin has led the engineering world in announcing digital developments to date. Mr. Baldwin demonstrated a digital recorder—albeit one that could produce only a still picture occupying half the TV screen—at the Montreux technical symposium in Switzerland two years ago, and a more advanced model—this time producing a full-screen, continuous motion picture—at the International Broadcasting Convention in London last fall (BROADCASTING, Oct. 9, 1978).

The IBA and Ampex approaches are worlds apart, the first using bit-reduction and error-concealment techniques in an effort to crowd as much video information into as little tape area as possible. Ampex taking a high-end-of-the-line direction to produce pictures of maximum quality



regardless of tape area consumed. (The most obvious difference: Mr. Baldwin used a modified Fernseh one-inch helical recorder, Ampex a modified AVR-3 two-inch machine.) Ampex's results, in the opinion of authorities who have seen both, are dramatically better in picture quality.

But the issue is as much political as it is technical—not in a nationalistic sense of Britain versus the U.S., but in terms of staking out positions along the path of eventual digital tape recording development. And all agree that digital is inevitable (see preceding story). The question is: What kind of system will be developed, and when?

For Ampex's part—and, presumably, on the part of Sony and RCA as well—there's no hurry. Indeed, all three of those companies—committed to marketing the new generation of one-inch, type C helical recorders—are concerned that the prospect of an onrushing digital recording future may divert customer attention from the products at hand. Officials insist that their discouragement of digital has nothing to do with wanting to equip all their users with one-inch recorders before introducing the digital generation. They say, rather, that digital, for all its picture quality, simply cannot, at this stage of the game, match the performance of one-inch. Nor, the engineers insist, will it be able to for the next five years.

All those manufacturers are still scarred from the standardization battle that marked the emergence of the one-inch type C format, and none seem anxious to repeat the battle in digital. (Germany's Bosch-Fernseh, whose one-inch VTR is on the type B format, has had that field pretty much to itself.) Thus Ampex's strategy is to introduce a digital machine with quality so high that succeeding manufacturers will have to match it. In the words of one senior Ampex official, "Being there first with the wrong product can still be attractive." Ampex wanted to pre-empt that possibility by being there first with standards it later could live with, if it had to.

Although Ampex was continuing to show its new device to important engineering visitors on a one-at-a-time basis last week, it will not demonstrate it before the largest market of them all, the annual convention of the National Association of Broadcasters, in Dallas next month. "When you show at the NAB you're suggesting that it's a commercial product," said Ampex's Mark Sanders, and the company is determined to head off that notion.

"This is a status report on an experimental recorder," was the official statement of Donald V. Kleffman, vice president and general manager of the audio-video systems division. "Although its video performance is extraordinary, it is not a product and we are not even suggesting that the format we have chosen is close to ideal. We firmly believe that a practical digital videotape recorder that satisfies the real needs of the broadcast in-



**Authors.** Maurice Lemoine (l) and Joachim Diermann standing by the experimental digital videotape recorder demonstrated by Ampex during the SMPTE conference in San Francisco Feb. 3. The machine is a modified AVR-3 quadruplex model, reconfigured as an "octoplex"—with eight recording heads—for digital operation. **Below.** A close-up of the electronics bay.



dustry is not just around the corner; it will be quite a few years before such a recorder can become a viable product."

The Ampex paper that included the DVR demonstration was delivered by Joachim Diermann (a German) and Maurice Lemoine (a Frenchman) of Ampex's Redwood City, Calif., laboratory. The principal engineering work was done by Mr. Lemoine, who had been assigned to the project for seven years. It took the first four of those years to produce a television picture. (Even three years ago, BROADCASTING was told last week, that picture was superior to the first DVR picture shown by IBA a year later.) It is believed that other manufacturers—perhaps as many as a half dozen—have similar developmental projects under way. Whether they will be similarly inclined to go public may depend on the comparability of those developments to Ampex's. None are now likely to demonstrate any device that won't match or exceed what the engineers saw in San Francisco on Feb. 3.

**Speaking of specs.** The digital video recorder demonstrated by Ampex in San Francisco was a modified AVR-3 quadruplex machine. (Eight recording heads are used in the digital configuration, making it, technically, an octoplex.) According to Ampex's official announcement, the system had a special video head assembly with eight transducers and a writing speed of approximately 1,600 inches per second. The digitized video signal was recorded on two channels, each accommodating 43 million bits per second. The composite 525-line, 60-cycle NTSC signal was sampled at a rate of three times the color subcarrier, each sample being digitized into an eight-bit word. Linear packing density was 27,000 bits per square inch. A conventional tape transport and standard quad tape were used, with a track width of 5.0 mils and a guard band of 2.5 mils. Tape speed was the standard 15 inches per second.

# In Sync

Up and coming in broadcast technology

**What's next?** A less pessimistic view about the pace of digital evolution than that presented to the SMPTE in San Francisco (see page 64) was presented to the Association of Independent Television Stations in Washington. Although the latter organization had little to say about technology during its convention last week (the one session devoted to the subject was cut short), one who attended the four-day meeting did—Neville H. Bennett, director for engineering at Telemation, a division of Bell & Howell, Salt Lake City. □ □ □ **His prediction.** By 1981 someone is likely to produce an all-digital electronic news gathering camera, complete with a built-in tape recorder. "With the progress technology is making in band-width compression techniques, it is highly probably that the just-recorded information can be transmitted back to the station center by telephone, two-way radio, fiber optic transmission or microwave." Furthermore, he said, all-digital cameras, such as he described could "still provide a video picture of greater quality than we currently are capable of broadcasting." □ □ □ **And more to come.** Mr. Bennett also provided an update on just where digital electronics is these days. The last half of the 1970's has seen a tremendous boom in digital station equipment. In 1974, he said, there was the introduction of the frame synchronizer. Computer tape editors and picture image enhancement arrived in 1975. The digital noise filter bowed in during 1977. Last year, the electronic frame storer and an experimental digital tape recorder appeared. The all-digital studio, he suggested, may not be too far into the future. He said he expects an experimental digital studio to be a real likelihood next year. □ □ □ **Up close.** Remember those close-up shots of Ron Guidry firing his pitches past the Dodger batters during last fall's World Series? NBC-TV's tight-in shots that seemed to bring the Yankee ace's throws sometimes too close for comfort were made possible by Schneider 30x zoom lenses attached to RCA TK-760's. NBC used the same rigs for its Super Bowl coverage. The network recently contracted for 21 more of the lenses, bringing to 40 the number it owns. The total complement consists of 30 26-800mm f1.7 lenses and 10 12.5-375mm f1.7's. The Schneider lenses are now being adapted for other ENG and electronic field production cameras. Tele-Cine Inc., which markets them, will have some of the other cameras on display at the National Association of Broadcasters convention next month in Dallas. □ □ □ **VCR sales.** The numbers are in for January, and the sales to dealers of home video cassette recorders are 72% above the figure for the first month of 1978, according to the Electronic Industries Association. Sales last month totalled 23,300 units, as compared to 13,567 January a year ago. (EIA has no statistics for VCR sales prior to last year, so 1979's will be the first figures available for gauging the growth of the market.) □ □ □ **Radio rebounds.** Radio set sales were up 15.4% last month to 2.9 million units. Television set sales were up 3.7% with 968,000 sets sold. □ □ □ **Much better.** Santa Claus arrived late at Hatboro, Pa., the headquarters of Jerrold Electronics, a subsidiary of General Instrument Corp. In January, Jerrold received a record \$40 million in orders and signed agreements for cable television equipment: The agreements represent more than 5,500 miles of cable plant as well as attendant hardware. Some of the places where Jerrold will be building are Broward county, Fla.; Essex county, N.J.; Scarsdale, Hempstead and Yonkers, all New York, and Jacksonville, Fla. Colin O'Brien, president of Jerrold, commented on the news: "The order input for the period is a record and represents almost a three-fold increase over last year's total fourth quarter input." □ □ □ **Sony delivers.** Sony Video Products has begun delivering its BVH-500 portable type C video tape recorders. The first units went to Compact Video, Hollywood; Opryland, Nashville, and One Pass Productions in San Francisco. The recorder allows the user to record in the field directly on one-inch tape without converting formats. The unit will record up to 90 minutes on a single battery charge. □ □ □ **A first.** Reeves Teletape Corp., New York, has opened a new film-to-tape transfer facility which is the first of its kind in the eastern U.S., the company says. Studio W, as the facility is called, offers 27 different parameters of color, and design can be individually controlled so that color corrections are more accurate. The computerized facility permits the blending of colors from one scene to the next, doing away with abrupt changes. □ □ □ **Audio news.** Ampro Broadcasting is marketing a new line of "moderately priced" audio consoles. The New Microtouch line features "electro-mechanical" switching, replacing lever key switches, and compact size. The 21-inch model allows for five audio channels. Its big brother, a 26-inch model, has eight channels. The units are available with up to 21 inputs in five and eight channel rotary and linear fader configurations with dual mono and dual stereo outputs. The price ranges from \$1,495 to \$3,495. The units are marketed in Canada by Ward-Beck Systems and in South America by Singer Products.

## Give consumers some UHF help, broadcasters urge

**NAB and other broadcast groups suggest FCC educate public on how to buy and install TV sets for best reception**

Seven broadcasting industry groups, including the National Association of Broadcasters and the Corporation for Public Broadcasting, have joined the Council for UHF Broadcasting in urging the FCC to implement a program to assist consumers in selecting and installing TV receivers.

In final comments filed with the FCC, CUB said that the typical TV reception of UHF stations is of poorer quality than VHF stations, and a program of TV receiver grading therefore would be in the public interest.

"The commission's ultimate objective should be development of information which can be used to persuade television equipment manufacturers to adopt and implement uniform rating and labeling practices that will make it possible for consumers to intelligently select and install UHF television components for specific applications," the group argued.

The reason for the inquiry, the commission said, is that most consumers "lack the necessary information to select the television receiver and antenna system which best meets their particular needs." More specific information, it noted, would probably be incentive for manufacturers to improve their products, and would also assist consumers in the installation and operation of their systems.

Taking issue with the proposal, however, was the Consumer Electronics Group of the Electronic Industries Association. "EIA/CEG believes that the proposed grading and labeling program is unnecessary and will not assist consumers in a meaningful way in making purchasing decisions," it said.

The group noted that manufacturers are already supplying consumers with information on proper selection, installation and adjustment of receivers and antennas, and it further questioned the FCC's authority in this matter. "The commission is ill-equipped for such a role, the need for regulatory intervention is not apparent, and the commission has no legal authority to impose such grading requirements."

Also skeptical about the idea was the National Cable Television Association, which argued that the commission should "exhaust its less intrusive options" to deal with the problem before resorting to regulatory action. It suggested, for example, that the commission consider consumer-oriented publications and additional research projects as alternative methods of assisting the general public.

The National Telecommunications and Information Administration and ABC expressed other reservations. NTIA endorsed the general idea of the program,



but said it didn't go far enough. It called for a labeling system for all components of the receiving system. ABC, meanwhile, proposed a further notice of inquiry, saying that this notice failed to elicit consumer views. It further called on the commission to "identify what marketplace deficiencies exist in industry and consider whether voluntary self-regulatory measures might be effective to remedy any such deficiencies."

And in a separate filing, NAB expressed some concern about the scope of the inquiry as well. It said that if consumers were to really be assisted, the commission should also consider such factors as picture brightness, sound tone quality, automatic fine tuning and power consumption.

## Broadcasters differ on use of UHF for STL, intercity relay

**ABC, CBS and Westinghouse are for plan, AMST says no**

A petition concerning expanded broadcaster use of the UHF spectrum has drawn mixed reactions from the industry. The rulemaking proposal would amend Parts 2 and 74 of the FCC's rules to permit broadcast aural studio-to-transmitter links and intercity relay stations to operate on unassigned UHF-TV channels on a secondary, noninterfering basis.

The petition, originally filed by Moseley Associates Inc., a communications equipment manufacturer, received the support of CBS, ABC and Westinghouse Broadcasting Co. The last reasoned that there will be an increased need for those auxiliary broadcast services in the next few years, particularly in large metropolitan areas, where usage demands are likely to exceed presently available channel space. The Moseley petition, it said, "appears to be a promising approach which merits careful study and consideration."

CBS support for the petition was based on claims that STL services are inadequate to meet present and future needs, and that allocation of unused UHF channels for STL services could result in a more efficient use of the broadcast spectrum. ABC took a similar position, but stopped short of complete endorsement. It agreed the proposal should be explored, but suggested that the proceeding "include the broader question of how adequate frequencies for aural STL and similar needed uses can be made available."

Opposing the idea was the Association of Maximum Service Telecasters, which argued that it wasn't feasible, and was merely an attempt by Moseley "to profit at the expense of the public's television broadcast service."

"Moseley has neither shown the feasibility of the proposed sharing of UHF-TV channels for aural studio-transmitter links nor demonstrated that other feasible present or proposed alternatives cannot or should not be utilized," AMST argued.

## Networks push for identification signal encoding on TV

**ABC, CBC, NBC and PBS ask FCC for permission to encode material in vertical blanking interval they say will help accuracy of rating services; NCTA and AMST don't like idea**

The FCC has received overwhelming network support for a rule amendment to permit the transmission of a program-related source identification signal (SID) on line 20 of the standard TV signal vertical blanking interval.

In final comments filed with the commission, the three commercial networks and the Public Broadcasting Service heartily endorsed the proposal. They all claimed the rule change would benefit consumers by allowing for more accurate program ratings.

In endorsing the amendment, originally proposed by NBC, ABC said the changes would enhance TV service. The reasons, it said, are that the transmission of an SID would afford compatibility with all program material; it would offer high reliability; there would be ready availability to anyone possessing the necessary decoding equipment, and there would be more

efficient spectrum use.

ABC said it had been experimenting with SID transmission since 1974, and it believed it would permit continuity in monitoring of the total television system from picture source to transmitter output. ABC predicted this would offer faster and more accurate program ratings.

Taking issue with the proposal was the National Cable Television Association. NCTA agreed that the possibility of interference to program matter in normal over-the-air situations is remote. But it expressed concern that "little if any study has been made concerning the special case of cable television transmission where adjacent channel conditions beyond those contemplated by the commission require special reduction of aural signal levels and other changes which could cause hypersensitivity to [vertical blanking] signals."

Also opposing the proposal was the Association of Maximum Service Telecasters, which argued that the commission should promote utilization of the vertical interval for other services, such as teletext and other general data communications transmissions systems.

"Since teletext or some other general service to be made available to all of the public would meet the public interest standard of the Communications Act, its introduction by broadcast licensees should not be impeded by network use of line 20 for a radiated SID system," AMST argued.

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# The Broadcasting Playlist Feb 12

## Contemporary

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
4 2	<i>I Will Survive</i> □ Gloria Gaynor	Polydor
2 3	<i>Le Freak</i> □ Chic	Atlantic
7 4	<i>A Little More Love</i> □ Olivia Newton-John	MCA
3 5	<i>Too Much Heaven</i> □ Bee Gees	RSO
5 6	<i>September</i> □ Earth, Wind & Fire	Columbia
12 7	<i>Fire</i> □ Pointer Sisters	Planet
9 8	<i>Got To Be Real</i> □ Cheryl Lynn	Columbia
10 9	<i>Hold the Line</i> □ Toto	Columbia
8 10	<i>YMCA</i> □ Village People	Casablanca
6 11	<i>My Life</i> □ Billy Joel	Columbia
11 12	<i>Lotta Love</i> □ Nicolette Larson	Warner Bros.
17 13	<i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
15 14	<i>Heaven Knows</i> □ Donna Summer	Casablanca
16 15	<i>Soul Man</i> □ Blues Bros.	Atlantic
19 16	<i>Livin' It Up (Friday Night)</i> □ Bell and James	A&M
21 17	<i>I Don't Know If It's Right</i> □ Evelyn King	RCA
13 18	<i>Every 1's a Winner</i> □ Hot Chocolate	Infinity
20 19	<i>Somewhere in the Night</i> □ Barry Manilow	Arista
22 20	<i>Tragedy</i> □ Bee Gees	RSO
18 21	<i>Shake It</i> □ Ian Matthews	Mushroom
27 22	<i>Haven't Stopped Dancin' Yet</i> □ Gonzalez	Capitol
24 23	<i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
28 24	<i>I Was Made For Dancin'</i> □ Leif Garrett	Scotti Bros.
42 25	<i>The Gambler</i> □ Kenny Rogers	United Artists
37 26	<i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
26 27	<i>Blue Morning, Blue Day</i> □ Foreigner	Atlantic
30 28	<i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
33 29	<i>No Tell Lover</i> □ Chicago	Columbia
31 30	<i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
36 31	<i>Dancin' Shoes</i> □ Nigel Olsson	Bang
45 32	<i>Crazy Love</i> □ Poco	ABC
32 33	<i>Every Time I Think of You</i> □ Babys	Chrysalis
23 34	<i>Ooh Baby, Baby</i> □ Linda Ronstadt	Asylum
41 35	<i>Big Shot</i> □ Billy Joel	Columbia
35 36	<i>Home and Dry</i> □ Gerry Rafferty	United Artists
48 37	<i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
14 38	<i>We've Got Tonight</i> □ Bob Seger	Capitol
40 39	<i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
44 40	<i>Lady</i> □ Little River Band	Harvest
29 41	<i>I Love the Night Life</i> □ Alicia Bridges	Polydor
- 42	<i>Stormy</i> □ Santana	Columbia
39 43	<i>Take Me to the River</i> □ Talking Heads	Sire
- 44	<i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
- 45	<i>Music Box Dancer</i> □ Frank Mills	Polydor
34 46	<i>Promises</i> □ Eric Clapton	RSO
47 47	<i>Song On the Radio</i> □ Al Stewart	Arista
25 48	<i>Don't Bring Me Flowers</i> □ Streisand/Diamond	Columbia
50 49	<i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
46 50	<i>New York Groove</i> □ Ace Frehley	Casablanca

## Playback

**Sure bet.** Music directors are putting their chips on Kenny Rogers' *The Gambler* (United Artists): Bolting from 42 to 25 this week on "Playlist," and chalking up adds at WABC(AM) New York and KFRC(AM) San Francisco, it's a sure bet. The single held the number one spot on the country chart for five straight weeks and has maintained a firm, yet low, position on the contemporary chart for 11 weeks. But it's apparently "turning out to be a big record," says Dave Bishop of WCOL(AM) Columbus, Ohio. The reason for the previously slow top 40 movement, says Steve Resnick of United Artists: "It's one of those records that top 40 stations have been fighting [saying that] it's not a top 40, pop hit. But it is." And, he continues, more proof is still to come with more major stations adding the single. **Another from Joel.** Billy Joel continues his hot streak with *Big Shot* (Columbia), which climbs to 35. The single is the second from the *52nd Street* album and Don Selasco of KROY(AM) Sacramento, Calif., says "it's going to be a hit. He's so strong and it has a nice flavor to it." **Programmer's best friend.** Neil Diamond's latest single, *Forever in Blue Jeans* (Columbia), bolts to 37 from 48. Jerry David Malloy of WHAS(AM) Louisville, Ky., says "It'll be a biggie for him. It's typical Diamond: a very simple-melody line. You hear it the first time and it [sounds familiar], yet it doesn't burn out." **Pleasant surprise.** Frank Mills's *Music Box Dancer* (Polydor) comes on at 45 and programmers are surprised by the rapid and favorable response to the instrumental. "It's an innocent little piano thing," says Chris Favor of KEW(AM) Topeka, Kan. "It's going to be the left fielder of the year—a record nobody would have expected to be big."

## Country

<i>Last This</i> <i>week week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
1 1	<i>Every Which Way But Loose</i> □ Eddie Rabbitt	Elektra
2 2	<i>Back On My Mind</i> □ Ronnie Milsap	RCA
3 3	<i>Why Have You Left . . .</i> □ Crystal Gayle	United Artists
4 4	<i>Come On In</i> □ Oak Ridge Boys	ABC
19 5	<i>Texas (When I Die)</i> □ Tanya Tucker	MCA
6 6	<i>Happy Together</i> □ T.G. Sheppard	Warner/Curb
9 7	<i>Your Love Had Taken Me That High</i> □ C. Twitty	MCA
5 8	<i>The Official Historian . . .</i> □ Statler-Bros.	Mercury
16 9	<i>The Song We Made Love To</i> □ Mickey Gilley	Epic
- 10	<i>I'll Wake You Up When I Get Home</i> □ Charlie Rich	Elektra
- 11	<i>Alibis</i> □ Johnny Rodriguez	Mercury
- 12	<i>Fall In Love With Me Tonight</i> □ Randy Barlow	Republic
23 13	<i>Golden Tears</i> □ Dave and Sugar	RCA
14 14	<i>Mabellene</i> □ George Jones & Johnny Paycheck	Epic
17 15	<i>It's Time We Talk Things Over</i> □ Rex Allen Jr.	Warner Bros.
20 16	<i>Whiskey River</i> □ Willie Nelson	Columbia
25 17	<i>I Just Can't Stay Married</i> □ Cristy Lane	LS
21 18	<i>Tonight She's Gonna Love Me</i> □ Razy Bailey	RCA
7 19	<i>Lady Lay Down</i> □ John Conlee	ABC
8 20	<i>Do You Ever Fool Around</i> □ Joe Stampley	Epic
15 21	<i>I Really Got the Feeling</i> □ Dolly Parton	RCA
10 22	<i>Tulsa Time</i> □ Don Williams	ABC
22 23	<i>Lovin' On</i> □ Bellamy Bros.	Warner Bros.
- 24	<i>Everlasting Love</i> □ Narvel Felts	ABC
- 25	<i>Save the Last Dance For Me</i> □ Jerry Lee Lewis	Sun

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



Cary

**Frank T. Cary**, board chairman and chief executive officer, IBM Corp., Armonk, N.Y., named to board of directors of ABC Inc., succeeding **Alger B. Chapman**, formerly board chairman of Squib Corp., who retired from ABC board Feb. 5.

