

After Dallas: a special report
on broadcast technology

Broadcasting Apr 9

The newsw Weekly of broadcasting and allied arts Our 48th Year 1979

NEWSPAPER

The Perfect Match.

KSTP-TV



Minneapolis/St. Paul

On Monday, March 5, KSTP-TV became an ABC Television Network affiliate. More than 45 of the most popular network shows have now joined the nation's leading news station.

A division of Hubbard Broadcasting, Inc. For more information, call KSTP-TV's Jim Blake, General Sales Manager, at 612/645-2724, or your nearest Petry office.

Source: Arbitron Nov. 78 Top 50 ADIs. Audience ratings are estimates only and subject to the limitations of said report.

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The Week in Brief

WINNING TEAM □ ABC-TV and its affiliates outdo themselves in prime time during the Arbitron February sweeps, rolling up a 41.2% share of the three-network audience in the top 100 markets. **PAGE 27.**

BACK TO BC □ New FCC Commissioner Anne Jones returns to Boston for her swearing-in. **PAGE 29.**

COMPARING THE REWRITES □ Here's a side-by-side analysis of the major elements of the three bills in Congress. **PAGE 32.**

CPB'S COFFERS AND CONDUCT □ A House oversight hearing examines the accounting and financing of public broadcasting as well as its efforts to stay clear of government intrusion. **PAGE 48.**

REVOLVING DOOR PROBLEMS □ FCC's Ferris and other agency heads tell Congress that new ethics laws could discourage good people from entering government service. **PAGE 49.**

CBS'S HOPEFULS □ Programing chief Bud Grant unveils 45 situation comedies, dramas and variety shows in development for fall. **PAGE 54.**

FCC REBUFFED □ The Supreme Court rules the commission overstepped its authority in the Midwest Video decision that ordered public access channels for cable systems. **PAGE 59.**

NEW FROM NEWHOUSE □ The newspaper-broadcast owner will put \$25 million into a new cable venture that recruits Henry Harris and other top executives from Cox. **PAGE 60.**

NEWSROOM PROTECTION □ The President lives up to his promise with a bill that would stop police searches such as that condoned in the Supreme Court's *Stanford Daily* ruling. **PAGE 61.**

GENEVA OUTLOOK □ Testifying on Capitol Hill, Glen O.

Robinson spells out some of the critical issues facing the WARC '79 conference and warns that industry will be disappointed in its numbers on the U.S. delegation. **PAGE 63.**

FINE TUNING IN DALLAS □ A special post-NAB convention report examines the equipment news that was made a fortnight ago. **PAGE 66.** And some leading

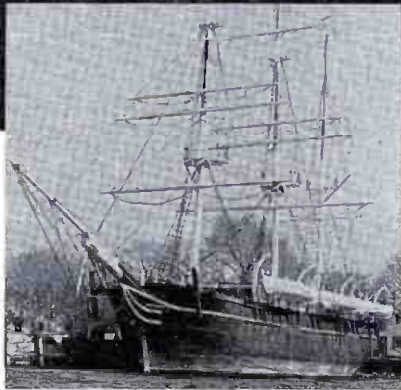
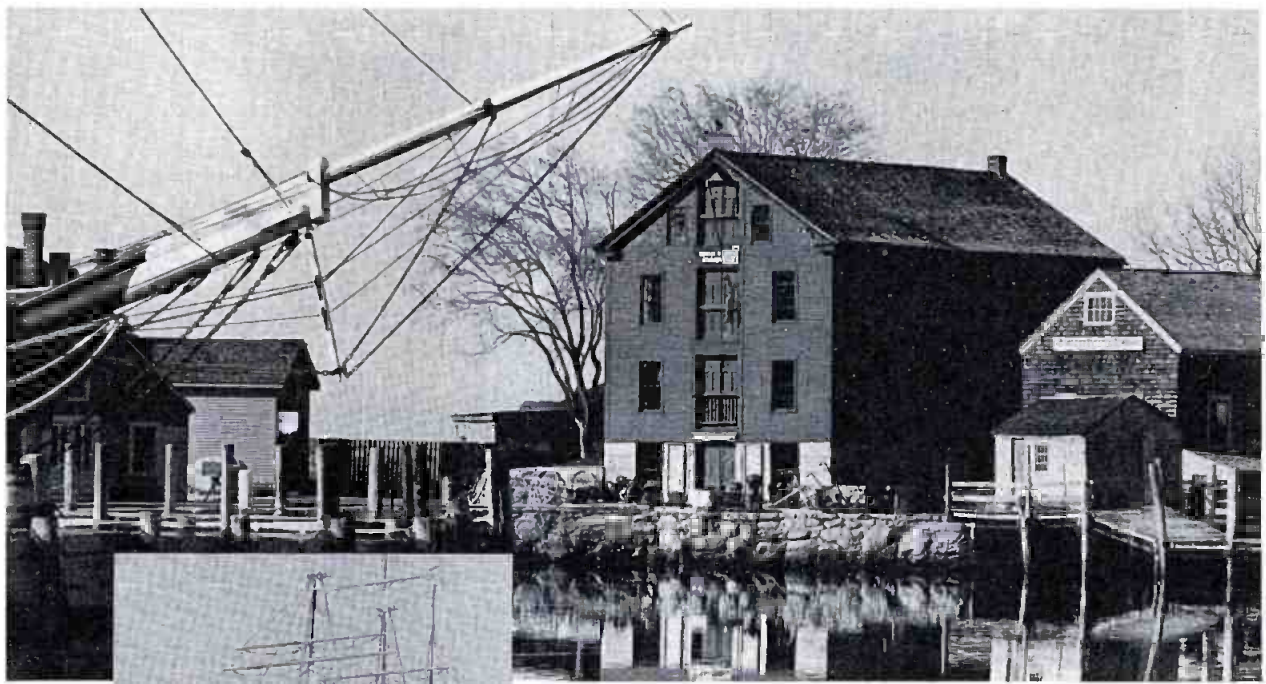


members of the technical community sit down with BROADCASTING editors in a Q-and-A assessment not only of the exhibition, but also of the technological future of the broadcast media. **PAGE 68.**

A HAPPY MEDIUM FOR ALL MEDIA □ Al Hampel advises creative people to keep in touch with basics, but don't stick slavishly to rules. It's counsel from a man who has proved his theories by conceiving some of the most successful ad campaigns while en route to becoming executive vice president and director of creative services worldwide, Benton & Bowles. **PAGE 97.**

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Famous Landmarks

The bowsprit of an old whaler, the Charles W. Morgan, points majestically to some of the exhibit buildings at the popular Mystic Seaport maritime museum at Mystic, Conn. The ancient vessel (inset), the last surviving wooden whaler in America, has been designated a National Historic Landmark and now serves as the outstanding tourist attraction at the museum.

To cover the Providence DMA—use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Its effective buying income is \$9,617,801,000; retail sales are \$5,122,000,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure that it is on your media list.

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Vance L. Eckersley, Manager

Closed Circuit[®]

Insider report: behind the scene, before the fact

Inside out

Ten of 12 inside members of NBC board—all but President Fred Silverman and Chairman Jane Pfeiffer—have resigned board seats. NBC sources say it portends no upheaval but only move to join trend in corporate governments to have outside directors predominate. Till now, insiders dominated 12 to six, even if Edgar H. Griffiths, president of parent RCA, were counted as outsider. It's assumed that Richard S. Salant, vice chairman-designate, will join board, since he could hardly be vice chairman of board on which he did not sit.

Those who've given up board seats: David C. Adams, who's retiring as vice chairman at end of June (BROADCASTING, April 2); James Alic, executive vice president, finance; Lester Crystal, NBC News president; Corydon Dunham, executive vice president and general counsel; David Gardham, executive vice president, employe relations; Robert E. Mulholland, NBC-TV president; Irwin Segelstein, executive vice president, broadcasting; Chet Simmons, NBC Sports president; Theodore H. Walworth Jr., TV stations division president, and Mike Weinblatt, NBC Entertainment president.

Toll roads in space?

Spectrum-use fee proposals contained in Communications Act revisions now pending in Senate and House may pose questions that go beyond rights or wrongs of such charges from purely domestic point of view. Some observers see international implications that could be serious. For instance, would fee system constitute precedent for other countries that could result in charges for U.S. citizens communicating with them?

Even more intriguing, would spectrum-use charges, in view of existing treaties regarding use of outer space, violate international law? And would such charges provide support for countries like Colombia, which has been attempting to claim it has property right to space above its territory and may, therefore, charge for satellites parking in it and for spectrum passing through it.

Double feature

This sort of thing isn't supposed to happen, but National Association of Broadcasters and National Cable Television Association have scheduled annual conventions on same days—April 13-16—next year. NAB is to be in Las Vegas, NCTA in Dallas. Problem developed when NAB rescheduled its

gathering, which had originally been set for New Orleans in different week.

At this point nobody's doing anything about it; heads of each association, when approached last week, said they weren't even aware of overlap. NCTA heads then blamed problem on NAB and said they wouldn't change because they had dates first. NAB officials were embarrassed, but said they couldn't change because no other choices were available in Las Vegas, which has become association's favorite convention site.

Who's right?

Audience levels reported by two new radio audience measurement services, Burke and Mediatrac, tend to run substantially higher than those of veteran Arbitron Radio. Analysis by Bernard Howard & Co. rep firm, comparing three services' findings in four markets—New York, San Francisco, Washington and Dallas-Fort Worth—says that in several demographics. Burke and Mediatrac produce "practically the same" results, and that these run 16% to 28% higher than Arbitron's. Even in demographics where new services disagree, Howard claims, both are well above Arbitron levels. In audiences of black stations, in which Howard firm specializes, analysis claims even greater disparity, with Burke and Mediatrac numbers 50% to more than 100% higher than Arbitron's.

Arbitron officials agree, based on numbers they've seen, that new services do run higher than theirs. They blame it on differences in technique—and insist theirs is best. Howard firm's researchers also cite different techniques, but feel it's Arbitron's that are inferior.

Curtain raisers

Target dates aren't hard and fast, but current word is that ABC-TV will be first out with fall program scheduling plans, gearing up for April 20 announcement. NBC-TV is shooting for April 25. CBS-TV won't give specific date, but early May is forecast.

Points of origin

In ongoing debate over closed captioning versus teletext (see page 30), engineers are pointing out one basic technological difference in systems that may have impact on use of latter. Although captioning is one use of teletext—which can be implemented at station for less than cost of studio camera—technical requirements for captioning suggest that it may have to be done in real time at point of origin of teletext signal. In closed-captioning

system supported by Public Broadcasting Service and others, captioning can be done at time of production or, more precisely, during post-production.

In teletext captioning, then, responsibility for captions may fall on station; in PBS system, on producers.

In like Brown

Expect no cliffhanging suspense over White House decision on next nominee to FCC. Commissioner Tyrone Brown, whose term expires June 30, was understood to have been promised reappointment when President Carter nominated him two years ago to fill remainder of term of Benjamin L. Hooks, who resigned to become executive director of National Association for the Advancement of Colored People.

Last week White House aide left no doubt President Carter will renominate Commissioner Brown this spring.

Room near top

Two new deputy directors of AP broadcast services coming up. Jerry Trapp, general broadcast news editor, and Jay Bowles, AP general executive, are getting that title shortly. This will be first time department has had two deputies; it's had none since Bob Benson left last November to become vice president, ABC News, Radio (BROADCASTING, Oct. 30, 1978). Jim Hood, AP broadcast executive for northern California and Nevada, will succeed Mr. Trapp.

Candidates

Fields are beginning to shape up for next National Association of Broadcasters board leadership elections in June. List look like this: Thomas Bolger, WMTV(TV) Madison, Wis., current TV board chairman, is unopposed for joint board chairman, to succeed Donald Thurston of WMNB-AM-FM North Adams, Mass., who is finishing his last term. On TV board, Robert King of Capital Cities Communications, current vice chairman, is unopposed for TV chairman. Walter Windsor of WFTV(TV) Orlando, Fla., and Mark Smith, KLAS-TV Las Vegas, will be squaring off for TV vice chairman.

On radio board, there are two candidates in chairman's race: current vice chairman, Carl Venters of WPTF(AM)-WQDR(FM) Raleigh, N.C., and Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass. Candidates in vice chairman race so far are Edward O. Fritts of WNLA-AM-FM Indianola, Miss., and Cullie Tarleton, WBT-AM-FM Charlotte, N.C.

Business Briefly

Radio only

Anheuser-Busch □ Twenty-one week radio campaign begins this week for Budweiser beer in 12 markets including Atlanta, Baltimore, New York and Houston. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 18-49.

Pacific Southwest Airline □ Twenty-week radio campaign starts in May in nine markets including Phoenix, San Diego and San Francisco. Agency: Eisaman, Johns & Laws, Los Angeles. Target: men, 25-49.

White Lightning □ Thirteen-week radio campaign begins for soft drink manufacturer in about 17 markets including Atlanta, Dallas, Omaha, Phoenix and Washington. Agency: Garrison, Jasper, Rose & Co., Indianapolis. Target: adults, 12-34.

Herald Life Insurance □ Thirteen-week radio campaign begins in late April for insurance group in 30 markets including Dallas, Indianapolis and New Orleans. Agency: Cecil West and Associates, Jacksonville, Fla. Target: men, 25-49.

Kelly Moore □ Three-to-twelve-week radio campaign begins in late April for Kelly Moore paint in about 60 markets

including Houston, Phoenix, San Diego and Seattle. Agency: Alpha Advertising, San Francisco. Target: adults, 25-49.

Wate-on □ Six-week radio campaign starts in early May for food supplement aid for gaining weight in 61 markets including Atlanta, Boston, Detroit, Houston, Miami, New York, Memphis and St. Louis. Agency: United Advertising, Oak Lawn, Ill. Target: adults, 18-34.

Emerson □ Four-to-five week radio campaign begins in May for Quiet-Kool air conditioners in about 60 markets including Atlanta, Chicago, Detroit, Miami, Nashville, San Antonio and Seattle. Agency: Marsteller, New York. Target: men, 25-49.

Family Kitchens □ Five-week radio campaign begins this week for frozen gravies in about five markets including Nashville, Indianapolis and Syracuse, N.Y. Agency: Dilorio Wergeles, New York. Target: total women.

Bristol-Myers □ Four-week radio campaign starts this week for Vitalis hair product in about five markets including Knoxville and Seattle. Agency: Foote, Cone & Belding, New York. Target: men, 18-49.

Eastern Airlines □ Four-week radio campaign starts in late April for airline in

Rep appointments

- KITT(FM) San Diego; KDNT-AM-FM Denton, Tex.; KSYL(AM) Alexandria, La.; WPVA-AM-FM, Petersburg, Va.: Pro Radio, New York.
- WFLI(AM) Lookout Mountain-WSIM(FM) Redbank, Tenn.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y.; KEEL(AM)-KMBQ(FM) Shreveport, La.; KPAS(FM) El Paso, Tex.: McGavren-Guild, New York.
- Mission Cable local origination channel 2, San Diego: Spot Time Ltd., New York.

19 markets including Cleveland and Washington. Agency: Young & Rubicam, New York. Target: men, 35-49.

Knudsen □ Four-week radio campaign begins in late April for food products group's orange juice in 12 markets including San Diego. Agency: Dailey & Associates, Los Angeles. Target: women, 18-49.

Ford □ Four-week radio campaign starts in late April for Ford's Southern California Dealers Association in all southern California markets including Santa Barbara and San Diego. Agency: Dailey & Associates, Los Angeles. Target: men, 25-54.

Dorico Foods □ Three-week radio campaign starts in late April for Sunny Delight drink in six markets including Seattle. Agency: Gumpertz/Bentley/Fried, Los Angeles. Target: women, 18-49.

Chicago Board of Options Exchange □ Various one-week radio campaigns begin in April through August in about 20 markets including Detroit, Honolulu, Miami, Philadelphia and San Diego. Agency: Baker & Brichta, Chicago. Target: men, 25-54.

BAR reports television-network sales as of March 18

ABC \$330,102,200 (35.4%) □ CBS \$301,956,000 (32.4%) □ NBC \$298,367,900 (32.0%)

Day parts	Total minutes week ended Mar. 18	Total dollars week ended Mar. 18	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	166	\$ 1,176,000	1,680	\$ 11,994,800	\$ 10,443,500	+14.8
Monday-Friday 10 a.m.-6 p.m.	1,038	18,418,700	10,877	191,962,600	182,014,500	+ 5.4
Saturday-Sunday Sign-on-6 p.m.	360	11,110,300	3,884	116,193,400	101,613,200	+14.3
Monday-Saturday 6 p.m.-7:30 p.m.	97	4,856,100	1,084	53,672,600	46,880,700	+14.4
Sunday 6 p.m.-7:30 p.m.	25	1,294,000	253	19,676,300	16,370,500	+20.1
Monday-Sunday 7:30 p.m.-11 p.m.	410	42,638,200	4,554	482,488,600	413,518,100	+16.6
Monday-Sunday 11 p.m.-Sign-off	245	4,977,700	2,521	54,437,800	45,689,000	+19.1
Total	2,341	\$84,471,000	24,853	\$930,426,100	\$816,529,500	+13.9

Source: Broadcast Advertisers Reports

TV only

Hanover Brands □ Three-month TV campaign starts this week for Hanover vegetables in Charlotte and Greensboro, both North Carolina, during day and fringe

Who is Gary Burghoff when he isn't "Radar"?



GARY BURGHOFF is familiar to millions as **RADAR** . . . a **CHARACTER** on **M*A*S*H**. He is also **GARY BURGHOFF** . . . **REAL PERSON**. In the second television half-hour in the "**WE'RE #1 ?**" series, Gary joins social critic Virginia Satir and theologian George Forell to consider what the issues of **SELF-IDENTITY** are, and why so many Americans are increasingly interested in the process of self-examination.

"WE'RE #1 ? : IDENTITY"

The initial half-hour of the series, "We're #1 ? : Sports and Business," featuring Terry Bradshaw, was seen in over 130 markets. These included nine of the top ten and forty two of the top fifty. We invite you to consider "**WE'RE #1 ? : IDENTITY**" and the remaining programs in the series for your market.

FOR ADDITIONAL INFORMATION
and to schedule "**We're #1 ?**" in your market,
call: **Harry Souders or Linda Woods**

612/645-9173

media services center



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WGBH engineers talk about the Ikegami HK-312



WGBH covers Boston Pops Orchestra concerts
with Ikegami HK-312 cameras from Symphony
Hall, Boston.

Eight Ikegami HK-312 studio color cameras are in service at WGBH, Boston, some dating back to October 1977 — long enough for intelligence on their performance. From recent interviews with key WGBH people, read these excerpts.

Pops without noise

Tom Keller, Director of Engineering:

“The HK-312s have such high sensitivity that we were able to reduce significantly our light levels at the Boston Pops and Symphony telecasts. Yet, despite the major light reduction, we experienced no visible noise with the HK-312s... With their remarkable reliability record, we can depend on 6 cameras for 6-camera coverage, and not 7 for 6 as in the past. After all, you can't stop a live orchestra performance for a retake if you've lost a camera.”

2 IRE, but a complaint

Ken Hori, Senior Engineer for Advanced Development:

“We tested several camera makes for RFI within a quarter-mile of a 50 KW radio transmitter. The HK-312 measured 2 IRE, whereas most others were in the 5 to 7 IRE area, and some as high as 20 IRE... For symphony remotes we'd need 2 to 5 hours for warm-up, but nowadays we're set up in less than an hour... We like its straightforward design — example, its truly high signal-to-noise ratio as compared to other cameras that resort to reduced bandwidth to attain a comparable ratio but wind up delivering noise too...”

We did get one complaint from the maintenance crew. They said that because they rarely found the problem of a down HK-312, they would never get to know the HK-312 well enough to fix it.

Washouts and dropouts

*Bill Fairweather,
Video Control Engineer:*

“During a lighting seminar staged here by Imero Fiorentino Associates, an actor in a normally lighted scene held up a sheet of white paper with printing on

it to show loss of detail in the case of more than 60 percent tv white reflectance. The HK-312, however, was able to retain enough detail for the printing to be readable on the monitor.

Next came a demonstration of the dangers of too much or too little light on a chroma-key background. The HK-312 held the key to such a low light level on the blank background that the lecturer grinned and said, “I guess WGBH has pretty good cameras!” and went on to the next subject.”

The HK-312 is the camera that met WGBH criteria for performance, stability, and reliability. They also have HL-53s, high-performance portable cameras that interface with HK-312 CCUs and can operate portably with their own CCUs.

Adapters for triax cable, using digital techniques, make their cameras remote-usable at nearly a mile from base stations, yet easily revertible to multi-core cable whenever needed.

In daily use, their HK-312s and HL-53s are interfaced with microprocessor-computer control units that automatically cycle them through all set-up adjustments, including black-and-white balance, flare and gamma correction, video gain, and eight registration functions, then recheck all those adjustments — all within 45 seconds. The cameras can also operate independently of the set-up computers, a feature that is an Ikegami exclusive.

If all of this suggests that the HK-312 is probably the best studio/field color camera in the industry, consider this: camera, set-up computer, and triax adaptor are not only operational, they are deliverable. For details or a demonstration, contact Ikegami Electronics (USA) Inc., 37 Brook Ave., Maywood, NJ 07607, (201) 368-9171 / West Coast: 19164 Van Ness Ave., Torrance, CA 90501, (213) 328-2814 / Southwest: 330 North Belt East, Houston TX 77060, (713) 445-0100.

Ikegami HK-312

time. Agency: R.K. Manoff, New York.
Target: women, 25-54.

Southwestern Bell □ Twelve-week TV campaign begins in mid-May for telephone company's long distance service in 31 markets during prime, fringe and special time. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: men, 25-54.

Hertz □ Six-week TV campaign begins in late April for car rental service in 15 markets during late fringe time. Agency: Scali, McCabe, Sloves, New York. Target: men, 25-54.

American Cyanamid □ Six-week TV campaign starts in May for Lemon-Sol room deodorant in 18 markets including Miami during day and prime time. Agency: Bozell & Jacobs, Atlanta. Target: women, 18 and over.

Crocker Bank □ Six-week TV campaign begins in late April for retail banking group in California markets during fringe and prime time. Agency: Needham, Harper & Steers, Los Angeles. Target: men and women, 25-54.

New England Tourism Commission □ Six-week TV campaign begins in late

April for tourist promotion in New York, Philadelphia, Montreal and Albany, N.Y., during fringe and prime time. Agency: Hill, Holliday, Connors, Cosmopolos. Target: men and women, 25-54.

Rust-Oleum □ Six-week TV campaign begins in early May for rust preventive in about 25 markets during fringe and prime time. Agency: D'Arcy-MacManus & Masius, Chicago. Target: men, 25-54.

Bridgestone Tires □ Six-week TV campaign starts this week in about 10 markets including Atlanta, Memphis and New Orleans. Agency: Dancer-Fitzgerald-Sample, New York. Target: men, 25-54.

Stokely-Van Camp □ Five-week TV campaign begins in early June for Pork N' Beans in about 28 markets during day and prime time. Agency: Clinton E. Frank, Chicago. Target: total women.

Volvo □ Five-week TV campaign starts in early May for car manufacturer in eight markets during late fringe time. Agency: Scali, McCabe, Sloves, New York. Target: men, 25-49.

King Seely □ Four-week TV campaign begins in early May for King Seely tanning blankets in 63 markets during early fringe, day and prime time. Agency: Advertising Agency Associates, Boston.

Target: women, 15-24 and teen-agers.

Lawry's Foods □ Four-week TV campaign begins in late April for Lawry's season salt in seven markets during fringe time. Agency: Dailey & Associates, Los Angeles. Target: women, 25-49.

Dean Witter Reynolds □ Four-week TV campaign begins in mid-April for brokerage firm in 18 markets during fringe time. Agency: BBDO, New York. Target: adults, 35 and over.

Dr. Scholl's □ One-month TV campaign starts in late April for foot products manufacturer's Air Pillow insoles in 30 markets during fringe and news time. Agency: N.W. Ayer, Chicago. Target: total adults.

Endicott-Johnson □ Three-week TV campaign starts in early May for men's shoes manufacturer in about 13 markets during fringe and prime time. Agency: Winfield Advertising, St. Louis. Target: men, 25-49.

Curtis Mathes □ Three-week TV campaign begins in late April for manufacturer of TV, radio and stereo sets in 134 markets during fringe, news, prime and sports time. Agency: Curtis Mathes, Dallas. Target: total men.

Grange □ Three-week TV campaign begins in mid-April for Valchris cold cuts in seven markets during day, fringe and prime time. Agency: Honig-Cooper & Harrington, Los Angeles. Target: women, 25-49.

Pet Inc. □ Three-week TV campaign begins in mid-May for Sego diet food in 27 markets during fringe and daytime. Agency: The Haworth Group, Edina, Minn. Target: total women.

Pontiac □ Two-week TV campaign starts in late April for Pontiac division of General Motors in 31 markets during fringe and prime time. Agency: D'Arcy-MacManus & Masius, Troy, Mich. Target: total men.

Danskin □ Two-week TV campaign begins in May for women and children's sportswear manufacturer in three markets — New York, Los Angeles and Chicago. Agency: Peter Rogers, New York. Target: women, 18-34.

Radio-TV

Champlin Petroleum □ Twelve-week TV and radio campaign starts next week for oil company in 22 radio markets and nine TV markets during news and sports time. Agency: Weekly & Associates, Fort Worth. Target: total men.

Forward stations stay out in front...



of the competition.

When you buy a Forward station you're buying the leader in the market. The Forward Group has built a record of good solid management, outstanding programming and hard-hitting, local news. That's why Forward stations are the leaders.

You're ahead when you buy Forward.

WTRF-TV Wheeling, W. VA
WTRF-FM Wheeling, W. VA
WSAU-TV Wausau, WI
WSAU-AM Wausau, WI

WIFC Wausau, WI
WMTV Madison, WI
WKAU-AM-FM Kaukauna, WI
KCAU-TV Sioux City, IA

KVGB-AM-FM Great Bend, KS
WRAU-TV Peoria, IL
KOSA-TV Odessa-Midland, TX
WONS-AM Tallahassee, FL
WBGH-FM Tallahassee, FL

Get the flexible business automation system that does everything from Z to A

If your station's got business problems by the dozens, come to Station Business Systems. We're the leader in supplying computerized business systems for broadcasting.

Station Business Systems, a division of Control Data Corporation, knows where you're coming from. We're ex-broadcasters. Our worldwide resources plus our down-to-earth spirit means we've got the best of both worlds at our fingertips. And you'll have it, too.

Station Business Systems has the "BAT®" System you need for total organization, productivity, and profits. We've got the people, the equipment (hardware), and the computer programs (software). And we can tailor our BAT System to suit your station to a "T". Or a "Z". Or whatever.

From financial reports, detailed avals, projections and spot rotations to accounts receivable, payable, and more. Our BAT System can be equipped to give you whatever it is you need.

And we'll help you figure out those needs. Station Business Systems offers a free survey for prospective clients. When we get an inquiry, we send our Systems Experts to make an analysis of your station. Only then will we recommend one of our BAT Systems, if, in fact, we think you need one.

This year, our display at the NAB Convention was jam-packed with new additions/editions.

To name a few:

- BAT 2700—a powerful new system to handle television billing, accounting, traffic
- NEWSCOM®—a complete newsroom story processing system
- PPI—a Program Package Inventory System for your film library
- Copybook Preparation—allows "word processing" by your copywriters
- TV Timer—a tremendous advantage for the independent TV BAT System user

For more information about these and other BAT Systems, send for our new brochure. For an extensive free survey, call one of the telephone numbers below. And remember these letters: BAT. It's the system from the folks who know their stuff backwards and forwards.

STATION BUSINESS SYSTEMS

STATION BUSINESS SYSTEMS

 a division of
CONTROL DATA CORPORATION



The Pied Piper was a piker!

You remember the Pied Piper. No doubt the fellow had a way with kids. But when you get right down to it, he was strictly a small-time operator. You really want to reach kids?

Then, reach for "The Groovie Goolies and Friends"—a series rich in adventure, bursting with action (the non-violent kind), and bubbling with comedy!

It's a marvelous assortment of 104 animated half-hours—every one of them brand-new to syndication.

The "Groovie Goolies" stars? Three of the best-loved heroes of all time—Drac, Frankie and Wolfie. They star in 16 of the half hours.

The entertainment values of the Filmation-produced "Goolies" are tremendous. But there are other big pluses that shouldn't be kept secret.

Promotability!

Remember Dracula, Frankenstein and Wolf Man? Then think how you can promote Drac, Frankie and Wolfie.

In addition, many of the series' personalities—like "Lassie" and "Gilligan"—are still being seen in reruns from coast to coast. The "Goolies" shows are new, but the characters are familiar... and familiarity breeds audiences.



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Easy Inventory!

No small point, this. Here's a series that makes for a manageable inventory. It's not as if you were making some gigantic, unwieldy cartoon buy. These are 104 half-hours that are easy to catalog, easy to store, and easy to program!

"The Groovie Goolies and Friends"... the kids will love the characters...you'll love the ratings!

"The Groovie Goolies and Friends"

Choose Your Combination!

The *Groovie Goolies* lovable monsters—Drac, Frankie, and Wolfie—can star for the entire half hour (16 shows). Or they can serve as wraparounds for *The Adventures of Waldo Kitty* (13), *Lassie* (17), *The New Adventures of Gilligan* (24) and *My Favorite Martians* (16)...or as wraparounds for 18 half-hour combinations of the short cartoons, *Fraidy Cat*, *M.U.S.H.* and *Wacky and Packy*.

Any way you schedule them, the Groovie Goolies and Friends add up to spectacular ratings!