**Kelly Atherton**, chief executive officer of Orion Broadcasting's WMT Inc., which includes WMT-AM-FM-TV Cedar Rapids, Iowa, and general manager of WMT-TV, appointed president of WMT Inc., in addition to his present duties. He succeeds **Lew W. Van Nostrand**



Atherton



Nostrand

who retires after 38 years with WMT Inc. stations. **Perry Kidder**, general manager of WMT-AM-FM, elected VP of WMT Inc. **James M. Caldwell**, president and general manager of Orion's WAVE(AM) Louisville, Ky., assumes corporate duties as VP of Orion, which is headquartered in Louisville. **James R. Markham**, executive VP of KCKC(AM) San Bernardino, Calif., joins WAVE as general manager.

**Gary Dean**, general sales manager, WPEC(TV) West Palm Beach, Fla., appointed general manager.

**David Small**, corporate director of marketing for Starr Broadcasting, responsible for its WBOK(AM) New Orleans, KXLR(AM) Little Rock, Ark., and WTVQ-TV Lexington, Ky., named to additional position of general manager of Starr's KMGC(FM) Dallas.

**Doug Peele**, sales manager, WEZR(FM) Manassas, Va., named general manager.

**Tommy Vasocu**, general sales manager, KDKB(AM)-KDJQ-FM Mesa, Ariz. (Phoenix), assumes additional responsibilities as station manager. **Thomas C. Brooks**, business manager, assumes additional duties as assistant VP of KDKB-KDJQ-FM, and co-owned KZAM-AM-FM Bellevue, Wash. (Seattle), and KBPI(FM) Denver (pending FCC approval of station acquisition).

**Robert L. Sill Jr.**, general sales manager, WWSW(AM) Pittsburgh, joins WEDO(AM) there as VP-general manager.

**Robert M. Zitter**, director of corporate proj-

ects, Schurz Communications, South Bend, Ind., elected to board of directors and named secretary of company, which owns broadcast group, cable systems and newspapers including *South Bend Tribune*.



Brown

**Eleanor J. Brown**, assistant to general manager of WJLA-TV Washington, responsible for personnel and community affairs, named director of management development of Group W, New York.

**Frank Jank**, station manager, KVOS-TV Bellingham, Wash., elected VP of Kvos Television Corp.,

licensee of station.

**Rod Williams**, with KMVI(AM) Wailuku, Hawaii, appointed station manager.

**Dick Stevens**, operations manager, WIVI-FM Christiansted, Virgin Islands, named VP in charge of operations.

**Gordon King**, VP-business affairs and treasurer, Post-Newsweek Stations, Washington, named executive VP-business affairs.

**Bob S. Bridwell**, senior VP-finance, treasurer and chief financial officer of CRS Group, Houston, joins Harte-Hanks Communications, San Antonio, Tex., as VP-finance.

**Susan Harris**, senior network television buyer, McCann-Erickson, New York, joins ABC Television there as associate director, business analysis and financial planning.

**Tom McCoy**, staff attorney, FCC, Washington, joins Golden West Broadcasters, Los Angeles, as associate general counsel.

**John Halloran**, business manager, KCMO-TV Kansas City, Mo., joins co-owned WPGH-TV Pittsburgh in same capacity. **Cindy Rymarczyk**, from WIVB-TV Buffalo, N.Y., joins WPGH-TV as accounting manager.

**Harry R. Lipson**, general manager of WPBN-TV Traverse City, Mich., and WTOM-TV Cheboygan, Mich., retires after 12 years in that position.

**Jan Longhofer**, from Associated Druggists, joins noncommercial KPST(TV) Hutchinson, Kan., as special events coordinator.

**George E. Wildey**, producer, Penobscot-Broadcasting Corp., Bangor, Me., named VP-director of development for Penobscot, licensee of WPBC(FM) there, and WHOU-AM-FM Houlton, Me.

**Salute.** NBC hosted a reception last Monday (Feb. 5) at the U.S. State Department's Ben Franklin Room honoring President Fred Silverman and Board Chairman Jane Cahill Pfeiffer. Among the 150 guests were members of the Senate and House Communications Subcommittees and presidential assistants Anne Wexler and Gerald Rafshoon, plus most members of the FCC and their spouses.

## Broadcast Advertising



Beers

**Charlotte Beers**, senior VP-director of client services, J. Walter Thompson Co., Chicago, joins Tatham-Laird & Kudner there as managing partner and member of management committee.

**Robert Carmody**, executive VP, Daniel & Charles, New York, joins C.T. Clyne Co. there as senior VP and

senior management supervisor.

**John H. Mather**, VP-director of marketing and research, Ketchum, MacLeod & Grove, Pittsburgh, named senior VP.

**Michael Krugman**, account supervisor, and **Fred Baker**, director of market research, Marschalk Co., New York, named VP's.

**Jon Kramer**, account executive on Frito-Lay account, Foote, Cone & Belding, New York, named account supervisor.

**Dick Rubinstein**, corporate officer of Playworld retail stores, based in Farmingdale, N.Y., joins Helitzer, Bartolone Advertising, New


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York, as senior VP in charge of agency's youth marketing division.

**John MacDaniels**, VP-creative director, Dailey & Associates, San Francisco, named senior VP.



Kaufman

Henry J. Kaufman & Associates, Washington, marks its 50th year in business this month with management shifts and plans for expansion. Firm's founder. **Henry J. Kaufman**, present board chairman, becomes founder-chairman. **Alfred H. Edelson**, president of firm, moves up to chairman of board.



Edelson



Karu

**Stuart E. Karu**, executive VP, succeeds Mr. Edelson. Mr. Karu joined Kaufman seven years

ago and organized Market Research Bureau subsidiary. **Michael G. Carberry** rejoins Kaufman as executive VP after five years with Porter-Novelli & Associates, marketing-public relations firm.

**Michael Anastas**, account supervisor, Cunningham & Walsh, New York, elected VP.

**Robert Ceasar** and **Peter Tate**, account supervisors, Doyle Dane Bernbach, New York, elected VP's.

**Terri Johnsen**, in sales for H-R Television, New York, named New York sales manager, White division. **Robin Rednor**, from WKBS-TV Philadelphia, joins H-R Television One sales division.

**Patrick Hodges**, manager of Katz Radio's San Francisco office, appointed VP. **Margaret Mazzarella**, assistant to VP and director of management and accounting systems, Katz Agency, New York, appointed associate director of management and accounting systems.

**Peter Kranzler**, in research position with Metro TV Sales, New York, appointed to sales development position.

**Frank Quinn**, research analyst, ABC-TV Spot Sales, New York, joins Meeker Television Inc. there as assistant director of research and promotion. **Joe Sangeorge**, buyer-planner, Compton Advertising, and **Karen Glass**, buyer, Benton & Bowles, join Meeker as account executives in Chicago and New York, respectively.



Severance

**Richard D. Severance**, VP-national sales, Television Bureau of Advertising, New York, named senior VP-national sales. **Robert H. Baker**, from KDKA-TV Pittsburgh, and **C. Joseph Gavin**, from Sandy Frank Film Syndication, New York, join TVB as marketing sales executives.

**Bob Kunath**, manager of Chicago office of Television Advertising Representatives, appointed VP-national sales manager, moving to New York headquarters. **Dan Lawlor**, sales manager, WJZ-TV Baltimore, succeeds Mr. Kunath.

**Larry Linehan**, sales executive, WPIX(TV) New York, appointed sales manager.

**Patrick D. Pattison**, manager of his own advertising firm in Newport Beach, Calif., joins KTTV(TV) Los Angeles as advertising manager.

**Bob Delehanty**, general sales manager, WTVH(TV) Syracuse, N.Y., joins co-owned WPGH-TV Pittsburgh in same capacity. **Ed Trimble**, account executive, KWGN-TV Denver, joins WPGH-TV as local sales manager.

**Robert Van Cleave**, local sales manager, WDIV(TV) Detroit, joins WDRB-TV Louisville, Ky., as general sales manager.

**Ralph Garone**, local sales manager, WYNY(FM) New York, joins WPIX-FM there as general sales manager.

**Bob Christy**, general manager, WRDD(AM) Flint, Mich., joins WEEP(AM)-WDSY-FM Pittsburgh as general sales manager.

**Robert J. Bowen**, local sales manager,

WMAL(AM) Washington, named general sales manager.

**Matt Mills**, local sales manager, WHYI(FM) Miami named general sales manager.

**Alan Box**, VP-general manager, WEZR(FM) Manassas, Va., named VP-general sales manager of licensee, EZ Communications, Fairfax, Va. **Wyatt Thompson**, from WTOP(AM) Washington, joins WEZR as sales manager. **Paul Rogers**, account executive, WEZR, named sales manager of co-owned WEZB(FM) New Orleans. **Dick Via**, from WRVA(AM) Richmond, Va., named sales manager of EZ's WEZS(FM) there.

**Stephen C. Wrath**, general sales manager, KMEQ-AM-FM Phoenix, appointed VP-sales.

**Karen Anderson**, account executive, WCBS-FM New York, named retail sales manager.

**Sylvia Hargett**, national sales manager, WTVR-TV Richmond, Va., joins WTVW(TV) Evansville, Ind., in same capacity.

**Gary Heathcott**, account executive, KAAY(FM)-KLPA(FM) Little Rock, Ark., named sales manager.

**Roger Pasquier**, in sales department of KVI-FM Seattle, named regional sales manager.

**Jerry Corbin**, account executive, WRMN(AM)-WJKL(FM) Elgin, Ill., joins KESE(AM) Monterey, Calif., as sales manager.

**Bill McClarty**, account executive in Portland, Ore., office of May/Partners Advertising, joins KMO(AM) Tacoma, Wash., as national sales manager.

**Tom Burka**, account executive, WAEB(AM)-WXXW(FM) Allentown, Pa., joins WZZD(AM) Philadelphia in same capacity.

**Rick Robinson**, graduate, Indiana University, Bloomington, joins sales staff of WISH-TV Indianapolis.

**Joe Occhionero**, operator of his own merchandising business in music field, joins WUAB(TV) Lorain, Ohio (Cleveland), as account executive on local sales staff.

**Terry Williams**, general sales manager, WILD(AM) Boston, and **Catherine Kelley**, marketing director for multimedia show appearing in Boston, join WEEI(AM) there as account executives.

**Robin Lappen**, in sales department of *New England Outdoor* magazine, joins sales staff of WROR(FM) Boston.

## Programing

**Thomas J. Madden**, VP-assistant to president of NBC, Fred Silverman, named VP-program department liaison, NBC Entertainment, New York.

**Bill Saltzgeber**, promotion manager, WPGH-TV Pittsburgh, named program manager.

**David Ochoa**, producer-host of two public affairs programs, and reporter on evening news, KCOP(TV) Los Angeles, joins WNBC-TV New York as executive producer.

**Chuck Martin**, air personality, KHJ(AM) Los Angeles, named program director.

**Fred Cohen** and **Diane Berson**, associate producers, KYW-TV Philadelphia, named producers. **Lynne Haire**, from NBC's *America Alive*, and **Shelley Lawrence**, special events

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coordinator for Philadelphia department store, join KYW-TV as associate producers.

**Aaron B. Coleman**, director of news program, WCSC-TV Charleston, S.C., joins WPVI-TV Philadelphia as producer-director.



Jacquemin

**Robert M. Jacquemin**, central division manager, Paramount Pictures, St. Louis, named VP, sales, Paramount Pictures Television, New York.

**Craig Kellem**, VP of Lorne Michaels's Above Average Productions, New York, joins 20th Century-Fox Television, Beverly Hills, Calif., as director

of daytime and syndicated program development. **Wilt Haff**, associate director of business affairs, Fox TV, named director of business affairs.

**Dee Eulberg**, executive secretary to president of Warner Bros. Television Distribution, Burbank, Calif., named director of product coordination and executive assistant to president.

**Meg Antonius**, traffic manager, WKOW-TV Madison, Wis., named program department manager. **Ken Syke**, assistant sports director, named sports anchor.

**Kenneth P. Murr**, director of instructional television, noncommercial WLW(TV) Garden City, N.Y., named program director.

**John Wheeling**, manager of news operations,

WCBS(AM) New York, assumes additional duties as executive producer of station's coverage of New York Jets football.

**Bill Chapman**, manager of special programming, WIS-TV Columbia, S.C., named executive producer.

**Dennis Munson**, announcer, WRCV(FM) Mercersburg, Pa., assumes additional duties as music director.

**Tom Mees**, sports director, WILM(AM) Wilmington, Del., joins WECA-TV Tallahassee, Fla., in same capacity. **Jonel King**, producer-director at WECA-TV, named production manager. **Phil Clark**, producer-director, WTWO(TV) Terre Haute, Ind., joins WECA-TV in same capacity.

**Mike Hogewood**, sports anchor and reporter, WBT(TV) Charlotte, N.C., joins WBBH-TV Fort Myers, Fla., as sports director.

**Roger Springfield**, from WSAU-TV Wausau,

**Titled.** Appointments to four newly created positions at National Public Radio have been confirmed by NPR's board: Thomas C. Warnock, senior vice president for programming and distribution, named executive vice president; Samuel C. O. Holt, vice president for programming, named senior vice president for programming; Billy B. Oxley, director of satellite distribution, named senior vice president for distribution, and Walda Roseman, director of government affairs, named vice president for national affairs.

Wis., joins WAFF(TV) Huntsville, Ala., as assistant sports director.

**Tim Christ**, operations manager, WTAX(AM) Springfield, Ill., named farm director.

New officers, Broadcast Advertising Producers Society of America. New York: **John Held**, Cunningham & Walsh, president; **Lincoln Diamond**, Spots Alive, VP; **Diana Dorken**, Scott Paper Co., secretary, and **George Sullivan**, Colgate-Palmolive Co., treasurer.

## News and Public Affairs

**Harriett (Scotti) Williston**, deputy foreign editor, CBS News, New York, named bureau manager-producer for Cairo bureau. **Peter Herford**, director of affiliate liaison, CBS News, New York, named director of department of affiliate services, CBS News.

**Jerry Levin**, from WBRC-TV Birmingham, Ala., joins KHOU-TV Houston as news director.

**Curtis O. Peters**, executive news producer and director of public affairs, WRET-TV Charlotte, N.C., appointed news director.

**Bill Brown**, managing editor, WPLG(TV) Miami, joins co-owned WJXT(TV) Jacksonville, Fla., as news director. **Betty Bullock**, public affairs producer, WJXT, named urban affairs director.

**George R. Noory**, news director, KMSP-TV Minneapolis-St. Paul, joins KSTP-TV there in news planning and development.

**Michael Bradley**, news producer, WWSW(AM) Pittsburgh, named director of news and public affairs. **Marilyn Hurwitz**, reporter, WHP-AM-FM-

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TV Harrisburg, Pa., joins wwsu as morning news announcer.

**Mike Sullivan**, producer, WKRQ-TV Mobile, Ala., joins WFTV(TV) Orlando, Fla., as assistant news director. **Andy Barton**, correspondent, named assignment editor. **Bob Opsahl**, reporter-anchor, named correspondent.

**Rich Green**, host of news show, WTTV(TV) Bloomington, Ind. (Indianapolis), assumes additional duties as assistant news director. **Jeannie Raymann**, weather reporter, assumes additional duties as assignment editor.

**Joan Hall**, anchor-reporter, WTVJ(TV) Miami, joins WPLG(TV) there as weekday news anchor. **Ana Azcu**, general assignment reporter, WTVJ, named weekend anchor and weekday reporter for WPLG. **Linda Levy**, weekend news producer, WCIX-TV Miami, joins WPLG as midday news producer.

**Susan Conner**, reporter, *Indianapolis Star*, joins WRTV(TV) Indianapolis as editorial editor. **Steve Petrou**, reporter, WBRC-TV Birmingham, Ala., joins WRTV in same capacity. **Scott Finder**, writer and researcher, KFWB(AM) Los Angeles, joins WRTV as night desk assistant. **David Garlock**, photographer, KMSP-TV Minneapolis, joins WRTV as news photographer.

**John E. Slack**, VP of Boston investment firm, joins WEEI(AM) there as business reporter and commentator. Mr. Slack is former financial editor for WBZ-AM-FM Boston.

**Frank Gonzalez**, editorial director, KFWB(AM) Los Angeles, named reporter. **Cathy O'Neill**, columnist for *Santa Monica* (Calif.) *Evening Outlook*, succeeds Mr. Gonzalez.

**Craig Lundquist**, operations director, KKAP(AM) Aptos-Capitola, Calif., joins KEZR(FM) San Jose, Calif., as news anchor and producer.

**Larry Bozman**, general assignment reporter, WLIR(FM) Garden City, N.Y., joins WOR(AM) New York as news writer.

**Kathy Hoffman**, on news staff of noncommercial KUWR(FM) Laramie, Wyo., joins noncommercial KOSU-FM Stillwater, Okla., as assignment editor.

**Lane Roberts**, weatherman for WPEC(TV) West Palm Beach, Fla., joins KPLR-TV St. Louis as meteorologist.

**Dan Christensen**, graduate, Brigham Young University, Provo, Utah, joins KSXX(AM) Salt Lake City as reporter.

**S. Denise Clingham**, student, University of Iowa, Iowa City, joins KRNA(FM) there as news anchor.

**Ricardo Brown**, reporter, WVIT(TV) New Britain, Conn., appointed assignment editor.

**George Banks**, reporter, WIXT(TV) Syracuse, N.Y., named executive news producer.

**Glenn Barbour**, reporter, WRDW-TV Augusta, Ga., appointed news producer, WYTV(TV) Youngstown, Ohio.

**Jonathan Le Veen**, reporter and weekend anchor, WJIM-TV Lansing, Mich., joins WTNH-TV New Haven, Conn., as reporter and weekend news producer.

**Bob Sims**, morning news editor, KNX(AM) Los Angeles, named executive news producer.

**Nick Billias**, videographer, WECA-TV Tallahassee, Fla., named chief videographer. **Bruce Mason**, staff cameraman, named news videographer.

**Jack Kingery**, engineer, WHNT-TV Huntsville, Ala., joins WAFF(TV) there as cameraman.

## Promotion and PR



Hudson

**Betty Hudson**, promotion director, WSB-TV Atlanta, named VP-corporate projects, NBC, New York.

**Sue Hooper**, promotion manager, WDHO-TV Toledo, Ohio, joins WPGH-TV Pittsburgh in same capacity.

**Hugh Brian O'Neill**, audience promotion manager, WBX-TV Boston, joins co-owned WJZ-TV Baltimore as creative services director.

**Jim Paratore**, promotion manager, WJXT(TV) Jacksonville, Fla., named advertising manager for co-owned WPLG(TV) Miami. **Sally Wasserman**, on-air promotion supervisor, WPLG, named information services manager. **Mark Darden**, on-air promotions manager, WJXT, succeeds Mr. Paratore.

**Sherry L. Waldron**, assistant promotion manager, KWGN-TV Denver, named on-air promotion manager.

**Richard Alan Rubin**, senior associate with Western Campaign Group, company specializing in management consulting, administration and public relations, San Rafael, Calif., joins J. Walter Thomson as director of public relations for San Francisco office.

**Richard Rasmussen**, publicity coordinator on Mutual of Omaha's *Wild Kingdom*, Bozell & Jacobs, Omaha, joins Westinghouse Broadcasting, San Francisco, as publicity director for its *Evening Magazine* and *PM Magazine*.

**Gail M. Tonnessen**, coordinator, advertising and promotion, WNBC(AM) New York, named administrator of advertising and promotion.

**Mary D. (Tibble) Foster**, public relations coordinator, St. Luke's hospital, Maumee, Ohio, joins noncommercial WGTE-FM-TV Toledo, Ohio, as manager of public information.

**Lenecia Anderson**, promotion and community affairs director, WHDH(AM) Boston, named director of creative services.

## Cable

**C. David Batalsky**, sales representative, American Electronics Laboratory, joins Showtime, New York, subsidiary of Viacom, as manager of sales administration. **Sharon Nurick**, from Securities Industry Automation Corp., joins Showtime as sales administrator.

**Harvey Johnson**, director of marketing, OVC Telecommunications, Lexington, Ky., elected VP-marketing. **Roger L. Kehrt**, controller, elected VP-finance.

**Michael Wex**, special projects director with Community Video Center, San Diego, joins Cross Country Cable, Bound Brook, N.J., as director of local programming.

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**Ed E. Cooper**, from TM Communications, Costa Mesa, Calif., named VP-engineering and construction, Horizon Communications, Evansville, Ind. **Larry D. Trester**, from Central Rubber and Supply Co., named VP-finance, Horizon. **Kevin F. Van Benten**, from Amax Coal Co., named controller for Horizon Communications.

**Neil A. Fladeland**, chief technician, Lynchburg (Va.) Cablevision, joins Citizens Cable of Fort Wayne (Ind.) as chief operating engineer.

Appointments to newly established technical operations department of Magnavox CATV Systems Inc., Manlius, N.Y.: **Thomas J. Polis**, manager of Magnavox systems design, named head of new unit; **Norman W. Lindsay Jr.**, project systems engineer, named technical services group leader; **Timothy Holdsworth**, electronic systems sound and vibration test specialist, Carrier Corp., named product environmental engineer, and **Robert A. Serwatka**, from sales staff of Magnavox, named technical writer.

## Broadcast Technology

**Donald E. Raydon**, VP-chief engineer, KWGN-TV Denver, named VP-director of engineering. **Ronald B. Peters**, assistant chief engineer, named chief engineer.

**Ralph Thompson**, chief engineer, WDM-TV Washington, and former director of engineering, Post-Newsweek stations, joins WIVB-TV Buffalo, N.Y., as director of engineering.

**Richard Serre**, on engineering staff of WQAD-TV Moline, Ill., named engineering maintenance supervisor.

**Donald Sanford**, assistant studio supervisor and lighting director, noncommercial WHA-TV Madison, Wis., named studio supervisor. **Randy Nordstrom**, remote production supervisor and lighting director, named head lighting director.

**Dr. Robert Helkes**, assistant general manager of semiconductor group of Motorola, joins National Semiconductor Corp., responsible for all of firm's business in Europe and Latin America. He will be based in Europe.

**Kenneth M. Leondar**, Teledyne Systems' marketing director for radio navigation systems, named general manager of Cetec antennas division of Cetec Corp., Sacramento, Calif.

**William Rauch III**, VP-general manager of financial services division of General Telephone & Electronics information systems, Stamford, Conn., appointed Eastern regional VP-marketing for GTE products group. He succeeds **David K. Elwell** who retired.

**Michael T. Perry**, from Oak Industries sales training program, named sales engineer for northern California, based in Los Altos.

**Jim Lucy**, national sales manager, broadcasting, for American Electronic Laboratories Inc., Montgomeryville, Pa., named broadcast sales manager of C.S.P. Inc., Doylestown, Pa.

**Dr. Pierre Dogan**, manager of computer sciences division of C.S. Draper Laboratory, joins Analogic Corp., Wakefield, Mass., as manager of measurements and control systems group.

**Morris Washington**, regional sales manager, Video Systems division, Panasonic, Secaucus, N.J., named national sales manager, video products.

## Allied Fields

**Nan Heller**, account executive. Arbitron's advertiser-agency sales staff, New York, named manager of Arbitron Radio representatives and network sales. **Barbara I. Gordon**, associate director of sales research, Katz Television, New York, succeeds Ms. Heller. **Les N. Elias**, general sales manager, WKQX(FM) Chicago, joins Arbitron as division manager, Midwestern radio station sales, Chicago. **Susan M. Dingethal**, Eastern sales manager, Station Business Systems, division of Arbitron's parent company, Control Data Corp., named account executive, Arbitron Eastern radio station sales.

**James S. Blaszk**, chief of International and Satellite Branch of FCC's Common Carrier Bureau; **W. Kennedy Keane**, trial attorney in FCC's Broadcast Bureau, and **Kent Y. Nakamura**, attorney in FCC's Common Carrier Bureau, join Washington law firm of McKenna, Wilkinson & Kittner.

**Bob Harper**, account manager in Arlington, Tex., for Frank N. Magid Associates, named director of consulting, radio division.

**William L. Dalton**, from Metromedia, Washington, joins Chamber of Commerce of the United States, Washington, as general sales manager of broadcast group of communications section.

**Norm Hatch**, chief of audio visual division of Department of Defense, Washington, retires Jan. 12 after 36 years of federal service.

## Deaths



Havens

**Wilbur Moreland Havens**, 84, who put WMBG(AM) Richmond, Va., on air in 1927 and later owned WCOD(FM) and WTVR(TV) there, died Feb. 5 following stroke. He was principal in Havens & Martin in that city which in 1920's specialized in automotive and related electrical parts (including Philco units that powered original radio sets). Latter activity prompted Mr. Havens to seek and acquire Commerce Department authorization for 15-watt WMBG on 1363 khz. In 1965, Mr. Havens and his associates sold AM-FM-TV properties to Roy H. Park Broadcasting of Virginia for more than \$5 million. Mr. Havens continued on board of stations until his death. Survivors include his wife, former Thelma Chewing.

**Edward E. Wilson**, 57, founder and president of Television Corp. of Michigan, which operated WILX-TV Onondaga, Mich., and WJCO(AM) Jackson, Mich., until stations were sold in 1978, died Jan. 2 after long illness.

**Nathan E. Wilcox**, 72, chief engineer, KFMJ(AM)-KRAV(FM) Tulsa, Okla., died Jan. 14 of complications following fall on ice. Mr. Wilcox also worked for KAKC(AM) and KTUL-TV, both Tulsa.

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As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 29 through Feb. 2.

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

### Actions

■ Washington—Broadcast Bureau granted requests by District Broadcasting Co. and Hispanic Broadcasting Corp. for expedited processing of their applications for new FM station on 100.3 mhz there and mutually exclusive application of United Broadcasting Co. for renewal of its license for WOOK-FM (BRH-589, BPH-780831AY, BPH-780901AB). Action Jan. 30.

■ Jacksonville, Fla.—Broadcast Bureau modified its Jan. 4 order to eliminate requirement that application of Christian Television of Jacksonville Inc. for new TV station on ch. 47 there be placed on "cut-off" list on its own right, and otherwise reaffirmed order dismissing competing application of Malrite of Jacksonville Inc. and approving reimbursement of \$17,112 to Malrite (BPCT-5108, BPCT-5165). Action Jan. 30.

■ Peoria, Ill.—Broadcast Bureau returned application of Illinois Bible Institute for new noncommercial educational FM station due to short-spacing. Action Jan. 24.

■ Beloit, Kan.—Broadcast Bureau granted KRZJ Broadcasters 1190 khz, 2.5 kw-D. P.O. address: Box 466, Wray, Colo. 80758. Estimated construction cost \$106,830; first-year operating cost \$84,000. Format: C&W/MOR. Principals: Robert D. and Majorie M. Zellmer (married). (BP-21,136). Action Jan. 23.

■ Owensboro, Ky.—Broadcast Bureau returned as unacceptable for filing application of Western Kentucky University new noncommercial educational FM station. Action Jan. 24.

■ Saegertown, Pa.—Broadcast Bureau denied petition by Regional Broadcasters Inc. for reconsideration of Bureau's Oct. 11 order granting application of Saegertown Broadcasting Corporation Inc. for new FM station on 94.3 mhz there (BPH-10380). Action Jan. 30.

■ Levelland, Tex.—Broadcast Bureau granted Delbert L. Kirby 105.5 mhz, 3 kw, HAAT: 300 ft. P.O. address: Route 5, Levelland, Tex. 79336. Estimated construction cost \$45,675; first-year operating cost \$36,000; revenue \$60,000. Format: popular/country/religious. Principal: Mr. Kirby worked as newsman, copywriter and salesman at KLVY(AM) Levelland, in which he had no ownership (BPH-10873). Action Jan. 30.

■ Mechanicsville, Va.—Return as unacceptable for filing application of Mechanicsville Broadcasting Co. for new FM station on 92.7 mhz. Action Jan. 14.

### FM licenses

■ Broadcast Bureau granted following licenses covering new stations:

■ WJMQ(AM) Norfolk, Mass. (BL-14,450); WDBA(FM) Dubois, Pa. (BLH-6868).

## Ownership Changes

### Applications

■ KJAZ(FM) Alameda, Calif. (92.7 mhz, 1.85 kw)—Seeks assignment of license from Patrick Henry to Mabuhay Corp. for \$1,675,000. Seller, Mr. Henry, has no other broadcast interests. Buyer is owned by Dr. Leonilo L. Malabed (70%) and Romeo A. Esperanza (30%). Dr. Malabed has private practice in San Francisco and is medical director for Pacific Union Assurance and Air Manila. He is also director of bank and owner of newspaper and travel agency. Mr. Esperanza is real estate investor in Hawaii and California. Ann. Feb. 2.

■ WOGA(AM) Sylvester, Ga. (1540 khz, 1 kw-D)—Seeks transfer of control of Worth County Broadcasters Inc. from Dr. William R. Crews (51%) and Freda V. Crews (49%) (100% before; none after) to Feldman Broadcasters (none before; 100% after). Consideration: \$250,000. Sellers are husband and wife. They have no other broadcast interests. Buyer is owned equally by Irwin R. Feldman and his wife, Martha. They also own men's clothing store in Booneville, Miss. Mr. Feldman worked for several Mississippi radio stations in various capacities between 1952 and 1962. Ann. Jan. 23.

■ WTAX(AM)-WDBR(FM) Springfield, Ill. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 19 kw)—Seeks transfer of control of Sangamon Broadcasting Inc. to Sentry Broadcasting Inc. for \$2,790,000. Sellers are Shelby T. Harbison (32.5%) (president and general manager of stations), Robert V. Prather (25%), Dr. Noah Dixon (17.5%) and four others. Group also WDAN(AM)-WDNL(FM) Danville, Ill. Buyer is division of Sentry Insurance Co. of Wisconsin. It also owns WXYQ(AM)-WSPT(FM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin. John W. Joanis is chairman of Sentry Insurance and Donald M. Colby is president of broadcasting division. Ann. Feb. 2.

■ WFKY(AM)-WKYW(FM) Frankfort, Ky. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw)—Seeks assignment of license from Capital Communications to Capital Communications of Kentucky, new partnership formed by selling half interest in station to Reo-Cap Inc. for \$400,000. Seller is wholly owned by Lake Communications, principally owned by Raymond Q. Arrington (33.8%), Anthony S. Ocepsek (20.9%), William M. France (20.9%), and Richard C. Gehring (13.9%). Group also owns WPVL(AM) Painesville, Ohio. Reo-Cap is owned, through subsidiaries, by Donald C. Rowley (28.34%) and his family, who also own WFUN(AM)-WREO-FM Ashtabula, Ohio. Ann. Jan. 18.

■ KDOM-AM-FM Windom, Minn. (AM: 1580 khz, 250 w-D, FM: 94.3 mhz, 3 kw)—Seeks assignment of license from Schneider Broadcasting to Cottonwood Broadcasting Inc. Larry C. Schneider and Barbara Schneider (husband and wife), owners (50% each) of Schneider Broadcasting, are incorporating with no change of control. Ann. Jan. 23.

■ WPGD(AM) Winston-Salem, N.C. (1550 khz, 1 kw-D)—Seeks assignment of license from Forsyth County Broadcasting Co. to Quality Media Corp. for \$280,000. Seller is owned by Robert A. Mayer (100%), who also owns WMOC(AM) Chattanooga, Tenn. Buyer is owned by William J. Kitchen. He is former executive vice president of CLW Communications Group, which owns WSCW(AM) Charleston, W.Va.; WCRJ(AM) Jacksonville, Fla., and WHYD(AM) Columbus, Ga. Ann. Feb. 2.

■ WBBY-FM Westerville, Ohio (103.9 mhz, 2 kw)—Seeks transfers of control of Mid-Ohio Communications from William R. Bates (50.1% before; 48.6% after) to QNP Corp. (49.9% before; 51.4% after). QNP will buy 15 shares of newly issued stock in order to buy new transmitter valued at \$8,850. Purchase will give it positive control of station. QNP is principally owned by Carl C. Norse, who owns car dealership and other businesses in Phoenix and Ohio. Ann. Jan. 18.

■ KFCB(AM) Redfield, S.D. (1380 khz, 500 w-D)—Seeks transfer of control of Victoria Broadcasting System Inc. from Gordon T. Sjodin, Raymond A. Sjodin and Roger Wilson (100% before; none after) to James and Renae Davis and Steven and Marjorie Kaiser (none before; 100% after). Consideration: \$108,000. Principals: Gordon T. Sjodin (52%), his father, Raymond A. Sjodin (30%), and Roger Wilson (18%) are sellers. They have no other broadcast interests. Buyers, Davis's and Kaisers, will own equal interest. Messrs. Davis and Kaiser have worked in news departments of various radio and TV stations. Mrs. Davis is bookkeeper. Mrs. Kaiser is coordinator of special education program. Ann. Jan. 18.

■ KPEP(AM) San Angelo, Tex. (1420 khz, 1 kw-D)—Seeks transfer of control of Simstone Broadcasting Corp. from Richard D. Sims (50.1% before; none after) to Linda Smith (none before; 50.1% after). Consideration: \$15,000 plus \$80,000 for agreement not to compete. Mr. Sims wishes to invest in another business. He has no other broadcast interests. Minority interest (49.9%) is owned by Robert W. Stonestreet. Miss Smith is manager of oil and gas property leasing firm in Brownwood, Tex., and former Sergeant at Arms for state of Texas. She has no other broadcast interests. Ann. Feb. 2.

■ WBRG(AM) Lynchburg, Va. (1050 khz, 1 kw-D)—Seeks transfer of control of Tri-County Broadcasting Inc. from Harry A. Epperson Sr. (51% before; none after) to children (49% before; 100% after). Consideration: none. Principals: Mr. Epperson is retiring from broadcasting and giving away his shares to children, who already have minor interests, with following result: Lucy E. Bowman (10% before; 33-1/3% after), Mary E. Puckett (10% before; 33-1/3% after) and Roy N. Epperson (20% before; 24-1/3% after). The remaining 9% is held by grandson, Harold M. Epperson. Ann. Jan. 18.

### Actions

■ KXXA(FM) Little Rock, Ark. (FM: 95.7 mhz, 92 kw)—Broadcast Bureau granted assignment of license from Pulaski Broadcasting Inc. to First Communications Corp. for \$525,000 plus \$257,000 for non-compete and employment agreements. Seller is principally owned by Joseph Mullen. Buyer is equally owned by Kerby Confer, Paul N. Rothfuss, Jerome H. Atchley and James Long. Messrs. Confer and Rothfuss each own 50% of WLYC(AM)-WILQ(FM) Williamsport, Pa.; 39% of WHUM(AM) Reading, Pa. and 25% of WKRT(AM)-WNOZ(FM) Cortland, N.Y. Mr. Atchley owns 1.5% of Starr Broadcasting Group, and is vice president of TM Productions, Dallas. Mr. Long is also TM officer and 11% owner of Starr, group owner of four AM's, four FM's and three TV's; it has agreed to merge into Shamrock Broadcasting Group (BAPLH780724EO). Action Dec. 27.

■ KOCM(FM) Newport Beach, Calif. (103.1 mhz, 2 kw)—Broadcast Bureau granted 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 properties. Buyer is owned by Betty L. Hutton (90%) of Villa Park, Calif., and A. William Retzlaff (10%). Mrs. Hutton owns crude oil sales business in Hong Kong; she also has interest in real estate, computers and yogurt restaurants. She has no other broadcast interests. Mr. Retzlaff is former general manager of KSOM(AM) Ontario and KORJ(AM) Orange, both California. Action Jan. 10.

■ KBBL(FM) Riverside, Calif. (99.1 mhz, 49 kw)—Broadcast Bureau granted assignment of license from C. Edwin Goad to Lincoln Dellar and wife, Sylvia, for \$500,000 and \$75,000 covenant not to compete. Seller has no other broadcast interests. Buyers are licensees of KMEN(AM) San Bernardino, Calif. and KARM(AM) Fresno, Calif. Mr. Dellar is also minor stockholder in ASI Communications, parent of licensees of KFAC-AM-FM Los Angeles, and 14.1% stockholder of Kadota Wireless Co., licensee of KFIG(FM) Fresno, Calif. He is licensed media and real estate broker who has had interest in many



broadcast properties since 1945. (BALH781114EF). Action Jan. 26.

■ **KREX-AM-FM-TV Grand Junction, Colo.;** **KREY-TV Montrose, Colo.;** **KREZ-TV Durango, Colo.**—Broadcast Bureau granted involuntary transfer of control of licensee corp. from Rex G. Howell to First National Bank of Grand Junction, personal representative of estate of Rex G. Howell; condition (BTC781205EF; BTCH781205EF; BTCTV-781205LC, -LD, -LE). Action Jan. 25.

■ **KCSJ(FM) Pueblo, Colo. (97.9 mhz, 100 kw)**—Broadcast Bureau granted assignment of license from American Radio Corp. to Kennebec-COLORADO Broadcasting Corp. for \$250,000. Seller is equally owned by Lowell D. Denniston, Robert D. Freeman, and Frank L. Carney, who own **KEYN-AM-FM Wichita, Kan.,** and **KOFM(FM) Oklahoma City.** Buyer is owned by Robert F. Fuller, Joseph J. Jeffrey, Ed Bock and Michael John Messrs. Fuller and Jeffrey own **WBLM(FM) Lewiston, Me.,** and **WOKQ(FM) Dover, N.H.** Mr. Bock is part owner of **KCOJ(AM)-KMGO(FM) Centerville,** and **KCHE-AM-FM Cherokee, Iowa.** Mr. John is sales manager at **WTSA-FM Brattleboro, Vt.** Action Dec. 6.

■ **WINF(AM) Manchester, Conn. (1230 khz, 1 kw-D, 250 w-N)**—Broadcast Bureau granted assignment of license from WINF Inc. to Broadcast Management Corp. for \$360,000. Seller is owned by Edythe Charas and Arthur Malina who have no other broadcast interests. Buyer is principally owned by Joel M. Thorpe and Thomas H. Green, who own **WCNW(AM) Fairfield, Ohio,** and **WLTV(FM) Fairfield-Cincinnati;** **WNDB(AM)-WWLV(FM) Daytona Beach, Fla.;** **WABY(AM) Albany, N.Y.,** and **WRKR-AM-FM Racine, Wis. (BAL780803ED).** Action Nov. 22.

■ **KGU(AM) Honolulu (760 khz, 10 kw)**—Broadcast Bureau granted transfer of control of Communications Hawaii Inc. from The Copley Press (100% before; none after) to Wilson Broadcasting Co. (none before; 100% after). Consideration: \$650,090. 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 is principally owned by Lawrence R. Wilson (62.5%) and 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. (BTC781109EI). Action Jan. 29.

■ **WGNU-FM Granite City, Ill. (106.5 mhz, 50 kw)**—Broadcast Bureau granted assignment of license from Charles H. Norman, who wishes to devote his full attention to **WGNU(AM),** to Doubleday Broadcasting Co. for \$250,000. Buyer is wholly owned subsidiary of Doubleday & Co., New York publishing Co. Subsidiary's stock is voted by either Nelson Doubleday, John W. O'Donnell or John T. Sargent who are officers and major stockholders in parent company. Doubleday Broadcasting Co. is licensee of following stations: **KHOW(AM) Denver;** **KDWB(AM) St. Paul, Minn.,** **KDWB-FM Richfield, Minn.** and **KWK(AM) St. Louis.** Company is also 100% stockholder of Karlo Broadcasting, licensee of **KXXX(FM) Denver,** and 25% owner of Community Cablevision Co., CATV system operator in Odessa, Tex. (BALH781115EE, BPH781102AD). Action Jan. 31.

■ **WYLD-AM-FM New Orleans**—Broadcast Bureau dismissed application for transfer of control from Norfolk Broadcasting Corp. to Bay Broadcasting Corp. (BTC-8740). Action Jan. 19.

■ **WFIZ-FM Conneaut, Ohio (105.5 mhz, 2.5 kw)**—Broadcast Bureau granted assignment of license from Contemporary Media Inc. to Bible Broadcasting Inc. for \$125,000 plus \$33,000 consultancy agreement. Seller is principally owned by Donald A. Bruck (60%) and Louis C. Oswald (20%). They also own **WWOW(AM) Conneaut.** Buyer is owned equally by Roger P. Hogle, Mottrie R. Hogle (his wife) and Floyd Huston. Mr. Hogle is pastor of Baptist church and administrator of Christian school in Conneaut. Mr. Huston is supervisor of building and grounds of church. (BALH780804ED). Action Jan. 23.

■ **\*KBOO(FM) Portland, Ore.**—Granted transfer of control of KBOO Foundation from David Rowland, David F. Keyes, Victoria Tempey, Michael O'Rourke, et al (8 member board of directors) to Victoria Tempey, Maureen Key, David F. Keyes, Ernst Massey, et al (9 member board of directors) (BTCH780102EB). Action Jan. 29.

## Summary of broadcasting

### FCC tabulations as of Nov. 30, 1978

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,499	5	43	4,547	34	4,581
Commercial FM	3,016	2	74	3,092	138	3,230
Educational FM	945	0	37	982	73	1,055
Total Radio	8,460	7	154	8,621	245	8,866
Commercial TV						
VHF	513	1	2	516	7	523
UHF	211	0	1	212	52	264
Educational TV						
VHF	94	1	7	102	5	107
UHF	151	2	5	158	4	162
Total TV	969	4	15	988	68	1,056
FM Translators	249	0	0	249	84	333
TV Translators						
UHF	1,143	0	0	1,143	250	1,393
VHF	2,404	0	0	2,404	195	2,599

\*Special temporary authorization

\*\*Includes off-air licenses

■ **KCTV(TV) San Angelo, Tex., (ch. 8);** **KALB-TV Alexandria, La. (ch. 8);** **WYOU(AM) Tampa, Fla. (1550 khz, 10 kw-D);** **WZST(AM) Leesburg, Fla. (1410 khz, 5 kw-D),** and **KALB(AM)-KSLI(FM) Alexandria, La. (AM: 580 khz, 5 kw-D, 1 kw-N; 96.9 mhz, 100 kw)**—Broadcast Bureau granted involuntary transfer of control of licensees from T. B. Lanford to T. A. Gresham, executor of estate of T. B. Lanford. Action Jan. 24.

■ **WFFV(FM) Front Royal, Va. (99.3 mhz, 3 kw)**—Broadcast Bureau granted assignment of license from Wayside Broadcasting Corp. to B-W Inc., for \$250,000. Seller is owned by Leo M. Bernstein, who has no other broadcast interests. Buyer is equally owned by Mr. and Mrs. Jordan R. Bently Jr. and Mr. and Mrs. James J. Wilson. The Bentleys own horse farm, car wash and tennis courts. The Wilsons have real estate, building and investments interests. Mr. Wilson is principal owner of CATV system in St. Charles, Md. None has other broadcast interests. (BALH780925ED). Action Jan. 30.

make changes in ant. system and increase height of center tower to accommodate FM ant. Ann. Feb. 2.

■ **KUKA(AM) San Antonio, Tex.**—Seeks mod. of CP to increase height of existing tower to conform to nighttime authorization, and change type trans. Ann. Feb. 2.

#### FM applications

■ **WZYP(FM) Athens, Ala.**—Seeks mod. of CP to change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 759.5 ft. (H&V), and change TPO. Ann. Feb. 1.

■ **WAVW(FM) Vero Beach, Fla.**—Seeks mod. of CP to make changes in ant. system; change TL S of St. Lucie-Indian River County line, near Florida Ridge, Fla.; change type trans.; change type ant.; increase ERP: 348 kw (H&V); decrease HAAT: 2.2 ft. (H&V), and chg. TPO. Ann. Feb. 1.

■ **WPVU(FM) Prairie View, Tex.**—Seeks mod. of CP to change TL to SW corner of Prairie View A&M University Campus Prairie View, Tex.; change SL and R to Prairie View A&M University Campus Music Building, Prairie View; change ERP: 9.76 kw (H) and 9.34 kw (V); increase HAAT: 417 ft., and change TPO. Ann. Jan. 29.

#### AM actions

■ **WTUG(AM) Tuscaloosa, Ala.**—Granted CP to increase power to 2.5 kw and make changes in ant. system; change trans. (BP-21,249). Action Jan. 29.