METROMEDIA PRODUCERS CORPORATION

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

Monday Memo[®]

A broadcast advertising commentary from Kenneth Mason, president, Quaker Oats Co., Chicago

Seriously, now, about Saturday mornings and children's TV

A few months ago, in response to requests from both the Federal Trade Commission and the FCC for comments on children's television, I suggested that broadcasters and advertisers could do a better job than the government in improving children's television, and that the FCC should use its rulemaking power to make a collaborative industry effort possible.

Specifically, I proposed that 9 a.m. to noon Saturdays be designated a special public-interest time period in which the three networks, with the financial support of advertisers, would jointly prepare and simulcast the finest children's programs they could make.

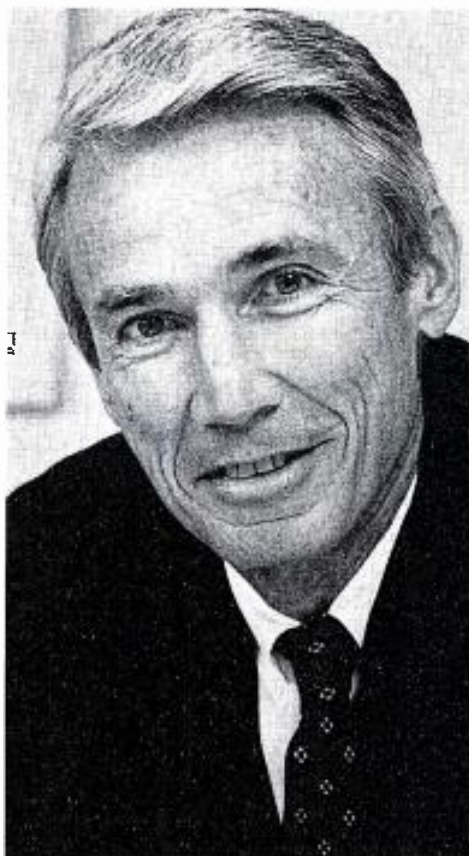
The intent of this proposal was to upgrade dramatically the networks' Saturday morning programming for children, without losing audiences and without increasing production costs. I also suggested a more informational approach to commercials and the clear separation of advertising messages from program content.

There has been an extraordinarily large amount of comment on this proposal from the broadcasting industry and the public. With a few exceptions, industry reaction has been critical. Several reactions compared my proposal to asking all cereal manufacturers to join forces to produce a single cereal for sale by all manufacturers.

These reactions indicate I failed to be clear about what I had in mind. Let me try again.

Most teachers, sociologists, psychologists and parents in this country believe that public television does a better job in children's programming than commercial television. Why? Are public television writers, directors and animators more creative than their commercial counterparts? Of course not. The reason public television outperforms commercial television in this area is simply that the creative people in public television have been turned loose to make the best programs they know how to make. My proposal is designed to make it possible for commercial television to do the same thing—to turn their creative people loose to make the best children's programs they know how to make, without concern for competitive audience ratings.

Is this the same thing as asking all cereal manufacturers to make just one cereal? I think not. In my proposal each network does its own creative thing, independently of the others. The networks simulcast each



Kenneth Mason served as an executive with several leading advertising agencies before joining Quaker Oats in 1962 as advertising director. He became vice president-product management at Quaker in 1966, group vice president-grocery products in 1967 and executive vice president in charge of Quaker's worldwide grocery products business in December 1974. He has been a member of Quaker's executive committee and board of directors since 1968, and was elected president and chief operating officer in 1976.

other's efforts only to make it possible to (1) spend up to three times as much on each program as they are now spending without adverse effects on profitability, and (2) attract a large enough audience to justify the continued support of advertisers.

Several critics have accused Quaker of trying to force-feed quality to an audience that doesn't want it. They say a simulcast will reduce the number of program choices available to children. Not so. Three hours of special programming for children on Saturday mornings would actually add variety of choice to a weekly schedule dominated far too long by vapid cartoons. (It is also worth noting that Saturday morning represents less than 10% of a typical child's viewing hours per week.)

The president of CBS Television Network, James Rosenfield, dismissed Quaker's proposal as "ignoring all the fundamentals of the American free enterprise system." Mr. Rosenfield's comment has enhanced the pleasure with which I look forward to reading the just-published autobiography of his boss, William S. Paley, which recounts Mr. Paley's recommendation that the three television networks work together to schedule a two-hour high-quality prime time program for adults once a week.

While industry reaction to Quaker's proposal has been negative, letters from parents have been almost totally favorable. But I have been troubled and saddened by a recurring comment in many of them. Here are two specific examples among many from actual letters addressed to me personally as president of Quaker Oats:

"It is one thing for the average person to be concerned about the quality of the programs offered to children but it is quite another for a man in your position to be aware of the situation and to have the personal integrity to attempt to do something productive."

"How refreshing to read that someone has a concern for our children—especially big business."

Why should parents find it so surprising that someone in business would care about the welfare of their children? Could business's intransigent defense of the status quo in children's television be giving parents the impression we don't care about their children? And if so, are parents in error to make this surmise?

I don't see how anyone interested in the future of this country can fail to be concerned about the enormous number of hours young children spend with television, and the continuing reluctance of the commercial sector—networks and advertisers—to see the necessity of treating this young audience with special care. I say it is time to join forces—advertisers, agencies and networks—to turn Saturday morning into America's most important entertainment event for children, a stunning showcase for the very best programs and commercials our most creative and innovative producers, directors, writers and performers can produce.

By doing so we may accomplish more than a new direction in children's television. We may at the same time provide a long-awaited model to the nation on how the interests of business, the interests of government and the interests of citizens can be brought together on important issues like this one, which affect not only our lives but the lives of the generations that will follow us.

We're installing the world's largest satellite communication network for public television.

It's something for hotel chains, sports networks, medical networks, universities and corporations to think about.

The Corporation for Public Broadcasting (CPB) and Rockwell Electronics Operations are changing the face of public television.

Rockwell-Collins is completing for CPB the installation of the largest satellite earth station communication network in the world. The network provides interconnection of the member public television stations. (The role is a natural, since we were the first company to transmit a photo and voice by satellite.)

The system serves 150 stations, several of which have up-link transmit capability.

Get the picture?

As a result of this changeover from limited terrestrial communication to multichannel satellite communication, individual stations can select their programs from several program sources. They can also record programs for delayed broadcast while showing live programs.

This system not only provides increased programming flexibility and improved picture quality, it also

offers long-term cost advantages over conventional systems.

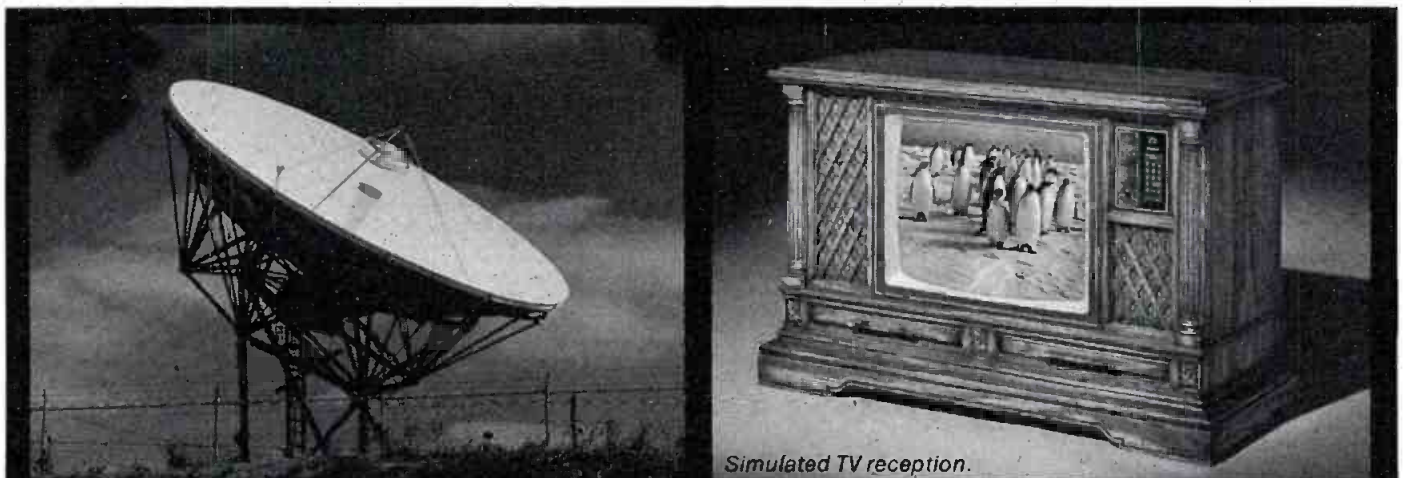
Although this system is a large-scale, turnkey installation, we can build small-scale, private network installations that can be just as practical and economical.

For more information, contact Collins Transmission Systems Division, Dept. 410-158, Electronics Operations, Rockwell International, Dallas, Texas 75207, or phone 214/996-3802.



**Rockwell
International**

...where science gets down to business



The latest words in communications: Rockwell-Collins.

The Professional

Walt Rodgers Tracks Rare Birds and Presidents.

Walt Rodgers has two passions — his desire to scout winged creatures and getting a news story. Rodgers has plenty of experience in both fields. As a broadcaster, he has been traveling with U.S. Presidents starting with Lyndon Johnson in '66. Off the job, he's a bird watcher who has spotted more than 400 species.

What makes Walt AP Radio's top political reporter? He combines his stalking ability with his broadcasting know-how to capture the *real* story behind White House events. We like that. We're like Walt Rodgers.

Professional.

AP Radio

Associated Press
Radio Network



Datebook

■ indicates new or revised listing

This week

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**—Washington chapter of *American Women in Radio and Television* reception honoring new members and panel discussion. "Inside Local Production." National Association of Broadcasters headquarters, Washington.

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

April 10—*Women in Communications Inc.* Cleveland chapter luncheon. Speaker will be Marlene Sanders, CBS correspondent. Cleveland Plaza hotel, Cleveland.

April 10—Symposium on "Doing Business With NATO", sponsored by *Armed Forces Communications & Electronics Association*. Commerce auditorium, Washington. Information: (703) 820-5028.

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

April 11—*International Radio and Television Society* newsmaker luncheon. R. Peter Straus, director of Voice of America, will speak. 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.

April 11-13—*Washington State Association of Broadcasters* spring meeting. Representative Al Swift (D-Wash.), member of House Subcommittee on Communications, will be keynote speaker. Thunderbird Motor Inn, Wenatchee, Wash.

April 11-13—*Kentucky Broadcasters Association* spring convention. Representative Lionel Van Deerlin (D-Calif.) will be banquet speaker April 12. Hyatt Regency, Louisville, Ky.

April 12—Deadline for comments in *National Telecommunications and Information Administration* proposed rulemaking concerning eligibility requirements and grant procedures for its Public Telecommunications Facilities Program.

April 12-13—Third annual *Alpha Epsilon Rho* Southwest regional broadcast conference and clinic. Texas Tech University, Lubbock, Tex. Information: (806) 742-3382.

■ **April 13**—Deadline for filing reply comments to FCC in rulemaking aimed at regulation of superstations.

April 13-14—*Society of Professional Journalists, Sigma Delta Chi Region 7* conference. Lincoln, Neb.

April 13-14—*Alabama UPI Broadcasters Association* annual meeting. Governor Fob James will be speaker at Saturday night awards banquet, Downtowner Motor Inn, Montgomery, Ala.

April 13-14—Seventh annual broadcast journalism seminar of *William Allen White School of Journalism* in conjunction with *Radio Television News Directors Association Region 6* meeting. University of Kansas, Lawrence. Contact: Professor David Dary, (913) 864-3903.

Also in April

April 17—Seattle *Women in Communications Inc.* Matrix dinner. Betty Rollin, NBC News correspondent, will be speaker. Olympic hotel, Seattle.

April 17—Symposium on recommendations for improving FCC's pre-designation processing of con-

tested broadcast applications. Washington.

April 17-18—*Alabama Cable Television Association* annual "Citizen of the Year" presentation. Recipient will be Representative Ronnie G. Flippo (D-Ala.). Hyatt House, Birmingham, Ala.

April 18—New deadline for responses to FCC on National Telecommunications and Information Administration petition for reducing AM channel spacing from 10 khz to 9 khz. Previous deadline was Feb. 28.

April 18—*Miami University Telecommunications Center* "Free Press vs. Fair Trial" seminar. Scheidler Hall, MU, Oxford, Ohio. Information: (513) 529-3521.

April 18—*Federal Communications Bar Association* luncheon. Robert Schmidt, president, National Cable Television Association, will speak. Capitol Hilton hotel, Washington.

April 18—Seminar on "Effective" TV Public Service Advertising, sponsored by *The Institute for Government Public Information Research* and *American University Public Relations Graduate Program*, with funding assistance from *Broadcast Advertisers Reports*. Mayflower hotel, Washington.

April 18-20—*Indiana Broadcasters Association* spring meeting. Sheraton Inn, Evansville, Ind.

April 18-20—*Minnesota Broadcasters Association* spring conference. Friday luncheon speaker will be Representative Lionel Van Deerlin (D-Calif.). Marquette Inn, Minneapolis.

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

April 20—Deadline for nominations for third annual *National Public Radio* Edward R. Murrow award for significant contributions to public radio. Award will be presented May 23. Contact: Diana Calland, NPR, Washington.

April 20-21—*National Translator Association* annual convention. Regency hotel, Denver. Information: Paul H. Evans, (801) 237-2623.

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

April 20-21—*Society of Professional Journalists, Sigma Delta Chi Region 1* conference. Hartford, Conn.

April 20-22—*UPI Carolina Broadcasters Association* spring meeting and workshop on coverage of disasters. Holiday Downtown, Myrtle Beach, S.C.

April 20-22—*Society of Professional Journalists, Sigma Delta Chi Region 8* conference. Huntsville, Tex.

April 20-22—*Society of Professional Journalists, Sigma Delta Chi Region 11* conference. San Francisco.

■ **April 20-22**—Annual meeting and awards presentation of *Alabama Associated Press Broadcasters Association*. Downtowner Inn, Montgomery, Ala.

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

April 21—East Central Indiana *Women in Communications Inc.* Matrix luncheon. Janet Guthrie, race car driver, will speak. Anderson, Ind., Country Club.

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

April 22-24—*Louisiana Association of Broadcasters* annual convention. Hilton hotel, Baton Rouge.

■ **April 22-24**—Annual meeting of *Inter-Society Color Council*. Session on color in motion pictures and television will be held April 24 by *Society of Motion Pictures and Television Engineers*. Hotel Roosevelt, New York.

April 22-26—*Affiliated Advertising Agencies International* annual meeting. St. Petersburg Beach, Fla.

April 23-24—*Society of Cable Television Engineers*



FOR CHILDREN ONLY...

When WJIM-TV opened the doors to its elegant "Country House" studios on October 31, 1954, some observers asked, "why a swimming pool?"

Not long afterwards, their question was answered by the laughter and happy shouts of children, some underprivileged, some handicapped, but all thoroughly delighted in the WJIM-TV pool.

Channel 6 in Lansing has always been a great source of enjoyment to the children of Mid-Michigan... on-the-air and off-the-air. In the mid-sixties, thousands of youngsters participated every spring in WJIM-TV's annual Easter Egg Hunt. Less fortunate children have benefited from an annual Christmas party for handicapped youngsters. And, Channel 6 has carried both the Easter Seals and Jerry Lewis Telethons.

"Why a swimming pool?" Because WJIM-TV's founder and Chairman, Harold F. Gross, had a dream that combined hospitality with the finest broadcasting facilities. It all adds up to 25 years of service for people of all ages. And sometimes, for children only!

WJIM-TV

IMPORTANT IN MID-MICHIGAN

Gross Telecasting, Inc. — Lansing, Michigan

regional technical meeting. Portland Hilton Inn, Portland, Ore.

April 23-24—*New York State Cable Television Association* spring meeting. Albany, N.Y.

April 23-24—*Virginia Cable Television Association* annual convention. Marriott hotel, Arlington, Va.

April 23-29—*Pennsylvania Association of Broadcasters* annual convention-cruise. Miami, Nassau, Bahamas.

April 24-27—*National Press Photographers Association* workshop on TV newsfilm-tape. University of Oklahoma, Norman. Contact: Professor Ned Hockman, School of Journalism.

April 26—*New York City Women in Communications Inc.* Matrix Awards luncheon. Rosalynn Carter is scheduled to speak. Sheraton Centre, New York.

April 27-28—*Society of Professional Journalists, Sigma Delta Chi Region 9* conference in conjunction with SDX Distinguished Service Awards ceremonies. Denver.

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

April 27-29—*Illinois News Broadcasters Association* spring convention. Ramada Inn, Rockford, Ill.

April 27-29—*Women in Communications Inc.* North Central region meeting. Hamline University, St. Paul.

April 27-29—*Women in Communications Inc.* Northeast region meeting. Americana hotel. Rochester, N.Y.

■ **April 27-29**—Northeast regional meeting of *National Association of Farm Broadcasters*. Fort Wayne, Ind.

April 28—*White House Correspondents Association* 65th annual dinner to honor the President. Washington Hilton hotel, Washington.

■ **April 28**—Annual meeting and awards banquet of *Georgia Associated Press Broadcasters Association*. Atlanta Hilton hotel, Atlanta.

April 29-May 1—*Chamber of Commerce of the United States* 67th annual meeting. Washington.

May

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

May 1-2—*American Association of Advertising Agencies* media seminar. Water Tower, Hyatt, Chicago.

May 2—Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

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

■ **May 2**—New deadline for comments on FCC proposal establishing table of assignments for FM-ED stations and new classes of stations (Docket 20735). Previous deadline was April 2. Replies are now due June 18.

■ **May 3**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **May 3**—*Ohio Association of Broadcasters* sales workshop featuring Dr. Roger Blackwell. Ohio State University Fawcett Center, Columbus.

■ **May 3-5**—North Central regional meeting of *National Association of Farm Broadcasters*. Fort Dodge, Iowa.

May 4—*Radio-Television News Directors Association*

of Canada French-language regional conference. Hotel La Seigneurie de Ste. Marie, Ste. Marie de Beauce, Quebec.

May 4-5—*Radio Television News Directors Association Region 2* meeting in cooperation with UPI. Cal-Neva Lodge, North Lake Tahoe, Calif. Contact: UPI, P.O. Box 4329, San Francisco 94101.

May 4-5—*Radio-Television News Directors Association Region 6* workshop. Lincoln, Neb. Contact: Steve Murphy, WOWT(TV) Omaha, Neb., or Larry Walkin, University of Nebraska.

May 4-6—*Society of Professional Journalists, Sigma Delta Chi Region 3* conference. Fort Lauderdale, Fla.

■ **May 4-6**—South Central regional meeting of *National Association of Farm Broadcasters*. Wichita, Kan.

May 5—National Capital *Women in Communications Inc.* Matrix luncheon. Senator Nancy Landon Kassebaum (R-Kan.) will speak. Washington hotel, Washington.

May 5-6—*Society of Professional Journalists, Sigma Delta Chi Region 10* conference. Portland, Ore.

■ **May 5-6**—Midwest regional convention of *National Federation of Local Cable Programmers*. University Community Video, Minneapolis.

May 6-12—Twenty-ninth annual Broadcast Industry Conference of *San Francisco State University*. Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University Information: Janet Lee Miller or Darryl Compton. SFSU.

We interrupt this programming—

to bring you this fact:

Your station can rise or fall on local programming alone!

The decision making process in broadcasting is tougher than ever. How to make hard decisions and how to carry them through—that's our job. We use social science research based on interviews with TV viewers in their homes, then we make specific recommendations, monitor the competition and follow up to see our suggestions are implemented.

If you want to know the truth about your station's strengths and weaknesses and get an objective view of your market and competition, call us today for a no-obligation presentation.

McHUGH AND HOFFMAN, INC.

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Major Meetings

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 21-24—*National Public Radio* annual conference. Hyatt Regency, Washington. 1980 conference will be March 16-20, Crown Center hotel, Kansas City, Mo.

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* convention. 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-Nov. 30—Start of World Administrative Radio Conference for U.S. and 153 other member nations of *International Telecommunication Union*. Geneva International Conference Centre and ITU headquarters, Geneva.

Oct. 21-26—*Society of Motion Pictures and Television Engineers* 121st technical conference and equipment exhibit. Century Plaza hotel, Los Angeles.

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.

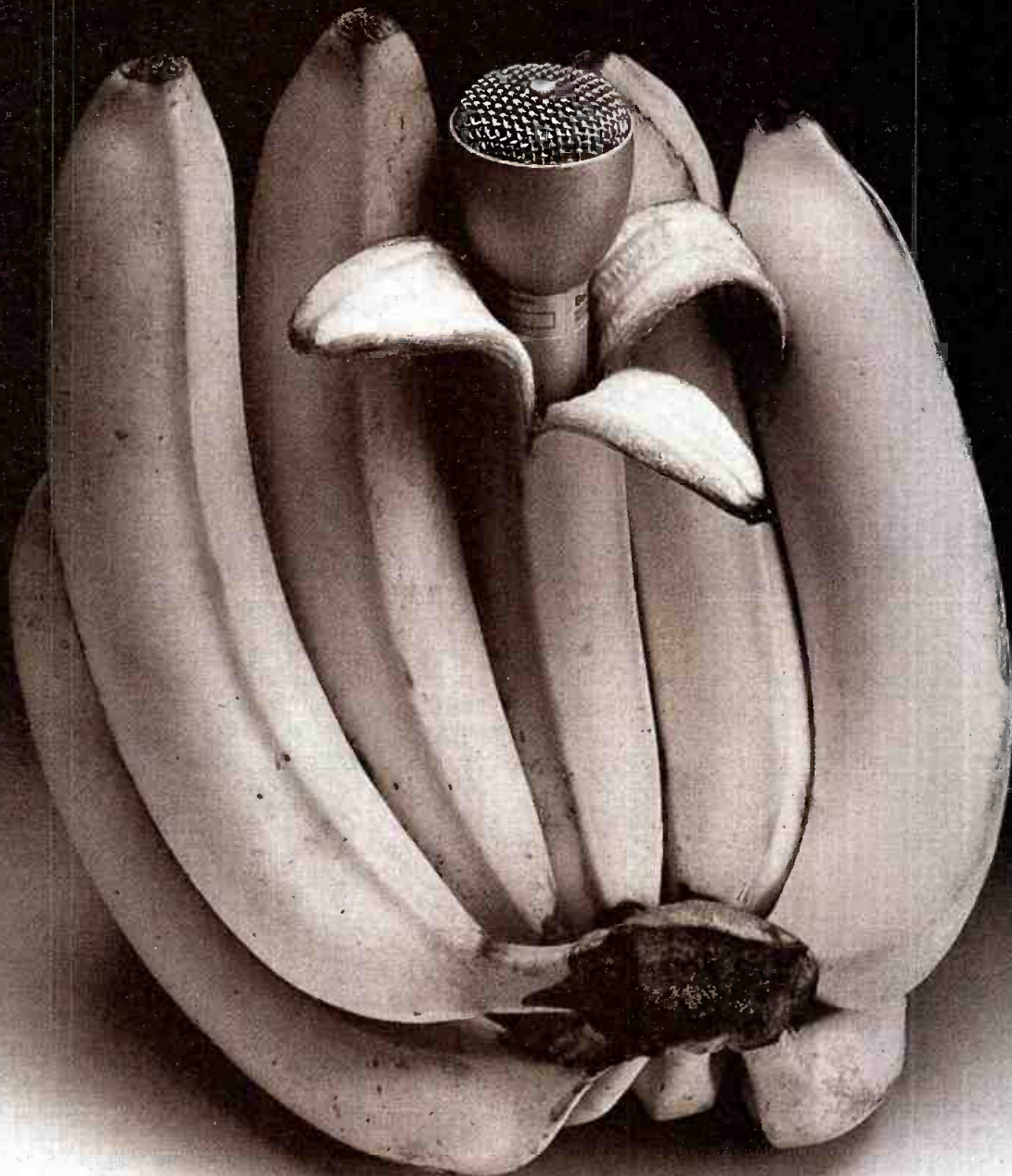
Nov. 11-15—*National Association of Educational Broadcasters* 55th annual convention. Conrad Hilton, Chicago.

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.

Nov. 14-17—*Society of Professional Journalists, Sigma Delta Chi* national convention. Waldorf-Astoria, New York.

Feb. 16-21, 1980—*National Association of Television Program Executives* conference. Hilton, San Francisco. Future conference: Feb. 13-18, 1981, New Orleans.

April 13-16, 1980—*National Association of Broadcasters* annual convention. Las Vegas Future conventions: 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.



A Malrite Station isn't just one of the bunch.

No two Malrite Stations will ever be exactly the same.

That's not to say we don't learn from each other. We believe the cross-pollination of good ideas from station to station is one of the most important strengths of a well-managed group.

But every Malrite Station has its own identity. Its own flavor. Its own distinctive approach to serving its community.

That's because we know success in broadcasting is built solidly on serving specific community needs. And what Rochester needs is different from what Milwaukee needs.

To us, group operation doesn't mean making all our stations the same.

It means having the broad experience and expertise to serve best wherever we go.



**MALRITE
BROADCASTING
COMPANY**

The Leadership Stations

WHK/WMMS/Cleveland
KEYE/KEYE-FM/Minneapolis, St. Paul
WZUU/WZUU-FM/Milwaukee
WNYR/WEZO/Rochester, N.Y.
WBRB/Mt. Clemens, Mich.
WCTI-TV/New Bern, N.C.
WUHF-TV (on air 1979)/Rochester, N.Y.
Corporate Headquarters/Cleveland

MICROCAM[®]...



because life is a contact sport.



Cover it close. Right where it lives. In the political arena or on the fifty yard line. In the heart of the city, or miles from nowhere. On location, or in studio A, Microcam covers it all.

Microcam, developed by Thomson-CSF Laboratories. The first shoulder-mount color TV camera to offer the combined benefits of studio-quality broadcasting with lightweight portability. In fact, Microcam weighs just 12.4 pounds for a total of 22 pounds, complete with motorized lens and a 5 pound silver cell battery which operates the camera for 6 hours on a single charge. Microcam provides all the essential features for superior pictures from the field or in the studio.

- Automatic beam optimizer prevents comet-tailing
- Low power consumption of 20 watts
- High index f/1.4 prism assembly
- Three position gain switch 0, +9, +18 dB
- Automatic color balance, automatic iris, and black level
- Built-in masking, split-field color bar generator and 2-line enhancer
- Color genlock included as standard
- Superior light sensitivity to allow clear, sharp pictures with only two footcandles of available light
- Variable H & V Blanking to meet the latest production requirements
- Available with optional 4 1/2" Viewfinder and Remote Control System for EFP or studio operation.

Plus complete VTR Control, including start-stop, VTR stand-by and return video. And a complete set of operating indicators, including VTR status, located in the viewfinder.

Only Thomson-CSF gives you a choice between the monoblock MC-601 Model and the two-piece MC-602. Both cameras bring broadcast quality and ease of operation to Electronic News Gathering, field production, as well as studio applications.

Microcam. For close-up coverage. Because life is a contact sport.

For more information about the remarkable Microcams, call or write.



THOMSON-CSF

Thomson-CSF Laboratories, Inc.
37 Brownhouse Road
Stamford, CT 06902
Tel. (203) 327-7700
TWX (710) 474-3346

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

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

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

May 11—Radio-Television News Directors Association of Canada British Columbia regional conference. Harrison Hot Springs, B.C.

May 11-13—UCLA Extension's symposium and demonstrations on "The Revolution in Home Entertainment: New Technology's Impact on the Arts." Hilton hotel, Los Angeles.

May 12—Meeting of Region 1 of Radio Television News Directors Association. Portland, Ore. Contact: Charles Biechlin, KATU(TV) Portland, or Dean Mell, KHQ(AM) Spokane, Wash.

May 12—Women in Communications Inc. Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality. Dayton, Ohio.

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

May 13-16—Public Broadcasters' Organization of Michigan annual meeting. Boyne Highlands Resort, Harbor Springs, Mich. Contact: George E. Lott, Northern Michigan University, Marquette 49855.

■ **May 15**—New deadline for comments to FCC on AM stereophonic broadcasting (Docket 21313). Previous deadline was March 30. Replies are now due June 15.

May 15-18—Audio Engineering Society convention. Hilton hotel, Los Angeles.

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

May 16—Federal Communications Bar Association luncheon. Shelia Mahony, executive director, Carnegie Commission on the Future of Public Broadcasting, will speak. Capitol Hilton hotel, Washington.

May 16-19—American Association of Advertising

Agencies annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17—Television Bureau of Advertising regional sales meeting. Marriott, Kansas City.

May 17-18—Consumer conference of University of Wisconsin's Center for Consumer Affairs, with assistance from Milwaukee Journal, WTMJ-TV Milwaukee, WMAQ-TV Chicago and University of Wisconsin Department of Agricultural Journalism. Theme will be the problems, strategies and rewards of consumer journalism. Marc Plaza hotel, Milwaukee. Information: (414) 224-4177.

May 17-19—New Mexico Broadcasters Association annual convention. Holiday Inn, Farmington, N.M.

May 18—Radio-Television News Directors Association Prairie regional conference. Sheraton Centre, Regina, Sask.

May 18-19—Meeting of Radio Television News Directors Association Region 12 in conjunction with Pennsylvania AP Broadcasters. Treadway Resort Inn, Lancaster, Pa.

May 18-19—National Broadcast Association for Community Affairs Mid-Atlantic states regional conference. Marriott hotel, Philadelphia.

May 20-22—Tentative date for National Association of Broadcasters meeting of broadcast general managers and public affairs directors to explore public affairs programming on TV. Site to be announced.

May 20-23—National Cable Television Association annual convention. Las Vegas.

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

May 21-24—National Public Radio annual conference. Hyatt Regency, Washington.

May 22-24—Electronic Industrial Association annual seminar, "Telecommunications: Trends and Directions," designed to brief members of the financial community on the status of the telecommunications industry. Dunfey's Hyannis Resort, Hyannis, Mass. Information: Peter Bennett or Karen Settevig, (202)

457-4937.