■ **KNIX(AM) Tempe, Ariz.**—Granted CP to add nighttime operation with 10 kw DA-N; change hours of operation to unlimited; change TL to Center St. and McKelleps Rd., Tempe; change type trans.; conditions (BP-20, 428). Action Jan. 24.

■ **KFIA(AM) Carmichael, Calif.**—Returned as unacceptable for filing application of Olympic Broadcasters Inc. to increase power. Action Jan. 25.

■ **WJGA(AM) McDonough, Ga.**—Granted CP to change city of license to McDonough, Ga.; increase power to 2.5 kw (1 kw critical hours); change TL and SL to Racetrack Rd., .78 miles E of highway 23, McDonough (BP-21,155). Action Jan. 25.

■ **WNTS(AM) Indianapolis**—Granted CP to add nighttime power with 500 w, change hours of operation to unlimited; install DA-2; change SL to Beech Grove, Ind.; conditions (BP-20,257). Action Jan. 15.

■ **KQKI(AM) Bayou Vista, La.**—Granted mod. of CP to increase power to 500 w; change type trans. (BMP-14,219). Action Jan. 24.

■ **WTHU(AM) Thurmont, Md.**—Granted CP to change TL to approx. 390 ft. W of Radio Lane, Thurmont (BP-21,002). Action Jan. 24.

■ **WKSK(AM) West Jefferson, N.C.**—Granted CP to increase power to 1 kw and correct coordinates (BP-21,257). Action Jan. 24.

## Facilities Changes

#### AM applications

■ **KINO(AM) Winslow, Ariz.**—Seeks CP to change hours of operation from specified to unlimited. Ann. Feb. 2.

■ **KRKC(AM) King City, Calif.**—Seeks CP to change hours of operation from specified to unlimited. Ann. Feb. 2.

■ **WORLD(AM) Orlando, Fla.**—Seeks CP to make changes in ant. system and increase ant. height to 396 ft. Ann. Jan. 31.

■ **KNDI(AM) Honolulu**—Seeks mod. of CP to change TL to Hart St. extension, Honolulu. Ann. Jan. 31.

■ **WCNB(AM) Connersville, Ind.**—Seeks CP to make changes in ant. system and increase height of tower to 215 ft. Ann. Feb. 2.

■ **KRMD(AM) Shreveport, La.**—Seeks CP to change TL to 1902 Park Ave., Shreveport, and change type trans. Ann. Feb. 2.

■ **WELY(AM) Ely, Minn.**—Seeks CP to make changes in ant. system; change TL to intersection of Central and Allaire Streets, Ely; increase height of ant., and install new ground system. Ann. Jan. 31.

■ **KENW(AM) Portales, N.M.**—Seeks mod. of CP to use existing daytime contours and use full 250 w nighttime. Ann. Feb. 2.

■ **WFLR(AM) Dundee, N.Y.**—Seeks CP to make changes in ant. system; install top-loaded tower and increase ant. height to 300 ft. Ann. Jan. 31.

■ **WLAS(AM) Jacksonville, N.C.**—Seeks CP to

■ **KFNW(AM)** Fargo, N.D.—Granted mod. of CP to operate trans. by remote control (BMP780831BB). Action Jan. 24.

**FM actions**

■ **KYLO(FM)** Davis, Calif.—Granted CP to make change in ant. system; change studio and remote control location to 17 Arboretum Drive, Davis; change type trans. and ant.; change TPO; granted mod. of CP for extension of completion date for new station to June 1, 1979 (BPH781106AL, BMPH781201AM). Action Jan. 15.

■ **WNWN(FM)** Coldwater, Mich.—Granted CP to relocate trans. and ant.; change TL to Herricksville Rd., near Old 27, Girard, Mich.; change studio and remote control location to 174 N. Angola Rd., Coldwater; change type trans. and ant.; ERP: 50 kw (H&V); ant. height: 470 ft. (H&V) (BPH781120AM). Action Jan. 23.

**TV actions**

■ **\*WCET(TV)**—Granted mod. of CP to change ERP to visual: 2233.6 kw (max). 1990.9 kw (H); aural: 223.36 kw (max.) 199 kw (H); change type trans.; ant. height: 1073 ft. (BMPET-905). Action Jan. 29.

■ **\*Harlingen, Tex.**—Granted CP for new educational TV station requesting noncommercial operation on non-reserved channel 60; ERP: 468 kw; max. ERP: 603 kw; ant. height: 1410 ft. (BPCT-5121). Action Jan. 24.

**Allocations**

**Petitions**

■ **Dayton, Ohio**—Harold F. Parshall requests amendment of FM table of assignments to assign 103.1 mhz to West Union, Ohio. (RM-3310). Ann. Jan. 30.

■ **Defiance, Ohio**—Defiance Broadcasting Co. requests amendment of FM table of assignments to assign 98.1 mhz there (RM-3311). Ann. Jan. 30.

■ **Milbank, S.D.**—Sturgis Radio Inc. requests amendment of FM table of assignments to assign 104.3 mhz there (RM-3309). Ann. Jan. 30.

**Actions**

■ **Fairbanks, Alaska**—Broadcast Bureau has assigned 102.5 mhz there as its fourth FM allocation. Action resulted from petition by Interior Broadcasting Corp. Action Jan. 17.

■ **Thomson, Ga.**—Broadcast Bureau dismissed petition by Hickory Hill Broadcasting Co., proposing assignment of 94.3 mhz there and terminated proceeding (Doc. 78-317). Action Feb. 1.

■ **DeKalb, Ill.**—Broadcast Bureau has substituted unoccupied and unapplied for TV ch. 33 for ch. 48 there. Action resulted from petition by Northern Illinois Public Telecommunications Corp. Action Feb. 1.

**Rulemaking**

**Petition**

■ **Washington**—National Telecommunications and Information Administration of United States Department of Commerce requests reduction of AM channel spacings from 10 khz to 9 khz. (RM-3312). Ann. Jan. 30.

**Action**

■ Broadcast Bureau granted request by Communications Committee of United States Catholic Conference, Communication Commission of National Council of Churches of Christ in U.S.A., Office of Communication of United Church of Christ, UNDA-USA and 70 individual church communicators and extended from Jan. 27 to Feb. 28 time for filing comments and from Feb. 28 to March 28 time for filing replies in matter of amendment of the rules concerning program definitions for commercial broadcast stations by adding new program type, "Community Service" program, and expanding "Public Affairs" program category and other related matters (Doc. 78-335). Action Jan. 26.

**Complaints**

■ Total of 4,669 complaints from public was received by the FCC in December, decrease of 5,001 from November. Other comments and inquiries for December totaled 1,855, decrease of 51 from previous month. FCC sent 1,133 letters in response to these comments, inquiries and complaints. Ann. Feb. 1.

**Translators**

**Petition**

■ **Verde Valley, Camp Verde, Rimrock and Cornville, all Arizona**—Verde Valley TV Club Committee seeks CP for five new UHF translators to rebroadcast KTVK-TV, KPHO-TV, KAET-TV, KOOL-TV and KTAR-TV, all Phoenix. (All have TPO: 10 w and HAAT: 12 ft.) Ann. Jan. 31.

**Action**

■ **K61BE Outlying Areas of Joshua Tree, Twenty Nine Palms, Yucca Valley and Landers, Calif.**—Broadcast Bureau granted Morongo Basin TV Club CP for UHF TV translator station on Ch. 61 rebroadcasting signal of KNBC-TV Los Angeles (BPPT-787251K). Action Jan. 17.

**Other**

■ **Alabama**—FCC has granted request of Central Alabama Broadcasters Inc., licensee of WSLA-TV Selma, Ala., to inspect confidential financial records of WCFT-TV Tuscaloosa, Ala., and WBMG-TV Birmingham, Ala. It denied Central's request to inspect annual financial reports of WKRG-TV Mobile, Ala.; WTOK-TV Meridian, Miss.; and WLEX-TV, Lexington, Ky. Action Jan. 25.

■ **Washington**—FCC has denied William A. Albaugh review of Sept. 11 ruling by Broadcast Bureau that no further FCC action was warranted on his Fairness Doctrine complaint against noncommercial educa-

tional station WETA-TV there. Action Jan. 31.

■ **Southampton, N.Y.**—Federal appellate court has been asked to review Dec. 12, 1978, FCC decision granting assignment of license of WWRJ(FM) there from Sandpiper Broadcasting Co. to Beach Broadcasting Corp. Ann. Jan. 30.

■ **Asheville, N.C.**—FCC has found that application for assignment of license of WAND-TV there from WISE-TV Inc. to Carolina Christian Broadcasting Inc. raised questions requiring hearing, and directed applicants to notify it within 20 days whether they intended to prosecute application through hearing process. Action Jan. 17.

■ FCC announced that updated minority buyers listing is now available from the FCC's Consumer Assistance Office. New listing includes names of approximately 40 minority persons and groups who are interested in purchasing broadcast facility and wish to make their interests known to sellers, brokers and others who are looking for buyers. Ann. Feb. 2.

**Call Letters**

**Applications**

Call	Sought by
	<b>New AM</b>
WSKR	SKR Inc., Pewaukee, Wis.
	<b>New FM's</b>
KKRB	Tehama County Radio, Red Bluff, Calif.
WRMJ	Coteman Broadcasting Co., Aledo, Ill.
*KTPR	Iowa Central Community College, Fort Dodge, Iowa
WKLT	Peninsula Broadcasting Inc., Kalkaska, Mich.
KBCB	BCB Inc., Blair, Neb.
KQKY	Central Nebraska Broadcasting Co., Kearney, Neb.
WWNH-FM	Strafford Broadcasting Corp., Rochester, N.H.
*KRCL	Listener's Community Radio of Utah Inc., Salt Lake City, Utah.
	<b>Existing AM's</b>
KARZ	KOOL Phoenix
WDIS	WFTW Fort Walton Beach, Fla.
KCPS	KKUZ Burlington, Iowa
WCXI	WCAR Detroit
KAMQ	KHHA Carlsbad, N.M.
KBER	KCAD Abilene, Tex.
WEGS	WRKR Racine, Wis.
	<b>Existing FM's</b>
WOKG	WFDR-FM Manchester, Ga.
KDUK	KHSS Honolulu
WFRN	WXAX Elkhart, Ind.
WWWT	WEBO-FM Oswego, N.Y.
WXTL	WMYB-FM Myrtle Beach, S.C.
WKYP	WALD-FM Walterboro, S.C.

**Grants**

Call	Assigned to
	<b>New FM's</b>
WGUY-FM	Stone Communications Inc., Brewer, Me.
WVRM	WVRM Inc., Hazlet, N.J.
WPDZ	Cheraw Broadcasting Co., Cheraw, S.C.
WJHR	Madison County Broadcasting, Jackson, Tenn.
KITE	Media Properties Inc., Portland, Tex.
	<b>New TV</b>
WBHW	Windmill Broadcasting Co., Springfield, Ill.
	<b>Existing AM's</b>
WXKS	WWEL Medford, Mass.
KNAK	KDLT Delta, Utah
	<b>Existing FM's</b>
KHOW-FM	KXXK Denver
WHLY	WYLY Leesburg, Fla.
KLPL-FM	KBED Lake Providence, La.
WXKS-FM	WWEL-FM Medford, Mass.
KOZZ	KGRL Reno, Nev.
WWQQ	WEMA Wilmington, N.C.
	<b>Existing TV's</b>
WGCB-TV	WEQA Red Lion, Pa.
KVUE-TV	KVUE Austin, Tex.

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## RADIO

### HELP WANTED MANAGEMENT

**NC's dominant FM station** accepting applications for Sales Manager position. Must be capable of training, motivating and leading staff of 4. Limited inventory and top ratings require ability to maximize dollar return. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EEO/MF.

**NC's dominant FM station** still accepting applications for the new position of Station Manager. Must be effective leader and strong administrator. 1st class opportunity with advancement possibilities for a person capable of handling this challenging position. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605 EEO/MF.

**Dominant Middle Tennessee** growth market AM contemporary seeks full-time manager with proven sales track record. Person will handle top agency/local list plus direct activities of sales staff and report to corporate supervisor. Send resume to: Jim Broadus, Music Square Services Corporation, 200 Fourth Avenue, North, Nashville, TN 37219.

**General Manager**, Northeast major market adult contemporary, self-starting, sales oriented motivator with good management background ready to work hard with this growing station. Group operation. Resume/salary requirements first letter. Box B-15.

**General Manager** for major West Coast market sought by young, dynamic broadcast group. Sales management background required. Send resume with compensation history to Box B-18.

**Selling General Manager** for Eastern Arkansas Small market, country format. Buy-in possible 615-794-3799.

**Radio Station Manager**, KAMU-FM, College Station, Texas, NPR member station, easy listening, classical, jazz, and informational radio. BA required, MA preferred, 2 years broadcast experience desired. Will teach one class per semester. Salary \$12,000 per year. Position available now. Send resumes and references to Dr. Mel Chastain, Director of Educational Broadcast Services, Texas A&M University, College Station, TX 77843.

**General-Sales Manager**—New FM outlet under construction in the beautiful Virginia resort country. Capable of recruiting and motivating a small staff to high professional broadcast standards. Send resume, references, and salary requirements to: FM Manager, PO Box 1106, Harrisonburg, VA 22801.

**Development Director** for 50KW public station. Responsible for fundraising and promotion. BA and 1 to 2 years experience in development and/or fundraising. \$9,000. EEO. Resume to: KVPR-FM, 1515 Van Ness, Fresno, CA 93721.

### HELP WANTED SALES

**Number One**, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over number two sales list. Contact Sales Manager, Bob Benson 601-636-1494.

**Southwest. Expanding daytimer** in medium market needs experienced salesperson. Gary Beckner, Box 4041, Midland, TX 79701.

**Experienced salesperson** for hometown radio station. No floaters. Send resume to George Walker, WKEL/WJRE (FM), PO 266, Kewanee, IL 61443. Equal Opportunity Employer.

**Sell one of Seattle's best** radio stations! If you have three to five years experience, are aggressive, want to work hard and are a good team player, contact Ron Carter at the FM kvi, Plaza 600/600 Stewart Street, Seattle, WA 98101. 206-223-5730 An Equal Opportunity Employer.

**Top-rated, Tampa FM**, beautiful music station, WJYW, needs experienced sales executives who know how to sell the format. Send resume to M. F. Kershner, Rounsaville Radio, PO Box 7475, Orlando, FL 32854, or call 305-841-7487.

**Sell WGIG AM-Super Country**, and WSBI FM-Adult Contemporary and make money for both of us. On the Ocean mid way between Savannah and Jacksonville. Sports play by play also available if qualified. You must have at least one year's experience selling on the local level. \$200. per week, first two months, then \$100. per week, plus 15%, plus gas allowance. You should average over \$1,100 per month. Write or call Alan Bishop, 801 Mansfield Street, Brunswick, GA 31520. 912-265-3870.

**Experienced radio salesperson** needed for dynamic growth area. Send resume and references to Ray Stephens, KGAK Radio 401 East Coal Ave., Gallup, NM 87301. Phone: 505-863-4444.

**Experienced Radio Salesperson** wanted for Florida's most powerful modern country station, preferably with knowledge of Central Florida Market. Good opportunity and company benefits. An equal opportunity employer. Contact WGTO, PO Box 123, Cypress Gardens, FL 33880.

**Come to paradise**. KBAI, soon to be the most powerful AM station on the Central California Coast, has openings for 3 additional salespersons. Located in a resort hotel at the water's edge. KBAI is looking for pros with strong track records. EOE. Send resume and income history to Bill Penney, KBAI, PO Box 1150, Morro Bay, CA 93442.

**Rounsaville Radio chain** is seeking several experienced sales executives for a few of our major Florida market stations. Excellent opportunities/top list available. Send resume to M. F. Kershner, Rounsaville Radio, PO Box 7475, Orlando, FL 32854, or call 305-841-7487.

### HELP WANTED ANNOUNCERS

**WVMT, Burlington** needs a cheerful, relaxed Adult Contemporary midday announcer. We are Vermont's oldest and largest radio station. Good pay, benefits for the right person. Send tape, resume, references and salary requirements to: Gary Wheelock, Program Director, WVMT, Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

**Beautiful Alaska's Beautiful Music Station** and Mellow-Rock Sister Station looking for experienced, mature sounding broadcaster. Excellent salary and benefits. Career opportunity. Send tape and resume to Ken Flynn, KHAR/KKLV, 3900 Old Seward Highway, Anchorage, AK 99503. EOE.

**Experienced announcer**. Sign on shift. Semi-automated system. Send tape/resume to George Walker, WKEL, Box 266, Kewanee, IL 61443. Equal Opportunity Employer.

**WINA is looking** for a stable, experienced mature morning-drive personality who would like to move to our Central Virginia Community. Community involvement very important. Send tape, requirements and resume to General Manager, WINA, PO Box 1230, Charlottesville, VA 22902.

**Small Market Modern Country** Radio station looking for disc jockey with 5 years minimum experience—send tape, resume & salary requirements to Terry Slane, PO Box 123, Cypress Gardens, FL 33880. No phone calls please. An equal opportunity employer.

**Sunshine**—All Pro talent needed for major group operator located far away from ice and snow. Positions now open for modern country and contemporary air personalities. Hard hitters and solid career minded individuals, rush your tape and resume immediately. Women and minorities encouraged. First phone also helpful. Salary open, outstanding group benefits and future assured. All replies in confidence to: Tom Allen, Gulf Broadcast Group, WVJO, 1935 Ellis Road South, Jacksonville, FL 32205.

**Experienced announcer**. 6:00 p.m.—Midnight shift. Completely automated. Send tape/resume to George Walker, WKEL, PO 266, Kewanee, IL 61443. Equal Opportunity Employer.

**WSAR, Fall River**—New Bedford is a full-time personality/MOR/News/Sports medium-market station seeking morning keystone personality. For full details phone Mike McLean. 617-677-9477.

**No. 1 FM Contemporary** plus AM beautiful MOR has excellent earnings for experienced announcer with smooth voice. Send tape, resume to General Manager, WKFM, Fulton NY 13069. 315-343-2630.

**Immediate opening** for Announcer with news & production skills for non-automated, Beautiful Music format. Only thoroughly experienced, mature sounding pros need apply. Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EOE.

**Great Opportunity** for someone who wants to become a Program Director. We are looking for an announcer with a first who has experience in music and/or programming. Initially you'll do mid-days and be Assistant Program Director-Music Director. Suburban Washington, D.C. location. Call Randy Swingle 703-368-3108 weekdays before 3 PM. EOE.

**Boston/Cambridge AOR**—Need jock who can project mature personality and entertain in AM drive with very broad music-oriented format including rock, jazz, and folk. Talent more important than experience. Broad music knowledge essential. EOE. Send full resume, broadcast interest, and tape to WCAS, 380 Green St., Cambridge, MA 02139. Call (no collect) 617-492-6450 after 10 am for more info.

**News people wanted** for new News/Talk station in Southeast major market. Prior on-air experience at all-news station a MUST. Send resume and salary requirements. EOE. Box B-58.

**Air Personality**, contemporary format, strong on production. Group ownership. Benefits. Resume/air-check to Bob Day, WCPA, Box 1032, Clearfield, PA 16830. An equal opportunity employer.

**Reporter/Producer**: Annual Salary \$9,583.92 + benefits. Develops, plans, prepares & presents major news/public affairs programs. Announces live remote radio programs involving spontaneous reporting. Operates variety of broadcasting equipment. Assists in training student announcer/producers. Requires: Graduation from standard high school and two years experience as radio announcer. Send resume with references and nonreturnable audition tape to Ricklie Stone, Producer/Director, WFSU-FM, 420 Dittenbaugh Building, Florida State University, Tallahassee, FL 32306 EOE. Application deadline: February 28, 1979. Position available: March 5, 1979.

**Open line talk show** personality wanted for new News/Talk station in Southeast major market. Send resume, salary requirements and prior ratings experience. EOE. Box B-59.

**Immediate opening** for clever morning person. Minimum one year experience. Some sales available if desired. Send tape and resume along with salary requirements to Al Kahn, WAGR, Lumberton, NC 28358.

**Midwest market station** looking for top flight announcer with smooth delivery to handle evening big band beautiful music shift in metro market. Good pay and benefits for right person. Resume and salary requirements to Box B-89.

**Wanted Announcer-Salesperson** to become number 2 at good operation. 314-586-8572 for Manager.

**Beautiful Music Station** seeks beautiful voices. We need two outstanding announcers with the kind of warm, friendly, professional delivery that will complement our format. Our AM/FM station is located in one of the most beautiful vacation areas in the world and, it so happens, a fine radio market. We offer \$15,000 starting salary and near perfect working conditions. Send your resume in confidence to Box B-92.



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**HELP WANTED ANNOUNCERS  
CONTINUED**

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**WGAC Augusta's leading Adult Contemporary Station** is looking for a Morning Personality. Send your tape and resume to Webster James, Program Director, WGAC PO Box 1131, Augusta, GA 30903. WGAC is an equal opportunity employer.

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**HELP WANTED  
TECHNICAL**

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**Assistant Engineer** with accent on studio and recorder maintenance to start, with opportunity to learn automation, directional and other engineering fields. EOE. Mr. Smith, 503-882-8833.

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**Live In Paradise ...** Chief Engineer wanted. Minimum five years FM maintenance. KRUZ ... Santa Barbara, CA 93101.

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**Full charge—Chief Engineer**, 1,000 watt AM ... 3 KW FM Excellent Equipment. WKST, New Castle, PA. Great Scott Stations. 215-326-4000.

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**Chief Engineer—WYYD**, Raleigh-Class C FM. Strong automation and studio maintenance experience required. Send resume to: Greg Rogers, Chief Engineer, WKIX, PO Box 12526, Raleigh, NC 27605. EOE.

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**Maintenance Engineer** for Western NY automated stereo FM. Above average salary based on ability & experience. Box B-45.

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**Complete Charge of AM-FM**, partly automated. Some announcing. Box B-54.

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**Tired of winter?** Mild climate, Coastal Virginia, metropolitan FM-AM needs organized, responsible chief engineer. Duties include management of all equipment, purchases, and physical plant. We need a committed professional. Send complete resume and salary requirements to Box B-72.

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**Assistant Chief Engineer** for small market AM/FM. No air shift. First phone required. Ideal for beginning engineer. Box B-74.

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**Opening—Chief Engineer**—In 2 months our present engineer will leave to join a consulting firm. The person we are looking for must have a good working knowledge of directional systems and will be responsible for the maintenance of all equipment at a full time 5KW station located in Florida and part of a large broadcast group. We are an equal opportunity employer. Send all resumes to Box B-77.

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**Chief Engineer:** experienced with automation AM/FM transmitters, STL and RPU, Quality Audio, adept at studio construction. Immediate opening. Starting Salary 15,000-18,000. Send complete resume to Arnold Lerner, WLLH/WSSH, PO Box 1400, Lowell, MA 01853.

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**HELP WANTED NEWS**

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**Afternoon Anchor/Reporter/Assistant News** director for leading radio news station in good news town. One year experience preferred, mature voice required. Contact Tim Tyson, WBHP Radio News, Box 547, Huntsville, AL 35804 EOE.

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**Needed Immediately ...** Two reporter/anchors for regional radio station in Upper Midwest. These people should sound reasonably good on the air. He/She may do our morning drive newscasts. Experience preferred. Salary is negotiable and our company has good fringe benefits. 44 hour week with every third weekend off. Send tape and resume to: Jan Thomas, News Director, KFJR Radio, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

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**Anchor-Reporter.** Must be strong in street work, delivery and writing ability. Six person staff; heavy news commitment. 3 years commercial experience preferred. Tape and resume to Neil Carmean, WSPD Radio, 125 S. Superior, Toledo, OH 43602. EOE.

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**A News, Sports and Talk Station** on the Gulf Coast is seeking a full-time reporter to add to our eight person news staff. The reporter we are looking for must be able to gather, write and work with tape and be capable of anchor work. Applicants should have five years experience or three years and a broadcast journalism degree. Send air check, resume and references to Kip Allen, News Director, WKRG Radio, 162 St. Louis St., Mobile, AL 36601. Equal Opportunity Employer.

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**Kentucky—Sports news** and play by play Pay immediate to effort. Call Jim Ballard 606-248-5842. Immediate Opening.

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**Experienced news person.** Experience essential for hometown radio station. Send tape/resume to George Walker, WKEI, Box 266, Kewanee, IL 61443. Equal Opportunity Employer.

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**Needed: on-air reporter/announcer** with experience. Good voice and strong on air. Production abilities a must. E.O.E. Send tape, resume, salary requirements to WRTA, PO Box 272, Altoona, PA 16603.

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**We're No. 1 in the market** and we want to stay that way! Upper Midwest adult contemporary leader is looking for an aggressive, take charge news, sports and public affairs director. You must have an instinct for news and be willing to go out and get it. Play-by-play experience a must for football and basketball seasons. Here's your chance to get in on the ground floor of a growing organization and build and administer your own department. EOE. M/F. Send a letter of application stating salary expectations along with resume and references to Box B-34.

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**Newsperson Experienced—Sunny** and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

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**Florida WIRK AM/FM** immediate opening. Drive news anchor some street reporting. First opening in two years. John Picano, ND. Box 3828, West Palm Beach, FL 33402.

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**Opening for complete newsperson.** We want a broadcast journalist with good on-air sound, solid writing and reporting abilities. Apply only if a self-starter. Tape and resume to Jim Burnett, News Director, WHBC, PO Box 1045, Canton, OH 44701. Equal Opportunity Employer.

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**KDTH/KFMD, Dubuque** is looking for a morning news anchor. We need an aggressive reporter with a strong on-air sound and strong writing ability. Two years experience; college degree preferred. Stations have strong local news commitments and reputations. EOE. Send resume, tape to Doug Breisch, ND, KDTH/KFMD, 8th & Bluff Sts., Dubuque IA 52001.

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**I am still looking** for a strong, authoritative, aggressive, versatile newsperson to join an 11-member award-winning news team. Previous applicants, I have you on file. Send tape, resume and writing samples to: George Wymer, WING, 717 East David Road, Dayton, OH 45429.

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**I'm building a news department** for a new owner, and I'm looking for someone who can write well and then read well. I will consider talented beginners very strongly. Women and minority applicants are especially encouraged. Send tape, resume, and writing samples to John Digman, News Director, Dwyer Broadcasting, Box 7363, Fort Myers, FL 33901.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Program Director—24 hour**, class C FM in the Midwest seeks experienced Contemporary PD/morning drive personality. Station is programmed live 6A-9A and 10P-2A; Automated with local personalities (non-syndicated) remainder of the day. Looking for take-charge type who really knows how to take advantage of Harris automation system capabilities. Must have full knowledge of FCC regs, be able to supervise announcing staff, develop sales promotions, handle public affairs/ascertainment requirements, music selection. Send resume and salary requirements. EOE. Box B-22.

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**Twenty-four hour Country** station seeks p.m. drive personality who can handle position as Production Manager. Phone (205-339-3700) or write: PD., WJRD, PO Drawer 4, Tuscaloosa, AL 35402.

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**Program Director** for Contemporary FM. Supervise music format, news, production, contests promotions. Harris system 90 automation. New facilities. Large company. Security. Equal opportunity employer. Reply Box 2188, Minot, ND 58701.

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**Program Director:** Midwest, two automated stations, AM-FM. Both rated No. 1. Strong pipes, must be creative, solid production background. Managerial position. Good benefits and salary. Box B-95.

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**Operations director** for leading AM in vital upper Midwest market. We are a "full service" personality adult contemp with strong emphasis on news, sports, and information. You will supervise announcers, promotions, production, music, etc. as well as pull a morning shift. This responsible, take charge position demands a high degree of detail orientation and follow through; a minimum of five years of strongly related, progressive experience is required. Floaters, "stars", and problem types need not apply. Career broadcasters desiring to settle in a highly desirable community are invited to investigate this to-be-created position. EOE. Rush resume with references, letter of application with salary expectations, and a brief statement of your programming philosophy. Box B-49.

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**Expanding 50KW Religious-Commercial FM** in Midwest medium market seeking experienced, personable Air Personality. Format mostly music with creative local involvement. Excellent pay and working conditions. Send resume and tape to: Ed Moore, GM WCMR/WXAX, Box 307 Elkhart IN 46515, Phone 219-875-5166.

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**Program Director** needed by regional adult AM in a friendly Northern Indiana community. Experience needed. Must enjoy communicating one to one. Excellent pay and working conditions. Operation guided by religious principals. Send resume to Ed Moore, GM, WCMR/WXAX, Box 307, Elkhart IN 46515. Phone 219-875-5166.

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**SITUATIONS WANTED  
MANAGEMENT**

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**General Sales Manager** who is not a gamble looking for stable permanent position with proper company. Top credentials, references. Box S-148.

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**General Manager**, running successful station in top 100. Family desires return to Florida. 43 year old with excellent twenty year record. Box S-112.

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**General Manager**, running successful station on West Coast. Interested relocating as general manager, on West Coast only. Organizer and leader. Accomplished sales, programing, promotion, FCC regulations. Highly experienced broadcaster. Top track record, and qualifications. Many years in the business. Box B-28.

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**15 years broadcasting** experience, six in management at successful Medium Market station. Seek Florida position. No revolving doors please. Will consider position as Assistant Station Manager, Operations Manager, Public Affairs or News Director, or as Program/Production Manager ... qualified for each. Send all inquiries to A. Tolar, 215 Larwood Lane, Bristol, VA 24201. Female.

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**General Manager** wants to relocate as general manager only, in Florida. Would consider Alabama, or Georgia. Currently West Coast managing successful station. Mature sales, and administrative achiever. Highly experienced programming, all aspects of responsible broadcasting. 25 years radio. Box B-42.

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**See MBA's** in Television Section.

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**Program Manager.** Administrator. Outstanding credentials includes impeccable references. GM oriented. Top 100 markets. Box S-201.

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**Management Plus—Sales, engineering, announcing, production!** Husband/wife team, currently West Coast. Box B-75.

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**General Manager.** Seeking challenging senior management level opportunity. Strong background in sales, programming and administration in medium and major markets. Accustomed to total profit center responsibility. Take charge pro with over 20 years experience. Lets Talk! 714-658-2414.

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**Let's make money.** Management, successful sales all levels. Want professional operation middle market Southeast. Box B-52.

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**Wanted.** An ethical, creative, financially stable station or group operator who has the need, imagination and wherewithal to hire one of the best damned, sometimes sophisticated, leaders in the business. Have done it all. Lead, trained, inspired, consulted, programmed, promoted, sold and profitably managed in radio, television, newspapers in all sized markets. Can document all of above. Contact: Realistic Egomaniac, Box B-68.

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**SITUATIONS WANTED MANAGEMENT  
CONTINUED**

**We work.** She runs station, keeps books, has seven years in news and broadcasting. He sells, and hires, trains, develops super sales staff, has PI, twenty years in broadcasting, seven in sales and management. If you can use this professional team in your small or medium market, send best offer to Box B-90.

**General Manager** experienced in administration, sales, and programming. Present station being sold. Looking for a challenging, permanent position with a station that wants to grow. Box B-102.

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**SITUATIONS WANTED  
ANNOUNCERS**

**Knowledgeable** in all music formats. Experienced, PD/MD, stable & dependable. Will relocate. Box S-105.

**Experienced Third Endorsed** looking for Country or Rock in the West. Creative production. C. Graham, 4629 N. 10th Street, Phoenix, AZ 85014. 602-279-7092.

**3rd endorsed, DJ, 24;** promotional & public relations experience; ad-libs & writing; Top-40 & AOR experience. Prefer Florida or NJ. Tom Sisti 201-943-5816 days.

**"Just Jazz"** The way it should be played. Let's talk. 9 yrs. radio. 31, single, 1st. Write, dedicated jazz jock. Box S-181.

**Announcer Production Pro** with over eight years experience and 1st phone seeks relocation in South-eastern market. Call Steve 602-364-9396.

**Personality DJ** working Northeast Country format seeks new challenge in Rock or other Contemporary station. Available immediately, will relocate anywhere. Experienced. Box B-12.

**Morning Smiles** don't come cheap, neither do we. Team ready to move up! Box B-13.

**Experienced combo man** with first. Smooth production. Looking for Rock/Progressive format Philly/Mid-Atlantic. Box B-6.

**D.J. with news and production** experience. Reliable. Format open. Location secondary to secure operation. Call Mike 716-694-4850.

**Talented female** looking for a break. Good voice. Experience in board work and continuity. Call Ellen, evenings, 717-929-3862.

**Four Years Experience.** Excellent voice. First phone. Family. Medium or major markets only! Call Ron at 817-322-6754.

**Read Me!** Morning adult contemporary personality available. Top 150 markets. 10 years experience. Your search could end with this call. 615-388-2453.

**Save Your Money**—call me first! For professional tape by totally trained Black DJ, announcer, writer. Some experience. Very polished. "Disco performance," Smilin Eddie Jaye. 212-538-2465 evenings and weekends. 212-221-3703 days.

**C.M.U. Broadcasting Grad.,** copywriting and production skills. Good voice. Want to relocate in Michigan. Bill Thompson, W. Airline Rd., Weidman, MI 48893. Phone: AC 517-644-3905.

**Still Looking** for a station that desires a Super-creative & innovative program director/air personality with a "fun" approach to the serious business of broadcasting. B.S. degree in communications & nine years experience in all size markets. Will relocate anywhere for the right opportunity. 216-732-8383.

**2 years commercial experience,** Communications Degree, good voice, 3rd endorsed. 1-305-743-3095.

**Production Director**—creative, skilled, and ready for a larger market. Many years in broadcasting, radio, TV, a carwash or two—1933 E. Lee St. Pensacola, FL 32503. 904-438-7370.

**Enthusiastic self starter** seeks first permanent position. Writing, production, and sales experience. 3rd endorsement. Will relocate anywhere. L. Murry 404-327-1482.

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**Recent college grad** seeking sportscasting and/or PBP position. 3rd endorsed, will work anywhere. Dave, 615-865-5900.

**16-year broadcast veteran looking!** 36-year old solid family man. Present position of jock, sales, and play-by-play 5-1/2 years. Seeking similar position with MOR or country. Would accept other assignment where my experience could be utilized. Prefer small town living but will consider all. Box B-63.

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**SITUATIONS WANTED  
TECHNICAL**

**Studio Engineer** 3 years radio and TV operations plus announcing experience. Seeks position. 1st class license in near future. Will relocate. Owen Rankin, 212-324-6671. 1233 E 222 Street, Bronx, NY 10469.

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**SITUATIONS WANTED  
NEWS**

**Enthusiastic self starter** seeks first permanent position. Writing, production, and sales experience. 3rd Endorsement. Will relocate anywhere. L. Murry 404-327-1482.

**Experienced Woman Sportscaster** seeks on-air reporting or color commentary spot in medium or major market. Three years experience with excellent credentials. Have covered the NBA, NHL, WHA, NASL, and other major sporting events for top rated Midwest station. CBS stringer. Some newspaper and TV reporting experience. Features are my specialty. Box B-35.

**Sports Enthusiast Extraordinaire.** Dedicated, versatile, college grad; BA-R/TV, with a wide variety of reportorial experience and professional training. Excellent voice, delivery, command of English and subject matter. Extremely well read: 3rd Phone Endorsed, seeks year-round position with sports-minded station. For complete coverage—sportscasts, features, actualities. Play-By-Play, Bob 516-741-1298.

**Newsgal looking** for more experience. Also interested in sports. Mature. Hard Working. Strong delivery. Dependable. Reply: Marianne Tarlian, 101 Ambassador Ave. Warwick, RI 02889.

**A current hard-working** news director which is a former assistant sports director is looking for a better opportunity. Contact William Hankins Agency, 24505 Bashian Drive, Novi, MI 48050.

**Have experience** and ready to move from a one man news department to your news oriented station. Contact Bill Gilmer at 419-782-1088 or 784-5224; PO Box 251, Defiance, OH 43512.

**Helicopter pilot,** seven years experience including Viet Nam, recent journalism graduate, seeking helicopter reporter position. Call 602-268-7709.

**Female News Anchor Reporter,** single 31. Talented, trained, on-air experienced, and 3rd endorsed. Peggy Bone, 2335 Erin Place, South San Francisco, CA 94080 or phone 415-441-5700.

**Experienced Black Weathercaster.** Articulate, hardworking, personable. Ready to relocate. For tape and resume write Box B-56.

**Award-winning newscaster/investigative reporter** seeks position in, or leading to, broadcast news management. Self-starter. Top references. B.S. Journalism. Young/experienced. Presently drive-time New York anchor/reporter. Box B-60.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Experienced auditor** in broadcast-related organization, seeks accounting position in radio group or television. Degreed, early 30's, single. Will relocate and travel anywhere. Resume furnished. Box S-165.

**Large and Medium Market** Contemporary, Country, or Adult. Contemporary stations looking for a young, but knowledgeable program director call 1-314-431-2007.

**Conservative Talk Show Host** looking for PD position with talk radio. 7 yrs exp. with talk radio. 13 yrs. exp. as broadcast eng (Radio & TV). Box B-67.

**I have the world's** most unique format, if you have the guts to do it. Ratings guaranteed. Major markets only. Box B-101.

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**Looking for production** director or production position only. Write Rob Sprankle, WHUN, Huntingdon, PA 16652.

**Production Director**—creative, skilled, and ready for a larger market. Many years in broadcasting, radio, TV, a carwash or two—1933 E. Lee St. Pensacola, FL 32503. 904-438-7370.

**Let me lead** your Southern top 40 or A/C to higher ratings and profits. Currently top 25 market assistant PD/passive research department head—I can help. Box B-96.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**Director of Learning Services** for major urban-based public television station. Provides overall direction to instructional and other educational services of station reaching 2.5 million viewers. Bachelor's degree and five years successful full time professional experience in educational television or equivalent combination; demonstrated success as fulltime supervisor of broadcast education staff, and demonstrated ability to design and manage an instructional television service for both children and adults. Current knowledge of "state of the arts" television production techniques and experience in long range planning for an educational organization. Salary negotiable in range of \$24,446 to \$29,886. E.O.E. Letter of application, resume relating education and experience to specific job requirements, and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold A. Stetzler, Executive Director, Department of Personnel Services and Management Relations, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by February 21, 1979.

**Director of Programming** for major urban-based public television station. Provides overall direction for program scheduling, acquisitions, and production for station reaching 2.5 million viewers. Bachelor's degree in mass communications, journalism, or related field and five years full time professional experience in broadcasting or equivalent combination; demonstrated success as full-time manager of programming and production staff, and demonstrated ability to design and manage public television broadcast schedule, or equivalent television experience. Current knowledge of "state of the art" television production techniques and experience in long range planning for a broadcasting organization. Salary negotiable in range of \$29,886 to \$33,214. E.O.E. Letter of application, resume relating education and experience to specific job requirements, and three professional references with full knowledge of candidate's background and abilities should be sent to: Dr. Harold A. Stetzler, Executive Director, Department of Personnel Services and Management Relations, Denver Public Schools, 900 Grant Street, Denver, CO 80203, with copies of all materials to Richard B. Holcomb, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. All materials to be received by February 21, 1979.

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**HELP WANTED SALES**

**Number 1 Network affiliate,** Top 50 Sun Belt Market, seeks aggressive person for new account development. Broadcast sales, retail and marketing experience helpful. Responsible for developing new television clients of all types. Imagination and tenacity a must. Income depending upon qualifications. Box S-154.

**Account Executive.** Looking for energetic, motivated salesperson to cover large account list. Outstanding future opportunity with Metromedia, the industry's largest group broadcaster. If interested, contact Al DeVaney, WTNZ. Tel. 612-546-1111. Equal Opportunity Employer.

**General Sales Manager**—Top 50 market in Southeast, group owned CBS affiliate with established professional sales staff. Must have experience in Local, Regional and National Sales with some management experience. Opportunity for advancement. Reply Box B-69.



## HELP WANTED SALES CONTINUED

**National Sales Manager**—top 50 ABC-TV affiliate. Representative and/or station sales experience necessary. Opportunity for growth with group owner. E.O.E. Full Details—first letter to Box B-80.

**Account Executive:** Group-owned NE Affiliate. Established list includes direct, agency, regional. Commissions \$30 K+. Minimum two years' TV sales experience. EOE. Box B-82.

## HELP WANTED TECHNICAL

**TV Maintenance Engineer**—Electronic Engineering education or equivalent experience. ENG maintenance experience desirable. Contact Harold B. Wright, WVIR-TV, Charlottesville, 22902. 804-977-7082. An Equal Opportunity Employer.

**Chief Engineer** for a growing Television Production facility. Solid background in maintenance and repair of studio equipment, with strengths in color cameras and/or quadraplex video tape. Please send resume and salary requirements to P.O. Box 25990, Los Angeles, CA 90025. Equal Opportunity Employer, M/F.

**Chief Engineer.** Small market VHF network affiliate in mid South. Need management skills plus transmitter, studio and ENG experience. Send resume and salary requirements. EOE. Box S-175.

**Maintenance—1st FCC**—studio. ENG. transmitter. Experience in two areas minimum. Send resume to—KFMB-TV. PO Box 80888. San Diego, CA 92138. Attn: John D. Weigand, Manager of Engineering. An equal opportunity employer M/F.

**Maintenance Professional**—Group-owned commercial VHF station is searching for a professional television broadcast maintenance person to support our professional production and news departments by maintaining helical and quad VTR's, RCA cameras and associated terminal equipment. Position requires expertise in audio, video-analog and digital, microwave, and an FCC First Phone. Experience highly desirable. Large expanding multi-media corporation with salaries, fringes and progressive atmosphere to complement. Submit resumes and salary history to: Tom Weems, Director of Engineering, WTVH-TV, 980 James Street, Syracuse, NY 13203. EOE M/F.

**Chief Engineer.** New TV station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of TV station equipment. Attractive salary, benefits. All replies strictly confidential. Send complete resume, salary history and references to Box. B-9.

**KAMU-TV, a public broadcasting facility** licensed to Texas A&M University has the following engineering positions open—**RADIO/TV Engineer**—must have experience in the operation and maintenance of broadcast equipment and an FCC 1st phone. Salary, \$12,299 **RADIO/TV Technician**—requires experience in operating broadcast equipment. FCC 2nd phone. 1st phone preferred. Salary, \$10,754. Send resumes to W. M. Pecena, Chief Engineer, KAMU TV/FM. College Station, TX 77843. An EEO. AA employer.

**Television Chief Engineer** needed for established medium market VHF station in environmentally-ideal Oregon. Send application in confidence to Hammett & Edison, Inc., Box 68, International Airport. San Francisco, CA 94128.

**Chief Engineer** for new public TV station under university licensee. Will participate in initial installation of full color facility, then assume complete responsibility for electronic maintenance and operation. Requires solid experience in transmitter, studio, VTR, and STL. 1st class FCC license mandatory. Searching for aggressive individual willing to devote time and talent toward building fully professional facility. Excellent growth opportunity. Salary range \$16,000 to \$18,000. Send resume and minimum of three professional references to Dr. Harold Young, Vice President for Administrative Affairs, Central Missouri State University, Warrensburg, MO 64093.

**Television Engineer**—Chief engineer for community college radio station and closed circuit TV, 4 channel audio studio, must be strong in maintenance and a good planner. Salary depends on experience. FCC 1st class license required. Reply to St. Louis Community College Personnel Dept., 5801 Wilson Avenue, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

**Maintenance Engineers** familiar with RCA cameras and quad tape, Grass Valley switching for East Coast Production Facility. Openings in studio, production van and disc unit. Resume to Director of Engineering, E.J. Stewart, Inc., 388 Reed Road, Broomall, PA 19008, or call 215-543-7600.