■ **May 23**—Revised date for National Radio Broadcasters Association radio sales day. Sheraton Airport Inn, Atlanta.

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

May 24—New York Market Radio Broadcasters Association's third annual Radio Day Festival. Sheraton Centre hotel, New York.

May 25—Radio-Television News Directors Association Central Canada regional conference. Sheraton Connaught hotel, Hamilton, Ont.

■ **May 25-27**—Southeast regional meeting of National Association of Farm Broadcasters. Myrtle Beach, S.C.

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

May 30—International Radio and Television Society annual meeting. Waldorf-Astoria, New York.

May 30-June 2—Iowa Broadcasters Association convention. Julien Motor Inn, Dubuque, Iowa.

May 31—American Research Foundation fifth annual midyear conference. Detroit Plaza hotel, Detroit.

May 31-June 2—Symposium on "Childhood and Creativity" and 25th anniversary tribute to Fred Rogers, *Mister Rogers Neighborhood*. Keynote speaker will be Pulitzer prize-winning author Erik Erikson. Others will include Les Brown, *New York Times* radio-TV correspondent, and Dr. Harvey G. Cox. St. Vincent College, Latrobe, Pa. Information: David Newell, Family Communications Inc., Pittsburgh 15213; (412) 687-2990.

June

June 1-2—Radio Television News Directors Association of Canada national conference. Chateau Halifax, Halifax, N.S.

■ **June 3-5**—Convention of Mutual affiliates. Atlanta Hilton, Atlanta.

June 3-6—Electronics Industries Association/Consumer Electronics Group 1979 international summer Consumer Electronics Show. McCormick Place, McCormick Inn and Pick Congress hotel, Chicago.

June 5-6—American Association of Advertising Agencies media seminar. Fairmont hotel, San Francisco.

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

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

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

June 7—Television Bureau of Advertising regional sales meeting. Hyatt O'Hare, Chicago.

June 7-8—Fifth annual Northeast CATV technical seminar, sponsored by New York State Commission on Cable Television, Society of Cable Television Engineers, State University of New York and New York State CATV Association. Empire State Plaza Convention Center, Albany, N.Y.

June 7-9—Alabama Broadcasters Association spring convention. NAB President Vincent Wasilewski will be keynote speaker. The Casion, Pensacola Beach, Fla.

June 7-9—Kansas Association of Broadcasters convention. Hilton Inn, Wichita, Kan. Convention chairman: Frank Gunn, KAKE(AM) Wichita.

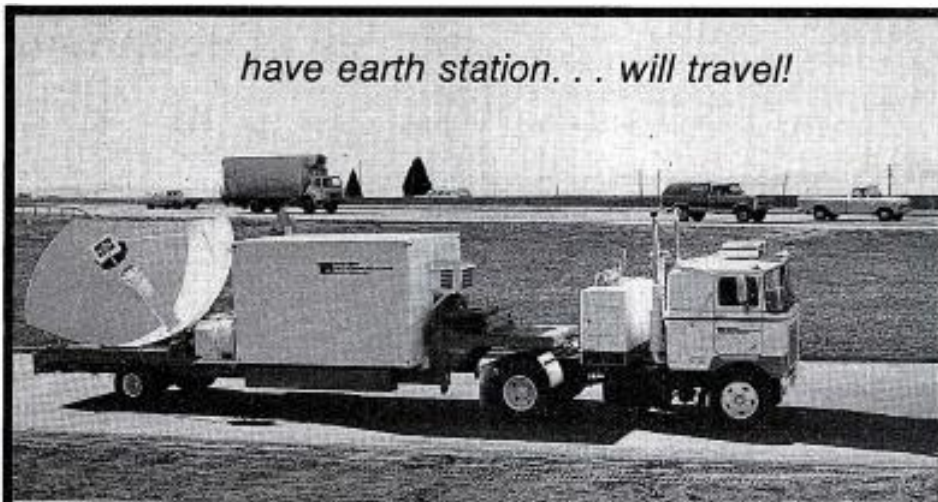
June 7-9—Associated Press Broadcasters convention. New Orleans Hilton. New Orleans.

June 7-9—Arizona Broadcasters Association spring convention. Westward Look, Tucson, Ariz.

June 7-10—1979 national conference of Investigative Reporters & Editors. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission Chairman Michael Pertschuk. Boston Plaza hotel. Contact: Norita Lee, (617) 523-6611.

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

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



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Hijacked! Christine Santiago and her five-year-old son were among the 86 people who were aboard a West German Airliner that was hijacked to Somalia in October of 1977. To complicate the situation, Christine was a victim of a serious heart ailment. Back home in San Diego, her family could do nothing but pray, hope and wait. And wait.

The phone would ring. There would be a knock on the door. Friends and neighbors offered sympathy. The Santiagos waited.

Then it came. It was a phone call from a KSDO newsmen. “Mr. Santiago. Your wife and son have been freed. Safe and sound. They’re in good health.” Tears. Laughter. Clapping. Relief.

Soon afterwards, TV newsmen arrived at the Santiago home. TV viewers shared the celebration of the Santiagos and the thanks they gave to the KSDO newsmen who had broken the good news to them even before the official State Department notification.

KSDO-AM in San Diego is no different from any of the other affiliates of Combined Communications Corporation. You see, CCC affiliates don’t just broadcast news and entertainment, they become involved in their communities.

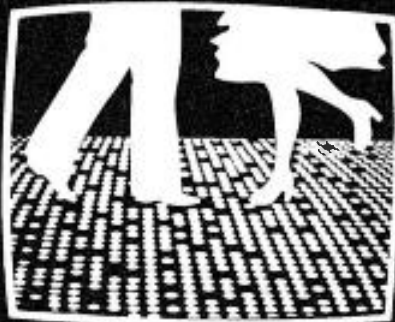
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Open Mike®

The clash over clears

EDITOR: In "Open Mike" March 19, William K. Hoisington of WKYD(AM)-WQHQ(FM) Andalusia, Ala., spoke against taking the clear channels away from the big boys. He likes to listen to KMOX and WBAP after his station goes off the air at 10 p.m.

Try as I may, I cannot be sympathetic to his stand. He should have my daytime hours. I can listen to other stations from 5:15 p.m. until 7:30 the following morning and not miss a minute of our programing in January.

He's lucky he can stay on until 10 p.m. There are a lot of us that wish we could.—*Willis L. Stone, general manager, WEVA(AM) Emporia, Va.*

EDITOR: If clear channels are eliminated, a lot of small stations have a lot to gain, and a few big stations have a lot to lose. With this situation, an objective analysis is hard to find, but the question should be considered from the listener's standpoint. If the clears are eliminated, many rural areas would gain nighttime service from one or two new local stations. At the same time, they would lose the service of several distant stations.

This would result in fewer, not more, program choices for listeners in rural areas. Now consider the quality of programing likely to be offered. In most cases, we will have mama-papa operations on shoestring budgets hiring an extra kid to work nights for low pay. His job will be to play records and stumble through a couple of rip-and-read newscasts. As a listener, can you honestly say you would trade WSM, WJR, WGN, and WCBs and the other giants for this alternative?

Daytimers deserve a year-round afternoon drive time, and they should get it. But when it comes to evening and all-night, let's hope the FCC isn't lured into sacrificing quality nighttime service through the arguments of a very vocal group of station owners with dollar signs in their eyes.—*Jim Mehrling, chief announcer, WEOL(AM)-WBEA(FM) Elyria, Ohio.*

EDITOR: Save the *Grand Ole Opry!*—or, is it really—preserve WSM's wasteful use of spectrum space to insure the station's profit margin doesn't drop a penny or two? What would the public's reaction be if Texaco asked for a monopoly on gasoline sales, claiming the Metropolitan Opera would close its doors otherwise? Would the American trucking industry come to a standstill if WWL, WHO and WWVA all had transmitter failure the same night?

I doubt that anyone at KXEL knows the name of the mayor of my home town, but

that Waterloo, Iowa, station is supposedly providing service to Martinsville, Ind., after WCBK bites the dust at dusk. I'm working at a full-timer now, but you can bet I'll never change my conviction that local service is the best service.—*Jack L. Messmer, WNFL(AM) Green Bay, Wis.*

The copyright quandary

EDITOR: With all of the current hullabaloo regarding broadcast copyright laws, it would perhaps seem increasingly far-fetched to hope for "light at the end of the tunnel" for broadcaster's rights. I cannot bear to think of the many years that will surely follow while childish deliberation over broadcast copyrights continues.

I suggest that copyright laws need only cover rebroadcast or sale, in whole or in part, of transmitted materials and then only by license from the originator or copyright holder. Performers once found it both advantageous and profitable to allow radio stations to broadcast their recordings; copyrighters may find it to be free advertising and good public relations to allow home and school (etc.) recording of programs. After all, in situations such as this, parameters won't change much anyway. Illegal markets will exist, and they don't pay attention to copyright laws.—*Karl Shellenberger, Asheville, N.C.*

Staying out

EDITOR: I am writing to correct a misstatement in an article concerning the Federal Trade Commission's children's advertising inquiry that appeared in the issue of March 19. One paragraph of that article reads as follows:

"Mr. Pertschuk was disqualified from the inquiry by U.S. District Court Judge Gerhard Gesell, and Commissioner Robert Pitofsky voluntarily removed himself from the proceedings. With the resignation of Elizabeth Dole, a commission quorum doesn't exist. *Mr. Pertschuk ordered, however, that the inquiry not proceed past the legislative phase until a quorum has been achieved.* This will come either with his reinstatement to the case or with the appointment of a new commissioner—another source of speculation" (Emphasis supplied.)

On March 7, the commission issued an order dealing with the scheduling of forthcoming events in children's advertising proceeding. I enclose a copy of that order. As you will note, Chairman Pertschuk did not participate in that determination, nor has he participated in any aspect of the children's advertising proceeding since the date of Judge Gesell's order.—*Michael N. Sohn, general counsel, FTC, Washington.*

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Senator George W. Gekas (center) presents the award to Paul S. Abbott (right), General Manager and Paul J. Baker, Program Director.

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WTPA's dramatic film presentation, "Nice to Have Around," received a special commendation from the Senate of the Commonwealth of Pennsylvania. It has joined the ranks of WTPA's two preceding dramatic films as an award winner. Based on actual incidents encountered by River Rescue of Harrisburg, "Nice to Have Around" is just another example of WTPA's commitment to community service.



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WAPI
AM/FM/TV
Birmingham, Ala.

Top of the Week

The winning team of ABC and its affiliates

The number-one network and its outlets were a tough combination in prime time during February sweeps with local stations winning 71 of top 97 markets

ABC-TV and its affiliates outdid themselves in prime time in Arbitron Television's February local sweep measurements, rolling up a 41.2% share of the three-network audience in the top 100 markets ("Closed Circuit," April 2).

In the 97 top-100 markets where all three networks have primary affiliates, ABC calculations based on the Arbitron reports showed, ABC affiliates ranked first in prime time in 71 markets, second in 13 and third in 13; CBS' affiliates placed first in 19, second in 57 and third in 21, while NBC affiliates were first in eight, second in 29 and third in 60. (The totals include ties.)

In the larger markets, the ABC perfor-

mance was even more impressive, taking first place in 24 of the top 25 markets and in 42 of the top 50. In the top 30 markets, ABC affiliates lost only Tampa-St. Petersburg, Fla., the 17th, where CBS was first and NBC second, and Nashville, the 30th, where ABC placed second, behind CBS.

ABC's other third-place performances were in Knoxville, Tenn., the 60th market, where ABC has signed WATE-TV away from NBC to replace its current UHF outlet starting next fall (BROADCASTING, April 2); Jacksonville, Fla. (64th market); Lynchburg-Roanoke, Va. (67th); Decatur-Springfield, Ill. (71st); Altoona-Johnstown, Pa. (72d); Paducah, Ky.-Harrisburg, Ill.-Cape Girardeau, Mo. (76th); Jackson, Miss. (83d); Kingsport-Johnson City, Tenn.-Bristol, Va. (84th); Springfield, Mo. (85th); Burlington, Vt.-Plattsburgh, N.Y. (90th); Sioux Falls-Mitchell, S.D. (92d), and Greenville-New Bern-Washington, N.C. (94th).

In total prime-time audience in the 97 markets, ABC researchers said, ABC affiliates reached 15,559,000 households on the average, a gain of 7% over February a year ago, while CBS and NBC dropped 4% each, to 11,666,000 for CBS and 10,576,000 for NBC. Three-network homes delivery was down fractionally—about 0.04%.

ABC authorities said the households total and three-network share were the best that ABC affiliates had achieved in any sweep period. In February 1977 and

again last November, ABC's share in the top 100 was 39%, and in February 1977 it reached 40%. In this year's February measurement it passed 41%, while CBS's declined to 30.9% and NBC's to 27.9%.

ABC offered the following table to show three-network share trends in Arbitron February sweeps since 1974:

	ABC	CBS	NBC
Feb. 1974	30	37	33
Feb. 1975	30	37	33
Feb. 1976	37	34	29
Feb. 1977	40	32	28
Feb. 1978	39	32	29
Feb. 1979	41	31	28

In the 99 markets where ABC has affiliates, the affiliates ranked first in 73 markets and showed audience gains, as compared with February 1978, in 77 markets. In 21 markets the ABC affiliate showed a decline in audience and in one market there was no change.

CBS has affiliates in 98 of the markets and they showed gains in 26, declines in 65 and no change in seven.

NBC has affiliates in all of the top 100 markets; they showed gains in 32, declines in 63 and no change in five.

In Charlotte, N.C., where ABC took over the WSOC-TV affiliation last July, ABC's audience increased 114% over its total in February 1978 when the ABC outlet was WCCB(TV), a U. And WSOC-TV's audience increased 33% over its February 1978 level as an NBC affiliate.

FEBRUARY 1979: PRIME TIME IN THE TOP 100

Affiliate action. The table below shows how affiliates fared in prime time in each of the top 100 markets in Arbitron Television's February sweep measurements, as compiled by ABC researchers from the Arbitron reports. The numbers represent prime-time averages in thousands of households (add 000). The plus or minus numbers represent percentage of change in the household figures as compared with Arbitron's

February 1978 sweep. ABC researchers said the household figures are Arbitron's "pure" network averages for entertainment programming from 7:30 to 11 p.m. NYT Monday through Saturday and from 7 to 11 p.m. on Sundays, excluding all access or other local programming presented during these hours. The sweep period was Jan. 31-Feb. 27. Boldface numbers indicate the top network in each market.

	ABC		CBS		NBC			ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change		HH	% change	HH	% change	HH	% change
1. New York	1593	+1	1022	-15	994	-6	16. Atlanta	198	+19	181	+1	161	-12
2. Los Angeles	913	+10	494	-2	558	-5	17. Tampa-St. Petersburg, Fla.	115	+2	187	-3	150	-4
3. Chicago	717	+2	464	-6	418	-6	18. Seattle-Tacoma	213	-2	114	NC	134	-14
4. Philadelphia	661	+4	411	-4	366	-8	19. Baltimore	232	+12	169	NC	159	+9
5. San Francisco	361	+7	242	-9	201	-19	20. Indianapolis	189	+6	132	-11	132	-2
6. Boston	397	+2	300	+4	292	+7	21. Denver	182	+14	130	+8	121	NC
7. Detroit	435	+1	288	-9	276	-11	22. Portland, Ore.	147	+7	117	+4	99	-3
8. Washington	310	+20	238	-2	233	+8	23. Hartford-New Haven, Conn.	208	+5	191	-4	62	-14
9. Cleveland	359	+1	244	-1	239	+4	24. Sacramento-Stockton, Calif.	153	-4	104	NC	114	-10
10. Dallas-Fort Worth	308	+8	230	-1	181	-5	25. Milwaukee	154	+7	108	-7	113	-8
11. Pittsburgh	336	+1	242	-10	168	+6	26. Cincinnati	149	-6	130	-10	115	-1
12. Houston	250	+9	182	-1	170	-6	27. Kansas City, Mo.	181	+12	120	-10	107	-10
13. St. Louis	229	+7	179	-10	166	-5							
14. Minneapolis-St. Paul	210	+9	180	+2	148	-7							
15. Miami	213	-21	196	-13	147	-8							

	ABC		CBS		NBC		ABC		CBS		NBC	
	HH	% change	HH	% change	HH	% change	HH	% change	HH	% change	HH	% change
28. San Diego	143	+18	91	-6	73	+4	81	+9	72	-5	55	-8
29. Buffalo, N.Y.	150	-8	119	+11	91	-6	56	+17	86	-11	60	-9
30. Nashville	126	+6	130	-4	117	-6	84	+9	67	NC	56	+8
31. Providence, R.I.	142	+1	76	-4	113	-6	96	+3	58	-11	66	+6
32. Columbus, Ohio	157	+4	122	-10	90	-6	53	+4	84	+1	56	-8
33. Phoenix	117	-10	99	-6	84	+1	109	+7	71	-1	70	+8
34. Charlotte, N.C.	126	+114	141	+4	43	-55	59	+7	45	NC	46	-2
35. Memphis	117	+5	127	-2	85	-10	79	-5	52	-9	52	+2
36. New Orleans	140	+9	129	-4	87	-7	57	-10	65	+8	64	+7
37. Greenville-Spartanburg, S.C.-Asheville, N.C.	120	-3	100	NC	108	+3	9	-40	58	-11	85	-4
38. Oklahoma City	116	+7	87	-5	103	-2	73	+12	58	+16	57	+6
39. Grand Rapids-Kalamazoo-Battle Creek, Mich.	130	+11	86	-7	85	NC	74	Davenport, Iowa-Rock Island-Moline, Ill.	75	+1	56	+4
40. Orlando-Daytona Beach, Fla.	127	+19	89	-5	88	-4	75	Spokane, Wash.	68	-1	48	-4
41. Wilkes Barre, Scranton, Pa.	127	-3	64	-18	89	+2	76	Harrisburg, Ill.-Paducah, Ky.-Cape Girardeau, Mo.	44	+7	74	-4
42. Raleigh-Durham, N.C.	119	+20	101	+1	19	NC	76	Albuquerque, N.M.	46	NC	46	NC
43. Louisville, Ky.	99	+16	102	-3	98	-4	64	South Bend-Elkhart, Ind.	64	NC	47	-10
44. Charleston-Huntington, W. Va.	104	+14	82	-9	115	-9	62	Portland-Poland Spgs., Me.	62	-3	44	-4
45. Albany-Schenectady-Troy, N.Y.	107	-2	72	-16	104	+9	61	Youngstown, Ohio	61	-6	61	+7
46. Dayton, Ohio	97	+7	109	-8	77	-5	47	West Palm Beach, Fla.	47	+15	-	-
47. Harrisburg-York-Lancaster-Lebanon, Pa.	83	+6	74	-13	94	-10	44	Lincoln-Hastings-Kearney, Neb.	44	+7	54	-13
48. Norfolk-Portsmouth-Newport News-Hampton, Va.	112	+6	92	-5	68	-6	39	Jackson, Miss.	39	+18	52	-2
49. Salt Lake City	112	-2	82	-2	73	+4	61	Kingsport-Johnson City, Tenn.-Bristol, Va.	34	+3	61	+3
50. Birmingham, Ala.	162	+13	44	-2	87	-2	28	Springfield, Mo.	28	+8	60	+9
51. San Antonio, Tex.	107	-1	90	-4	69	-5	74	Springfield, Mass.	74	+4	-	-
52. Tulsa, Okla.	106	-9	72	-5	56	-8	76	Evansville, Ind.	76	+13	38	+3
53. Greensboro-Winston-Salem-High Point, N.C.	118	+1	88	+1	86	+18	60	Peoria, Ill.	60	+5	42	+5
54. Wichita-Hutchinson, Kan.	85	+5	75	-5	74	+3	58	Lexington, Ky.	58	+21	54	+6
55. Flint-Saginaw-Bay City, Mich.	130	+7	40	-7	82	-7	90	Burlington, Vt.-Plattsburg, N.Y.	23	+35	51	-2
56. Richmond, Va.	83	+20	84	-2	62	-10	74	Tucson, Ariz.	47	+2	36	+3
57. Toledo, Ohio	89	+7	82	-12	78	+7	24	Sioux Falls-Mitchell, S.D.	24	+4	63	+11
58. Little Rock, Ark.	110	+3	74	-3	79	-1	-	Lansing, Mich.	-	-	52	-7
59. Shreveport, La.-Texarkana, Tex.	91	-10	90	+80	52	-30	33	New Bern-Greenville, N.C.	33	-3	44	-10
60. Knoxville, Tenn.	45	+36	92	+5	82	-12	75	Baton Rouge	75	+17	52	+6
61. Syracuse, N.Y.	84	+4	85	-3	79	-1	57	Huntsville-Decatur-Florence, Ala.	57	+2	55	+4
62. Mobile Ala.-Pensacola, Fla.	81	-2	87	+12	56	-3	46	Austin, Tex.	46	+21	48	-4
							51	Fort Wayne, Ind.	51	-9	39	-5
							32	Columbia, S.C.	32	+10	23	-12
							53	Rockford, Ill.	53	+2	30	-3

InBrief



McGannon



Ritchie

Donald H. McGannon will power down as head of Westinghouse Broadcasting Co., while remaining its chairman. At his recommendation, parent Westinghouse board has transferred chief executive title to **Daniel L. Ritchie**, president and chief operating officer since last August ("Profile," Nov. 27, 1978). Mr. McGannon, 58, said decision was based on "long-standing objective to become more involved in the social and community needs and problems of our lives." Mr. Ritchie, 47, who praised his predecessor as "a broadcaster almost without peer," said he hoped to "build on [the] foundation" laid under Mr. McGannon's direction. Mr. Ritchie will report directly to Robert E. Kirby, chairman and chief executive of Westinghouse Electric. Mr. McGannon said he expects to spend 40% to 60% of his time on broadcasting and the rest on public affairs. "I've had a pretty good ride for 25 years and I want to pay my dues."

NBC News will replace "Weekend" in June with new weekly prime time news magazine anchored by *Tomorrow* host **Tom Snyder**. He will continue with *Tomorrow*, which moves from Burbank to New York. **Paul Friedman**, *Today* executive producer, switches to new newsmagazine. Reuven Frank, *Weekend* executive producer, is said to be "considering a number of special assignments." *Weekend* co-anchors Lloyd Dobyns and Linda Ellerbee will take over NBC News assignments.

CBS/Broadcast Group President **Gene F. Jankowski** wants FCC and staff to "set aside all the paperwork" on its children's TV inquiry "for a few days" and "invite CBS and the other broadcasters to discuss what is being done for children." His contention—in speech at Boston College—was that attacks on children's TV often "are based on programming of the past and do not take into account the present."

Jack G. Thayer, president of NBC Radio division from 1974 until last September, when division was abolished and he was named NBC executive vice president for special broadcasting projects (BROADCASTING, Sept. 25, 1978), **has resigned** to pursue "new opportunities."

Russ Barry, leading contender to succeed Sy Salkowitz as president of **20th Century-Fox TV** division (BROADCASTING, April 2), was appointed to that post last Friday by Alan W. Livingston, president of Fox's entertainment group, who had been interim president. Mr. Barry has been senior VP for network program sales and worldwide syndication.

Kenneth F. Gorman, senior vice president, with responsibility for finance and research, Viacom International, New York, **named president**, newly created **Viacom Entertainment Group**. Reporting to Mr.

Anne Jones goes home to take her oath

Attended by other prominent Washington figures who studied at Boston College, the newest FCC commissioner is sworn in

Among family and friends and amid familiar surroundings, Anne P. Jones was sworn in last week as a member of the FCC. Although most new commissioners are sworn in in Washington, she broke with tradition by taking the oath at the place where, she said, it had all started—Boston College.

It was not clear who took more satisfaction from the occasion—Miss Jones or the faculty and administration of the college. For although Miss Jones was the star, she was not the only BC graduate to whom the college president, the Rev. J. Donald Monan, S.J., could, and did, point with pride at the Gasson Hall ceremony.

There were, of course, two present members of the FCC—Chairman Charles D. Ferris (BC, '54, and law, '61) and Joseph Fogarty (law, '59)—and U.S. District Judge David Nelson (BC, '57, and law, '60), whom Miss Jones had asked to administer the oath. Indeed, the event was special for Judge Nelson, a former state court judge who had assumed the federal bench only the Friday before. "I'm thrilled," he said. "This is the first responsibility of mine since becoming a federal district court judge."

For Chairman Ferris, who spoke briefly, it was "one of the most delightful occa-



Tale of two cities. The FCC's newest commissioner began her week in Boston last Monday, being sworn in at Boston College by Judge David Nelson while FCC Chairman Charles Ferris stood by. After a champagne reception (among the guests: her mother, Mrs. Helen G. Jones), she went to Washington for two FCC receptions and a greeting by Robert E. Lee.

sions" in which he had participated at Boston College.

But Chairman Ferris also brought with him a bit of the shadow of the controversy and rumor that has dogged the Jones nomination—that, although a Republican, she had been chosen to assure him a fourth vote on the seven-member agency. It is no secret that they had been class-

mates at BC law school and that he had suggested her to the White House when a search was on for a successor to Margita White. To the some 70 guests at the ceremony, none of whom probably had any doubts on the subject, the chairman stressed Miss Jones's independence. "She has always been her own person," he said.

(Another possible portent of controver-

Gorman are Ave Butensky, president, Television Program Group, and Jeffrey Reiss, president, Showtime pay TV service (Viacom-Teleprompter Corp. joint venture). Mr. Gorman previously had been Viacom International controller, then senior vice president, finance.

Tandem Productions, with fourth-networking in mind, says it has joined ABC, CBS and NBC in competition for U.S. TV rights to 1984 Olympic Games in Los Angeles. Los Angeles Olympic Organizing Committee last week claimed commitments for \$750,000 deposit from each party wanting to enter talks; after May 1 deadline, new competitors also will have to pay unspecified penalty fee. Deposits will be returned to losers.

Two subsidiaries of **Cox Cable Communications** have been awarded cable TV franchises in Oklahoma City. Projected construction time is 40 months. Thirty-five-channel system will have more than 1,800 miles of cable passing 160,000 homes.

Total public broadcasting income from all sources for fiscal year ending Sept. 30, 1978, was \$541.4 million, according to figures released by Corporation for Public Broadcasting last week. Nonfederal support rose 11% to \$385,032,000. Federal government's share—\$156,436,000—accounted for 28.9% of system's funds.

WFAA-TV Dallas's decision to drop evangelist James Robison from its schedule has generated storm of protest reaching from Dallas to Washington. Station has received "several thousand letters and phone calls" since cancelling Mr. Robison following Feb. 25 program when he made another in series of attacks on homosexuality. Station said it felt

fairness doctrine required it to give time to homosexual group and that continuing Mr. Robison on air would mean continuing obligation to afford reply time. Because of station's explanation, FCC has come in for criticism from Dallas area residents accusing it of forcing cancellation. Last week commission staff, in form letter responding to some 30 complaints, said it has "never directed WFAA-TV to remove Mr. Robison from the air." It also said it has never ordered any licensee to include anyone on its schedule. Commission, letter added, is barred by statute from doing either.

Connecticut Governor Ella T. Grasso has signed legislation **prohibiting surprise searches of newsrooms.**

National Park Service will honor late **Edward R. Murrow** by naming small Washington park after him later this month. Park occupies triangle of land just opposite building at 1776 Pennsylvania Avenue where Mr. Murrow headed U.S. Information Agency (now International Communications Agency) between 1961 and 1963. Mr. Murrow's widow, Janet, and Eric Sevareid, colleague at CBS News, will take part in dedication ceremony April 25.

National Association of Broadcasters has named **Larry Tierney** acting director of membership. Mr. Tierney, field representative for association until now, replaces **Robert Mitchell**, who resigned as vice president for membership last Monday after only two months in job.

National Association of Broadcasters' offer to send **free audio cassettes** to radio delegates who complained they could not attend simultaneous sessions—reported by BROADCASTING April 2—is limited to **one tape per customer.**

sy was present in the form of Peggy Charren, president of Action for Children's Television, whose home is in the Boston College area and who dropped in for the ceremony. But when a Washington visitor suggested, jokingly, she had come to quiz Miss Jones on her views regarding children's programming, Mrs. Charren turned that aside with, "This is a party.")

Miss Jones did not add much to the amount of rhetoric at the occasion. "This is an exciting day," was about it.

It was also a full day. In the afternoon, she flew back to Washington, where she met the commission staff in a reception in the commission meeting room and, later still, received close friends and members in her office.

But it was in Gasson Hall's old recitation

room, with its medieval-style touches—stained glass windows, intricately carved wood, and an allegorical mural of learning and religion coming together at the chair of St. Peter dominating all—where she seemed most comfortable.

As guests at the reception that was catered by Boston College ("after all, it's a great day for BC," said one member of the administration) drank coffee, munched on cakes or sipped champagne (a cork had popped tantalizingly, as the ceremony was closing), she accepted congratulations on the wisdom of her choice of location.

For her the choice had been natural. Not only was it convenient for family and old friends, but, she recalled that as a resident of nearby Arlington, Mass., she had gone to BC originally with the intent of taking

just one night course. But, she said, Father Paul Ryan, who was then the dean (and among those in attendance last week) told her: "You can't do that. If you're going to come, take a full load of courses." She did, going nights and weekends and summers, and graduating after five years, in 1958. Three years later, she graduated from law school, where she was a member of the Order of Coif. In the years since, she has held top staff posts with the Securities and Exchange Commission and the Federal Home Loan Bank Board, where she served as general counsel. And last year, she received the Boston College Alumni Award of Excellence in Public Service.

"Here," she said, "is where it all started."