**Staff Engineer,** for PTV station WNMU-TV, in Michigan's beautiful Upper Peninsula. Prefer AAS degree in electronic technology and broadcast related experience. Requires FCC 1st class license. Entry level position. Excellent fringe benefits. Send resume to Personnel Department, Northern Michigan University, Marquette, MI 49855. Equal Opportunity/Affirmative Action Employer

**Assistant Chief Engineer** position immediately available in Honolulu. First Class License, supervisory experience required, must be experienced in VHF transmitter, audio, MCW and studio maintenance and repairs. Contact Al Ono, Chief Engineer, KHON-TV, 1170 Auani St., Honolulu, HI 96814. 808-531-8585.

**Chief Engineer:** California Public Television Licensee needs qualified "working" Chief Engineer to build staff and equipment. Experience in all engineering aspects of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years experience. Salary-consideration for placement on step 2 may be granted based on experience. Applications are being taken for the purpose of establishing an eligibility list. Apply: Fresno County Department of Education, Personnel Office, 2314 Mariposa Street, Fresno, CA 93721. Deadline: Open until applicant selected from list.

**The WTAE-TV engineering** department is considering hiring an electronics technician. We are seeking an experienced electronics technician who has a thorough knowledge of electronic news gathering equipment, for the purpose of operating and maintaining that equipment. Applicant should possess superior skills in the maintenance of 3/4" umatic format video tape equipment and present state of the art portable E.N.G. cameras. Since a portion of their schedule will be E.N.G. news coverage, they should have a good working knowledge of E.N.G. operations, such as shooting, recording, lighting and editing. Pay scale will be commensurate with experience. Reference required. Equal Opportunity Employer. M/F Box B-62.

**Electronic Technician.** Operation and maintenance of C.R. equipment. Cameras, reel-reel, quad, umatic and film carts. First phone required. E.O.E. Top 50, N.E. Box B-79.

## HELP WANTED NEWS

**Reporter**—for Southern affiliate station. Experience and/or education required; photo experience desirable. Equal Opportunity Employer. Send video cassette and resume to Art Angelo, VP, KPCLC-TV, PO Box 1488, Lake Charles, LA, 70601. No phone calls.

**Anchor: Midwest ABC Affiliate** looking for anchor with solid TV news experience. No beginners. Must be excellent writer and communicator. Medium market. Salary negotiable. Send writing samples, resume, acceptable salary range in first letter. An E.O.E. Box S-180.

**Wanted: Experienced News Director,** Mid-West Top 100-Market. Must have strong administrative background. Responsibilities for running day to day operations and assignments, production and writing background essential. Salary open. E.O.E. Box S-144.

**Wanted: Experienced Anchor Person** for 6 and 11 p.m. news programs. In active top 100 Mid-West Market. Must have solid news experience and prior anchor background. Salary open. E.O.E. Box S-143.

**Sports/Anchor:** We're looking for someone who knows sports and knows how to present it on the air. Send tapes and resumes to News Director, WTAJ-TV, 5000 Sixth Ave., Altoona, PA 16602. EOE.

**Weekend Co-Anchor/Reporter**—West Coast medium market network affiliate is seeking experienced anchor with superior field reporting skills. Applicants should have strong writing skills and thorough knowledge of Television news production. EOE/MF Resume including salary history to Box B-31.

**Midwest ABC Affiliate** looking for talent to double as afternoon reporter/10 pm anchor. Box B-44.

**Producer/Reporter**—Miami public broadcasting station is seeking producer/reporter to assist in writing, reporting and production of nightly business news program, in addition to acting as Producer/talent of other news and public affairs programs. Candidates must be bilingual with educational background in journalism—broadcast or print. News reporting and writing skills required. College degree, course work in economics, political science or related field; or comparable work experience. Experience as on-air talent a plus. Apply Personnel, PO Box 610001, Miami, FL 33161.

**Producer—KCRA-TV's** News Department seeks producer to handle variety of producing chores. Must have television news background and strong writing skills. College degree preferred. Scripts and/or tapes to: Executive Producer, KCRA-TV News, 310 Tenth St., Sacramento, CA 95814. EOE.

**Top 50 Northeastern ABC-TV** affiliate is accepting applications for news director. Our 15 person news team needs an effective leader for growth and development—film and E.N.G. knowledge necessary. An equal opportunity employer. Full details first letter—Box B-61.

**Photographer, experienced** in film and ENG, shooting and editing. Upper Midwest medium market. E.O.E. Send letter and resume to Box B-78.

**Anchor.** Veteran journalist willing to get involved. Must be able to write, report, co-produce, edit tape. Will anchor early and late news in large Sunbelt market. Experienced anchors only, please. Box B-81.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Writer/Host** for public affairs program and special reports wanted for Top 50 market station. Equal opportunity employer. Send resume to S-169.

**Creative hands-on Production Manager** for VHF network affiliate in small southern market. Must be able to do it all and teach others. Include salary requirements with resume. EOE. Box S-178.

**Wanted: Person capable** of directing lighting, camera operation, audio production, video production, board shifts (on air), set building and graphic arts creation. Send resume to Mike Dupont, General Electric Cablevision, 602 W. Glen Avenue, Peoria, IL 61614.

**Program Director** for group owned Midwest network affiliate market size 50-75. Experience should include program development, administrative skills, knowledge of FCC rules, supervision and motivation techniques, public contact and ascertainment. An equal opportunity employer. Salary negotiable. Send resume, references and requirements to Box B-38.

**Production Director**—to head department in Midwest ABC station. \$15,000 to the person who can write, produce, direct. Box B-43.

**Producer-Director:** Top ten eastern market network affiliate seeks producer-director with experience in both commercial and program production. Equal opportunity employer, male or female. Send resume to Box B-29.

**Production Manager**—Top 25 market affiliate seeking an experienced Production Manager or Assistant Production Manager. Must have solid administrative, studio, remote and commercial experience. Station is an Equal Opportunity Employer. Write Box B-47.

**Director-Producer** for public station in Toledo, Ohio. Minimum two years broadcast station TV director experience. Ability to conceive, write programs of all kinds. \$14,000 to \$18,500. Call or write Ms. Scheuer for job description and application procedure. WGTE-TV, 415 N. Saint Clair, Toledo, OH 43604. 419-255-3330. Equal Opportunity Employer.

**Major market Northeast** affiliate looking for Promotion Manager. Must have at least 2 years experience as Promotion Manager or Assistant Promotion Manager. Station is an Equal Opportunity Employer. Write Box B-46.

**Director experienced** in agency and local commercial production in studio and on location is wanted by network affiliate in growing SE market. Resume, salary history and references required. EOE. Box B-64.

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### HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Editor for prime time magazine program.** Top ten market. Must know ENG, Datatron and have broad knowledge of music. EOE employer. Box B-57.

**Cameraman/woman freelance,** for major market prime time magazine show. Experience and speed important. Must know all tape and lighting situations. Possible permanent position. Immediate response desired. EOE employer. Box B-73.

**Producer/Director**—Opportunity for Television Producer/Director specializing in directing news programs. Appropriate academic background required. Send resume and salary requirements to: Sharon Stinnette, PO Box 741, Dayton, OH 45401. Tapes may be requested later. Equal Opportunity Employer M/F/H.

**Public Affairs Producer/Director** wanted for PBS station. Requirements: BA, thorough knowledge of studio production, ENG, post production quad and cassette editing. Quarter-time teaching. Prior broadcast and public affairs experience preferred. Salary 11,088. Send resumes to Rod Zent, Station Manager, KAMU-TV, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

**Director**—Producer—top ten, major Group, N.E. market network affiliate. Seeking proven professional with heavy sports, studio, news, film and EFP experience. An Equal opportunity employer. Box B-100.

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### SITUATIONS WANTED MANAGEMENT

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**MBA Student** from top 5 business school at Carnegie-Mellon University seeking meaningful summer employment in television industry in New York-Philadelphia area. Background as award winning student filmmaker. Phillip Buehler, C-118 1000 Morewood Ave., Pittsburgh, PA 15213.

**Program Manager** at affiliate seven years—now has itch. Let's talk at NATPE about your medium/major market station. Box B-94.

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### SITUATIONS WANTED ANNOUNCERS

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**Sports Director, Weatherman,** news anchor, 4 years experience, superb voice, delivery, appearance 609-883-8990.

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### SITUATIONS WANTED TECHNICAL

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**Female First Phone** with Radar technical background, seeks employment in Houston, Texas area. Kay—Phone 1-713-498-4774.

**Twelve years television experience** in maintenance, operation, and supervision. Want to move up. Resume on request. Box B-19.

**Transmitter Engineer** wants to locate on West Coast. Box 7222, Amarillo, TX 79109.

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### SITUATIONS WANTED NEWS

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**Health and medical reporting** is IN. Ambitious '76 journalism graduate with heavy medical training seeks position as medical correspondent in New England area. Box S-103.

**Aggressive young sports** talent looking for week-day or weekend on-air position in Southern or South-west location. Accomplished sports delivery with some experience in film and tape photography and editing. Four years play by play experience. Can travel for interviews. Contact John Dailey, 3909 7th Pl. N.W., Rochester, MN 55901. 507-285-9942.

**What A Catch ...** young sportscaster with college PBP, color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Box S-197.

**Anchor-News Director** prefers anchor only. Top rated. A winner with extensive news background. Currently employed. Box B-32.

**Perserverance, Resourcefulness, Drive.** Reportorial qualities I can offer your top 50 newsroom. Add maturity, experience, knowledge, literacy. The sum is an accomplished reporter, available now. 417-463-2153.

**Weathercaster/Meteorologist** seeking small or medium sunbelt station. Presently employed major market. Box B-76.

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**Anchorman** accomplished reporter/producer/writer. 8 years continuous on-air work. Youth, but with rich news credibility. Confidential resume and tape available. Box B-70.

**Major market radio** news anchor—with 7 years TV news experience—desires medium market anchor slot, or major market weekend anchor/producer position. Reply: Box B-60.

**Top 10 Producer** ready for position as news director in top 50 market stations. Prefer to lead young staff dedicated to news and hard work. Reply Box B-51.

**Anchor or Reporter position.** Good appearance, voice, and style. Exceptional talk host. Fifteen years radio and theatrical experience. Have video cassette. Paul Pagano, Scott Drive, Torrington, CT 06790.

**Serious-minded Meteorologist** seeks Midwest TV position—substantial forecasting experience—TV and extensive radio included. Box B-84.

**Sharp female anchor** seeks small-medium market TV opportunity. TV reporting/anchor experience plus Top market radio background. Journalism degree. Box B-65.

**Mature Broadcaster** (newsman/weatherman/MC/talk host/lecturer/cinematographer) seeks position utilizing any of the above skills. Salary commensurate with your market levels. Call 313-682-7798.

**Anchor/Reporter** who gets off his anchor and gets the ratings seeks organization with commitment, not quick fix. Box B-53.

**Ready to move up.** Aggressive, bright journalist seeking reporter and/or anchor job in Top 50 market. Currently News Director in small market. Journ. degree, 3 yrs. exp. Matthew. 315-797-5220.

**I Demystify the Law**—make it easier to understand—fun to learn about. See for yourself. Experienced law reporter. Available this fall. Box B-85.

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### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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**Director with 9 years** of commercial broadcast experience looking to improve professionally. I can shoot from the hip in the studio or at the remote. Experienced on all types of equipment, tight news shows, and a long list of pleased agencies and house clients. Please reply Box B-66.

**See MBA's in situations wanted, management.**

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## ALLIED FIELDS

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### HELP WANTED TECHNICAL

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**Video Editor/Engineer**—Expanding Midwest company seeks a production oriented television engineer capable of heavy to light maintenance when needed with the accent on editing. New equipment, new installation. Ikegami cameras with CMX and convergent editors. All replies kept strictly confidential. Excellent salary. PO Box 4, Elk Grove Village, IL 60007.

**Donrey Media Group** is seeking all around TV studio maintenance engineers, radio engineers, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89101. 702-385-4241, ext. 330. An equal opportunity employer.

**Television Transmitter Field Engineers.** Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bromley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085. Tel: 413-562-5055.

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### HELP WANTED INSTRUCTION

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**PhD to teach broadcast law,** criticism, management; direct graduate program. Tenure track, excellent fringes. Females, minorities especially encouraged to apply. Write: Head, BCA, Central Michigan University, Mt. Pleasant, MI 48859. Deadline February 28. Non-discriminatory educational institution and employer.

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### SITUATIONS WANTED MANAGEMENT

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**President, broadcasting division** of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broadcasting industry. Former national sales manager of group, former owner. Good references. Looking for company interested in expansion or diversification. Available now. Box S-155.

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### WANTED TO BUY EQUIPMENT

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**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.

**Instant Cash For TV Equipment:** Urgently need UHF transmitters, antennas, VTR's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

**We need everything** for new UHF-TV except tower. Call 405-495-1065 or PO. Box 75075, Oklahoma City 73107.

**Wanted V.H.F. Television Transmitter** preferably, Channel 13, contact J. Devine, 307-382-4022.

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### FOR SALE EQUIPMENT

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**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5' Air Hellax** Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**Towers**—AM-FM-Microwave-CATV & TV. New and used. Terms available. Tower Construction and Service. 904-877-9418.

**RCA TR-4 Hi Band**—Two available. new heads. one with editor. \$14,000 ea.

**GE-PE 250/350 Color Cameras**—Three available, excellent condition. \$12,000 ea.

**GE 12 KW Klystron Transmitter**—With channel 14 antenna. \$35,000. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.

**General Electric 4TT40** low band TV transmitter; also vestigial side-band filter, low band, 4PY32B-3 tuned Channel Six. KTAL-TV, 3150 North Market, Shreveport, LA 71107. 318-425-2422.

**RCA TP-66 16mm** Film Chain Projector—low hours, looks and performs like new. \$12,750. Will take part in trade. International Cinema Equipment Co., 6750 NE 4th Court Miami, FL 33138. AC 305-756-0699.

**35mm Magnetech Studio** Telecine Motion Picture Projector, Forward, reverse, Remote Control, with Turner Sel-Sync Interlock Motor. Like New \$14,500. Will take part in trade. International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138. A/C 305-756-0699.

**RCA TR 3's & TR4's,** film chain, RCA slide projector, microwave link, Otari 1/4 & 1/2 inch studio machines, RCA cart machine, switcher, cameras, misc. goodies—International Cinema—305-756-0699.

**1-200' Self-Supporting** tower, angle legs 2-300', 1-180', 2-220', 48" face towers, all used Telco towers, 1-275' Tubular leg. Call 901-274-7510 days 901-853-8037 nights.

**New TFT Model 7640 Telescan** Automatic Logging and Alarm System, still in original cartons. Includes scanner boards and Hi-speed modem kit. Make an offer. Call Collect 617-537-4706. Eastern Broadcast Supply, 42 Main, Leominster, MA 01453.

**10KW FM CCA,** 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

**Complete FM Equipment Package.** 10 kw to 15 KW transmitter power range. Current generation AEL transmitter complete with exciter, stereo generator and harmonic filter. Marti solid state STL stereo system with transmitter and receiver. Marti remote control system. Belar monitors for FM, Stereo and SCA. \$23,000 complete. Holt Technical Services, Suite 205, Westgate Mall, Bethlehem, PA 18017. 215-865-3775.



## FOR SALE EQUIPMENT CONTINUED

**5 KW FM** Collins 830-E. Stereo, exc. condition. M. Cooper 215-379-6585.

**4 PC-70 truck**, Ross switcher 16 x 6, OP AMP 8 x 4, GVG terminal, Tektronics, Conrac. Cash or terms. 213-425-3620.

**GE Transmitter** with attendant equipment Model TT59. 50 KW very good condition. Available approximately June 1. Bargain if you move. Reasonable if I move. Also, three PCP-90U cameras excellent condition. Sold to highest bidder. For details contact: E. B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**For Sale:** 16mm. Houston Fearless ME4-VF film processor (color) complete with flo meters, holding tanks, mixing tanks and plenty spare parts. Contact: Bob Stallworth, Houston, TX 713-771-4631, ext. 232.

**For Sale:** Harris MW-1 solid state kilowatt transmitter, 1½ years old, set up on 1560 kHz. Call Bill Abbott, 712-322-4041.

**Mosley SCG-8 Subcarrier** Generator and SCD-8 Subcarrier Detector. Used one year. Both for \$1,000. Hewlett Packard 200CD Audio Oscillator \$175. Hewlett Packard Distortion Analyzers, 330B \$300, 330C \$350, 330D \$450. General Radio Twin-Tee Bridge Type 821-A \$250. Marti CLA-40H Compressor-Limiter \$250. RCA BTS-1B stereo generator \$800. RCA BW-66F AM Modulation Monitor \$250. Shure M675 Broadcast Production Master \$180. Kahn SP58-1A symmetra-Peak \$100. Altec 8 octaves passive equalizer \$250. Altec 27 section, one-third octave, passive equalizer \$400. Altec 9061-A equalizer \$150. Collins 116F line equalizer \$150. Gates four-channel Dynamote \$200. Gates single-channel remote amplifier \$100. Precision 610 tube checker \$35. All above clean, checked, calibrated, ready for work. Ampex tape recorders, Model 600 \$400, Model 601 \$500, Model 602 \$550, Model 601-2 \$600, Model 960 \$200. And Model AG-500, quarter-track stereo, solid-state, like new \$1200. EICO RP100 quarter-track stereo, solid-state, unused \$150. All tape recorders absolutely in good condition. Overhauled and new parts as needed. All in cases, with manuals. I have additional test gear for sale. 703-389-7473.

**For Sale:** 11-20 foot sections-Andrews 3-1/8 inch rigid line-other miscellaneous pieces, with connectors, spring hangers, 1-1/4 inner conductor. Box R-3.

**CDL VS-14 production switcher.** 10 inputs, 4 bus downstream keying. Like new. Polycom 312-337-2040.

**VR 3000A/B Portable quad** with accessories. Low hours. Great recordings. Polycom 312-337-2040.

**RCA TK76B camera** with NEW Fujinon 12 x 1 lens. A/C supply, etc. Polycom 312-337-2040.

**HS 100C Slow/Mo.** Mint condition; new CMC heads & discs plus spares, (1) 50ft and (1) 200ft cables, TBC 800, clean air pack, RS170A blanking modification. In studio operation: never in truck. Will demonstrate. Worth top dollar. Box B-87.

**Ramko Consoles Stereo**—Used only one year. 8 channel main and 5 channel production board. Current price new is \$3800. Cash price \$2500. For details call David Green, Broadcast Consultants Corporation 703-777-8660.

## 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.

**Overwhelming Response.** Exclusive to area. Complete show material 365 days. \$5 monthly. AdVantage, Box 153, Mt. Prospect, IL 60056.

## MISCELLANEOUS

**Have a client** who needs a jingle? Custom jingles in one week. Philadelphia Music Works, Box 947 Bryn Mawr, Pa. 19010. 215-525-9873.

**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.

**"Money Makers"**—Proven radio sales idea book and weekly planning guide. \$19.95 Barnes Advertising, P.O. Box 602, Poteau, OK 74953.

**Editorial PA** ... Current, profitable! We research, write. You edit, produce. Costs less than in-house! Exclusive. Nationally syndicated since 1971. T.F. Satisfaction guaranteed or pay nothing. Try it! Cessna, Box 5356, Daytona Beach, FL 32018. Collect 904-255-1154.

**The Secrets of Radio Programming** Power are revealed in a new Book! Send \$15.00 to: Pat Martin, 809 Third Street, Stevens Point, WI 54481.

**Free Jobsheet!** See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

**"Feedback" Ideas**—10 years industry proven! Contests, one liners, news, talk show tips—monthly potpourri of North American trends. \$2.90 month. Cancellation anytime. Exclusive. Newsfeatures. Box 14183, St. Louis, MO 63178.

## INSTRUCTION

**OMEGA STATE INSTITUTE** training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312-321-9400.

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1979 "Tests-Answers"** for FCC First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922.

**First Class FCC License** in six weeks. Contact Elkins Radio License School, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

**1st class FCC**, 6 wks., \$500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111488 Oxnard St., N. Hollywood CA 91608.

**First Class License** in 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118—405-842-1978.

## RADIO Help Wanted Sales

### DO IT NOW

IF:

- You're into radio sales and you're good.
- You're good and you want in to radio sales.
- You're looking for fast advancement with a group owner who's also into cable TV.

THEN:

### DO IT NOW Send Resume To

Bob Evans  
WEZG Beautiful Music  
Box 20  
North Syracuse, N.Y. 13212  
OR PHONE (315) 458-1220. EOE.

## Help Wanted Sales Continued

### REGIONAL RADIO NETWORK

#### New York & Dallas

Southwest division of Mutual Broadcasting System is expanding its sales staff and has immediate openings for qualified sales executives in its Dallas and New York City Offices. Must be aggressive with a proven sales record. Network experience and background in selling radio sports helpful. Previous agency and client level selling desired. Send resume and call John Butler, Vice President, Mutual Southwest Radio Network, 4141 Office Parkway, Dallas, Texas 75204, (214) 827-2800.

An Equal Opportunity Employer M/F



mutual southwest radio network

## Help Wanted News

### NEWS DIRECTOR

To Direct Five-Person Staff.  
This Is a Pace-Setting Station  
In Broadcast Journalism.  
Midwest Metro Contemporary  
Box B-83  
EEO

1. News and A.O.R. can coexist successfully.
  2. There is no reason to assume that young adults don't care about the world around them.
  3. News can be bright, imaginative and demographically relevant without being shallow or flippant or foolish.
- If you have at least five years' on-air experience, a couple of them in major markets, agree with all three of the above statements and would like to help us prove them, send your tape and resume without delay to ... Box 891, Radio City Station, New York, New York 10019.
- An Affirmative Action Employer.

#### News Director

Our news operation has the blah's. Too much rip-and-read. Not enough enterprising, interesting local coverage. We're a major market MOR station with an ambition to have the best radio news operation in town. If you can give it to us, we have a lot to offer in money, working conditions and satisfaction in one of the finest areas of the country. Send a resume in complete confidence. EOE Box B-91.

Help Wanted Programing,  
Production, Others

**PROGRAM  
DIRECTOR  
WPEN  
PHILADELPHIA**

We're looking for a top flight pro for an adult contemporary format. Demonstrated creativity and leadership ability is required. Air shift is not. Send your resume and a tape presentation of your station to:

Larry Wexler  
General Manager  
WPEN  
One Bala Cynwyd Plaza  
Bala Cynwyd, PA 19004  
EOE/MF



**A Greater  
Media Station**

**BEAUTIFUL MUSIC  
PROGRAMMER**

One of America's most successful beautiful music stations needs a Program Director who knows music, promotion, ratings and people. It's a challenging job with plenty of tough competition. But the rewards are great. An opportunity with a fine station in one of America's most desirable family living communities, a major market in the West. We're looking for one of the best programmers around and pay accordingly. EOE M/F

BOX B-93

**Help Wanted Announcers**

**WTUE, Dayton**

top.rated, has lost its morning lady and seeks a personality for this fine EEO Group Operation which has stations in Denver, Dallas, Dayton, Akron. All male/female applicants should submit a tape, resume, including salary requested to Chuck Browning, Program Director, WTUE, 11 South Wilkinson St., Dayton, OH 45402.

**Situations Wanted Announcers**

**TOP RATED RADIO TALK HOST**

**AVAILABLE NOW!**  
Open to all situations.  
Medium/Major markets  
Bud Brewer  
1822 Yorkshire Dr.  
Winter Park, Fla.  
32789  
(305) 678-6998 after 5.

**TELEVISION  
Help Wanted News**

**NEWS  
REPORTER**

Top rated South Florida TV station seeks a top notch news reporter with at least 3 years experience at an ENG station. Must be able to handle live broadcasts in the field & in the studio & have the ability to come up with fresh, imaginative ideas. Good salary & benefits.

Send resume in confidence to:

**Box B-98**  
Equal Opportunity Employer M/F

**Television News Director**

Position requires extensive background in journalism, personnel management and financial management. Applicant should have minimum of college degree and sufficient work experience to satisfy selection criteria. Application should be made no later than February 15, 1979 to Richard M. Coulter, WIS-TV, PO Box 367, Columbia, SC 29202. Equal Opportunity Employer.

**NEWS  
PRODUCER/WRITER**

Applicants must have previous experience in TV news operations. Must be efficient, well organized, creative & have the ability to handle personnel & assignments. Good salary & benefits. Top rated TV station in South Florida.

Send resume in confidence to:

**Box B-99**  
An Equal Opportunity Employer M/F

**ANCHOR**

We're a net affiliate in Top-100 Midwest Market. We have aggressive, hardworking news team, prestige reputation, all-ENG. We need a fresh, bright anchor to take us over the top—a skilled communicator with journalistic credentials to match. Show us your experience and track record. No beginners, please. Good market for moving up. Perfect spot for No. 2 or weekend anchor looking to be primary anchor. Salary: \$25,000 or more. EOE Employer. Send resume to Box B-36.

**Help Wanted Programing,  
Production, Others**

**TV PRman/woman**

Leading tax consulting firm in Southeastern Ohio with complete TV studio (3/4-in. professional Sony equipment) needs experienced TV journalist with scripting, production, PR and advertising know-how. Resume with salary expectations to:

Box B-71

**Help Wanted Programing,  
Production, Others  
Continued**

**BROADCAST  
FINANCIAL  
ANALYST**

One of the industry's leading broadcast consultants seeks young, talented Radio-TV business manager to join growing, creative organization.

Accounting major with good communications and writing skills. Primary responsibility will involve financial and business analysis. Occasional travel to client stations. Background in economics, computer tech, and/or advanced degree, helpful.

Excellent opportunity for personal and financial growth. Long established company. Salary 20 to 30K. Please send resume in confidence to:

Box B-48

**Help Wanted Technical**

**Television  
Training Engineer**

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved and good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird  
Tape Production Services  
Sony Corporation of America  
700 W. Artesia Blvd.  
Compton, Ca. 90220  
(213) 537-4300

**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**

**DIRECTOR OF ENGINEERING**

Beautiful Shenandoah Valley

Progressive, unique market in Virginia seeks Director of Engineering. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, P.O. Box TV 3, Harrisonburg, Virginia 22801, (703) 433-9191. EOE.

**Help Wanted Management**

**Development Director**

BA in Communications or equivalent. 3 to 5 years experience in development. Knowledge of public broadcasting and demonstrated fund raising ability. Knowledge of business management, marketing, advertising and related fields. Salary \$17,098—\$19,094. Send resume to:

Robert M. Gordon  
Managing Director  
KNME-TV  
University of New Mexico  
1130 University Blvd. NE  
Albuquerque, NM 87131

On or before February 20, 1979  
Equal Opportunity employer

**Situations Wanted Sales**

**"THE  
KATZ  
ASK"**



...Yes, ask any KATZ represented station about Jim Gillis' sales performance. Seventeen years of broadcast experience NOW AVAILABLE for top radio and/or TV sales position. contact (213) 762-1647 or (213) 769-3812

**ALLIED FIELDS**

**Help Wanted Technical**

**LENCO, INC.,  
ELECTRONICS DIVISION**

The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

**VIDEO SYSTEMS  
PRODUCT MANAGER**

Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

**VIDEO DESIGN ENGINEER  
ANALOG/DIGITAL**

BSEE or five years professional experience in broadcast product design.

**VIDEO ENGINEERING  
TECHNICIANS**

At least three years experience with state-of-the-art broadcast equipment.

For a bright future with a company that is in the forefront of video technology, send your resume to *Personnel Director*

**LENCO, INC.,  
ELECTRONICS DIVISION**

300 N. Maryland Street  
Jackson, Missouri 63755  
(314) 234-3147



*An Equal Opportunity Employer*

**Situations Wanted News**

**DIRECTOR OF  
FINANCIAL SERVICES**

A challenging, newly created position for a take-charge individual on the corporate staff of a group television broadcaster. Responsibilities include the coordination of accounting and reporting systems and procedures, budgeting, forecasting and financial analysis for the separate entities of the company.

The successful candidate will have a college degree (MBA, CPA desirable), a minimum of 7 years business experience which should include accounting, auditing, and budgeting plus experience in and a demonstrated ability to manage a wide range of financial activities. Position reports directly to the Executive Vice President-Business Affairs and requires a "people" person able to work well with others. Washington, D.C. location.

Please send resume including salary requirements in confidence to:

M.L. McCall  
Director of Personnel Services  
Post-Newsweek Stations, Inc.  
2139 Wisconsin Avenue, N.W.  
Suite 200  
Washington, D.C. 20007  
AN EQUAL OPPORTUNITY EMPLOYER M/F

**VETERAN NEWS  
PRODUCER  
WANTS TO RELOCATE  
TO SMALLER CITY  
(up to 500,000 pop.)**

If you have a news/management slot which requires administrative tough-mindedness, creative decision-making backed by 10 years of television production know-how, let's talk. Broad background includes major market news production, documentary filmmaking, and 2 years as corporate film director. Money is important, of course, but quality news operation and living have top priority.

Box B-55

**Employment Service**

**B  
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L**  
**BROADCASTER'S  
ACTION LINE**

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

**Public Notice**

**February 15-16, 1979 Public  
Broadcasting Service Finance  
Committee meeting, 9:00 a.m.** PBS  
offices, Washington, D.C. Discussion of  
FY 1980 budget, revision of FY 1979  
budget, audit subcommittee report.  
Open to the public.

The Villages of Pelham and Pelham Manor, in Westchester County, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a Request for Proposals available from the undersigned. Applications will be accepted until April 16, 1979, and all applications received will be available for public inspection during normal business hours at Village Hall, 4 Penfield Place, Pelham Manor, New York 10803, (914) 738-2030. Richard Blessing, Village Administrator.

## Radio Programing

**UNIVERSAL UNLIMITED ENCOUNTERS OF EVERY KIND**

DAILY 7 MINUTE DRAMATIZED RADIO TICSSETTES OF ACTUAL REPORTED UFO ENCOUNTERS EXCLUSIVELY BY:

**UNIVERSAL SOUNDS UNLIMITED INC.**

P.O. BOX 835, DEER PARK, WASH. 99006 509-270-2071

## The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
 VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
 ...included in each series

### Program Distributors

410 South Main  
 Jonesboro, Arkansas 72401  
 501-972-5884



## LUM and ABNER

5 - 15 MINUTE  
 PROGRAMS WEEKLY  
**Program Distributors**

410 South Main  
 Jonesboro, Arkansas 72401  
 Phone: 501-972-5884

## For Sale Equipment

### LATEST CMX 340 X EDITING SYSTEM

- 3 RCA TR 600 super hi-band recorders
  - Vitai 114-2A twenty input production switcher
  - Grass Valley sync generator, processor, DAS
  - Monitoring equipment
  - Custom Console
- This system is new-equivalent (under warranty) completely interlaced, debugged and operational. Immediate delivery \$420,000.

### SINGLE CAMERA TV MOBILE UNIT

- Fully equipped with:
- Hitachi SK-70 broadcast camera
  - Two Ampex VR 3000's portable quad recorders
  - Tektronic monitors and scopes
  - Dodge Maxivan with 5 kva generator
  - All necessary production equipment through walkie-talkies

Perfect condition—ready for broadcast quality production

**Video Corporation of America**  
 Blair Benson (212) 355-1600

## Wanted To Buy Stations

### VHF/UHF/CP

Fully capable group would like to acquire active facility or CP, preferably South or West. Most interested in station with under-developed potential. Reply to Box S-170.

### Individual investor

seeking an opportunity to invest money and talents into a radio station in or near the top twenty markets or sunbelt. Experienced general manager with exceptional selling, motivational and promotional skills will consider initial buy-in with guaranteed eventual buy-out. Details Box B-86.

## For Sale Stations

S	Sm	AM	\$110K	Cash
MW	Sm	Fulltime	\$120K	Terms
W	Sm	AM	\$300K	\$87K
S	Metro	AM	\$550K	Cash
MW	Major	AM	\$550K	Cash

Atlanta, Boston, Chicago,  
 Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

## For Sales Stations Continued

- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,-000.
  - Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
  - Underdeveloped facility in large metro area. \$1.5 million.
  - North Florida Metro area. Daytimer. \$360,000.
  - 10kw AM in Texas with Fulltime C.P. \$675,000.
  - FM in Waco, Texas area. \$140,000.
  - AM/FM. Southern Kentucky. Real Estate. \$340,000.
  - FM large metro area. Midwest. \$500,-000.
  - AM/FM in Louisiana with very high potential. \$425,000.
  - Overseas AM/FM/TV. New equipment. Automation. \$420,000.
  - AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
  - N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.
  - Two central Georgia properties.
- All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 24 HOURS

## HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION  
 OVER A DECADE OF SERVICE  
 TO BROADCASTERS

The Holt Corporation      Holt Corporation West  
 Westgate Mall, Suite 205      5944 Luther Lane, No. 401  
 Bethlehem, PA 18017      Dallas, TX 75225  
 215-865-3775      214-696-1353

## MEDIA BROKERS APPRAISERS

RICHARD A.  
**Stahoen** INC  
 435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



## MID-SOUTH

Regional daytimer in growing prosperous small market. Possibility for full-time. Priced for immediate sale. Minorities encouraged. Write to Box B-97.

## For Sale:

Class C FM plus daytime AM in top 10 markets. Profitable. Principals only. Box B-88.

THE  
 KEITH W. HORTON  
 COMPANY, INC.

P. O. Box 948  
 Elmira, NY  
 14902  
 (607) 733-7138

Brokers and  
 Consultants  
 to the  
 Communications  
 Industry

## Select Media Brokers

NC	Daytimer	225K	Small
NC	Daytimer	260K	Suburban
PA	Daytimer	575K	Suburban
WA	Daytimer	250K	Suburban
GA	Daytimer	467K	Metro
GA	Daytimer	385K	Small
AL	Fulltimer	635K	Small
	AM-FM		
NY	Fulltimer	1.6MM	Major
	AM		

P.O. Box 5  
 Albany, Georgia 31702  
 (912) 883-4908

## LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385  
 Suite 214  
 11681 San  
 Vicente Blvd.  
 Los Angeles, CA. 90049

202/223-1553  
 Suite 417  
 1730 Rhode  
 Island Ave. N.W.  
 Washington, D.C. 20036

## SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS  
 TV RADIO CATV  
 P.O. Box 4475, Ft. Lauderdale, Fla 33338  
 Phone (305) 561-9334

## H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:  
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

## BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.



# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 7	Closing Wed. Jan. 31	Net change in week	% change in week	High	1978-79 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	N	35 5/8	35 3/8	+ 1/4	+ .70	41 1/4	23 1/2	8	27,472	978,690
CAPITAL CITIES	N	41 3/8	43 7/8	- 2 1/2	- 5.69	75	38 1/2	11	14,300	591,662
CBS	N	53 1/4	55 1/4	- 2	- 3.61	64	43 7/8	8	28,100	1,496,325
COX	N	55 1/2	56 1/2	- 1	- 1.76	56 1/2	25 1/2	12	6,667	370,018
GROSS TELECASTING	A	21 3/4	22	- 1/4	- 1.13	23 7/8	13 5/8	8	800	17,400
KINGSTIP COMMUN.*	Q	11 1/2	11 1/2	-	-	11 3/4	3 7/8	21	462	5,313
LIN	O	36 3/4	37 1/4	- 1/2	- 1.34	43	16 1/2	10	2,789	102,495
METROMEDIA	N	51 1/4	53	- 1 3/4	- 3.30	71	25 1/4	8	5,134	263,117
MOONEY	O	5 1/4	5 1/2	- 1/4	- 4.54	6 1/2	1 7/8		425	2,231
RAHALL*	O	20 1/2	20 1/2	-	-	21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	O	50	49	+ 1	+ 2.04	52	30 1/2	9	2,589	129,450
STARR	M	13 3/4	12 3/8	+ 1 3/8	+ 11.11	13 3/4		76	1,512	20,790
STCRRER	N	32 1/4	32 3/8	- 1/8	- .38	34 7/8	19 3/8	8	4,893	157,799
TAFT	N	20 3/8	21 7/8	- 1 1/2	- 6.85	24 7/8	12 1/4	7	8,508	173,350
<b>TOTAL</b>									<b>104,915</b>	<b>4,334,552</b>

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	10 7/8	11 3/4	- 7/8	- 7.44	14 7/8	3 3/4	9	1,233	13,408
AMERICAN FAMILY	AFL	N	11 5/8	11 1/8	+ 1/2	+ 4.49	17 1/8	9 1/4	5	10,536	122,481
JOHN BLAIR	BJ	N	26	26 3/4	- 3/4	- 2.80	31 3/8	11 1/8	6	2,447	63,622
CHARTER CO.	CHR	N	5 7/8	5 3/4	+ 1/8	+ 2.17	8	3 7/8	6	17,941	105,403
CHRIS-CRAFT	CCN	N	11	11 3/4	- 3/4	- 6.38	11 3/4	4 1/2	10	3,696	40,656
COCA-COLA NEW YORK	KNY	N	6 5/8	6 5/8	-	-	9 1/4	6 1/8	9	17,641	116,871
COMBINED COMM.	CCA	N	29 5/8	30 3/4	- 1 1/8	- 3.65	45 1/8	19	12	10,369	307,181
COWLES	CWL	N	21 3/8	21 7/8	- 1/2	- 2.28	25 1/4	12 1/2	18	3,969	84,837
OUN & BRADSTREET	ONB	N	32 1/2	34 1/4	- 1 3/4	- 5.10	38	26 1/4	13	27,886	906,295
FAIRCHILD IND.	FEN	N	27 1/4	29 1/2	- 2 1/4	- 7.62	35 1/4	9 1/2	7	5,708	155,543
FUQUA	FQA	N	9 5/8	10 1/8	- 1/2	- 4.93	13 5/8	8	5	12,661	121,862
GANNETT CO.	GCI	N	40 3/8	41 3/4	- 1 3/8	- 3.29	49	32 3/4	14	22,430	905,611
GENERAL TIRE	GY	N	24 3/4	26 3/4	- 2	- 7.47	30 5/8	22 3/8	5	22,710	562,072
GRAY COMMUN.	C	21 1/2	21	+ 1/2	+ 2.38	24	8	7	475	10,212	
HARTE-HANKS	HMM	N	22 1/4	23 1/4	- 1	- 4.30	24 1/2	13	14	9,104	202,564
JEFFERSON-PILOT	JP	N	30 1/4	31	- 3/4	- 2.41	34 1/2	26 5/8	8	23,134	699,803
MARVIN JOSEPHSON	MRVN	O	14 1/2	14 1/2	-	-	14 3/4	8 1/4	8	2,547	36,931
KANSAS STATE NET.	KSN	O	13 3/8	14	- 5/8	- 4.46	14 3/8	4 3/4	12	1,740	23,272
KNIGHT-RIDDER	KRN	N	22 3/4	24 5/8	- 1 7/8	- 7.61	28 1/8	13 1/4	10	32,797	746,131
LEE ENTERPRISES*	LEE	N	21 5/8	21 5/8	-	-	22 3/4	11 1/8	10	7,371	159,397
LIBERTY	LC	N	30 1/2	31 1/2	- 1	- 3.17	33 7/8	18	7	6,762	206,241
MCGRAW-HILL	MHP	N	28 5/8	31 3/4	- 3 1/8	- 9.84	32 5/8	15 5/8	12	24,753	708,554
MEDIA GENERAL	MEG	A	20 1/2	21 1/4	- 3/4	- 3.52	23 1/8	13 5/8	10	7,451	152,745
MEREDITH	MDP	N	27 3/4	27 1/4	+ 1/2	+ 1.83	40 1/4	17 3/8	6	3,082	85,525
MULTIMEDIA	MMED	O	25	25	-	-	28 1/4	16 1/4	11	6,630	165,750
NEW YORK TIMES CO.	NYKA	A	26 5/8	27 1/4	- 5/8	- 2.29	31 5/8	15 3/4	15	11,599	308,823
OUTLET CO.	OTU	N	21 3/8	21	+ 3/8	+ 1.78	32 7/8	16 5/8	6	2,445	52,261
POST CORP.	POST	A	17 3/4	18 1/2	- 3/4	- 4.05	19 3/8	8 1/8	8	1,824	32,376
REEVES TELECOM	RBT	A	5 1/4	4 1/2	+ 3/4	+ 16.66	5 1/4	1 3/4	58	2,388	12,537
ROLLINS	ROL	N	17 3/8	18 3/4	- 1 3/8	- 7.33	24 1/4	14 7/8	8	13,407	232,946
RUST CRAFT	RUS	A	32	31 5/8	+ 3/8	+ 1.18	32	8 1/2	15	2,319	74,208
SAN JUAN RACING	SJR	N	14 5/8	15 7/8	- 1 1/4	- 7.87	15 7/8	7 5/8	24	2,509	36,694
SCHERING-PLOUGH	SGP	N	28 3/4	30 5/8	- 1 7/8	- 6.12	44 3/4	26 3/8	8	53,580	1,540,425
SONDERLING	SDB	A	24	23 3/8	+ 5/8	+ 2.67	24 3/4	8 3/8	8	1,105	26,520
TECH OPERATIONS	TO	A	6 1/2	7 1/4	- 3/4	- 10.34	8 3/4	2 3/8	23	1,345	8,742
TIMES MIRROR CO.	TMC	N	30 3/4	32 3/4	- 2	- 6.10	35	20 3/4	9	34,811	1,070,438
TURNER COMM.	O	30	31	- 1	- 3.22	31	7 3/4			3,800	114,000
WASHINGTON POST	WPO	A	25 1/2	25 7/8	- 3/8	- 1.44	26 1/2	10 7/8	9	16,268	414,834
WOMETCO	WOM	N	14 3/8	15 1/4	- 7/8	- 5.73	18 1/4	10 7/8	8	8,524	122,532
<b>TOTAL</b>									<b>440,997</b>	<b>10,750,303</b>	

## Cablecasting

ACTON CORP.	ATN	A	9 7/8	10 3/8	- 1/2	- 4.81	13 5/8	3 1/8	7	2,419	23,887
AMECO*	ACO	C					1,2			1,200	
ATHENA COMM.	O	3	2 7/8	+ 1/8	+ 4.34	5 1/2	1/8			2,125	6,375
BURNUP & SIMS	BSIM	O	5	5 1/8	- 1/8	- 2.43	6 1/8	3 1/8	38	8,531	42,655
CABLE INFC.*	O	2 1/4	2 1/4	-	-	3	1/4	11		648	1,458
COMCAST	C	12 1/4	14	- 1 3/4	- 12.50	14 1/4	3 3/4	14		1,617	19,808
COMMUN. PROPERTIES	COMU	O	14	13	+ 1	+ 7.69	16 3/4	3 5/8	16	5,018	70,252
ENTRON*	ENT	O	3 1/2	3 1/2	-	-	3 1/2	7/8	4	979	3,426
GENERAL INSTRUMENT	GRL	N	29 5/8	32 3/4	- 3 1/8	- 9.54	40	17 5/8	8	7,682	227,579
GENVE CORP.	GENV	O	13	13 3/4	- 3/4	- 5.45	15 3/4	7 1/2	4	1,121	14,573
TELE-COMMUNICATIONS	TCOM	O	16 5/8	17 1/2	- 7/8	- 5.00	19 1/8	2 7/8	41	5,327	88,561
TELEPRGMPTER	TP	N	13 1/8	13 7/8	- 3/4	- 5.40	14 1/4	6 3/4	19	16,931	222,219
TEXSCAN	TEXS	O	2 1/8	2 1/8	-	-	2 7/8	1 1/4	13	786	1,670
TIME INC.	TL	N	38	41	- 3	- 7.31	50	31 3/4	7	20,505	779,190
TOCGM	TOCH	D	8 1/4	8 1/2	- 1/4	- 2.94	11	2 1/4	18	993	8,192
UA-COLUMBIA CABLE	UACC	C	40	41	- 1	- 2.43	43	15 1/2	20	1,679	67,160
UNITED CABLE TV	UCTV	O	28 1/2	27	+ 1 1/2	+ 5.55	28 1/2	3 7/8	23	2,036	58,026
VIACOM	VIA	N	27 1/8	27 3/4	- 5/8	- 2.25	27 3/4	16 5/8	15	3,799	103,047
<b>TOTAL</b>									<b>83,396</b>	<b>1,738,078</b>	