The good versus the best. The FCC last week received an extensive briefing on the system of closed captioning for the deaf that is expected to go into operation early next year (BROADCASTING, March 26). The commissioners, at the same time, heard a minidebate over the relative merits of that system, developed by the Public Broadcasting Service with Health, Education and Welfare funding, and teletext, which is said to have the potential for providing not only captioning but hundreds of pages of information at the push of a button, but which has yet to be fully developed and tested in the United States.

CBS, which has declined to participate with PBS, ABC and NBC in the captioning project because of a commitment to teletext development, was described as "troubled" by a proposal that may already be "outdated." It is also concerned that the captioning system, which uses line 21 of the vertical blanking interval, will impede development of a more "comprehensive" system. (A discussion of these and other technical issues is contained in "The Dallas Debriefings," beginning on page 68.) The strength of the PBS/HEW system was said to be that it is available now.

And some commissioners expressed disappointment at CBS's refusal to cooperate in the captioning project and provide programming for it. (ABC and NBC are to provide five hours of prime-time programming each week, and PBS, 10 hours.) "I've heard the best is the worst enemy of the good," said Charles D. Ferris. Waiting for the best, he said, delays service for the deaf. "Why don't you do both?" Commissioner Joseph Fogarty asked of Gene Mater, vice president and assistant to the president of the CBS/Broadcast Group. "We feel we have a commitment to teletext, in terms of money and resources," said Mr. Mater. CBS is testing two teletext systems at its KMOX-TV St. Louis. "I think you have exercised bad judgment," Commissioner Fogarty responded.

CBS received some support from William Putnam, of Springfield Television Corp., who participated as chairman of a National Association of Broadcasters committee on ancillary television broadcast services, but who said he was speaking neither for the NAB nor the committee. He had seen the British teletext system, Ceefax, thought it far superior to the captioning system, and suggested the U.S. simply adopt it and not attempt to "reinvent the wheel." However, Dan Wells, PBS vice president for operations and engineering, said, "We have a system that works for the purpose at reasonable cost." He said the cost of a British television set equipped to decode Ceefax is \$400 to \$500 above that of a non-teletext set. Costs for decoding the line 21 system are substantially less—\$220-\$250 for an adapter and \$500 for a color set with decoding equipment.

But he was not more hopeful than Mr. Mater in response to commissioners who hoped both systems could be used—the PBS/HEW now, teletext later, when developed. "We don't have a compatible system," he said.

Shown in the top photograph are (l to r) Julius Barnathan and Leonard Maskin, both ABC; Mr. Putnam, Mr. Mater and Howard Monderer, NBC. The commission's closed-circuit video tape of Chairman Ferris's opening remarks was used in a demonstration of the captioning technique. In the bottom photograph are (l to r) Dr. Edward Martin, deputy commissioner of education, HEW; Myron Curzan, consultant to PBS and director of the captioning project; Mr. Wells, and Jeffrey Krauss, FCC.



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All together now: Van Deerlin, Hollings and Goldwater bills

A comparison of all three omnibus Communications Act revisions in the House and Senate hopppers makes it clear the sponsors have their work cut out for them—if they are to achieve Lionel Van Deerlin's goal of passage by next March. The most striking thing about all three measures, when placed side by side, is how divergent they are. There is H.R. 3333 by Representatives Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Broyhill (R-N.C.), the offspring of 1978's rewrite bill that started the whole revision process rolling. H.R. 3333 remains a top-to-bottom rewrite; any vestiges of the old Communications Act in it are not to be found in their original form. S. 611, by Mr. Van

Deerlin's counterpart, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), Commerce Committee Chairman Howard Cannon (D-Nev.) and Senator Ted Stevens (R-Alaska), is a "renovation," which leaves intact much of the current act. Its treatment of broadcast issues is in light brush strokes compared to the sweeping changes called for in the rewrite and in S. 622 by Senators Barry Goldwater (R-Ariz.), Harrison Schmitt (R-N.M.) and Stevens (again).

Following is a comparison of the chief provisions of the three measures that affect broadcasting and cable television. After that, beginning on page 34, are extensive excerpts of the three bills.

H.R. 3333

S.611

S.622

FEES

Would raise estimated \$150 million annually if fully in effect now, about 80% from television. Size of broadcast fee is specified in bill, to be "phased in" over 10 years in increments of 10%. Money to go into general fund; it is not earmarked for public broadcasting or other programs, as in last year's bill.

Would raise about \$80 million annually, nearly all (\$77 million) from VHF TV. Money not earmarked for public broadcasting, FCC or other programs. Fee level for broadcasting is set in bill, not to exceed 10% of station's annual net income before taxes.

Would charge fee based only on cost of regulation, not on basis that spectrum users profit from public resource—as does S. 611. FCC, ultimate recipient of funds, would determine size.

LICENSE TERMS

Would make radio license terms indefinite. Would lengthen TV terms to five years for two terms, then make them indefinite, as well.

Would make radio license terms indefinite, but have the FCC "audit" 5% of all licenses every year. Would lengthen TV licenses to five years.

Would make radio license terms indefinite. Would lengthen terms of TV licenses in markets 26-100 to four years, lengthen those in markets beyond 100 to five years, leave others at three.

RENEWAL STANDARDS

For TV license, commission is authorized to grant renewal if it finds "that the purposes of this act will be furthered by renewal."

Silent on renewal standard. Would permit FCC to continue to apply different procedures to different renewal cases, without statutory renewal standard.

Would require renewal if licensee "substantially met" community problems, needs and interests during preceding term.

RENEWAL PROCEDURES

Would do away with comparative proceeding, both for new license assignments and renewals. For new assignment, would require lottery, giving minority applicants two chances each to win. For renewal situations, would require commission to deal with incumbent alone. If license is denied or revoked, it goes into lottery.

Would maintain comparative renewal procedure, but would prohibit FCC from considering other media interests in comparative hearings if incumbent is in compliance with general rules relating to crossownerships. FCC also barred from considering station's integration of management and ownership at renewal time.

Would do away with comparative proceeding for new assignments, substituting lottery system. Would keep comparative proceeding for renewal cases, but institute two-step process, wherein FCC first determines if renewal applicant has met renewal criteria. If it has, commission has option to terminate at that point.

RADIO DEREGULATION

Would do away with nearly all but technical regulation of radio, eliminating fairness doctrine, equal time, EEO enforcement and program format regulation. Drafters say it would also in effect bar commission from requiring TV and radio stations to refuse advertisements for products that are legally sold. Current ascertainment rules on TV and radio would be eliminated but commission would not be prohibited from developing new ones. Would also try to reduce paperwork by combining station application and construction permit.

No provision.

Would do away with: guidelines for presentation of news, public affairs and local programming; community ascertainment; regulation of program formats; fairness doctrine (but equal time and personal attack rule would be retained); requirement to keep program logs. Commission also prohibited from requiring broadcasters to refuse advertisements of products that are legally sold.

TV DEREGULATION

Would continue to enforce fairness doctrine (although only at renewal time) and partial equal time (no requirement to carry candidate commercials, but if station sells to one, it must sell to all; no lowest unit rate requirement), as well as EEO regulation during two five-year renewal periods. During restricted terms, stations must also present news, public affairs and locally produced programs "throughout the broadcast day." After 10 years, TV—like radio—is completely deregulated.

No provision.

Would require FCC to look for ways to cut back on TV regulation and to make annual progress reports to Congress. Would give Congress veto power over any new rule that would add to TV regulation. Enforcement of fairness doctrine and equal time would continue for TV.

H.R. 3333**S.611****S.622****OFFICE OF DEREGULATION**

No provision.

No provision.

Would create Office of Deregulation at FCC to monitor all radio, TV and common carrier deregulatory activities.

OWNERSHIP LIMITATIONS

Only limitation on radio ownership is one AM and FM station per owner per market; bill's drafters say total number of radio stations one entity may own is unrestricted. Incorporates FCC's current limit of seven TV stations per group. No more than one TV per market. (Can be in same market with co-owned AM and FM.)

No provision.

No provision.

SPECTRUM CHANGES

Incorporates Representative Paul Findley's (R-III.) bill requiring commission to assign spectrum space so every community in country, "regardless of the size," has maximum, full-time AM service. Instructs commission to consider expanding daytime-only to full-time operations. Would require commission to submit to Congress any rule change that would substantially affect broadcast assignments.

Would create National Commission on Spectrum Management to recommend improvements in allocation and management of spectrum.

Would protect current status of clear-channel stations.

PUBLIC PARTICIPATION

Would permit commission to reimburse citizen groups for participation in rulemakings and most other proceedings. Broadcast license proceedings would be exempt, however.

No provision.

No provision.

PUBLIC INTEREST STANDARD

Would permit commission regulation in communications only when "marketplace forces fail to protect the public interest." Rewrite authors say mandate would restrict FCC discretion far more than does current law.

Would maintain current FCC mandate to regulate broadcasting in terms of "public interest, convenience and necessity."

Would maintain current FCC mandate to regulate broadcasting in terms of "public interest, convenience and necessity."

CABLE TV REGULATION

Would eliminate all current government regulation of cable, prohibiting restrictions on pay cable, distant signals and access channels. As trade-off, would establish "program consent," requiring cablecaster to obtain consent either of broadcaster or program owner before retransmitting program.

Would permit federal regulation of cable, but would shift burden of proof to broadcaster to demonstrate need for distant signal regulations. Such restrictions could be instituted on market-by-market basis.

Would permit federal regulation of cable, but leave current system intact. Burden of proof would remain on cable to get distant signal rules removed. FCC also would be authorized to adopt antisiphoning rules protecting broadcast sports events. Provides for federal regulation of cable EEO, cable access channels, access for political candidates, equal time and fairness doctrine.

CABLE CROSSOWNERSHIP

Would leave it to Justice Department to decide whether broadcast crossownership of cable systems should be prohibited.

No provision.

Would permit broadcasters to own and operate cable systems, including co-located.

CABLE PROGRAMING/SYSTEM SEPARATION

No provision.

Would permit continued joint ownership of cable facilities and program production, but only if operated under subsidiaries working at arm's length.

Would permit combined ownership of facilities and program production, except by telephone companies.

TELEPHONE COMPANIES IN CABLE

Would permit telephone company ownership of cable, but says if telco begins offering pay cable or other services that go beyond traditional cable's retransmission of broadcast signals, it must make facilities available to all who would do the same.

Would permit telephone companies to own cable systems operated by others.

Would permit telephone companies to own cable facilities, but not to control entertainment and news gathering.

H.R. 3333 also contains extensive revision of the structure of the FCC (and its name, which would be changed to Communications Regulatory Commission), the National Telecommunications and Information Administration and public broadcasting (BROADCASTING, April 2), none of which are affected by either of the Senate measures. It also incorporates Representative Andrew Maguire's (D-N.J.) bill to require the commission to assign commercial VHF stations to New Jersey and Delaware.

The fine print: major excerpts of the three bills

H.R. 3333

Title I—General Provisions

Findings and Purpose

Sec. 101. (a) The Congress hereby finds that the regulation of interstate and foreign telecommunications is necessary, to the extent marketplace forces are deficient, in order to—

(1) make available to the people of the United States nationwide and worldwide telecommunications services which are diverse, reliable, and efficient, and which are universally available at affordable rates; and

(2) meet the needs of United States foreign policy, the national defense, and the safety of life and property.

(b) It is the purpose of this Act to establish certain requirements relating to the regulation of interstate and foreign telecommunications, which shall apply to the extent that marketplace forces fail to protect the public interest . . .

Title IV—Spectrum Use and Licensing

Part A—General Provisions Findings

Sec. 411. The Congress hereby finds that—

(1) the public interest is best served when marketplace forces, rather than government regulation, determine the development, introduction, and availability of technologies and services which use the electromagnetic frequency spectrum, except that, where it has been determined that marketplace forces are deficient, the Congress finds that government regulation in the public interest is necessary and appropriate;

(2) The spectrum is a scarce public resource, and licenses granted by the Commission for its use confer benefits to licensees;

(3) if incentives were established the spectrum could be used more efficiently; and

(4) such incentives would be established by requiring licensees using the spectrum to pay annual spectrum resource fees.

Requirement of license

Sec. 412. (a) No person shall use or operate any equipment for the provision of broadcast services or land mobile or other radio services, except in accordance with the provisions of this title and with a license granted by the Commission under this title.

(b) (1) Any applicant for a license to provide broadcast services or land mobile or other radio services, which involves construction of a station or other facility, shall file with the Commission an application which sets forth such information as the Commission may by rule require. Such application shall contain the date upon which the station or other facility is expected to be completed and in operation. The Commission shall not grant a license to any applicant under this subsection if the Commission determines that the applicant has engaged in any such construction before receiving the license.

(2) The granting by the Commission of any application for a license which involves construction of a station or other facility shall constitute a license for the actual operation of the station or other facility involved, except that such license shall be forfeited by the licensee if the station or other facility is not completed for operation by the date specified in the license, or within such additional period as the Commission may allow, unless such completion is prevented by causes which are not under the control of the licensee.

Powers and duties of commission

Sec. 413. (a) In order to insure the most efficient and diverse use of the electromagnetic frequency spectrum, the Commission—

(1) shall examine the use of the amplitude modulation radio broadcast band, and shall assign such spectrum and distribute licenses in a manner which insures that each community in the United States, regardless of the size of the community, is provided with the maximum full-time radio broadcast services;

(2) shall distribute licenses for very high frequency commercial television broadcast stations in a manner which insures that there will be located in each of the several States, and the District of Columbia, at least one such station for which a license has been issued by the Commission;

(3) shall study and provide for an efficient system for assignment of the electromagnetic frequency spectrum;

(4) shall prescribe such rules as it considers necessary to prevent interference between stations;

(5) shall prescribe rules relating to the design and use of various types of transmitting apparatus in order to minimize interference and to im-

prove the quality of the transmissions from each station and from apparatus used by each station;

(6) subject to the provisions of subsection (c), shall prescribe rules governing the interference potential of equipment which shall apply to the manufacture, import, sale, offer for sale, shipment, or use of such equipment;

(7) shall prescribe such rules as may be necessary to carry out any international telecommunications treaty or convention, or regulations annexed to any such treaty or convention, including any treaty or convention insofar as it relates to the use of radio services, to which the United States is or may hereafter become a party;

(8) shall assign frequencies for individual stations, and determine the power which each station shall use and the time during which it may operate;

(9) shall classify stations and shall prescribe the nature of service to be rendered by each class and by each station within a class;

(10) shall determine the location of classes of stations or individual stations;

(11) may establish areas or zones to be served by any station;

(12) may regulate the performance characteristics of television receivers which are shipped in interstate commerce, or are imported from any foreign nation into the United States, for sale or resale to the public;

(13) may inspect all radio service installations associated with stations which are required to be licensed by any law or which are subject to the provisions of any law or any treaty or convention binding on the United States, to determine whether in construction, installation, and operation such installations conform to rules prescribed by the Commission, the provisions of any law, the terms of any treaty or convention binding upon the United States, and the conditions of the license or other instrument of authorization under which such installations are constructed, installed, or operated;

(14) may designate call letters of all stations;

(15) may require publication of such call letters and of such other announcements and data as in the judgment of the Commission may be required for the efficient operation of stations; and

(16) may require stations to keep records of such information as the Commission finds necessary to exercise its powers and duties under this Act.

(b) In carrying out the distribution of licenses for the amplitude modulation radio broadcast band in accordance with subsection (a)(1), the Commission shall take into account—

(1) the amplitude modulation channel spacing systems in effect in foreign nations, in order to insure that the system in effect in the United States is compatible with systems in general use in foreign nations;

(2) the desirability of using all allocated electromagnetic frequency spectrum fully and efficiently in all areas of the United States;

(3) changes in technology which make possible more efficient use of the spectrum;

(4) the need of amplitude modulation radio broadcast stations which are licensed to operate on less than a full-time basis on the effective date provided for in section 806(a) to provide their audiences with full-time radio services; and

(5) the need for additional full-time amplitude modulation radio broadcast stations which are owned and controlled by minority individuals . . .

(d) (1) In any case in which the Commission, in accordance with the authority established in subsection (a), proposes a rulemaking to make any substantial change in the assignment of the electromagnetic frequency spectrum for use by broadcast stations, the Commission shall submit the final rule which proposes to make such change to each House of the Congress. The Commission shall include in such submission a statement which—

(A) lists and explains the reasons for the proposed change;

(B) analyzes the impact which such proposed change may have on the operation of the spectrum resource fee provisions in section 414; and

(C) recommends such changes in such spectrum resource fee provisions as the Commission considers necessary or appropriate, taking into account the conclusions of the analysis conducted by the Commission under subparagraph (B).

(2) No final rule submitted by the Commission to the Congress under paragraph (1) may take effect unless such final rule is approved by a concurrent resolution adopted by the Congress.

Spectrum resource fee

Sec. 414. (a) The Commission shall assess an annual spectrum resource fee in accordance with this section for all users of the electromagnetic frequency spectrum licensed by the Commission under this Act. Such fee shall take into account—

(1) the cost to the Commission of processing the license; and

(2) the scarcity value of the spectrum being assigned, except that the Commission may waive such factor in computing the fee if it determines that such value is minimal, and the commission shall waive such factor if it determines that—

(A) the user is a State or a political subdivision of a State;

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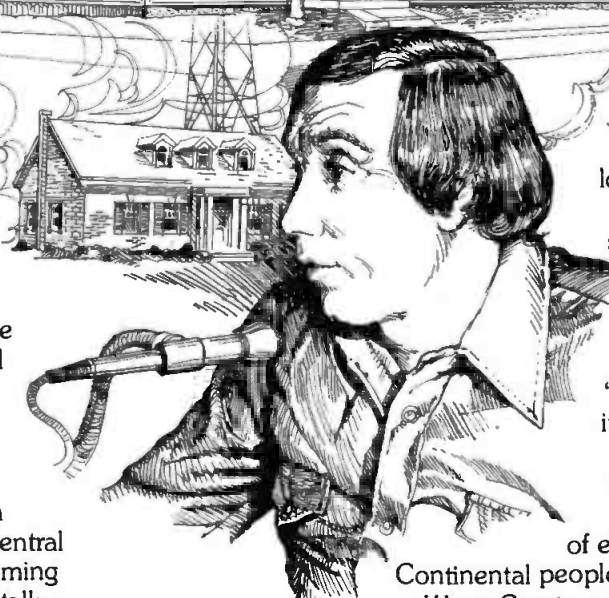


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We at Continental compliment WRVA on their fine operation. They knew what they wanted in a 50 kW AM transmitter. So did we.

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(B) the user is a public broadcast station (as defined in section 482(6)); or

(C) the license is required by a treaty or provision of international law.

(b)(1) The Commission shall develop fee schedules setting forth costs and scarcity values not later than one year after the effective date provided for in section 806(a)*, and shall use such schedules in assessing fees under subsection (c). Before the establishment of the fee schedules required in this section, the Commission shall continue to assess fees under such fee schedules as are in effect on such effective date.

(2) The Commission, in establishing the fee schedules for television and radio broadcast services required in this section, shall consider the scarcity value of a broadcast license to be equal to the sum of—

(A) an amount equal to .25% of that portion of the gross revenues of the licensee, for the most recent complete calendar year, which does not exceed \$1,000,000;

(B) an amount equal to 2.5% of that portion of such gross revenues which exceeds \$1,000,000 but does not exceed \$10,000,000; and

(C) an amount equal to 10% of that portion of such gross revenues which exceeds \$10,000,000.

(c)(1) The Commission shall assess the fees provided for in subsection (b) in amounts equal to the sum derived from the addition of—

(A) the cost of processing the license involved; and

(B)(i) the applicable percentage (as specified in paragraph (3)) of the scarcity value of the spectrum being assigned; or

(ii) in the case of land mobile radio service licensees, the lesser of—

(I) the applicable percentage (as specified in paragraph (3)) of the scarcity value being assigned; and

(II) the applicable percentage (as specified in paragraph (3)) of the amount derived under paragraph (2) . . .

(3)(A) For the calendar year in which the initial fee schedules established by the Commission under subsection (b)(1) first take effect, 10% of the total scarcity value or 10% of the amount derived under paragraph (2), whichever is applicable, shall be used in deriving the sum specified in paragraph (1).

(B) The percentage of the scarcity value or the amount derived under paragraph (2), as the case may be, which shall be used in calculating the sum derived under paragraph (1) shall be increased in each calendar year following the first calendar year by adding 10% of the total scarcity value or the amount derived under paragraph (2), as the case may be, until such percentage is equal to 100% of the scarcity value or such amount, as the case may be.

(d)(1) All moneys received for fees under this section shall be accounted for by the Commission and paid into the general fund of the Treasury of the United States.

(2) The Commission shall submit an annual report to the Congress showing the fee schedules for the previous fiscal year and the amounts received from each particular class of user.

Requirements applicable to granting license applications

Sec. 415. (a) The Commission, subject to the limitations of this title, shall grant to any applicant a license for the use or operation of any equipment for the provision of broadcast services or land mobile or other radio services . . .

(d)(1)(A) In the case of any newly assigned frequency, or any frequency for which a license has been revoked or denied by the Commission, if there is more than one applicant for such frequency, then the Commission shall—

(i) review the application of each applicant to determine, on the basis of information submitted by the applicant in accordance with section 417(a), whether the applicant involved is eligible to receive a license; and

(ii) upon completion of the review required in clause (i), grant the license to an eligible applicant based on a system of random selection.

(B) If the frequency to be assigned by the Commission will be assigned to a television or radio broadcast station and such frequency has not been assigned previously by the Commission, then such system of random selection shall provide that each minority applicant for the frequency involved shall be represented twice in the random selection process. The Commission shall establish such system not later than six months after the effective date provided for in section 806(a).

(2) For purposes of this subsection, the term "minority applicant" means any minority individual, or any business—

(A) more than 50% of which is owned by minority individuals; and

(B) which is controlled by minority individuals; submitting an application to the Commission for a frequency assignment . . .

Applications for licenses

Sec. 417. (a) All applications for licenses under this title, or for modifications or renewals of such licenses, shall set forth such facts as the Commission may prescribe by rule as to—

(1) the citizenship, character, and technical and other qualifications of

the applicant to operate the station involved;

(2) the financial condition of the applicant, except that the Commission shall have authority to request only such information as may be necessary to determine whether the financial condition of the applicant is sufficient to enable the applicant to initiate operation of the station or facility involved;

(3) the ownership and location of the proposed station and of any station with which it is proposed to communicate;

(4) the frequencies and the power desired to be used; and

(5) the hours of the day or other periods of time during which it is proposed to operate the station . . .

Revocation of licenses; cease and desist orders

Sec. 418. (a) The Commission may, on its own motion or on the basis of a petition submitted to the Commission, revoke any license granted by the Commission under this title—

(1) for false statements knowingly made either in the application or in any statement of fact which may be required under this Act;

(2) because of the existence of conditions which would have caused the Commission to refuse to grant a license on an original application;

(3) for willful or repeated failure to operate substantially as set forth in the license;

(4) for willful or repeated violation of, or willful or repeated failure to observe, any provision of this Act, or any rule of the Commission under this Act or under a treaty ratified by the United States;

(5) for violation of, or for failure to observe, any final cease and desist order issued by the Commission under this section; or

(6) for violation of section 1304, 1343, or 1464 of title 18, United States Code.*

(b) If any person—

(1) has failed to operate substantially as set forth in a license;

(2) has violated or failed to observe any of the provision of this Act, or section 1304, 1343, or 1464 of title 18, United States Code; or

(3) has violated or failed to observe any rule of the Commission under this Act or under a treaty ratified by the United States;

then the Commission may order such person to cease and desist from such action.

(c)(1) Before revoking any license on its own motion under subsection (a), or before issuing any cease and desist order under subsection (b), the Commission shall serve upon the licensee or other person involved an order to show cause why an order of revocation or a cease and desist order should not be issued.

(2) Any such order to show cause shall contain a statement of the matters with respect to which the Commission is inquiring and shall require the licensee or other person to appear before the Commission at a time and place stated in the order, but in no event less than 30 days after the receipt of such order, and give evidence upon the matter specified in the order. If an emergency is involved, the Commission may provide in the order for a shorter period.

(3) If the Commission, after conducting a hearing or after the waiver of a hearing, finds that a revocation order or a cease and desist order should issue, then it shall issue such order, which shall include a concise statement of its findings, including the grounds and reasons for such findings, an order carrying out such action, and the effective date of such order. The Commission shall cause the order to be served on the licensee or other person involved.

(d)(1)(A) Any party in interest may file with the Commission a petition to revoke any license granted by the Commission under this title. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that grounds exist for such revocation. The petition shall be filed within a reasonable period after the petitioner has knowledge of the existence of such grounds. The Commission shall give expeditious treatment to any petition filed under this subparagraph.

(B) The Commission may, when appropriate, grant the petitioner a right of discovery regarding any matter which is not privileged under law or rules governing practice before Federal courts, and which is relevant to the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery. Such period may be extended only for good cause shown.

(C) The petitioner shall serve a copy of such petition and any amendments to such petition on the licensee. Any allegations of fact in the petition, except for those of which official notice may be taken, shall be supported by affidavit of any person with personal knowledge of such facts. The licensee shall be given the opportunity to file a reply in which allegations of fact or denials of such allegations shall similarly be supported by affidavit.

(2)(A) If the Commission finds, on the basis of the petition, the pleadings filed, or other matters of which it may officially take notice, that there

*Section 806(a) establishes the effective date of the new act as the time that at least three of the five members of the new CRC will have taken office.)

* (Those sections of the criminal code make it a federal crime to broadcast fraudulent information, lottery information or obscene language.)

are no substantial and material questions of fact, then the Commission shall take the action required by the evidence before it to either revoke the license or to continue the license in effect. In either case the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee.

(B) If a substantial and material question of fact is presented or if the Commission for any other reason is unable to take action without a hearing, it shall proceed as provided in paragraph (3). After a hearing under paragraph (3), the Commission shall issue a concise statement of reasons for its action which shall dispose of all substantial issues raised by the petition. If the Commission determines that the license should be revoked, then the statement shall further include an order carrying out such revocation, and shall specify the effective date of the order. The Commission shall cause the order to be served on the licensee.

(3)(A) In any case in which the Commission is required to proceed under this paragraph, the Commission shall formally designate the license for hearing and shall notify the licensee and all other known parties in interest of such action, and the grounds and reasons for such action, specifying with particularity the matters in issue.

(B) When the Commission has so designated a license for hearing, any party in interest who is not notified by the Commission of such action may acquire the status of a party to the proceeding by filing a petition for intervention, showing the basis for his interest, not more than 30 days after publication by the Commission of the hearing issues, or any substantial amendment to the hearing issues, in the Federal Register. Any hearing subsequently held upon such license shall be a full hearing in which the licensee and all other parties in interest shall be permitted to participate.

(4) In the case of television broadcast station licenses, the provisions of this subsection shall apply only to those licenses which have been granted or renewed for an indefinite period under section 461(b)(1)(A).

(e) In any case in which a hearing is conducted under this section, both the burden of proceeding with the introduction of evidence and the burden of proof shall be on the Commission, if it initiates the proceeding. If the proceeding is initiated by a petition to revoke a license, then such burdens shall be on the petitioner.

(f) All actions taken by the Commission under this section shall be completed, and an order shall be issued by the Commission, not later than 90 days after the date upon which the last pleading was filed in the proceeding involved...

Filing of information

Sec. 420. (a) In order to expedite action in any proceeding involving licenses, and in order to avoid needless expense to licensees, the Commission shall not require any licensee to file any information which previously has been furnished to the Commission or which is not directly material to the considerations to be resolved in the proceeding. The Commission may require the furnishing of any new or additional facts which it needs in order to make its findings.

(b) Pending any hearing and final decision in any proceeding specified in subsection (a), and also pending the disposition of any petition for rehearing under section 514, the Commission shall continue in effect the license involved.

Assignment and transfer

Sec. 421. No license, or any rights under such license, may be transferred, assigned, or disposed of in any manner, voluntarily or involuntarily, directly or indirectly, or by transfer of control of any corporation holding such license, to any person except upon application to the Commission and upon a finding by the Commission that the purposes of this Act will be served by such action. Any such application shall be disposed of by the Commission as if the proposed transferee or assignee were making application under section 417 for the license involved. The Commission, in acting on any such application, may not consider whether the purposes of this Act would be served by the transfer, assignment, or disposal of the license to a person other than the proposed transferee or assignee.

Prohibition of censorship

Sec. 422. (a) Except as provided in subsection (b), nothing in this Act shall be construed to give the Commission the power to censor or otherwise regulate the content of any transmission by any person using or operating any equipment for the provision of broadcast services or land mobile or other radio services.

(b) The provisions of subsection (a) shall not be construed to restrict or otherwise affect the authority of the Commission to carry out the provisions of section 462, 463, or 483...

Restriction of regulatory authority

Sec. 424. (a) No State shall have any authority to regulate rates and terms for any telecommunications service which is provided under a license issued by the Commission in accordance with this title.

(b) The Commission shall not have any authority to include in any license issued by the Commission under this title any term or condition which is inconsistent with any limitation imposed upon the regulatory authority of the Commission in title III or with any other provision of title III...

Part C—Broadcast Services Subpart 1—General Provisions Restrictions on Ownership

Sec. 451. (a) No person may be granted a license by the Commission under this title if the granting of such license would result in such person owning, operating, or otherwise controlling, directly or indirectly, more than one television broadcast station, amplitude modulation radio broadcast station, and frequency modulation radio broadcast station in the same market.

(b) The Commission shall not approve any application for a television broadcast station license if the applicant, as the result of the approval of such application, would own, operate, or otherwise control, directly or indirectly, more than seven television broadcast stations.

(c) Nothing in this section shall be construed to require divestiture by any licensee of any interest in any television or radio broadcast station which is held by such licensee on the effective date provided for in section 806(a) and which is not consistent with the provisions of this section.

Financial reporting

Sec. 452. The Commission shall by rule require each broadcast station licensee to file with the Commission such financial information as the Commission considers necessary to enable it to discharge its responsibilities under this Act. The Commission shall, not later than 180 days after the effective date provided for in section 806(a), adopt a system of reporting designed to produce uniform data in connection with the filing of financial information under this section. Any financial information which is filed with the Commission under this section shall be for the official use of the Commission and may not be disclosed by the Commission except in aggregate form...

Unauthorized use of programs

Sec. 453. (a) No person within the jurisdiction of the United States shall—

... (2) rebroadcast or otherwise retransmit any program or portion of a program originated by a broadcast station without the express authority of such station or of the person who owns or controls the exclusive rights to the program involved.

(b) Except as otherwise provided in subsection (a), the Commission shall not have any authority to establish or enforce any restriction, requirement, or other rule or regulation relating to the retransmission by any person of any program or portion of a program originated by a broadcast station. No State or unit of general local government shall have any authority to establish or enforce any such restriction, requirement, or other rule or regulation.

Subpart 2—Television Broadcast Services Television license terms

Sec. 461. (a)(1) The term of any license granted by the Commission after the effective date provided for in section 806(a) for the operation of any television broadcast station shall be for a period, not to exceed five years and any such license may be revoked or denied as provided for in this title. Upon the expiration of a television broadcast station license, the licensee may reapply to the Commission for renewal of the license. The Commission may grant the renewal for a period not to exceed five years if the Commission finds that the purposes of this Act will be furthered by such renewal.

(2) The provisions of this section shall apply to any television broadcast station license granted by the Federal Communications Commission before the effective date provided for in section 806(a), beginning on the date on which such license is scheduled to expire.

(b)(1) Except as provided in paragraph (2), at the end of the 10-year period following the effective date provided for in section 806(a)—

(A) the Commission shall grant or renew television broadcast station licenses for an indefinite period of time, subject only to revocation as provided for in this title; and

(B) none of the other provisions of this subpart shall be applicable to television broadcast stations.

(2) If, in the case of any particular television broadcast station licensee, the end of the second complete license term of such licensee beginning after the effective date provided for in section 806(a) occurs after the 10-

year period specified in paragraph (1), then the provisions of paragraph (1) shall apply to such licensee at the end of such second complete license term.

(c) The Commission, not later than nine years after the effective date provided for in section 806(a) and not later than the end of each five-year period thereafter, shall submit a report to the Congress containing—

(1) information relating to—

(A) the number of very high frequency and ultrahigh frequency television broadcast stations in the United States and in each major television broadcast market in the United States, and the number of new stations made available for operation in such markets after the effective date provided for in section 806(a);

(B) the extent of technical parity between very high frequency and ultra high frequency television receiving equipment;

(C) the number of television broadcast stations which are owned and controlled by minority individuals;

(D) The nature of television broadcast services which are being provided by public broadcast stations;

(E) the availability of broadcast signals which are retransmitted by any person in each television broadcast market; and

(F) such other matters as the Commission considers necessary to make the recommendations required in paragraph (2);

(2) an analysis of the information provided under paragraph (1), together with a recommendation with respect to whether the provisions of subsection (b)(1)(B) should continue in effect or should be amended or repealed by the Congress; and

(3) the reasons for such recommendation of the Commission.

Programing requirements

Sec. 462. (a) In addition to the provisions of section 417, the Commission by rule shall require television broadcast station licensees to—

(1) include in their programing the provision of news, public affairs, and locally produced programing (including news and public affairs) throughout the broadcast day; and

(2) devote a reasonable amount of time to controversial issues of public importance and afford reasonable opportunity for the discussion of conflicting views on such issues.

(b) During the period in which subsection (a)(2) is in effect with respect to any particular television broadcast station license, the Commission shall consider and dispose of any complaint which alleges a violation of subsection (a)(2) only in connection with an application for renewal of such license submitted to the Commission under section 464.

Equal opportunity for political candidates

Sec. 463. (a)(1) If any television broadcast station licensee permits any person who is a legally qualified candidate for public office to use any television broadcast station operated by such licensee through the purchase of broadcast time made available by such station, then such licensee shall afford equal opportunities for the use of such station through the purchase of broadcast time to all other such candidates for the office involved.

(2) Such television broadcast station licensee shall have no control over the content or format of any material broadcast under the provisions of this section.

(b) The provisions of this section shall not be construed to impose any obligation or requirement upon any television broadcast station licensee to allow the use of such station by any legally qualified candidate for public office.

Renewal; petitions to deny applications

Sec. 464. (a) In any case in which a television broadcast station licensee submits an application to the Commission for the renewal of a license, the Commission may not consider any competing application for such license in determining whether to renew such license. If the Commission, acting on its own motion or in connection with a petition to deny the application, denies such application for a renewal, then the granting of such license shall be subject to the provisions of section 417 if there is only one applicant for such license or section 415(d) if there is more than one applicant for such license.

(b)(1) Any party in interest may file with the Commission a petition to deny any television broadcast station license application (whether as originally filed or as amended) at any time before the date upon which the Commission grants such application without a hearing, or before the date of formal designation for a hearing with respect to such application, unless the Commission by rule specifies a shorter period in which to file such a petition. Such shorter period shall be—

(A) not less than 30 days following the issuance of public notice by the Commission of the acceptance for filing of such application or of any substantial amendment to such application; and

(B) reasonably related to the period in which the Commission normally would begin processing the application.

(2) The Commission may, when appropriate, grant a petitioner a right of discovery regarding any matter which is not privileged under laws or rules governing practice before Federal courts, and which is relevant to

the granting or denial of the petition filed. The Commission shall allow the petitioner to use information acquired through such discovery to amend or supplement the petition during the 60-day period following such grant of discovery by the Commission. Such period may be extended by the Commission only for good cause shown.

(3) The petitioner shall serve a copy of such petition and any amendments to such petition on the applicant. The petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be inconsistent with the purposes of this Act. Such allegations of fact shall, except for those of which official notice may be taken, be supported by affidavit of any person with personal knowledge of such facts. The applicant shall be given the opportunity to file a reply in which allegations of fact or denials of such allegations shall similarly be supported by affidavit.

(c) If the Commission finds, on the basis of a petition filed under subsection (b), the pleadings filed, or other matters of which it may officially take notice, that there are no substantial and material questions of fact, then the Commission shall take the action required by the evidence before it to either grant or dismiss the petition. In either case the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition. If a substantial and material question of fact is presented, or if the Commission for any other reason is unable to take action without a hearing, it shall proceed to hearing in accordance with section 418(d)(3). After such hearing, the Commission shall issue a concise statement of the reasons for its action which shall dispose of all substantial issues raised by the petition.

(d) In the case of any proceeding under this section, the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the applicant, except that the Commission shall determine which party has the burden of proceeding with the introduction of evidence and the burden of proof on issues raised by a petition to deny the application or a petition to enlarge the issues.

(e) The Commission shall dispose of any proceeding under this section not later than 90 days after the date of filing of the last pleading in such proceeding.

(f)(1) The provisions of this section shall cease to be in effect at the end of the 10-year period following the effective date provided for in section 806(a).

(2) The provisions of paragraph (1) shall not affect any proceedings pending before the Commission at the end of the 10-year period specified in paragraph (1). Orders shall be issued in such proceedings, appeals shall be taken from such proceedings, and payments shall be made under such orders, as if paragraph (1) had not been enacted. Orders issued in any such proceeding shall continue in effect until modified, terminated, superseded, or repealed by the Commission, by a court of competent jurisdiction, or by operation of law.

(3)(A) The provisions of paragraph (1) shall not affect suits commenced before the end of the 10-year period specified in paragraph (1). In all such suits proceedings shall be had, appeals taken, and judgments rendered, in the same manner and effect as if paragraph (1) had not been enacted.

(B) Causes of action, suits, actions, or other proceedings may be asserted by or against the United States or the Commission as may be appropriate and, in any litigation pending at the end of the 10-year period specified in paragraph (1), the court may at any time, on its own motion or that of any party, enter an order which will give effect to the provisions of this paragraph.

Violation of civil rights and equal employment opportunity laws

Sec. 465. (a) Any person who is an applicant for a television broadcast station license, or who is a television broadcast station licensee, shall notify the Commission of any final determination by any Federal, State, or other court, or by any Government agency or other public agency, that such applicant or licensee has been found to be in violation of any applicable civil rights or equal employment opportunity law. Such notification shall be made not later than five days after the date upon which the applicant or licensee receives notice of such determination.

(b) The Commission shall consider any final determination of any matter specified in subsection (a) in determining whether to grant, revoke, or deny a license.

(c) The Commission shall, not later than 180 days after the effective date provided for in section 806(a), enter into a written memorandum of understanding with the heads of appropriate Government agencies to provide for the exchange of information necessary to enable the Commission to discharge its responsibilities under this section.

(d) At the end of the 10-year period following the effective date provided for in section 806(a), the Commission shall not have any authority to regulate applicants or licensees in any manner other than that specified in this section in order to ensure compliance with any applicable civil rights or equal employment opportunity law.

Announcement of payment for broadcasts

Sec. 466. (a)(1) If a television broadcast station licensee broadcasts any matter for which any moneys, services, or other valuable considera-

COST-EFFECTIVE BROADCAST EQUIPMENT. LONG BEFORE OTHERS WERE TALKING ABOUT IT, WE WERE SUPPLYING IT.

At RCA, we've had the basis for cost-effective products for decades: the RCA reputation for quality. And RCA quality starts with equipment design.

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We offer you cameras, VTR's, transmitters, antennas, film chains, and equipment for automated station breaks, special effects, and more.

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that's never idle; over 1400 are in use.

The TR-600A quad VTR is modular: it expands as your station does—so you can plan for growth, and save. And our TH-Series 1" helical-scan VTR gives you similar expansion capability in portable and studio equipment.

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with upgrading. TechAlert.
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So your equipment offers the highest in technical performance, retains the highest market value.

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tion is paid to or otherwise accepted by such licensee, then such licensee shall, as part of the broadcast, make an announcement that such matter is paid for, or furnished by, the person making such payment to such licensee.

(2) Nothing in this section shall preclude the Commission from requiring that an appropriate announcement shall be made at the time of a broadcast by a television broadcast station, in the case of any political program, or any program involving the discussion of any controversial issue of public importance, for which any films, records, transcriptions, talent, scripts, or other material or service of any kind has been furnished, without charge or at a nominal charge, as an inducement for the broadcast of such program.

(3) Any service or property furnished without charge or at a nominal charge for use as part of, or in connection with, any matter broadcast by a television broadcast station licensee shall not be considered a payment for purposes of this subsection, unless such service or property is furnished in consideration for an identification (as part of the matter broadcast) of any person, product, service, trademark, or brand name, and the nature of such identification is more extensive than an identification which is reasonably related to the use of such service or property in connection with the matter broadcast.

(b) In any case in which a report has been made to a television broadcast station licensee, as required in section 547, of circumstances which would have required an announcement under this section had the moneys, services, or other valuable consideration been received by such licensee, an appropriate announcement shall be made by such licensee.

(c) Each television broadcast station licensee shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with any program or program matter for broadcast, information to enable such licensee to make the announcement required in this section.

(d) The Commission may waive the requirement of an announcement as provided for in this section in any class of cases with respect to which the Commission determines that the purposes of this Act do not require the broadcast of such an announcement.

Subpart 3—Radio Broadcast Services **Radio license terms**

Sec. 471. (a) The term of any license granted by the Commission after the effective date provided for in section 806(a) for the operation of any radio broadcast station shall be for an indefinite period of time, subject only to revocation as provided for in this title.

(b) The provisions of this section shall apply to any radio broadcast station license granted by the Federal Communications Commission before the effective date provided for in section 806(a), beginning on the date on which such license is scheduled to expire.

Subpart 4—Public Broadcast Stations **Licensing and operating requirements**

Sec. 483. (a)(1) The Commission, in classifying stations under section 413(a)(9), shall establish a class for public broadcast stations. The Commission shall prescribe minimum eligibility standards for stations operating in such class.

(2) The Commission may not grant a license under section 415(a) to any entity for the use or operation of any public broadcast station unless the entity meets minimum eligibility standards prescribed by the Commission under paragraph (1), which shall include a requirement that the entity is a public agency or a private nonprofit corporation, foundation, or association organized primarily for educational or cultural purposes.

(b) The Commission, in addition to the other requirements of this title, by rule shall require each public broadcast station licensee—

(1) to furnish a broadcast service on a nonprofit basis which may include, in accordance with rules prescribed by the Commission, the broadcast of a limited number of announcements which promote the sale of a product or service and for which the licensee receives compensation, except that—

(A) such announcements may not exceed three percent of each broadcast day;

(B) such announcements shall be broadcast during not more than three periods of the broadcast day which are set apart exclusively for such purpose and are clearly separated from program material; and

(C) such announcements do not interrupt any program;

(2) to establish a community advisory board in accordance with section 484; and

(3) to make the reports, board meetings, and advisory body meetings of the entity open to the public in accordance with section 485 and section 486.

(c) Any announcement made by a public television broadcast station in accordance with section 466 shall not be considered to be an announcement for purposes of this section.

(d) The Commission shall have authority to exempt any public radio broadcast station from the provisions of subsection (b) if the Commission determines that such exemption is consistent with the purposes of this subpart.

Community advisory boards

Sec. 484. (a) Each public broadcast station shall establish a community advisory board. Each such station shall undertake good faith efforts to assure that the composition of the advisory board of such station reasonably reflects the diverse needs and interests of the communities served by such station.

(b)(1) Any community advisory board established under subsection (a) shall be permitted to review the programming goals established by the public broadcast station involved, the service provided by the station, and the significant policy decisions rendered by the station. The board may also be delegated any other responsibilities, as determined by the governing body of the station. The board shall advise the governing body of the station with respect to whether the programming and other policies of such station are meeting the specialized educational and cultural needs of the communities served by the station, and may make such recommendations as it considers appropriate to meet such needs, including recommendations with respect to opportunities for access by the public to the production facilities and broadcast time of the station.

(2) The role of the board shall be solely advisory in nature, except to the extent other responsibilities are delegated to the board by the governing body of the station. In no case shall the board have any authority to exercise any control over the daily management or operation of the station.

Open meetings

Sec. 485. (a) The governing board of any public broadcast station, any committee of such governing board, and any advisory body of such station, shall hold open meetings preceded by reasonable notice to the public. All persons shall be permitted to attend any meeting of the board, or any such committee or body, and no member of the public shall be required, as a condition to attendance at any such meeting, to register his name or to provide any other information . . .

Open records

Sec. 486. Each public broadcast station shall maintain for public examination copies of annual financial reports and other information submitted to the Commission under this Act.

Prohibition of federal interference or control

Sec. 487. Except as otherwise provided in this title, no department, agency, officer, or employe of the Federal Government, in the administration of this title, shall exercise any direction, supervision, or control over the policy determinations, personnel, or curriculum of, or the administration or operation of any pre-elementary school, elementary school, secondary school, institution of higher education, or institution providing continuing education, or over any public broadcast station or any non-Federal agency, institution, or association . . .

Treatment of noncommercial educational broadcast stations; broadcast frequencies

Sec. 489. Beginning on the effective date provided for in section 806(a)—

(1) any noncommercial educational broadcast station in existence on such effective date shall be considered to be a public broadcast station and shall be subject to the provisions of this subpart; and

(2) any broadcast frequency which was reserved by the Federal Communications Commission before such effective date for use by noncommercial educational broadcast stations shall be made available by the Commission for use by public broadcast stations . . .

Title VI—Endowment for Program Development

Part A—General Provisions **Findings**

Sec. 611. The Congress finds that—

(1) the public interest is served by the development of educational, cultural, and informational television and radio programs and services of excellence and innovation which reflect the diverse values, tastes, and concerns of the American people;

(2) the encouragement and support of diverse and high quality television and radio programs and services, while matters of importance for private and non-Federal development, are also of appropriate concern to the Federal Government;

(3) it is necessary and appropriate for the Federal Government to complement, assist, and support efforts to make a broad range of television and radio programs and services available to the public; and

(4) a private nonprofit corporation should be established to support the development of educational, cultural, and informational television and

**FOR THE SECOND
STRAIGHT MONTH,
WFLD WAS THE TOP-RATED
CHICAGO TV STATION
M-F BETWEEN 7 & 9:AM,
AND 3:30 & 6:30PM.**

**CHICAGO BUYING HABITS
ARE CHANGING!**

**Here's how the February '79
ARB* book looked for WFLD:**

7-9AM, M-F	5 RATING	31 SHARE
3:30-6:30PM, M-F	10 RATING	24 SHARE

Buying television in Chicago is not as cut and dried as it once was.
There seems to be a definite change in viewer's habits.
And Chicago's buying habits are changing right along with them.



WFLD

THE NEW CHICAGO

A FIELD COMMUNICATIONS STATION.
REPRESENTED BY FIELD SPOT SALES.

**Feb. '79 ARB Averages subject to qualifications of report.*

radio programs and services of high quality and diversity, and to afford maximum protection from governmental interference and control . . .

Prohibition of federal interference or control

Sec. 613. In the administration of this title, no department, agency, officer, or employe of the Federal Government shall exercise any direction, supervision, or control over the policy determinations, personnel (except to the extent authorized in section 645), or curriculum of, or the administration or operation of, the Endowment, any preelementary school, elementary school, secondary school, institution of higher education, or institution providing continuing education, or over any public broadcast station or any non-Federal agency, institution, or association.

Authorization of appropriations

Sec. 614. (a) There is authorized to be appropriated \$1,000,000 for fiscal year 1983 for purposes of carrying out the establishment, incorporation, and organization of the Endowment under this title.

(b)(1) There is authorized to be appropriated for purposes of carrying out the provisions of this title for fiscal year 1984 and for each succeeding fiscal year an amount equal to the product of \$1.50 and the total population of the United States at the end of the second preceding fiscal year. Sums appropriated under this paragraph for any fiscal year shall remain available until expended by the Endowment. . .

Establishment

Sec. 621. (a) There is authorized to be established in the United States a private, nonmembership, nonprofit corporation, to be known as the Endowment for Program Development, which shall not be a Government agency. The Endowment shall be subject to the provisions of this title and, to the extent consistent with this title, to the laws of the State in which the Endowment is incorporated . . .

Board of directors

Sec. 623. (a)(1) The Endowment shall have a Board of Directors, consisting of nine members appointed in accordance with the provisions of paragraph (2).

(2)(A) Of the members first appointed to the Board—

(i) three shall be appointed by the President, by and with the advice and consent of the Senate; and

(ii) six shall be appointed by the members of the Board appointed under clause (i) from recommendations prepared and submitted by the nominating panel established under subparagraph (B).

(B)(i) The President shall establish a nominating panel consisting of 15 individuals who are eminent in such fields as education, cultural and civic affairs, or the arts, including television and radio. No officer or employe of the Federal Government (or any member of the immediate family of any such officer or employe) may serve as a member of the nominating panel. Not more than eight members of the nominating panel may be members of the same political party. The membership of the nominating panel shall include women and minority individuals . . .

(3) The members of the Board shall be—

(A) citizens of the United States who are not regular full-time officers or employes of the Federal Government or any other government; and

(B) individuals who are widely recognized for their broad knowledge of, or expertise in, such fields as education, cultural and civic affairs, or the arts, including television and radio.

Not more than five members of the Board may be members of the same political party. The membership of the Board shall include women and minority individuals.

(4) The members initially appointed to the Board shall serve as incorporators and shall take whatever actions are necessary to establish the Endowment under the laws of the State in which the Endowment will be incorporated.

(5) The term of office of each member of the Board shall be six years .

Officers and employes

Sec. 624. (a)(1) The Board shall appoint the Administrator of the Endowment, who shall exercise all the executive and administrative functions of the Endowment, and such other officers as the Board determines to be necessary for terms and at rates of compensation fixed by the Board

Part C—Purposes and Functions of Endowment

Purposes and powers

Sec. 641. (a) The purposes of the Endowment shall be—

(1) to support the development of educational, informational, and cultural television and radio programs and services of high quality and diversity which will be made available for dissemination to the public, ex-

cept that the manner and time of such dissemination may not be established or otherwise determined by the Endowment;

(2) to support the development of instructional television and radio programs and services designed for use by pre-elementary schools, elementary and secondary schools, institutions of higher education, or institutions providing continuing education, in connection with regular courses of study;

(3) to diversify the sources from which educational, informational, and cultural television and radio programs and services may be obtained for dissemination to the public;

(4) to provide grants and contracts for research designed to identify program and service needs which may be met by support from the Endowment; and

(5) to carry out its activities in a manner which will insure the maximum freedom of recipients of financial assistance from interference with, or control of, program content or other activities.

(b) The Endowment shall have the powers conferred upon a nonprofit corporation under the laws of the State in which it is incorporated, except that the Endowment is prohibited from—

(1) owning or operating any television or radio broadcast station, any system or network of broadcast stations, any network interconnection system or facility, or any television or radio program production facility; or

(2) producing programs, scheduling programs for distribution to the public, or acquiring programs, except to the extent authorized in section 644(a).

Financial assistance

Sec. 642. In order to carry out the purposes specified in section 641(a), the Endowment shall provide financial assistance, in the form of grants to and contracts with—

(a) program production entities, including broadcast stations, national, regional, and other systems of broadcast stations, independent producers and independent production entities, and others providing electronic mass media services;

(2) States and political subdivisions of States (only upon application by an appropriate State or local agency or institution and upon a special determination by the Board that the services to be provided by such agency or institution will not be provided adequately through nongovernmental arrangements);

(3) pre-elementary schools, elementary and secondary schools, institutions of higher education, and institutions providing continuing education; and

(4) individuals and organizations conducting research; for the purpose of developing, producing, or acquiring educational, informational, or cultural programs and services, and carrying out research associated with program development.

Grants program

Sec. 643. (a)(1) No grants or contracts may be awarded to any individual or organization under this section except upon application for such grant or contract which is submitted to the Endowment in accordance with procedures established by the Board.

(2) The Endowment shall publish at least once each year a statement of the procedures for applying for grants and contracts under this section, and shall make such statement available to the public.

(b)(1) An amount equal to one-third of the funds appropriated under Section 614(b) for any fiscal year shall be available for distribution by the Endowment to public broadcast stations as basic programming grants to be used at the discretion of the stations for meeting program production and acquisition costs.

(2)(A) From the sums available to the Endowment for distribution under paragraph (1) for any fiscal year, the Endowment shall make available, for use by public broadcast stations located in each State, a total amount which bears the same ratio to such sums as the population of such State bears to the population of all States.

(B)(i) Of the amounts available for use by public broadcast stations in each State in any fiscal year under subparagraph (A)—

(1) 80% of such amounts shall be available for distribution in equal portions to each public television broadcast station in the State involved; and

(ii) 20% of such amounts shall be available for distribution in equal portions to each public radio broadcast station in the State involved . . .

Rights to programs; library

Sec. 644. (a)(1)(A) In any case in which any program or series of programs is produced through the use of financial assistance provided by the Endowment under section 643(c), the Endowment shall have exclusive rights to such program or series on behalf of, and for use by, public broadcast stations during the 1-year period following the date on which the production of such program or series is completed. At the end of such one-year period, all rights relating to the use, sale, or leasing of such program or series shall revert to the producer of such program or series, and the producer shall have authority to distribute such program or series without restriction, except that the Endowment shall have authority to—

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	Color RGB, PAL, PAL-M, NTSC, SECAM	MC 37 BB MC 51 BB P 12 (67 cm)
Standard monitors	B/W 625/50; 525/60	T 14 BC T 23 BC T 31 BC T 50 BC T 61 BC
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(i) negotiate an agreement under which the Endowment will receive a portion of any revenues received by such producer as a result of the use, sale, or leasing of such program or series; and

(ii) acquire rights to such program or series for educational audiovisual use during the 10-year period following the end of the one-year period specified in the preceding sentence.

Equal employment opportunity

Sec. 645. (a) Equal opportunity in employment shall be afforded to all persons by all recipients of financial assistance under Section 643(b), and no person shall be subjected to discrimination in employment by any recipient on the grounds of race, color, religion, national origin, or sex . . .

Title VII—National Telecommunications Agency

Establishment

Sec. 703. There is hereby established an independent establishment in the executive branch of the Federal Government to be known as the National Telecommunications Agency.

Functions

Sec. 704. The Agency, acting through the Director, shall—

(1) take such action as may be necessary to provide for the development and implementation of a uniform national telecommunications policy;

(2) serve as the principal adviser to the President in matters relating to telecommunications issues and policies;

(3) act as the arbiter of disputes and differences which may arise between or among Government agencies in connection with the development and implementation of a uniform national telecommunications policy;

(4) exercise principal responsibility for allocation of the electromagnetic frequency spectrum for various uses, and study and provide for more efficient uses of the spectrum, in accordance with Section 435(a)(1) and Section 707(a);

(5) manage the preparation for United States participation in international telecommunications conferences and negotiations, in consultation with the Secretary of State or his delegate, participate in such conferences and negotiations, and carry out its responsibilities under section 351;

(6) communicate the views of Government agencies with respect to telecommunications matters to the Commission, and communicate the views of Government agencies (other than the Commission) to the Congress;

(7) assist in the development and operation of telecommunications systems designed for national security purposes;

(8) coordinate the development and operation of telecommunications systems designed for emergency purposes;

(9) in consultation with the Administrator for Federal Procurement Policy, establish policy guidelines for the procurement and management of telecommunications facilities, services, and systems for use by Government agencies;

(10) carry out the minority ownership investment program under Section 708 and the minority ownership loan guaranty program under Section 709 for the purpose of increasing diversity of ownership of television and radio broadcast stations;

(11) study the impact of telecommunications technology on the right to privacy, and make recommendations to the President and to the Congress based upon the results of such study;

(12) monitor the development of new telecommunications technologies, study the effects of new telecommunications facilities, services, and systems, and make recommendations to the President and to the Congress with respect to the introduction of new technologies into the national economy; and

(13) develop legal, social, technical, economic, and scientific information necessary to conduct, support, and coordinate research in connection with the formulation of a uniform national telecommunications policy, provide research support to Government agencies and to States and political subdivisions of States, and establish and maintain a clearinghouse of information with respect to telecommunications research and development projects carried out or sponsored by the Federal Government.

Director and staff; organization of agency

Sec. 705. (a) The head of the Agency shall be the Director, who shall be appointed by the President, by and with the advice and consent of the Senate . . .

Allocation of spectrum

Sec. 707. (a)(1) The Director shall have the authority to exercise principal responsibility for the allocation of the electromagnetic frequency spectrum for various uses. In exercising such responsibility, the Director shall establish criteria for determining—

(A) the portions of the spectrum which should be made available for various specific uses; and

(B) the manner in which allocations may be adjusted to take into account the development of new uses and other factors which the Director considers relevant.

(2) The Director shall, in connection with studying and providing for more efficient uses of the electromagnetic frequency spectrum—

(A) make funds available for research and studies regarding such issues; and

(B) periodically review technological developments in the field of telecommunications to determine their relationship to spectrum allocation policy. . .

Minority ownership investment program

Sec. 708. (a) The Director may purchase nonvoting equity interests in small business investment companies operating under the authority of section 301(d) of the Small Business Investment Act of 1958 (15 U.S.C. 681(d)).

(b) (a) A nonvoting equity interest in a small business investment company may be purchased under subsection (a) only if such company agrees that, under such terms and conditions as the Director may prescribe, the funds received by such company from such purchase (and any other funds acquired by such company as a result of the funds provided by such purchase) may be used with respect to any small business concern only for purposes of—

(A) the purchase of any radio or television broadcast facility; or

(B) the construction of any such facility, including the acquisition of land in connection with such construction.

(2) Any such funds received by such company may not be used for purposes of the payment of operating expenses (including the annual spectrum resource fee under section 414(a) of such a facility.

Minority ownership loan guaranty program

Sec. 709. (a) The Director, in accordance with the provisions of this section, may guarantee, and may enter into commitments to guarantee, lenders against loss of principal or interest on loans made by such lenders to qualified borrowers for the purpose of purchasing or constructing television and radio broadcast stations.

(d)(1) With respect to any loan guaranteed under this section, the Director may enter into a contract to pay, and may pay, the lender for and on behalf of the borrower the interest charges which become due and payable on the unpaid balance of any such loan if the Director finds—

(A) that the borrower is unable to meet interest charges, that it is in the public interest to permit the borrower to continue to pursue the purposes for which the loan was made, and that the probable net cost to the Federal Government in paying such interest will be less than that which would result in the event of a default; and

(B) the amount of such interest charges which the Director is authorized to pay are no greater than the amount of interest which the borrower is obligated to pay under the loan agreement . . .

S.611

Public Resource Fees

SEC. 106. (a) It is the sense of the Congress that licenses granted by the commission for the exclusive or shared use of the electromagnetic frequency spectrum confer benefits to licensees above and beyond those accruing to the public at large, and that the United States shall receive payment from licensees for such benefits conferred. The fees collected by the commission pursuant to this section shall be based upon the fair market value of the benefit conferred, except—

(1) where the licensee is engaged in a governmental, quasi-governmental, public, or nonprofit activity serving the public health, safety, or welfare;

(2) where the cost of collecting the fee by the commission would be unduly large in relation to the return to be received;

(3) where the license is required by a treaty or provision of international law; or

(4) where the licensee is a foreign government authorized pursuant to section 305(d), but only where such foreign government has provided similar reciprocity.

(b)(1) The commission shall, within 360 days after the date of enactment of the Communications Act Amendments of 1979, establish schedules of public resource fees to be collected from licensees engaged in the commercial utilization of the electromagnetic frequency spectrum for nonbroadcast purposes. Such fees shall reasonably reflect the value of the license issued to such licensee. The commission shall thereafter collect

annually and transfer to the Treasury such fees. In establishing the public resource fee schedules for nonbroadcast commercial uses of the electromagnetic frequency spectrum, the commission shall—

- (A) identify each class of service using the spectrum; and
- (B) establish a separate fee schedule for each service class which takes into consideration—
 - (i) the amount and nature of the frequency used;
 - (ii) the time of day in which the licensees are permitted to operate;
 - (iii) the exclusivity of each licensee's use;
 - (iv) the geographic area within which the licensees are permitted to operate; and
 - (v) any other factors as affect the fair market value of the benefit conferred upon the licensees.