Stock symbol	Exch.	Closing Wed. Feb. 7	Closing Wed. Jan. 31	Net change in week	% change in week	1978-79		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	20 7/8	21 3/8	- 1/2	- 2.33	24 1/2	7 3/8	3	9,749	203,510
DISNEY	DIS	N	38	41 3/8	- 3 3/8	- 8.15	47 5/8	32 1/4	13	32,416	1,231,808
FILMWAYS	FWY	N	14 1/8	14	+ 1/8	+ .89	17	6 7/8	8	10,980	155,092
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	83
GULF + WESTERN	GW	N	14 3/8	14 3/4	- 3/8	- 2.54	18 3/8	10 1/4	4	48,177	692,544
MCA	MCA	N	42 3/4	44 5/8	- 1 7/8	- 4.20	48 1/4	25 3/4	8	23,227	992,951
MGM	MGM	N	20 5/8	21 3/8	- 3/4	- 3.50	24 1/8	12 7/8	6	29,102	600,221
TRANSAMERICA	TA	N	16 5/8	17 1/4	- 5/8	- 3.62	19	13 1/4	6	66,475	1,105,141
20TH CENTURY-FOX	TF	N	33	33 5/8	- 5/8	- 1.85	39 3/8	10	4	7,907	260,931
VIDEO CORP. OF AMER	G	G	5 7/8	5 3/4	+ 1/8	+ 2.17	9 3/4	3 1/2	17	988	5,801
WARNER	WCI	N	44 1/4	47 3/8	- 3 1/8	- 6.59	56 7/8	25 3/4	8	14,054	621,881
WRATHER	WCO	A	13 1/8	13 1/8			14 7/8	4 1/2	35	2,308	30,291
TOTAL									246,049	5,901,031	
<b>Service</b>											
BBOG INC.	BBDO	G	33 3/4	35 1/4	- 1 1/2	- 4.25	38 3/4	22 1/2	8	2,513	84,811
COMSAT	CQ	N	39 1/4	40	- 3/4	- 1.87	48 3/4	28 3/4	10	10,000	392,501
DOYLE DANE BERNBACH	DOYL	O	17 1/2	19	- 1 1/2	- 7.89	31	16 1/4	7	1,776	31,081
FOOTE CONE & BELDING	FCB	N	17 3/4	18	- 1/4	- 1.38	23 1/8	14 3/4	6	2,538	45,041
GREY ADVERTISING	GREY	O	34	36	- 2	- 5.55	36	16 1/2	4	624	21,211
INTERPUBLIC GROUP	IPG	N	33 1/2	33	+ 1/2	+ 1.51	39 1/4	22 1/2	7	2,387	79,961
MCI COMMUNICATIONS	MCIC	Q	4 3/4	5 1/4	- 1/2	- 9.52	5 3/4	7/8	43	20,431	97,041
MOVIELAB	MOV	A	2 7/8	3 1/2	- 5/8	- 17.85	3 3/4	1	11	1,414	4,061
MPO VIDEOELECTRONICS	MPO	A	4 3/4	5	- 1/4	- 5.00	65 3/8	4	5	520	2,471
A. C. NIELSEN	NIELB	O	23 1/4	24 1/8	- 7/8	- 3.62	28 1/2	18 7/8	11	10,980	255,281
OGILVY & MATHER	OGIL	C	21 3/4	24	- 2 1/4	- 9.37	56 1/2	20	7	3,610	78,511
TPC COMMUNICATIONS	TPCC	O	8 1/2	9 1/4	- 3/4	- 8.10	10 1/2	2 1/4	16	899	7,641
J. WALTER THOMPSON	JWT	N	21 7/8	22 1/4	- 3/8	- 1.68	32 7/8	15 1/8	5	2,649	57,941
WESTERN UNION	WU	N	15 1/4	15 3/4	- 1/2	- 3.17	21 1/4	15	6	15,177	231,441
TOTAL									75,518	1,389,041	
<b>Electronics/Manufacturing</b>											
AEL INDUSTRIES	AELBA	O	5 5/8	6 3/8	- 3/4	- 11.76	10 1/4	2 3/8	4	1,672	9,401
AMPEX	APX	N	14 1/2	15 3/4	- 1 1/4	- 7.93	19 1/4	7 3/8	11	11,371	164,871
ARVIN INDUSTRIES	ARV	N	14 7/8	15	- 1/8	- .83	22 1/2	12 1/2	5	5,959	88,641
CCA ELECTRONICS*	CCA	C	1/8	1/8			5/8	1/8	1	897	111
CETEC	CEC	A	4 5/8	4 7/8	- 1/4	- 5.12	5 3/4	1 3/4	10	2,127	9,831
COHU	COH	A	3	3 1/2	- 1/2	- 14.28	5 1/2	2 1/8	9	1,732	5,191
CONRAC	CAX	N	14 5/8	14 3/4	- 1/8	- .84	27 1/4	13 1/2	8	2,030	29,681
EASTMAN KODAK	EASKO	N	59 5/8	61	- 1 3/8	- 2.25	86 3/4	42	12	161,376	9,622,041
FARINON	FARN	O	11 1/4	12	- 3/4	- 6.25	16 1/2	8	11	4,782	53,791
GENERAL ELECTRIC	GE	N	46 1/2	48 1/4	- 1 3/4	- 3.62	56 5/8	44 1/2	9	184,581	8,583,011
HARRIS CORP.	HRS	N	27 5/8	31 1/4	- 3 5/8	- 11.60	35 3/4	19 7/8	13	25,189	695,841
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.	IVCP	O	1 1/4	1 1/4			2 5/8	1/4		2,701	3,371
M/A COM, INC.	MAI	N	37 1/2	38	- 1/2	- 1.31	41 7/8	20 1/4	17	1,320	49,500
3M	MMM	N	59 1/2	62	- 2 1/2	- 4.03	64 3/4	43 1/2	13	116,473	6,930,142
MOTOROLA	MOT	N	37 1/2	39 3/4	- 2 1/4	- 5.66	56 7/8	34 1/4	9	28,544	1,070,400
N. AMERICAN PHILIPS	NPH	N	26 1/2	27 3/8	- 7/8	- 3.19	36	24 1/2	5	12,033	318,874
OAK INDUSTRIES	OAK	N	20 7/8	21 1/8	- 1/4	- 1.18	24	6 1/4	20	2,973	62,061
RCA	RCA	N	25 7/8	27	- 1 1/8	- 4.16	33 5/8	22 3/4	7	74,819	1,935,941
ROCKWELL INTL.	ROK	N	37 1/4	38	- 3/4	- 1.97	38	28 1/4	6	33,900	1,262,775
RSC INDUSTRIES	RSC	A	2 5/8	2 7/8	- 1/4	- 8.69	4	1 5/8	13	2,412	6,331
SCIENTIFIC-ATLANTA	SFA	A	34 5/8	35 1/4	- 5/8	- 1.77	36	16 3/4	16	2,644	91,548
SONY CORP.	SNE	N	8	8 3/8	- 3/8	- 4.47	10 3/8	7	13	172,500	1,380,000
TEKTRONIX	TEK	N	48 1/2	50 3/4	- 2 1/4	- 4.43	68 1/2	28 1/4	14	17,995	872,757
TELEMATION	TLMT	O	1 3/4	1 3/4			2 1/4	1/2	2	1,050	1,837
VALTEC	VTEC	O	9 3/4	9 1/2	+ 1/4	+ 2.63	12 3/4	6 1/2	25	4,200	40,950
VARIAN ASSOCIATES	VAR	N	15 1/2	16 5/8	- 1 1/8	- 6.76	21	13	10	6,838	105,989
WESTINGHOUSE	WX	N	17 1/2	18 1/4	- 3/4	- 4.10	24 1/2	16 1/4	5	86,511	1,513,942
ZENITH	ZE	N	13 1/4	14 1/8	- 7/8	- 6.19	28	11 3/8	19	18,800	249,100
TOTAL									987,909	35,160,864	
GRAND TOTAL									1,938,784	59,273,869	

Standard & Poor's 400 Industrials Average 108.00 111.32 -3.32

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday closing  
price shown is last traded price.

\*\*No P/E ratio is computed, company  
registered net loss.

\*\*\*Stock split.

+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earnings  
figures are exclusive of extraordinary  
gains or losses.



## C-P-M's on one hand, Melville and Thoreau on the other: Reichel

Walter E. Reichel has found the perfect counterbalance to his rigorous days at Ted Bates & Co., where he oversees the placement of approximately \$400 million in billings, about two-thirds of which goes to broadcast.

In his spare time, he's deeply involved in English literature. He's finished all the requirements for a PhD, except his thesis. "I find this activity gives me a sense of order at the end of the day—which is often chaotic in this business," he says.

As senior vice president, media and programming, at Bates, Mr. Reichel supervises a staff of more than 160 specialists. His imprint is evident on accounts active in all the broadcast and print media. Day-to-day involvement in the key sector of network television (\$150 million in 1978) is the domain of Joel Siegel, senior vice president in charge of network TV and radio, who reports to Mr. Reichel.

Like so many of his agency colleagues, Walter Emil Reichel was uncertain as to his career goal when he was growing up in his native Irvington, N.J. He was adept at mathematics and was offered a scholarship to Johns Hopkins University to specialize in that subject. But he passed it up to enroll at Columbia University in New York in the pre-medical curriculum in 1954.

But after a few semesters at Columbia he realized he enjoyed the liberal arts subjects more than the science-oriented pre-med courses and switched to English literature. Work, even then, was no stranger to Mr. Reichel, who had to hold down outside jobs while at Columbia. He says he had no definite career goal when he emerged from the university with a BA degree in 1958. But "the more I thought about it I felt that my skill with numbers and my interest in literature might make me a suitable candidate for the advertising field," he says.

After a short spell of job-hunting, he landed a job as a media trainee at Benton & Bowles. He was exposed to all facets of media during his tenure at B&B, calling that agency "a great training ground." It was, in fact, also great for his career. Within eight years, he was a vice president in the media department.

He left B&B in 1967 and moved to Bates, starting as a vice president in the media department and after several promotions was elevated to his present post in 1974.

Mr. Reichel, with his penchant for figures, keeps a sharp eye on costs, and, in fact, the Bates media department has earned a reputation for its annual report



Walter Emil Reichel—senior VP and executive director, media and programming, Ted Bates & Co., New York; b. Dec. 12, 1935, Irvington, N.J.; BA, English literature, Columbia University, 1958; MA, English literature, 1962, New York University; with Benton & Bowles, New York, as media trainee, media buyer and planner, associate media director and VP in media department, 1958-67; with Ted Bates & Co. since 1967 as VP and associate media director; senior VP and associate director, media and programming, 1973-74; senior VP and executive director, media and programming, 1974 to present; elected to Bates board of directors, 1976; m. Priscilla Tedesco, 1969; son, Bradley, 4.

on media trends and costs. Network television costs, of course, have been a primary concern in recent years of Mr. Reichel and other media planners, but he characterized 1978 as a "leveling-off" year (see story on page 53).

"We found that in 1978 the growth curve for network TV was flattening," he says. "We held back on our buys and were able to negotiate with only modest increases." (This is, in a way, high praise from an executive who only a few years ago termed network TV prices "unconscionable.")

And he is less than a harsh critic of the quality of programming on network TV. "Everybody has an opinion on the quality of network TV programs," he says. "But as an agency we are not guided by the quality of a program in making a business decision. Except for special situations, we are looking for circulation."

What has concerned agencies more in the past year or so, according to Mr. Reichel, has been the proliferation of miniseries. This development, he says,

has led to "turmoil" in scheduling.

"But this can be an opportunity for an advertiser," he says. "For example, if we bought into a time period that is preempted later on for a special, we have the option for a make-good. And we have found that there have been instances where we were able to upgrade our buy. It means a lot of work but it can be done."

As an agency executive and as a father of a 4-year-old son, Mr. Reichel is also a keen observer of developments in programming and advertising to children. "I agree with the networks that the government is trying to pre-empt the parents' role," he says. "I don't see any point to it."

"I also happen to think there's a gamut of programming available for children both on commercial and public TV. And I also happen to think that many of the cartoon programs on television are excellent and many should be watched by children, as long as they are guided by the parents."

In response to criticism that the commercial TV networks do not offer a balanced program schedule, Mr. Reichel says that "commercial TV is not a perfect system but what it has offered has stood the test of time."

In a modest way, Bates has been contributing to the reservoir of programming available to television. The agency is responsible for production of *The Doctors* on NBC-TV and was involved also in *Police Surgeon* several years ago (both for Colgate-Palmolive Co.)

"We're involved in a number of other development projects at the moment but we can't talk about them," he says. "Production is a high-risk proposition and we're on the cautious side about proceeding in this area. We feel there must be a demonstrated need for a client before we move into this sort of activity."

For the future, Mr. Reichel is watching closely the development of TV superstations. He believes that these cable-distributed outlets can be a highly attractive advertising medium that can be cost-efficient for certain types of advertisers. He noted that cable TV subscribers tend to be better educated and have a higher income than the general population.

Mr. Reichel lives with his wife and son in a restored brownstone in the Cobble Hill section of Brooklyn. He said he is not "a physical person" and shuns such pastimes as golf, tennis or jogging. Instead he relaxes by reading classical American literature, including the works of 19th century writers, Hawthorne, Thoreau, Melville, Emerson and Whitman.

"I don't know when I'm going to get around to finishing my PhD thesis," says this man who is so involved with the most contemporary of media. "But it will be on these writers and on the period in which they wrote."

## Rerun worth reviewing

With Henry Geller, assistant secretary of commerce, old ideas never die, even though flayed and left for dead by shorter-memoried disputants. His National Telecommunications and Information Administration is about to dust off another in the Geller cache, a requirement that cable systems obtain retransmission consent from broadcasters whose programs they carry.

The revival is represented as an answer to the inequities created by the recent development of superstations, relayed by satellite to distant cable systems. Retransmission consent was originally considered, but discarded, by the FCC as an alternative to federal regulations protecting broadcasting from abusive cable competition anywhere. At the outset, this page found merit in the proposition, and finds merit in it now, although the effects at this stage of cable maturity would be of smaller magnitude than if the requirement had been adopted back in 1968 when Mr. Geller, as FCC general counsel, was suggesting it.

In essence, the requirement of retransmission consent would create the means, now lacking, for negotiations between broadcasters and cable systems and between broadcasters and program suppliers for rights defining the areas in which programs would play. Cable operators hated the idea at the time of first broaching for its threat to expose them to payments for broadcast programming they were taking off the air at no cost. They will like it no more now, having in the interval persuaded the Congress to pass a copyright law that gives them broadcast programming at bargain-basement prices. There are broadcasters who would still prefer direct federal protection, even though cable rules are all but disappearing at the FCC.

In public statements last week both Mr. Geller and his deputy, Paul I. Bortz, spoke as though they believe the FCC to have authority to extend the retransmission provision of the existing Communications Act to apply to cable. They also mentioned legislative proposals they will make. It is obviously a subject to be dealt with both at the FCC and on the Hill, and it could be the answer to some sticky questions.

## One for all

The Washington-Baltimore local of the American Federation of Television and Radio Artists has lost a test case that, if it had won, could have exposed broadcasters everywhere to excruciating pressures in collective bargaining. As an "In Brief" item in last week's BROADCASTING had no room to report, a little background is in order.

AFTRA struck WPGC-AM-FM Morningside, Md., a Washington suburb, in May 1977 on issues having nothing to do with the test case that ultimately arose. The stations remained on the air with substitute staffs. At that point the AFTRA chapter attempted to enforce "letters of adherence" it had signed with local advertising agencies with which it had contracts conforming otherwise to the standard provisions negotiated on a national scale by AFTRA and the national negotiators for agencies and advertisers.

The letters of adherence gave AFTRA performers the right to withdraw any of their recorded commercials from any station that AFTRA might strike. If AFTRA had been able to call in all those chips, WPGC-AM-FM would have been almost without commercial inventory or prospect. Not only that, the Washington-Baltimore chapter of the union would have pioneered in the application of a device to be adopted anywhere that a strong local chapter was in operation.

Fortunately for broadcasters, the Marriott family that owns

WPGC-AM-FM and large interests in the Marriott hotel-restaurant chain had the resources to resist. The stations' licensee, First Media Corp., has at last won a National Labor Relations Board ruling that the AFTRA agreements with the agencies were in violation of the secondary boycott and hot cargo prohibitions of the labor laws. AFTRA will not contest the finding.

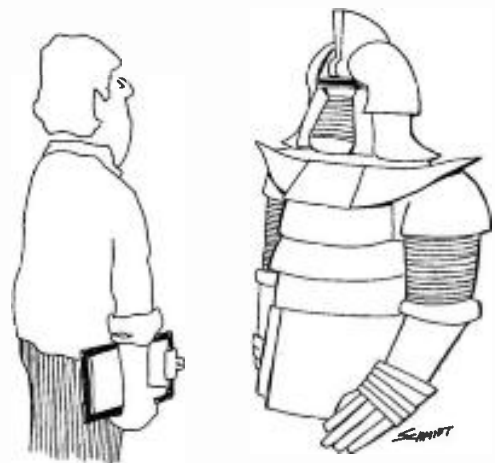
If a broadcast union were free to sign up advertising agencies as allies in disputes with broadcast stations, its bargaining power would be enormously enhanced. As has been noted here before, the labor laws are designed to give both sides a reasonable chance to survive a labor negotiation. That balance was threatened, but has now been restored by First Media's defense of its rights.

## The market at work

Ted Bates & Co.'s annual analysis of media trends, reported elsewhere in these pages, finds relatively little to complain about in 1978 media pricing. Give or take a percentage point or two, costs-per-thousand in all major media increased roughly in parallel with the rise in the consumer price index, except in the case of magazines, whose C-P-M went up more modestly, and especially in the case of spot TV, which produced no C-P-M increase at all.

Reflecting the instincts of buyers generally, the study does find cause for at least implicit complaint in pricing over the three-year period, 1976-78, which it calls the "boom years." During this period, the report says, the broadcast media in particular engineered price increases—primarily in 1976 and 1977—that sent their C-P-M's climbing faster than the CPI. And their billings went up, too, with expenditures rising 67% in network TV, 58% in national spot TV, 71% in local TV, 25% in network radio and a more modest 14% in spot radio.

The report identifies spot TV and network radio, along with magazines, as "the bargains in the '70's," since their C-P-M's have lagged behind the CPI since 1970. In our opinion, all elements of the broadcast media are bargains, and the gains they have made in advertiser expenditures are a clear answer to anyone who wants to argue that their prices are out of line: If advertisers considered the prices higher than the results would justify, surely their expenditures would have gone down, not up.



Drawn for BROADCASTING by Jack Schmidt

"The space fad is over. I had to wait for a table at lunch."



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STATION	RATING	SHARE	HOUSEHOLDS
WLS			
WBBM			
WMAQ			
WGN			
WFLD			

(ANSWER: UPSIDE DOWN)



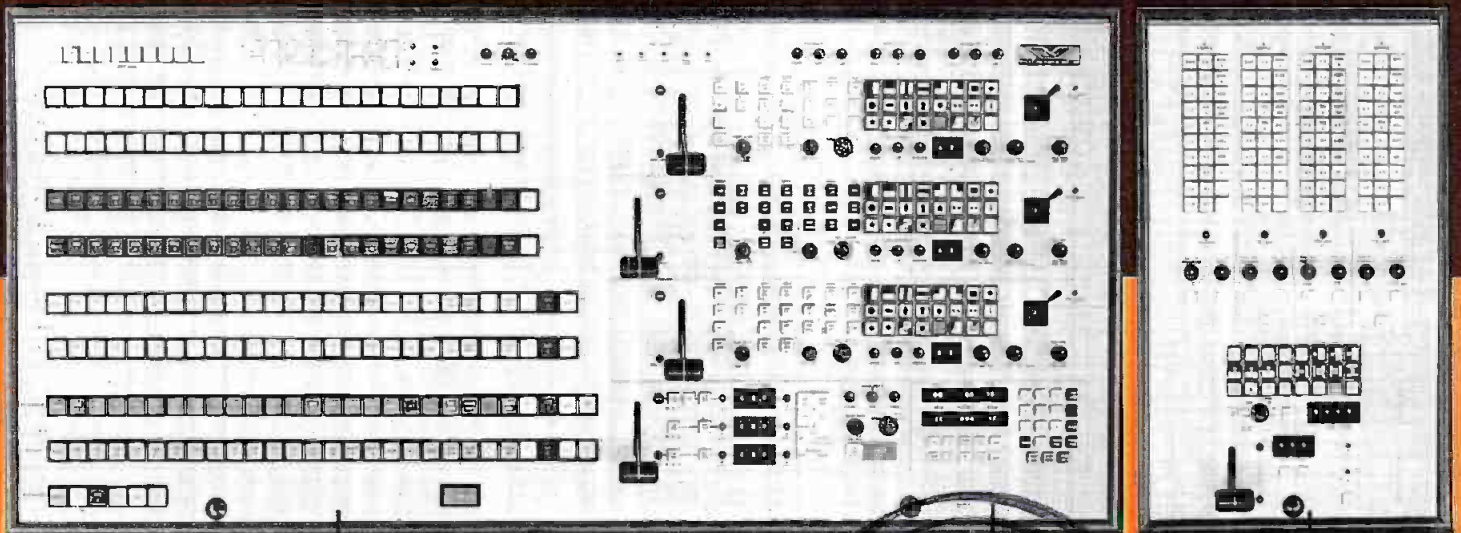
REPRESENTED BY FIELD SPOT SALES

ANSWER: WFLD LEADS WITH A 9 RATING, 21 SHARE, 253,000 HOUSEHOLDS;  
 OTHER STATIONS: WLS-9 RATING, 21 SHARE, 252,000 HOUSEHOLDS;  
 WBBM-8 RATING, 19 SHARE, 221,000 HOUSEHOLDS;  
 WMAQ-8 RATING, 20 SHARE, 243,000 HOUSEHOLDS;  
 WGN-7 RATING, 18 SHARE, 231,000 HOUSEHOLDS.

NSI, NOV. '78, 3:30-5 PM AVG. SUBJECT TO QUALIFICATIONS OF REPORT.

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