(2) In establishing such separate fee schedules, the commission shall use such methods as it deems appropriate in order to determine the value of the license to use electromagnetic frequency spectrum to the various classes of such licensees, including sealed bidding and oral auctions, and in order to encourage the efficient use of the spectrum.

"(c)(1) The commission shall collect annually and transfer to the Treasury a public resource fee levied upon licensees engaged in commercial broadcasting.

(2) The public resource fee for a VHF television licensee shall be the product of \$7 (adjusted annually to reflect inflation or deflation) multiplied by the difference between the number of television households in the market and 60,000 households, divided by the product of the number of television signals in the market multiplied by the number of VHF signals in the market; except that (A) where there is any vacant VHF channel in the market such fee for a VHF television licensee shall be \$2,000 (adjusted annually to reflect inflation or deflation); and (B) where there is any vacant UHF channel in the market such fee shall be reduced by 25 percent.

(3) The public resource fee for a UHF television licensee shall be 25 percent of the fee for a VHF television licensee in the same market.

(4) The public resource fee for a full-time radio broadcast licensee shall be the product of 20 multiplied by the station's highest single one-minute spot announcement rate. Such use fee for daytime-only radio broadcast licensees shall be 10 times the station's highest single one-minute spot announcement rate.

(5) In the event that the fee collected from a licensee pursuant to this subsection exceeds 10 percent of the licensee's net annual income before federal income taxes, the commission shall, upon petition by the licensee, reduce the fee to 10 percent of the licensee's net annual income before federal income taxes.

(d) For the purposes of this section, the term—

- (1) "VHF" means very high frequency broadcasting;
- (2) "UHF" means ultra high frequency broadcasting;
- (3) "market" means the area of dominant influence of a licensee or group of licensees as determined by the commission; and
- (4) "number of television signals in a market" means the sum of: the number of VHF television signals; one-half of the number of UHF television signals; and the product of the fraction of the television households in the market which are served by cable television multiplied by the number of signals available over cable systems located in such market which are originated by broadcast licensees not licensed to operate in a community in the market.

Title III—Broadcasting

SEC. 301. (a) Subsection (d) of section 307 of the 1934 Act is amended by striking the first two sentences and inserting in lieu thereof the following: "The term of any license granted on or after the effective date of the Communications Act Amendments of 1979 for the operation of a radio broadcasting station shall be for an indefinite period of time, and no license for the operation of a television broadcasting station shall be for a term longer than five years. No license granted for the operation of any other class of station shall be for a longer term than 10 years. Any license granted may be revoked as hereinafter provided. Upon the expiration of any license, a renewal of such license may be granted, upon application therefore, from time to time for a term of not to exceed five years in the case of a television broadcast station, and not to exceed 10 years for any other class of station, if the commission finds that the public interest, convenience, and necessity would be served thereby.

(b) Section 307 of the 1934 Act is further amended by adding at the end thereof the following new subsections:

(f)(1) The commission shall annually establish a pool which shall consist of those radio broadcast stations which have been licensed for at least one year prior to the date of the establishment of such pool. From such pool, the commission shall randomly select a number of individual stations equal to five percent of the total number of stations comprising such

pool for the purpose of conducting a review of each such individual station's operations. Thereafter, the commission shall conduct a review of each station so selected, in order to satisfy itself that the station's operations have been consistent with the public interest, convenience, and necessity. The scope of the commission's review shall be limited to the operations of the station during the calendar year immediately preceding the date of selection of such stations.

(2) Within 180 days from the date of enactment of this section, the commission shall prescribe by rule or regulations to carry out the provisions of this section.

(g) Nothing in subsection (f) of this section shall be deemed to limit the authority of the commission to revoke any station license or construction permit under section 312 of this title, or to preclude the commission from taking such other actions as it deems appropriate as a result of any willful or repeated failure to observe or any willful or repeated violation of any provision of this act or any rule, regulation, or order of the commission authorized by this act or by a treaty ratified by the United States, whether or not such failure or violation comes to the attention of the commission as a result of any review or other proceeding under this section: *Provided, however,* That with respect to any radio or television broadcast station licensee or permittee, the commission shall not consider any such failure or violation which occurred more than five years before coming to the attention of the commission.

SEC. 302. Section 309 of the 1934 act is amended by adding at the end thereof the following new subsection:

(i) Nothing in this section shall be construed to prohibit the commission from adopting any policy or prescribing any rule or procedure relating to hearings on any application for renewal of a broadcast station license where a competing application or applications for the same facilities has been duly filed which differs from any rule, policy, or procedure relating to mutually exclusive applications for grant of an original station license or construction permit. In considering any application for renewal of a broadcast station license where a competing application or applications for the same facilities has been duly filed, the commission shall not consider: (A) the ownership interests or official connections of the renewal applicant in other broadcast stations or other nonbroadcast communications media; or (B) the degree of participation of ownership in the management of the station for which such renewal application has been filed. However, clause (A) of the preceding sentence shall not apply where the commission does not have in effect a rule of general applicability prohibiting or restricting ownership interests or official connections in other broadcast stations or other nonbroadcast communications media.

SEC. 304. Section 319 of the 1934 act is amended by adding at the end thereof the following new subsection:

(e) Any construction begun by an applicant prior to the grant of a permit under this section shall be at the risk of the applicant. Nothing in this section shall be construed to prohibit the commission from granting a permit for construction undertaken prior to grant: *Provided, however,* That neither the fact of such construction nor the costs incurred thereby shall be considered by the commission in determining whether to grant such permit.

Broadcast Signal Retransmission

SEC. 332. The commission may prescribe or continue in force such rules and regulations governing the terms and conditions of retransmission of broadcast signals by telecommunications carriers or channel programmers as are necessary to preserve local broadcast program origination by a radio or television broadcasting licensee or group of licensees within a local market of such licensees: *Provided however,* That any such rule or regulation which limits or restricts the number or source of broadcast signals that may be so retransmitted, or which requires the deletion in whole or in part of any such signal so retransmitted, shall be based upon an evidentiary finding by the commission that local broadcast program origination within the local market would be or is being significantly diminished in the absence of such rule or regulation: *And provided further,* that the commission may in whole or in part exempt from any such rule or regulation, by rule or order, carriers or categories of carriers or channel programmers if the commission determines that any such rule or regulation is unnecessary, because of the size, nature, or location of activities of such carriers or programmers exempted, to preserve local broadcast program origination.

S.622

SEC. 2. (a) The Congress finds that—

(1) recent advances in technology are making possible diverse telecommunications services which were previously unavailable to the public;

(2) marketplace competition can be the most efficient regulator of the provision of telecommunications services; and

(3) judicial interpretations of certain decisions of the Federal Communications Commission have created uncertainty and instability in the telecommunications industry.

(b) It is the purpose of this Act to—

(1) clarify telecommunications policy in light of changing technologies; and

(2) eliminate and reduce certain forms of regulation which may hinder the future advancement of technology, inhibit its availability to the American people, or which are otherwise no longer necessary.

Title I—Amendment to Title I

SEC. 101. The Communications Act of 1934 is amended by inserting after section 5 a new section as follows:

Commission Fees

SEC. 6. (a) The commission shall impose a fee on any person regulated under this Act. Such fee shall include—

(1) the costs to the commission of processing the license, if any, or in the case of tariffs filed by common carriers, the costs incurred as a result of such filing;

(2) the costs to the commission directly or indirectly attributable to regulating such person including the cost of providing any service necessarily rendered to a license applicant as a result of such application.

(b) The commission may waive such a fee—

(1) for governmental entities or public telecommunications entities; or
(2) for noncommercial users of the spectrum, if the commission determines that such waiver is in the public interest.

(c) The commission shall develop appropriate fee schedules not later than one year after the date of enactment of this section, and shall use such schedules in assessing fees under subsection (a). Before the establishment of the fee schedules required in this section, the commission shall continue to assess fees under fee schedules that may be in effect on the date of enactment of this section.

(d) Moneys received from fees pursuant to this section shall be placed in the general fund of the Treasury to reimburse the United States for amounts appropriated for use by the commission in carrying out its functions under this Act. . . .

Title III—Amendments to Title III

SEC. 301. Title III of the Communications Act of 1934 is amended by inserting at the end thereof the following new sections:

New Broadcast Licenses

SEC. 331. In the case of any frequency newly assigned to the radio or television broadcast service, or any frequency for which a television broadcast license has been revoked or denied or in the case of a radio broadcast license which has been revoked by the commission, if there is more than one applicant qualified in accordance with section 308 (b), then the commission shall grant the license based on a system of random selection. Until the commission establishes such a system, no new radio or television license shall be granted and in any event, the commission shall establish such system not later than six months after the date of enactment of this section.

License Terms

SEC. 332. (a) The term of any license granted after the date of enactment of this section for the operation of any radio broadcasting station shall be for an indefinite period of time, subject only to revocation in accordance with section 312.

(b) The term of any license granted after the date of enactment of this section for the operation of any television broadcasting station shall be as follows:

(1) stations in the top 25 markets, as defined by the commission, no longer than 3 years;

(2) stations in the next 75 markets, as defined by the commission, no longer than 4 years; and

(3) stations in the remaining markets, as defined by the commission, no longer than 5 years.

Any such license may be revoked or denied as provided in this title. Upon the expiration of a television broadcasting station license, the licensee may reapply to the commission for the renewal of the license. The commission may grant the renewal for the periods described in paragraphs

(1), (2), and (3). The commission shall conduct a periodic review of markets for the purpose of assuring that the terms of station licenses are properly coordinated with the markets.

(c) In any case in which a television broadcasting station licensee submits an application to the commission for the renewal of a license, the commission shall determine (1) whether the licensee, during the preceding term of its license, substantially met the problems, needs, and interests of the residents of its service area in its program service; and (2) whether the operation of the station has not been characterized by serious deficiencies. If the commission makes such findings, the renewal shall be granted.

(d) In a comparative proceeding prescribed by section 309 (e), if the commission finds that the television licensee has satisfied the requirements of subsection (c), a presumption shall be established that the public interest, convenience, and necessity would be served by such renewal. The commission may then terminate the proceeding and grant renewal.

(e) In establishing the renewal dates for television broadcast licenses, the commission shall, to the maximum extent feasible, provide for the expiration of licenses providing service to an area, locale, or region to be evenly distributed over the maximum license term.

Radio Deregulation

SEC. 333. (a) Subject to any other applicable Federal law, the commission is prohibited from requiring, by rule or otherwise, radio broadcast station licensees to—

(1) provide news, public affairs, and locally produced programs, or to adhere to a particular programming format or to maintain program logs;

(2) afford reasonable opportunity for the discussion of conflicting views on issues of public importance except that the commission shall have the authority to make rules or regulations concerning attacks on the honesty, character, integrity, or personal qualities of an identified person or group;

(3) ascertain the problems, needs, and interests of its service area; and

(4) refuse the advertising of any product or service that is legally available.

(b) The commission shall not authorize any additional stations to operate in the contiguous United States on any of the clear channel frequencies authorized by the commission rules as in effect on Feb. 1, 1979; nor shall the commission modify any existing license authorizations in a manner which would increase interference to such clear channel stations.

(c) The commission shall review all other rules, regulations, and policies directly or indirectly applicable to radio broadcast licensees and eliminate those that are not necessary to maintain an orderly allocation and use of the radio frequency spectrum, or to promote equal employment opportunity in radio broadcasting, or to prevent fraudulent practices in the operation of a radio broadcast station.

Television Deregulation

SEC. 334. (a) The commission shall review all rules, regulations, and other policies applicable directly or indirectly to television broadcast licensees in order to—

(1) determine if such rules, regulations, and policies continue to be necessary to protect the public interest, convenience, and necessity;

(2) determine if the availability of new and diverse sources of video programming makes such rules and regulations and policies unnecessary.

(b) The commission shall report annually to the Congress on its progress in eliminating unnecessary rules, regulations, and policies. Not later than six years after the date of enactment of this section, the commission shall report to the Congress—

(1) on the extent to which diverse video programming is being made available to the public by television broadcast licensees and other electronic media;

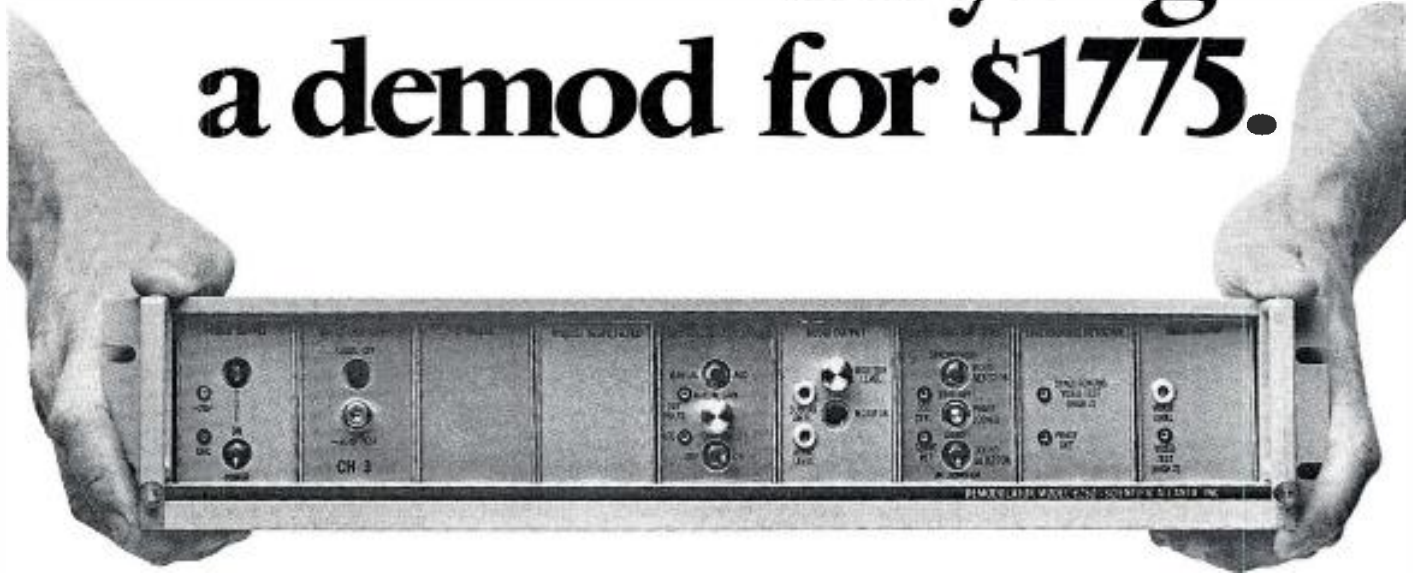
(2) the effect of this section on the availability to the public of diverse video programming; and

(3) any recommendations for further statutory changes.

(c) If the commission determines that new rules, regulations, or policies are necessary that would increase regulation of television broadcast licensees, the commission shall notify the Congress in writing of its intention to promulgate such rules, regulations, or policies. Either house of Congress may veto such rules, regulations, or policies by approving within 60 days after such notification a resolution of such house disapproving such rules, regulations, or policies.

(d) The Office of Deregulation established pursuant to section 225 shall monitor the deregulation of radio and television broadcast licensees and shall be responsible for coordinating reports required by this section to the Congress.

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Congress examines CPB's accounting and financing

In oversight hearings, House looks at progress system has made in instituting uniform bookkeeping methods and ways to avoid government intrusion into funding and personnel

The House Subcommittee on Communications last Tuesday (April 3) took a look into the coffers and conduct of public broadcasting, examining implementation of the Public Telecommunications Financing Act of 1978 and methods of insulating public broadcasting from government interference.

The first part of the oversight hearings dealt primarily with steps the Corporation for Public Broadcasting has taken to implement measures outlined in the Financing Act. Of particular interest to subcommittee members were CPB's accounting procedures and Equal Employment Opportunity regulations.

Robben W. Fleming, president of CPB, said efforts are now "well under way" to fulfill the accounting requirements of the Act. Some time this month, he said, a contract will be awarded to an accounting firm for a study to aid in the development of uniform accounting principles for those receiving funds under Title III of the Act. Mr. Fleming said the accounting principles, which will be developed in consultation with the Comptroller General, will be established by next November. He predicted the new standards will help stations improve their management capacity and accountability to the public.

James Cardwell, vice president for finance and administration for CPB, said he anticipated some problems setting up the accounting principles, since there is no model to work from, and since a number of small stations now lack adequate accounting methods. Mr. Cardwell said the problems CPB faced were not insurmountable, but he expected it would be "a difficult undertaking."

Mr. Fleming also outlined other CPB activities. In the area of EEO rules, he said CPB was now awaiting a draft of regulations from the Department of Health, Education and Welfare. "There is room for much improvement in this area, and by working with HEW, we hope to show progress over the next few years at all levels of public broadcasting," he said.

In addition, Mr. Fleming said, CPB is preparing to fund a demonstration with the Agency for Instructional Television to examine the delivery of video cassettes to schools as an alternative to over-the-air services; it has created a new position of vice president for planning and research, and has convened a panel to help expand and improve children's programming. These

improvements, he said, will help lead to "a new era of programing excellence and service."

Commenting on the EEO standards for HEW's Office of Civil Rights was Michael Middleton, who said he expected the new regulations to be issued by the end of June.

Representative Timothy Wirth (D-Colo.) said the Congressional Black Caucus had expressed concern that HEW was not taking the EEO matter seriously. However, Mr. Middleton said HEW does see it as "an urgent matter," but it takes time to put together such regulations.

Also testifying on the state of PBS actions were representatives of the Inter-regional Council on Public Television Policy, which has established six policy groups to examine key issues.

Dr. Lawrence Frymire of the Eastern Educational Network said one major problem concerning public broadcasting deals with independent producers, who don't have "a single discernible entry point" to the media. Dr. Frymire said his group would be recommending establishment of a clearinghouse-type operation so that independent producers will have access to public television.

Bruce Christensen of the Pacific Mountain Network said the council has been impressed with the work CPB is doing in terms of financial management initiatives, but it believes stations should initiate their own efforts as well, particularly audits. "We intend that our work in this area will honor the principle of accountability, and that it will also yield audits that are more effective and competent, and that above all it will result in improved financial management," Mr. Christensen said.

Part two of the hearings switched gears, with a panel discussion on insulating public broadcasting from government interference. Participants included Frank Mankiewicz, president of National Public Radio; Hartford Gunn, vice chairman of PBS; Barry Jagoda, former special assistant to President Carter, and the first two presidents of CPB, John Macy and Henry Loomis.

All five panel members addressed the same questions, which dealt with how Congress can oversee the actions of public broadcasting without interfering, and how federal money can be pumped into PBS without creating the perception it's government controlled.

Representative Wirth said the purpose

of the panel wasn't "to beat up on Presidents Nixon, Ford or Carter," but it did not take long before the intrusion of the Nixon Administration into public broadcasting was raised.

Mr. Macy said he was concerned that during 1971 and 1972 he was suffering from "a severe case of paranoia," but the recent disclosures showing Mr. Nixon's dislike for public broadcasting somewhat eased his mind.

Mr. Macy said there should be a "system of accountability" to allow for an annual executive branch review of the proposed CPB budget, as well as a yearly visit by CPB members to the appropriations committees. In addition, he said, there should be accountability to the public.

Mr. Mankiewicz said it might be a good idea for local public television stations to do news broadcasts, similar to those done by National Public Radio. He also suggested that public broadcasting would be better off if less funding came from the federal government.

Mr. Mankiewicz said he saw nothing wrong with a President appointing people to the PBS board who share a similar political ideology, nor was he concerned about an appointment as repayment for election help. This was in direct contrast to the beliefs of Mr. Loomis and Mr. Gunn, who said such political practices do little to enhance CPB's credibility with the general public.

Mr. Loomis complained that CPB financing depends on the whim of the White House and Congress, providing leverage "for the federal government to coerce public broadcasting." He proposed a system under which the government would automatically match private donations to CPB, and further suggested that candidates for the CPB board be chosen by a nominating council that included past heads of CPB, PBS and NPR.

Mr. Jagoda said the general feeling in the United States is that people don't want political tampering with public affairs shows, but the temptation to misuse PBS is very great. He said, however, he knew of no attempts by President Carter or his staff to influence PBS programming.

Mr. Jagoda added that he was concerned about the absolute separation of the media and government, which he said was "more important than the separation of church and state."

Subcommittee Chairman Lionel Van Deerlin (D-Calif.) asked Mr. Jagoda



Fleming



Macy



Jagoda

whether Henry Geller, head of the National Telecommunications and Information Administration, should be asked to turn over papers concerning telecommunications from the current administration. Mr. Jagoda said he has reviewed the papers and has seen no improprieties, and a President should have the right to accept advice from his staff without wondering if the recommendations and suggestions will ultimately be made public.

Mr. Macy, however, disagreed. He said it would be wise to have these papers included in the record, so the issue can be closed.

Revolving door gets new spin

Ferris and other agency heads tell Congress of fear that new ethics laws might keep good people out of government

Heads of federal agencies have looked into a future made pure by a new ethics in government statute, and have drawn back. The law will, they feel, cause good people to quit government service before it becomes effective, on July 1, and cause talented people to avoid government in looking for career opportunities.

Those were the views expressed by the heads of six regulatory agencies at a roundtable discussion before the House Investigations Subcommittee, under Chairman Bob Eckhardt (D-Tex.) last week.

FCC Chairman Charles D. Ferris did not participate—he was out of Washington when the roundtable was held, on Tuesday—but in a letter to Representative Eckhardt that was endorsed by the other commissioners, he expressed the same views. He said he and the entire commission support “a careful reappraisal of the ethics legislation” to assure competence as well as integrity in government.

Indeed, where until now talk has been of blocking the revolving door through which people passed between government and the industries it regulates, Chairman Ferris said, “I believe that both the government and the public can gain from a structured flow of good people from the public to the private sector and vice versa.”

At the commission, as at other agencies, there is talk among veteran employees, eligible for retirement, of leaving government before the effective date of the law that they feel would render them virtually unemployable in fields of their competence. Broadcast Bureau Chief Wallace Johnson, an engineer; the bureau's deputy chief, Martin Levy, an attorney, and at least some of the bureau's division chiefs are among those mentioned as considering retirement.

Chairman Ferris, in his letter, mentioned two aspects of the law that “may be unnecessarily broad” and not directly related to the statute's goals of banning both “switching sides” and benefiting from in-

side information acquired in government service.

The first aspect is a one-year flat ban on any representational appearance by a former official at or above the GS 17 level. Chairman Ferris said a ban on an appearance at one's former agency, regardless of a lack of previous participation in the proceeding at issue, has no relevance to switching sides or to the possible use of inside information.

“Many present or potential government employees see the categorical one-year ban as seriously impeding them from freely leaving the government,” Mr. Ferris said.

The second troubling aspect is a provision that, he said, “appears to disallow

representation and/or consultation . . . for two years by a former official in any matter” that had been within the employee's responsibility within one year before that responsibility ended.

The chairman said there is some uncertainty about the precise meaning of the law. But he would favor an amendment, already introduced, that would limit disqualification solely to those matters in which the former employee had “personal and substantial” participation. Disqualification based only on one's position in an agency, he said, “goes beyond the presence or absence of actual conflict.” It could, he added, adversely affect “the post-government career activities of

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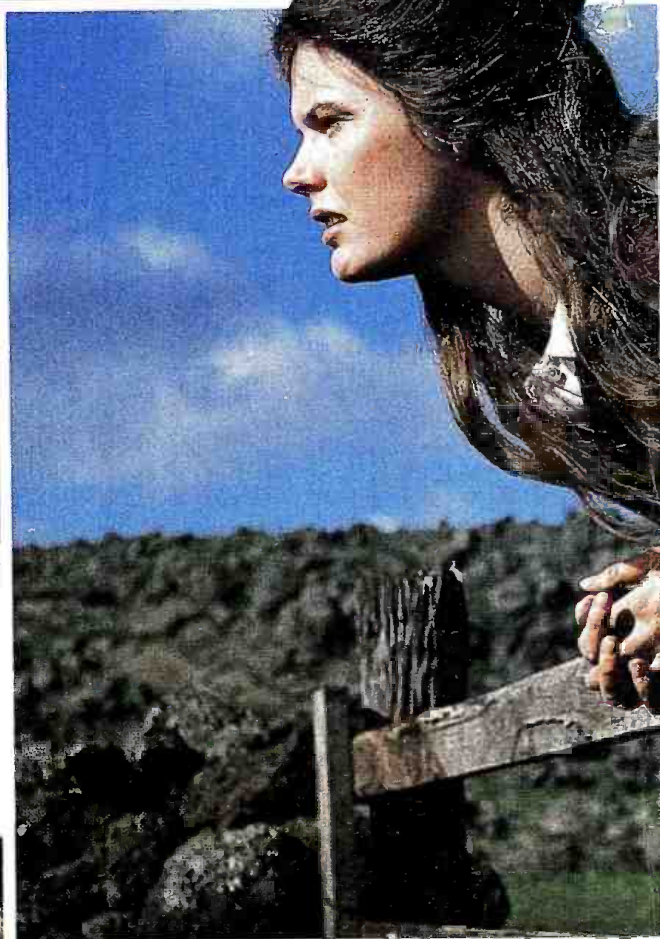
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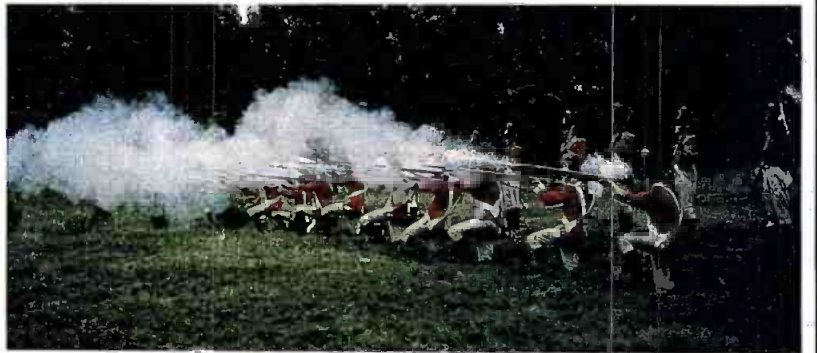
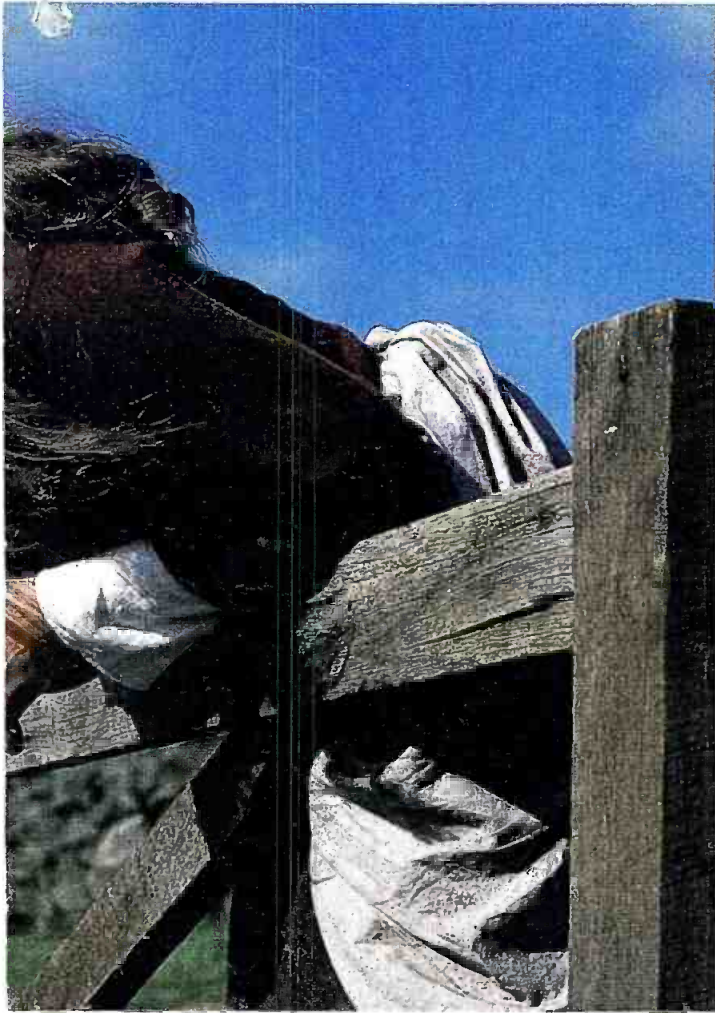


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former top officials, denying both the public and the government the benefit of the judgment and expertise of these persons for an arbitrary reason."

Chairman Ferris noted that "there have been some egregious cases of officials revolving from positions of public trust for private gain" and that "more stringent standards" were needed to restore the public's confidence in government and its officials. And, he said, the Ethics Act generally has "worked to the advantage of career government officials by restoring prestige and public confidence in government service as an honored profession."

But, Chairman Ferris added: "There are serious risks to tightening too much the restrictions on employment after government service."

Finally a fairly finite date for fee refunds

Commission says reimbursements should begin by August

Latest word on when broadcasters and others regulated by the FCC will receive refunds of fees that had been collected illegally is the first part of August. And some of the refunds promise to be substantial.

The commission on March 29 released

the text of the report and order, which was adopted on Jan. 31 (BROADCASTING, Feb. 5), containing the plan for and rationale of the refunds it will make to satisfy the courts, which have declared illegal fee schedules adopted in 1970 and 1975, and key members of Congress, who have opposed proposals for total refunds.

The commission said its goal is to make refund payments within 90 days of receiving a request. And it expects to have distributed by the first part of May the forms to be used in applying for refunds. The form is now awaiting clearance by the General Accounting Office. (The commission left itself an out: Initially, "the flood of requests" may make it difficult to meet the 90-day goal, it said.)

In the first phase of its refund program—it deals with fees in excess of \$20—the commission plans to refund \$60,411,467 of \$87,748,785 collected. The Broadcast Bureau refunds will represent \$31,551,957. Over-all, \$47,788,470 was paid for bureau services.

Among the largest refunds will be those in connection with fees paid along with applications for new VHF stations, or for major changes in existing stations in the top 50 markets. The direct and indirect costs, the commission said, amounted to \$1,740, while the fees paid on the basis of 1970 and 1975 schedules were, respectively, \$50,000 and \$77,500. Costs for applications for UHF stations in those markets were \$1,567, and the fees, \$25,000,

under both schedules.

In radio, in the case of applications for 50 kw nondirectional daytime stations, the costs were \$781, and the fees, \$5,000, in 1970 and \$7,750, in 1975. The costs were the same for a 25 kw nondirectional daytimer, but the fees somewhat less—\$4,000 and \$6,200.

The largest refunds will be in connection with assignment and transfer applications. The costs were only \$417, but fees, based on percentages of sales prices, under the 1970 schedule, or gross revenues, under the 1975 schedule, resulted at times in payments of several hundred thousand dollars.

One surprise in the commission's report and order was the cost assigned to annual license fees for AM, FM and television stations—\$155, in all cases. In January, the commission said the costs for radio had been \$129 and television, \$121. Commission officials explained the revision resulted from a recheck of figures. The fees were based on each station's rate card.

Media Briefs

Face drug charges. Three FCC employees—two from Broadcast Bureau and one from Field Operations Bureau—are in District of Columbia court following their arrest on drug charges. Arrests were made on March 22 after investigation by undercover policeman who had worked at agency, with commission's cooperation, to obtain evidence. Metropolitan police were said to have contacted commission several months ago after receiving tip on activities of relatively low-level employees.

Moving along. Shareholders of Starr Broadcasting Group, Westport, Conn., approved proposed acquisition of company by Shamrock Broadcasting Inc., Los Angeles (BROADCASTING, June 12, 1978). Merger deal calls for Starr stockholders to receive \$15.25 for each of more than 1.4 million shares outstanding for approximate total of \$21.6 million.

Settled. Another former executive of Starr Broadcasting Group has reached settlement with Securities and Exchange Commission on charges it filed in February (BROADCASTING, Feb. 12). Peter H. Starr, former president, chief executive officer and director, agreed to order that, among other things, requires him to surrender 1,975 shares of Starr common stock, now valued at \$30,000. He has also given up more than \$100,000 in claims against Starr for reimbursement of legal expenses incurred in fighting SEC action. SEC had charged Mr. Starr and William F. Buckley Jr., conservative columnist, among others, with violating antifraud provisions of securities laws. They were said to have engaged in business transactions that saved them from possible bankruptcy but that injured company. As was true of Mr. Buckley and others who settled with SEC, Mr. Starr's consent does not constitute either admission or denial of agency's charges.



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Changing Hands

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

Proposed

■ **KAKE-AM-TV** Wichita and **KUPK-TV** Garden City, both Kansas: Sold by **KAKE Radio & TV Co.** to **Chronicle Broadcasting Co.** for approximately \$27 million ("In Brief," April 2). Deal also includes **Kansas Information Network**, state news service. Seller is principally owned by **Sherrill Corwin**. **Martin Umansky**, chief executive officer, has agreed to join **Chronicle** as president and general manager of new division being formed to operate television stations. **KAKE(AM)** will be spun off to comply with FCC one-to-a-market rule. Buyer is wholly owned subsidiary of **Chronicle Publishing Co.**, publisher of the *San Francisco Chronicle* and owner of **KRON-TV** San Francisco, **WOWT(TV)** Omaha and **Western Communications Inc.**, cable MSO. **Paul A. Wischmeyer** is president and general manager and **Francis A. Martin** is vice president of **Chronicle Broadcasting**. **KAKE** is on 1240 khz with 1 kw day and 250 w night. **KAKE-TV** is ABC affiliate on channel 10 with 316 kw visual, 42.7 kw aural and antenna 1,030 feet above average terrain. **KUPK-TV** is satellite of **KAKE-TV** on channel 13 with 87.1 kw visual, 17.4 kw aural and antenna 870 feet above average terrain. Broker: **Howard E. Stark**.

■ **WTOC-AM-FM** Savannah, Ga.: Sold by **American Family Corp.** to **Bluegrass Broadcasting Co.** for \$1.25 million. Seller, which purchased, subject to FCC approval, **WTOC-AM-FM-TV** last October from **Savannah Broadcasting Co.** for \$7.72 million, is spinning off radio stations to comply with FCC one-to-a-market rule. It also owns **WYEA-TV** Columbus, Ga., and **WAFF(TV)** Huntsville, Ala., and has purchased, subject to FCC approval, **KFVS-TV** Cape Girardeau, Mo. **John Amos** is president and chairman. Buyer, wholly owned subsidiary of **Kentucky Central Life Insurance Co.**, owns, through subsidiaries, **wvlk-AM-FM** and **wkyl-TV** Lexington and **winn(AM)** Louisville, both Kentucky; **whoo-AM-FM** Orlando, Fla., and **wvoc(AM)** Columbus, Ga. **H. Hart Hagan** is president of **Bluegrass**. **WTOC** is on 1290 khz with 5 kw full time. **WTOC-FM** is on 94.1 mhz with 89 kw and antenna 1,320 feet above average terrain. Broker: **Blackburn & Co.**

■ **WKZN(AM)** Zion, Ill.-**WKZN-FM** Zion (Kenosha, Wis.), Ill.: Sold by **Lake-Kenosha Broadcasting Co.** to **CDI Communications WKZN Partnership** for \$460,000. Seller, owned by **William J. Bicket** and family, has no other broadcast interests. Buyer is owned by **Gerald P. Mikitka**, Chicago investment broker and part owner of **KIXY-AM-FM** San Angelo, Tex. **WKZN** is 250 w daytimer on 1500 khz. **WKZN-FM** is on 96.9 mhz with 10 kw and

antenna 500 feet above average terrain. Broker: **Chapman Associates**.

■ **WIBU(AM)** Poynette, Wis.: Sold by **Community Service Radio Inc.** to **Robert P. Hansen** for \$360,000. Seller, principally owned by **Thomas R. Holter**, also owns **wlve(FM)** Baraboo, Wis. Buyer owns **wqma(AM)** Marks, Miss. **WIBU** is on 1240 khz with 1 kw day and 250 w night. Broker: **Richard A. Shaheen**.

■ **KCFX(FM)** Edmond, Okla.: Sold by **Central Broadcasting Co.** to **Shreveport Broadcasting Co.** for \$350,000. Seller is owned by **William H. Payne**, who also owns **KTFX(FM)** Tulsa, Okla. Buyer is owned by **J. A. Dykes** (22%), **James A. Reeder**, managing partner (20%), and 14 others. It also owns **KOKA(AM)-KCOZ(FM)** Shreveport, La. **KCFX** is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: **George Moore & Assocs.**

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■ **KYXI(AM)** Oregon City and **KGON(FM)** Portland, both Oregon; **KLAK(AM)-KPPL(FM)** Lakewood, Colo.; **KHON-TV** Honolulu, **KHAW-TV** Hilo and **KAIH-TV** Wailuku, all Hawaii: Sold by **McCoy**

Broadcasting Co. to **Western Sun Inc.** for \$27.7 million. Seller is owned by **Arthur H. McCoy** (83.78%) and **George B. Hagar** (11.47%). Buyer is wholly owned subsidiary of **Des Moines Register and Tribune Co.** **David Kruidenier** is chairman and **Michael G. Gartner** president. It owns *The Des Moines (Iowa) Register*; *Des Moines Sunday Register*; *The Jackson* (Tenn.) *Sun*; weekly papers in Independence, Iowa; **WQAD-TV** Moline, Ill.; **WIBA-AM-FM** Madison, Wis., and 11.6% of **Minnesota Star and Tribune Co.**, licensee of two TV's. **KYXI** is on 1520 khz with 50 kw day and 10 kw night. **KGON** is on 92.3 mhz with 100 kw and antenna 920 feet above average terrain. **KLAK** is on 1600 khz with 5 kw full time. **KPPL** is on 107.5 mhz with 100 kw and antenna 670 feet above average terrain. **KHON-TV** is on channel 2 with 100 kw visual, 20 kw aural and antenna 61 feet above average terrain. **KHAW-TV** is on channel 11 with 2.09 kw visual, 275 w aural and antenna 620 feet below average terrain. **KAIH-TV** is on channel 7 with 29.8 kw visual, 5.9 kw aural and antenna 5,940 feet above average terrain. All three TV's are NBC affiliates.

■ **KOCY(AM)-KXXY(FM)** Oklahoma City: Sold by **Bonebrake & Co.** to **Summit Communications** for \$1.9 million. Seller is owned by **Matthew Bonebrake**; wife, **Susan**, and son, **Ronald**. Buyer owns **WSJS(AM)-WTQR(FM)** Winston-Salem, N.C.; **WCOA(AM)-WJLQ(FM)** Pensacola, Fla., and **WREC(AM)-WZXR(FM)** Memphis. **Gordon Gray** is chairman and **Lee R.**

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Wallenhaupt, president. KOCY is on 1340 khz, 1 kw day and 250 w night. KXXY is on 96.1 with 100 kw and antenna 255 feet above average terrain.

■ KOWH-AM-FM Omaha: Sold separately by Reconciliation Inc., AM to RadiOmaha Inc. for \$435,000, FM to Wichita Great Empire Broadcasting for \$1.05 million. President of seller, which has no other broadcast interests, is Bob Gibson, former baseball star of St. Louis Cardinals. Radi-Omaha is owned by Sam W. Smulyan, his son, Jeff H. Smulyan, and Jack N. Marsella who also own WNTS(AM) Indianapolis. Wichita Great Empire Broadcasting is owned by F. F. (Mike) Lynch and Michael C. Oatman and also owns KYNN(AM) Omaha; KFDI-AM-FM Wichita, Kan.; KTTS-AM-FM Springfield, Mo., and KWKH(AM)—

KROK(FM) Shreveport, La. KOWH is 1 kw daytimer on 660 khz. KOWH-FM is on 94.1 mhz with 100 kw and antenna 510 feet above average terrain.

■ KIKM-AM-FM Sherman, Tex.: Sold by Lon H. Williams to Pyle Communications for \$750,000. Seller also owns KIXS-AM-FM Killeen, Tex. Buyer is owned by Charles Pyle (majority owner), Harry Pyle (brother), Jerry Snyder and Delwin Romero. Pyles are in insurance and ranching. Mr. Romero is certified public accountant, and Mr. Snyder is sales manager of KTEM(AM) Temple, Tex. None have other broadcast interests. KIKM is on 910 khz with 1 kw. KIKM-FM is on 96.7 mhz with 3 kw and antenna 265 feet above average terrain.

CBS looking for those turnaround shows for fall

Grant thinks they're there among the 45 programs in development; he's hoping for two comedies and a drama to offset ABC at 8 p.m.

B. Donald (Bud) Grant, vice president of programs for the CBS Entertainment Division, thinks that network has a good chance of getting the three hit shows conventional wisdom holds as necessary to build a successful fall schedule.

CBS has 45 situation comedies, dramas and variety shows in development for fall 1979. Mr. Grant is counting on them to produce one drama and two comedy hits.

"We really need 8 p.m. shows to compete with ABC's strong 8 p.m. shows, especially on Tuesday and Thursday," he said. "It's tough to turn around a night when they start with an audience as strong as they get with *Happy Days* and *Mork and Mindy*. We need young and contemporary shows, especially at 8 o'clock, because the advertisers are interested in a younger audience."

So it is that Mr. Grant is particularly happy about the success of *Bad News Bears*. The show got a 33 audience share for its second outing (March 31). The premiere (March 24) got a 37 share.

"*Bad News Bears* looks like a shoo-in for the fall schedule," Mr. Grant said. "If it continues at this level of viewing it will be a hit series."

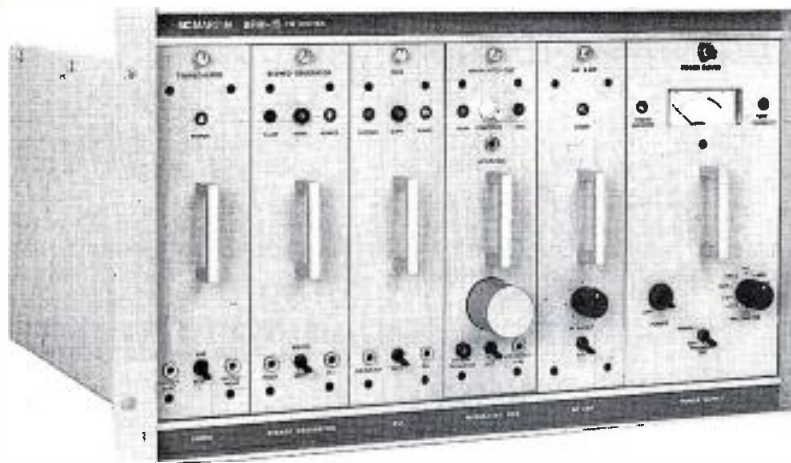
CBS has ordered 13 half-hours of *Bears* from Paramount Productions. It's a series spin-off of the movie sequels to the 1976 feature film starring Walter Matthau and Tatum O'Neal. The series depicts the struggles of a group of ethnically mixed youngsters trying to prove they can play ball under the coaching eye of a reluctant former minor league baseball player of questionable talent. The series stars Jack Warden as the coach.

CBS has tested or is testing four "back-door pilots" for next fall. Those are twice as many as last spring when it aired *Dallas* and *The Incredible Hulk*. The new ones are *Married: First Year*; *Miss Winslow and Son*; *Dear Detective* and *Time Express*. *Miss Winslow and Son* premiered March 28 at 8:30 p.m. The first of the six episodes scheduled for this spring got a 24 share. It was followed by the premiere of *Dear Detective*, aired as a two-hour movie from 9 to 11 p.m. that night, and got a 32 share.

"We think it's a good idea to test shows in the spring for possible fall airing" Mr. Grant said. "We may pay more per episode in a limited run, but this way we give the public an opportunity to participate in the show's development."

The public has already shown CBS its

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reluctance to help the network develop *Married: First Year*. That limited series (four one-hour shows produced by Lorimar Productions), according to Mr. Grant, is "a long shot" for the fall airing. It didn't test well. The last show, which aired March 21 from 8 to 9 p.m., ranked 63d in the ratings for the week with a 17 share. Mr. Grant believes "it may have been too similar in tone to compete with *Eight is Enough*."

CBS has committed to four episodes of *Time Express* from Warner Bros. No air date has been set.

As in NBC's development program (BROADCASTING, March 26), Universal leads the way as the production company with the greatest number of possibilities at bat: eight out of the 45. Others with two or more shows: Paramount with four, Lorimar, 20th Century-Fox and Warner Brothers with three each and MTM, Parker/Cooper and Quinn Martin with two each. Another 18 production companies each have one candidate on the CBS list. The complete roster:

UNIVERSAL

Boston and Kilbride is a one-hour contemporary action drama about a former Vietnam commando (Tom Selleck) who teams up with his neighbor (James Whitmore Jr.), a high I.Q. think-tank researcher, as a we-tackle-anything team for hire. Executive producer: Stephen Cannell.

Captain America stars Reb Brown as Steve Rogers, an athletic ex-Marine who becomes the crimefighter, Captain America. It's from the Marvel Comic Books superhero series. Producer: Allan Balter.

The Contender stars Marc Singer as up-and-coming young boxer, Johnny Captor. Executive producer: Jon Epstein.

The Disciple stars Rick Springfield as a young (and Irish) San Francisco police officer who resigns from the force to open a martial arts school. On the side he's a private eye who specializes in karate and mind control. Executive producers: Ken Johnson and Jim Mirsch.

House Calls is a hospital comedy centering on the emerging relationship between a surgeon (Alex Rocco) and his hospital administrator (Lynn Redgrave). Also involved: the hospital's senile director (David Wayne). Executive producers: Jerry Davis and Max Schulman.

Just Us Kids is a half-hour comedy about a half-dozen high school teen-agers growing up in a middle-class New Jersey suburb in the 1960's. They share one thing in common: a frenetic love for the Beatles and their music. The series is based on the Universal feature film, "I Wanna Hold Your Hand." Executive producers: Alex Rose and Tamara Asseuev.

Mr. Fixit is another "gang comedy" set in a rundown garage-auto center. The characters include "various wacky co-workers." Executive producers: Bernie Rothman and Jack Wohl.

The Ultimate Imposter is a two-hour pilot featuring Joe Hacker as a government agent who was captured during a mission to China and subjected to a chemical lobotomy. Unable to recall the past, he has been left with a brain that can be programed by Alpha 10 waves. It comes from a Marvel Comic Books superhero series. Producer-writer: Lionel Siegel.

PARAMOUNT TV

The Bad News Bears is spun from the 1976



Grant

movie and its sequels. Jack Warden stars as Coach Buttermaker. Executive producers: Arthur Silver and Bob Bruner.

Love Birds is about two young couples who live in the same apartment building. Patricia (Ellen Regan) is a career woman whose husband is a freelance writer and a liberal. Janine (Lorna Patterson) is a housewife whose macho husband takes the conservative side. Executive producer: Mark Rothman.

Steeltown is a one-hour family drama set in a Pennsylvania industrial town in the 1960's. Executive producers: Jerry Abrams and Bruce Sallen.

Working Stiff is about two bumbling maintenance men who work in a large Chicago office building. Writer: David Duclon.

LORIMAR

Big Shamus, Little Shamus is a one-hour drama set in an old Atlantic City hotel, being made into a casino. The principal character is the house detective, who lives in the hotel with his 14-year-old son. Executive producers: Lee Rich and Phil Capice.

Knotts Landing stars Joan Van Ark in a drama series about four couples in the town of Knotts Landing. Producer-writer: David Jacobs.

Married: First Year is a drama-with-comedy featuring Leigh McCloskey and Cindy Grover as a just-out-of-high school pair of teen-agers who decide to get married despite the objections of their parents. Executive producers: Lee Rich and Phil Capice.

20TH CENTURY-FOX TV

Hagen stars Chad Everett as a backwoods hunter from Idaho who goes to the big city and joins forces with a former U.S. attorney (Arthur Hill) now in private practice. Samantha Eggar co-stars in the pilot. Producer: Frank Glicksman.

Hunter's Moon is a one-hour western about a young loner from a sheepherding family. Producer-writer: David Dortort.

Trapper John M.D. stars Wayne Rogers as a character from *M*A*S*H* 25 years later, now chief surgeon at San Francisco's Golden Gate hospital. Producer: Frank Glickman.

WARNER BROTHERS

All You Need Is Love is a half-hour comedy about a May-December romance. A self-made businessman in his 50's meets and falls in love with a liberated 30-year-old pediatrician; they decide to live together rather than to wed. Executive producer: Leonard Rosenberg.

Crusin' stars James McNichol in this contemporary drama focusing on teen-age life in a California beach town. Mr. McNichol plays Vince Butler, a car freak and ace mechanic who has a summer job running a ferris wheel. Executive producer: Phil Mandelker.

Time Express (title to change) stars Vincent Price and Coral Brown in a fantasy/drama about a train that takes people back in time to relive a critical turning point. Executive producer: Ivan Goff.

MTM

The Last Resort is a contemporary half-hour gang comedy about five college students who spend their summers as waiters in a large resort hotel in the Catskills. Executive producer: Grant Tinker.

Paris stars James Earl Jones as Woody Paris, a police officer turned university professor, who is still called on to solve crimes. Executive producer: Steve Bochco.

PARKER/COOPER

Phyl and Mickhy is a half-hour comedy about a Russian track star named Maikheil (Mickhy) who falls in love with a U.S. runner (Phyllis) whom he meets during an international competition. He defects to pursue her. Producers: Rod Parker and Hal Cooper.

Pottsville is a serialized comedy about a manufacturing plant. Characters include the family that owns it, a highly opinionated union president (Forrest Tucker), his family and workers who are caught up in the conflicts of change. Producer-writers: Rod Parker and Hal Cooper.

QUINN MARTIN

The Circus is Coming stars Dick Libertini as Bumbles, the head clown of a small traveling circus. Executive producers: Rich Eustis, Jim Mulligan and Ron Landry.

Good News stars Michael Lembeck as a 23-year-old college graduate who becomes a gag writer for a "happy talk" news team (Norman Bartild and Victoria Carroll) at a San Diego

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television station. Executive producer: Quinn Martin.

OTHERS

Alphabet Soup (title to change) is a contemporary comedy involving a middle-aged New York City pediatrician whose law student wife leaves him with the raising of two daughters. Executive producer: Danny Thomas for Danny Thomas Productions.

Bender's Force concerns a New York police detective who moves to a Palm Springs-type community where he encounters a totally different approach to both life and work. Executive producer: Carroll O'Connor for Carnam/Becker Productions.

Tim Conway stars in a sketch and variety show which might be the basis for a future weekly series with name guest stars. Producer: Joe Hamilton for Hamilton Productions.

Dear Detective stars Brenda Vaccaro as a sergeant with the Los Angeles Police Department who investigates eccentric crimes. It's based on the Philippe De Broca film, "Dear Inspector." Producer: Dean Hargrove for Viacom.

The Dooley Brothers is a half-hour comedy set in the old West featuring a pair of inept cowboys who purchase a franchise from their uncle to become heroes of dime novel fiction. Producer: Bud Austin for Austin/Margolin.

Ebony, Ivory and Jade highlights the singing duo of Ebony & Ivory, an attractive pair in their early 20's who are managed by government agent Nick Jade. Their "cover" is their music, as they travel the world solving international cases of intrigue. Executive producer: Ernie Frankel for Frankel Productions.

The 416th is a half-hour military comedy set in the Vietnam period. It concerns four young men who join the reserves to avoid active duty

Love-hate. Another study purporting to show slackening interest in television came to light last week—along with one that rated the TV set "the most important thing" in the home. Both were conducted by R.H. Bruskin Associates, New Brunswick, N.J. The first, made last December, asked a national sample of 2,500 adults about their interest now, as compared with five years ago, in watching television, among other things. On the TV question, almost three out of 10 (28%) said they were less interested now, while two out of 10 (19%) were more interested and half (49%) couldn't tell much difference. The second study, in January, asked people to name the three most important things in their homes. The TV set came out far ahead, named by 32% as compared with 14% for the stove, which placed second, 13% for the refrigerator, 13% for the stereo, 8% for the bed and the clothes washer.

and wind up at Fort Dix, N.J., where their medical detachment gains a reputation as the smallest and most superfluous unit in the Army. Executive producer: Dick Bernstein for First Artists Productions.

Getting There is an hour comedy-anthology based on the activities of a Los Angeles-based cross-country automobile delivery agency owned by a bickering but happy middle-aged couple (George S. Irving and Bret Somers). Executive producer: Lila Garrett for Lila Garrett Productions.

The Leif Garrett Show stars the 17-year-old

teen-age idol in a one-hour pilot special that blends contemporary music, comedy and variety. Executive producers: Sid Vinnedge and Tony Scotti for CBS.

Madame Sheriff is a comedy half-hour based on a real-life character in Ohio. Conchata Farrell stars as a free-wheeling, robust, 30-year-old woman who wields enough charm and femininity to become county sheriff. Producers: Allan Carr and Asa Maynor for Columbia Pictures TV.

Makai Station employs *Hawaii Five-O's* Jack Lord as the creative force (but not the star) of a two-hour action-adventure pilot centering on the exploits of an underwater exploration rescue squad operating off the Hawaiian islands. Project may be held for 1980. Executive producer: Bob James for Lord Productions.

My Brother's Keeper sketches the relationship between twin brothers who neither look nor act alike. One is a conservative, macho-type police officer; the other a shiftless, jobless freeloader. Executive producers: Punert Hitzig and Allan King for King-Hitzig Productions.

On Ice is a half-hour contemporary comedy about a young woman from Encino, Calif., who acquires a rough-and-tumble saloon in Alaska. Executive producer: Norman Lear for T.A.T. Communications.

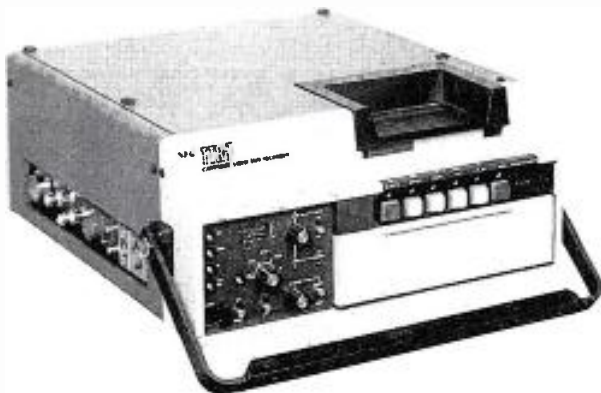
She is a dramatic action-adventure by the creator of "Serpico" and "Dog Day Afternoon." Cornelia Sharpe stars as a female James Bond type. Elaborate gadgetry plays an important role in each story. Executive producer: Martin Bregman for Bregman Productions.

Starstruck is a half-hour domestic farce set 200 years in the future. It concerns a family that operates an orbiting saloon-motel in outer space. Producer: Bert Leonard for Bert Leonard Productions.

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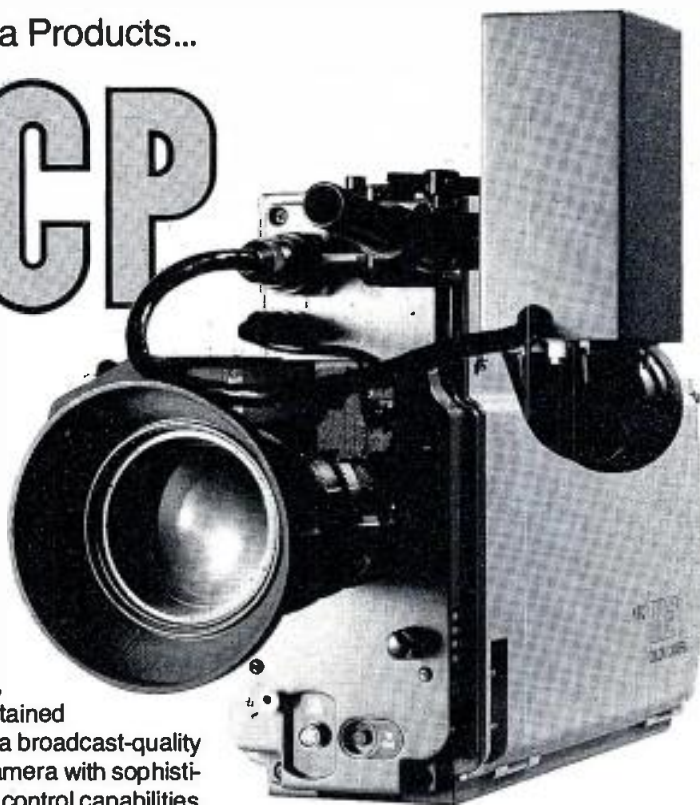
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tracking the adventures of Ted Stein, a high school science teacher who inherits his grandfather's inn, including a Frankenstein-like monster who works there as a handyman. Producers: Arthur Fellows and Terry Keegan for Fellows/Keegan Productions.

Stunt Seven centers on five stuntmen and two stuntwomen who form an operation rescue team. Producer: Martin Poll for Martin Poll Productions.

Miss Winslow and Son stars Darlene Carr as an unwed mother who lives with her baby apart from his pharmacist father. She frequently leaves the baby with her neighbor, a crossword puzzle editor and a key comic thrust for the series. Executive producers: Ted Bergman and Don Taffner for TTC Productions.

ABC keeps it up

Network easily wins prime time for week ending April 1 with premiere of 'Mackenzies' coming in number two for week with 29.4 rating, and 47 share

ABC-TV put together its 12th consecutive weekly win in the prime-time ratings for the week ended April 1 on a combination running heavily to reruns and relatively new series. It came out with a 20.2 average rating and a 33.9 share, beating CBS-TV's 18.9 and 31.6 and NBC's 15.0 and 25.2.

ABC and CBS shared nightly honors, ABC taking Tuesday, Wednesday and Saturday and CBS Thursday, Friday and Sunday. NBC took Monday on the strength of the college basketball championship, which pulled a 24.1/38.

On Tuesday, the premiere of ABC's *Mackenzies of Paradise Cove* scored a 29.4/47 following a *Happy Days* rerun's 27.2/48. A repeat of *Three's Company* produced a 28.7/46 and then *The Ropers*, one of ABC's newer entries, landed a 26.1/44, and the second episode of *13 Queens Boulevard* closed out the ABC evening with a 20.6/38, down somewhat from its premiere at 26.6/43.

The premiere of CBS's *Dear Detective* on Wednesday won an encouraging—to CBS—18.7 rating and 32 share against ABC reruns of *Charlie's Angels* and *Vega\$* that drew shares of 43 and 37,

respectively. Earlier in the evening, NBC's *Brothers and Sisters* made the first of two appearances during the week, getting an 8.8/14, which improved to 11.2/20 for the episode shown Friday at 9-9:30.

The first episode of CBS's miniseries, *The Chisholms*, brought a 22.8/36 for the 8-10 p.m. Thursday block, ranking 14th for the week though the first hour trailed ABC's *Angie* and a *Mork and Mindy* rerun—which was the number-one show of the week.

A repeat of NBC's first two hours of its *Jesus of Nazareth* miniseries on Sunday was the second highest rated program of the night—and 12th highest of the week—at 23.3/35. CBS News's *60 Minutes*, at 28.5/47, was the evening's highest rated and ranked fifth for the week. A third showing of the movie, "From Russia With Love," on ABC delivered a 22.7/37, in the same range as its second showing and not far behind its first.

All three networks presented prime-time news specials on the nuclear crisis at Three Mile Island, Pa., on Friday night as the emergency approached its peak. ABC interrupted its movie—"You Light Up My Life"—for a seven-minute report (and also presented a half-hour late-night special at 11:30). CBS's *Danger at Three Mile Island* at 10-11 p.m. scored 16.0/30, and NBC's *Nuclear Risk* report at 10:30-11 drew an 8.6/17. (Also see story page 61).

BBC keeps stiff upper lip over TV violence

British guidelines are critical of hard-action shows, but allow room for realistic portrayals; U.S. imports are singled out

The BBC has released a new set of guidelines that takes note of American efforts to reduce violence in TV programming and criticizes them for converting aggression directed at persons to aggression directed at property. The guidelines and an accompanying report, however, do not call

for heavy controls on programming.

The report contends that television cannot be seen as the primary cause for the increase in violence in society. It follows the course set by 1972 BBC guidelines, and is sure to disappoint groups advocating a sharp reduction in violence on the screen.

The report concentrates on entertainment programs, both British-made and imports. It warns that violence must be controlled, but must not be sanitized so that it appears that violence is part of normal behavior. "The direction of a moment of violence should not appear to be indulgent; the viewer should never feel that the director has been enjoying what has been portrayed on the screen," it states.

American programs continue to occupy prime-time slots on the BBC, and the report is highly critical of the American efforts to reduce violence: "... we are aware that the recent clamp-down in the United States on the portrayal of violence affecting human beings has led to the injection of action and excitement through violence done to property... It is merely a substitute for direct man-to-man violence, and we believe that the BBC should always make sure that such acts of violence are not introduced to compensate for a lack of quality in the writing."

The report especially criticizes recent episodes of *Starsky and Hutch*, which occupied a key BBC Saturday night slot and was one of its highest rated programs.

It states that attempts to reduce the violence in the show "had the result of diminishing the whole stature and purpose of the series so that it has about it now a kind of mindlessness linked with a suspicion of violence just around the corner, which might be more damaging to the viewer than the series as originally conceived."

The report sets up strict guidelines for children's programming. It states that a fantasy program with monsters may be less harmful to a child than a scene showing a mother and father having a serious argument. It also warns that children have simple loyalties, and portrayals of goodness and badness must be treated with great care.

In news, the report says that the availability of violent action film should never affect the placement of items in the broadcast, and that film reports should "never linger on the corpses of the dead or the sufferings of the wounded."

But the report acknowledges that the world is a violent place and television news cannot shy away from reporting that violence. In general, the basic newsworthiness of an item with proper regard for the sensitivities of viewers should rule the choice of material, it says.


In other areas, the report criticizes the score-keeping done by some outside groups to measure the violence in programs. It says, "The mechanical adding up of the number of incidents of violence over a week, month or year, without regard to the context or style of program is a meaningless exercise which would lead to an automatic form of negative censorship of superficial details."



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Cable and broadcasters win one at Supreme Court

Appeals court decision in 'Midwest Video' is upheld with high court saying FCC may not impose common-carrier type rules that interfere with journalistic judgments of both technologies

The Supreme Court last week got into the act of deregulating cable television. It held, in a 6-to-3 decision, that the FCC had exceeded its authority in requiring cable systems to make up to four channels available for public, educational, government and lease access. But cable operators were not alone in welcoming the decision, which affirmed the Eighth Circuit Court of Appeals in a case brought by Midwest Video Corp.; the court's opinion contained language that could comfort broadcasters as well. It stressed that the FCC may not impose common-carrier type regulation on either cable or broadcasting, and is barred from advancing public access objectives at the expense of broadcasters' journalistic freedom.

The decision comes at a time when the commission and members of Congress are moving toward easing restrictions on cable, with the stated objective of creating the kind of structure in which cable and television could compete for viewer loyalty.

Thus, although the court said that Congress could grant the commission the necessary authority, such an action would seem unlikely. (None of the bills now pending in Congress to rewrite or substantially amend the Communications Act would give the commission that power.) On the other hand, local franchising authorities could require cable systems, as a condition of franchise, to provide such service—a possibility that the National Cable Television Association does not appear to find disturbing.

"We feel the cable industry is not going to shirk its basic responsibility and interest in allowing the public access to this communications medium," Robert L. Schmidt, president of NCTA, said last week. "But that can best be accomplished within the community involved—not by an arbitrary rule that cuts across the board without regard to individual application."

The decision was the second setback the commission suffered in court in attempting to extend its regulatory authority over cable television. Two years ago, the U.S. Court of Appeals in Washington overturned the commission's pay cable rules, and the Supreme Court rejected a petition to review the case.

The rules that have now been struck

down were designed by the commission to increase the number of outlets for local self-expression, and had been backed by citizen groups. The National Black Media Coalition, two Pennsylvania groups—The Citizens for Cable Awareness and the Philadelphia Community Cable Coalition—as well as the American Civil Liberties Union, had joined the commission in appealing the Eighth Circuit's decision.

Ironically, the rules, which were adopted in 1976, were described by the commission as a less "onerous" version of regulations that had been prescribed in 1969 and that the Supreme Court, in an earlier case also brought by Midwest Video, upheld, by a 5-to-4 margin. Those regulations required cable systems to originate local programming (BROADCASTING, June 12, 1972).

The 1976 rules required systems with at least 3,500 subscribers to build, by 1986, plants with a minimum of 20 channels and to make channels available for use by members of the public, educators, local government and leased users, and to furnish equipment for the use of those channels. Some one quarter of the nation's 4,000 systems would have been affected.

The high court's opinion, written by Justice Byron White, is based on the freedom the opinion says Congress has accorded broadcasters and that the court says extends to cable television. The access rules, Justice White said, are "not reasonably ancillary" to the performance of the commission's responsibilities in regulating television—the test the court laid down 11 years ago for determining the validity of the commission's cable rules.

For the access rules, he added, "plainly impose common-carrier obligations on the cable operators." He noted that systems are required to hold out dedicated channels on a first-come, nondiscriminatory basis and that the operators are barred from influencing the content of program-

ing. Operators are not entirely free, either, in the fees they charge for the equipment they make available. And Justice White said, Section 3(h) of the Communications Act "stipulates that broadcasters shall not be treated as common carriers." He added "The provision's background manifests a congressional belief that the intrusion worked by common carrier regulation on the journalistic integrity of broadcasters would overshadow any benefits associated with the resulting public access."

And that congressional ban is not limited to television, Justice White wrote. "Its force is not diminished by the variant technology involved in cable transmissions. Cable operators now share with broadcasters a significant amount of editorial discretion regarding what their programming will include."

Justice White noted that the court has in the past deferred—"albeit cautiously"—to the commission's judgment on the scope of its authority in cable, but attribute that deferral to the lack of congressional guidance. In the present case, he said, "there are strong indications that agency flexibility was to be sharply delimited." Because of Congress's hesitancy in approaching the access issue in broadcasting, and in view of its "outright rejection of a broad right of public access on a common carrier basis," he added, "We are constrained to hold that the commission exceeded those limits in promulgating its access rules."

Although sweeping, the language of the opinion barring common carrier regulation of broadcasters and cable systems is not unqualified. Justice White said in a footnote that whether "less intrusive access regulation might fall within the commission's jurisdiction or survive constitutional challenge" is not at issue. "Certainly," he said, Section 3(h) does not put into question the legality of the commission's fairness doctrine. The court upheld



From House to home. Last Tuesday was the official national inauguration for the Cable Satellite Public Affairs Network (C-SPAN), the new service providing satellite carriage of televised House of Representatives proceedings to cable systems. The occasion was marked by a Capitol Hill reception at which Bob Rosencrans (left photo), president of UA-Columbia and chairman of C-SPAN, called the new service the "forerunner of many future events." Conferring at right are (r) Representative Charles Rose (D-N.C.), chairman of the House's ad hoc committee which oversaw the installation of the chamber's new TV system, and Brian Lamb, C-SPAN president. C-SPAN claims commitments from cable systems serving over 370 communities in 50 states. C-SPAN has been operating since March 19, the day the House went public with its daily TV feed, but April 3 was the first day the majority of its subscribers began telecasting the proceedings.

the doctrine 10 years ago in an opinion written by Justice White.

The opinion does not answer all of the questions that have been raised about the case. For instance, the Eighth Circuit expressed the view—without basing its opinion on it—that the rules violate the First Amendment and the due-process clause of the Fifth Amendment. Since the Supreme Court rested its decision on statutory grounds, it did not deal with the constitutional questions.

What's more, although the high court rejected the package of rules contained under the access heading as being integrally related, it does not rule out the possibility that one or another of the elements "might appropriately be revitalized in a different context," as Justice White said. To some commission lawyers, that might mean the commission would have the authority to impose minimum channel capacity requirements on cable systems for the purpose of obtaining compliance with rules that remain on the books.

Joining with Justice White in the majority opinion were Chief Justice Warren E. Burger and Associate Justices Potter Stewart, Harry F. Blackmun, Lewis F. Powell and William H. Rehnquist.

Associate Justice John Paul Stevens, in a dissenting opinion, in which Associate Justices William Brennan and Thurgood Marshall joined, said the court's holding in the first Midwest Video Case that the mandatory origination rules were within the commission's authority "requires a like holding with respect to the less burdensome access rules at issue here."

He said he did not doubt that the access rules, like the mandatory origination rules, "promote the statutory objectives of increasing the number of outlets for community self expression and augmenting the public's choice of programs and types of services." That, he added, is all that is needed to uphold the commission's jurisdiction to promulgate the rules.

Harris, other Cox executives join with Newhouse in new cable venture

Newspaper-broadcast owner will pump in \$25 million as new firm will look both to buy and to build; Williams, Pitney move up at Cox

Henry W. Harris, president of Cox Cable Communications, and three of his chief associates there have resigned to form their own cable company with the financial support of Newhouse Broadcasting ("Closed Circuit," April 2).

Newhouse and Mr. Harris have reached an agreement in principle under which Newhouse will commit an initial \$25 million toward the development of cable television systems. Newhouse will retain more than half of the equity in the new corporation.

Joining Mr. Harris in the new venture,

as yet unnamed, will be Thurber M. Foreman, Richard C. Hickman and Craig F. Magher, who are now serving Cox Cable as vice president of corporate development; vice president, engineering, and treasurer, respectively. The new firm will make its headquarters in Atlanta, where Cox is based.

Mr. Harris noted that "in a time when so many cable companies, both public and private, are being purchased by larger corporate entities, we believe there is a place for a strongly capitalized and well managed company which can bring experience and personal attention to selected CATV development situations." Cox is in the process of being acquired by the General Electric Co.

Mr. Harris said the new company will seek to purchase existing cable properties



Harris

and will consider developing markets that do not have cable facilities.

Newhouse Broadcasting has had long experience in TV and radio broadcasting and cable television. Newhouse owns and operates WAPI-AM-FM-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYE-TV Elmira and WSYR-AM-FM-TV Syracuse, both New York, and WTPA-FM-TV Harrisburg, Pa. Newhouse has agreed to sell its five TV stations to the Times Mirror for \$82.4 million, subject to FCC approval (BROADCASTING, Dec. 11, 1978).

Newhouse's cable TV systems in New York State, Pennsylvania and Alabama are not involved in the new cable venture.

Meanwhile, Cox moved last week to fill the executive void created by the departures of Messrs. Harris, Foreman, Hickman and Magher. It named Donald O. Williams as executive vice president and chief operating officer of Cox Cable, and promoted William A. Pitney to the new post of vice president, operations. Mr. Williams has been with Cox Cable since 1966 and since 1971 has been vice president and general manager of Trans-Video, the Cox system in San Diego. Mr. Pitney joined Cox Cable in 1964 and most recently served as vice president and general manager of the company's cable development division in Atlanta.

Van Deerlin in the lion's den at cable meeting

State association executives tell him what they think—and they're bad thoughts—about retransmission consent provision in latest version of the rewrite

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) received his first critique of the new Communications Act rewrite's cable television provisions from members of that industry last week, and found the marks were all bad.

Cable operators in Washington for a National Cable Television Association-sponsored meeting of state cable association leaders zeroed in on the new rewrite's proposed retransmission consent plan, posed as a trade-off for virtual deregulation of cable. Under the plan, cablecasters would have to receive the consent of either the broadcaster or copyright holder before retransmitting a broadcast program.

The subcommittee chairman tried to put the proposal in its best light: The plan first put forth by Henry Geller, head of the National Telecommunications and Information Administration, would leave consent strictly to the broadcaster, Mr. Van Deerlin pointed out, whereas the new bill (H.R. 3333) gives the cable operator second recourse in the copyright owner. H.R. 3333 averts the potential "disastrous result" of the Geller proposal, he said.

He said he also sees the plan as being "far, far better for the viewing public," because it gives cable systems the opportunity to "enrich" their program offerings.

The cablecasters at the Monday luncheon were not persuaded, however. One said that if cable had to deal on the same level as broadcasters in bargaining for programming, cable would lose.

Another said: "We'll be negotiating now and forever more." Mr. Van Deerlin predicted, on the other hand, that rather than negotiations program by program, the "program consent" plan "would quickly find its level in group negotiations." Six months, he said, "is ample time for group negotiations and consortia of various kinds to bargain as groups."

But Steve Effros, executive director of the Community Antenna Television Association, disputed that notion, saying "It's a physical impossibility."

He and other cable executives in the room feared the worst if forced into dealing with broadcasters. One predicted broadcasters would deliberately inhibit cablecasters' attempts to procure programs, would run them out of business and take over cable themselves.

NCTA President Robert Schmidt, stating the argument diplomatically, said: "We don't have much confidence that this is going to work."

Action begins on protection against police searches

As President promised, bill is introduced to prohibit kind of newsroom forays allowed by 'Stanford Daily'

President Carter last week delivered on the commitment he made in December to ask Congress for legislation to protect journalists, print and broadcast, from the kind of police searches the Supreme Court has said are not now barred by either the law or the Constitution.

Last May, the high court, in a 5-to-3 decision, upheld the right of police, armed only with a search warrant, to rummage through the files of the *Stanford Daily*, a college newspaper, in a hunt for evidence—photographs of a student demonstration—even though none of the journalists involved was suspected of a crime (BROADCASTING, May 31, 1978).

The opinion shocked those in the media, as well as members of Congress and the administration, and generated a spate of bills in the last Congress, some of which have been reintroduced in the new Congress. The President, in a message to Congress accompanying his bill, said that

although Justice Department regulations restrict federal officers' investigation of the news media, the problems raised by "the *Stanford Daily* case require new, stringent safeguards against federal, state and local governmental intrusion into First Amendment activities." The *Stanford Daily* case, he said, "poses dangers to the effective functioning of our free press."

The draft bill follows the outlines of the proposal sketched by Attorney General Griffin Bell at a news conference in December (BROADCASTING, Dec. 18, 1978):

It would prohibit police from searching for or seizing the "work product"—notes, interviews or film—of reporters or others that is to be used to disseminate information in a newspaper, magazine, broadcast or book.

It would also require police to obtain a subpoena rather than a search warrant, in searching for documentary material other than work product. Unlike a search warrant, which permits a general and unannounced search, a subpoena cannot be issued without advance notice of the items being sought, and can be opposed in court.

There are exceptions to the provisions. In both cases, the protections would not apply if there is probable cause to believe the person holding the materials has committed the crime for which the materials are sought, or there is reason to believe the material must be seized to prevent a death or serious injury.

In addition, the provision dealing with

documentary materials would not apply if there is reason to believe that giving notice of a subpoena would result in the destruction of evidence or the materials not being produced in response to a court order directing compliance with a subpoena.

The proposal is one of several the President submitted to Congress as part of what he described as an over-all effort "to protect the privacy of individuals."

Three Mile Island: as confusing as it was dangerous

Networks tangle with logistics and radiation hazards plus conflicting reports from officials, while local stations contend with all that plus the added burden of keeping area residents calm

Right on the heels of the Israeli-Egyptian peace treaty signing, worldwide attention and broadcast news shifted to the Harrisburg, Pa., area March 28, when news broke of an accident at the Three Mile Island nuclear reactor in nearby Middletown.

From then, and through last week when the crisis abated, the reactor, the local population and indeed the future of nuclear

Tandem Productions, Inc.

has acquired

Communications Services, Inc.

We initiated this transaction, served as financial advisor to Communications Services, Inc., and assisted in the negotiations.

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April 1979

power growth in the U.S., dominated the news.

Joined by local and international broadcasters, the networks were on the scene in full force. NBC News, for example, rotated eight correspondents, and had two over-all producers who supervised a team of six field producers, three coordinating producers, an equipment supervisor, an electronic newsgathering supervisor, three ENG editors, and two radiation experts.

The incident's impact, however, wasn't limited to the local area, as other reporters were assigned elsewhere. On the Friday, March 30, *CBS Evening News with Walter Cronkite*, that network had a report from Middletown, another from Harrisburg, two reports from Washington and another two from New York. The broadcast devoted 15 minutes, 50 seconds to the story.

By midweek last week, all three networks had presented news specials in prime time—on the previous Friday, ABC had a seven-minute report during a movie, followed by another at 11:30-midnight, *Three Mile Island—A Nuclear Nightmare*; CBS presented *Danger at Three Mile Island* at 10-11 p.m. and NBC went with *Nuclear Risk* at 10:30-11 p.m.

Like its competitors, ABC's reporting went beyond Three Mile Island. In its late-night news special ABC, for example, also explained how nuclear power plants work; reactions of people in other communities with plants; nuclear safety track records, among other elements of the story.

Aside from those longer, prime-time pre-emptions, the networks cut into their regular schedule with quick reports following such developments as precautionary announcements from Pennsylvania Governor Richard Thornburgh.

On the radio side, through the efforts of ABC, CBS and NBC, as well as other national services, local stations weren't lacking for material. The Mutual Broadcasting System, for example, had 50 cuts from its correspondent on the scene from just the first three days of coverage, not to mention later reporting. AP Radio claimed an all-time record for cuts Friday with 267 on Three Mile Island and other news of the day; The 5:30 a.m.-1 a.m. cycle usually has 160-200. UPI Audio, with three audio staffers on the scene and reports from elsewhere, had several three-and-a-half minute specials and was scheduling a 30-minute wrap-up last Friday (April 6).

All three TV networks employed nuclear specialists whose purpose was not only to inform the public but to protect network personnel as well. Nuclear physicist Mort Heller, for example, was with ABC personnel, who were supplied throw-away protective suits and radiation meters. NBC also took precautionary measures such as the wearing of film badges, which would record the cumulative amount of radiation exposure, and the carrying of decimeters to check radiation levels. NBC reporters and crew members also were said to have rotated their time on assignment because of radiation exposure.

The Three Mile Island story was as confusing as it was dangerous.

Tom Wolzien, one of NBC's two over-all producers in Harrisburg, later said: "I've never been on anything [like this story, where] you've mistrusted every bit of information."

On his daily radio report, Friday, March 30, CBS's Walter Cronkite summed up the general feeling expressed by many on the scene: "If the nuclear accident at Pennsylvania's Three Mile Island power plant has not been a public health disaster, it clearly has been a public relations disaster for the nuclear power industry."

Local broadcasters faced the double duty not only to inform but to keep the citizenry calm.

Joseph M. Higgins, president and general manager of WHP-TV Harrisburg, said he was cautious about pre-empting regularly scheduled CBS network programming because "we didn't want to have an alarming effect." He took the policy as far as to delay local news until 6:08 p.m. Saturday until the end of the *CBS Sports Spectacular*. Mr. Higgins admitted that his efforts to be "low key" did cause some dissension at the station from those who wanted more air time for news. But early indications, he said, are that the viewing audience agreed with him.

The other TV station licensed to Har-

risburg, WTPA, also was conscious of the need to inspire calm. Early in the crisis, for example, it ran the station 24 hours one day, programming films during the early morning hours. Paul S. Abbott, general manager and film buyer, said the extended schedule was, in effect, a "pacifier," since he knew his viewers "weren't going to do much sleeping."

While regularly scheduled programs weren't being interrupted for local long-form specials (with the exception of a WHP-TV half hour Tuesday night at 7:30), shorter news reports were frequent. On Friday, for example, WHP-TV broke in for about five three-to-four-minute broadcasts during the day. Caution also was taken with those shorter reports. WTPA, for example, did not call them "bulletins," Mr. Abbott said, because they were usually precautionary advisories.

There also was the managerial task of maintaining order at the stations. Aside from his own staff, Mr. Higgins said WHP-TV housed about 60 others from the "invasion of the CBS network" and reporters from affiliates in Boston, New York, Philadelphia and Los Angeles, and among others, reporters from the BBC and Japan. Mr. Higgins said "our equipment was taxed to capacity." About a dozen new telephone lines had to be set up and WHP-TV also brought in food. While not a primary consideration, Mr. Higgins said that if expenses were "\$15,000 to \$20,000, it would be cheap."

Work also went around the clock at WTPA, where ABC-TV personnel gathered along with other station reporters. NBC-TV people, whose affiliate, WGAL-TV Lancaster, Pa., far from the scene, also shared the WTPA line until quarters could be set up in Harrisburg. And like other television and radio stations in town, WTPA also was a hot line of sorts for foreign broadcasters wanting information and feeds.

On local radio, schedules were pre-empted more frequently. WHP(AM), for example, covered each newsbriefing live, averaging 45 to 75 minutes daily, to "let the public take what they want from it," according to Mr. Higgins, who also manages that station. WTPA-FM offered announcements around the clock as the station extended its broadcast day to 24 hours.

Other stations in town were active, among them, WCMB(AM), which like WHP(AM), is a primary station of the Emergency Broadcast System.

Harvey Tate, WCMB general manager, characterized the situation as a "war alert" and while EBS procedures didn't have to be implemented, he said it showed that "radio stations were prepared to follow through on EBS."

Mr. Tate saw much of his responsibility as being to temper reports that were coming in from outside the area. One of the highest compliments Mr. Tate said he received during the crisis coverage came during a special four-hour call-in show he ran Sunday night. A caller, he explained, had just returned home from out-of-state and told him "I feel calmer in Harrisburg than I did in New York City."



On the watch. From the top, ABC's Max Robinson reports from the studio; CBS's Gary Shepard and NBC's Ford Rowan do stand-ups within sight of the Three Mile plant.

Children's TV proceeding moves indoors at FTC

Needelman and commission now must make the next moves as weeks of public hearings end

Robert Choate, of the Council on Children, Media and Merchandising, approached Judge Morton Needelman and offered him a gift: a miniature of Rodin's sculpture "The Thinker."

And if Judge Needelman, who had presided over six weeks of children's advertising hearings at the Federal Trade Commission, had resembled that man lost in thought, chances are good his pose will not soon change. Mr. Needelman had sifted through thousands of pages of documents, had listened to more than a million words of testimony, and had carefully questioned over 200 witnesses. His most difficult tasks, however, may be yet to come.

Mr. Needelman will soon meet with attorneys to discuss a motion for an extension of time for submission of additional materials. A previous order designated April 30 as the deadline for submission of (1) proposed disputed issues of fact that are material and necessary to resolve at a disputed issues hearing; (2) requests to cross-examine at a disputed issues hearing witnesses who appeared at the "legislative" hearing, and (3) requests to present oral rebuttal at a disputed issues hearing.

The order further states that following receipt of these materials, Mr. Needelman will make a recommendation to the commission "identifying disputed issues of fact, if any, that are material and necessary to resolve at a disputed issues hearing."

Beyond that, it will be up to the commission to actually designate the disputed issues. The problem, however, is that with the resignation of Elizabeth Dole, along with the disqualification of Chairman Michael Pertschuk and the voluntary withdrawal of Robert Pitofsky from the proceedings, the commission lacks a quorum, and will not proceed with the inquiry until that has been rectified.

A quorum could be achieved by either reinstatement of Mr. Pertschuk to the inquiry, or the appointment of a new commissioner. Mr. Pertschuk has appealed his disqualification, and is awaiting a decision. Industry lawyers believe there is little chance of Mr. Pertschuk winning his appeal, and if their predictions hold true, a quorum will have to come with the appointment of a new commissioner.

There is continued speculation as to whom the White House will nominate for the position, but at this point it appears to be nothing more than speculation. Mr.

Pertschuk has said on at least two occasions that he has been in contact with the White House personnel office, and is assisting it in the selection process.

The nominee is required, by statute, to be a Republican, and the feeling among most FTC watchers is that another woman will get the nod. And some insiders are guessing that the nomination might go to a black woman.

If the nominee does not meet congressional resistance, there is a chance the next phase of the rulemaking proceeding will go forth on schedule. But if there is a delay in announcing an appointee, or if the confirmation process drags on, Mr. Needelman's recommendations could sit on his desk while the entire process grinds to a halt.

If the schedule is adhered to, a staff report is slated to go to the commission in November, with Mr. Needelman's report following in December. It will then be up to the commission to reach some sort of decision concerning the controversial proposals that include a ban of all advertising aimed at children too young to understand the intent of the messages.

Opponents of the proposals believe that Mr. Needelman will probably focus on one or two key issues, and write what he hopes is an air-tight legal decision. The ball then goes to the commission's court, and depending on its actions, a series of appeals might result that could conceivably carry the issue all the way to the Supreme Court for a final determination.

Robinson indicates industry will be disappointed at its numbers on WARC delegation

Testifying before Van Deerlin on preparations for upcoming meeting in Geneva, head of U.S. delegation says most of the contingent will be from government, although well-versed in communications technology

The House Communications Subcommittee last week conducted only the second hearing a congressional committee has held on U.S. preparations for the first general World Administrative Radio Conference in 20 years, to begin in Geneva in September. (The same panel also held the first, two years ago.)

The session, as presided over by Representative Lionel Van Deerlin (D-Calif.), was relatively brief and amicable. But it offered Representative James M. Collins (D-Tex.) the opportunity to remind Glen O. Robinson, the former FCC commissioner who heads the U.S. WARC delega-

Says SRA. The Station Representatives Association estimates that the three commercial TV networks in 1978 sold \$186.5-million worth of time in excess of the "SRA standard" of three network minutes per half-hour in prime time and twice that number in nonprime periods.

SRA's calculations, based on Broadcast Advertisers Reports data, are part of its ongoing campaign to show that the networks are using more and more commercial time. Network officials have blasted SRA's three-minute/six-minute "standard," calling it "outrageous" and noting that for years network practice has allowed an extra commercial minute per hour in prime-time programs of an hour or more in length (BROADCASTING, Aug. 21, 1978; Jan. 1).

Even by the networks' more liberal standard, SRA's latest report says, 49 long-form network programs appearing in prime time in the fourth quarter of 1978 exceeded the "standard" by 30 seconds or more and 265 prime-time programs of one hour or less exceeded it by 10 seconds. This fourth-quarter total of 314 programs, SRA said, was up from 286 in the third quarter.

The SRA estimates of minutes and dollars, based on BAR monitoring, are shown in the table below. The figures represent commercial time in excess of three minutes an hour in prime time and six minutes an hour in nonprime.

	Network commercial minutes over SRA's standard		Value of network commercial minutes over SRA's standard	
	12/26/77 to 12/31/78		12/26/77 to 12/31/78	
ABC prime	548:00	ABC prime	\$62,675,400	
ABC nonprime	128:06	ABC nonprime	2,230,400	
ABC total	676:06	ABC total	64,905,800	
CBS prime	495:20	CBS prime	44,172,200	
CBS nonprime	576:00	CBS nonprime	5,854,400	
CBS total	1,071:20	CBS total	50,026,600	
NBC prime	671:50	NBC prime	66,823,300	
NBC nonprime	308:30	NBC nonprime	4,752,500	
NBC total	980:20	NBC total	71,575,800	
Three networks prime	1,715:10	Three networks prime	173,670,900	
Three networks nonprime	1,012:36	Three networks nonprime	12,837,300	
Three networks total	2,727:46	Three networks total	\$186,508,200	

tion, that he will be expected to look out for U.S. interests first.

"Are you going to represent the world or the U.S.?" Representative Collins asked. Too often, he said, the U.S. comes out second best in international negotiations because of representatives who "concede more than they get." Then he resorted to what he said was an "old Texas saying"—"The eyes of Texas are upon you."

Mr. Robinson, responded with another "old Texas saying," saying with a laugh, "We will hang in there for our cause." He also said he expected the eyes of a number of states besides Texas to be on him and the delegation.

Earlier in his presentation, Mr. Robinson had said the U.S. would be firm yet prepared to accommodate the needs of other countries at the WARC meeting. "International agreement is what we're after," he said. "We won't go into an international forum, announce our position, and then retire. We'll advance our interests with vigor, but we are there to get an international agreement."

The identity of the delegation members who wish to represent the U.S. is expected to be known by mid-May. Mr. Robinson said that he was completing work on a list of some 60 persons he will recommend for appointment and that the internal clearance process at the State Department, which will name the delegation, will take several weeks.

As he described the make-up of the delegation, it appeared that a number of industry representatives who had hoped to be included will be disappointed. Mr. Robinson said that all industries "will have some representation." But he said most of the delegation—perhaps two-thirds—will be from government. Some 15, he said, will be from industry and "the general public." Anticipating complaints, he said, "We can't take everyone."

The aim, he said, was to secure a balance of professional disciplines within the delegation. An effort was also made to obtain women and minority-group representatives for the delegation. But the principal criterion, he said, was technical competence.

"Amidst all the calmer that is heard about being prepared for political issues that may surface at WARC," he said in his prepared statement, "it is sometimes overlooked that our basic strength lies in presenting solid, technically sound, fully supported documentation for basic U.S. requirements."

Mr. Robinson expects problems of a political as well as a technical nature to crop up at Geneva. But he thinks concern over "politicization" of the WARC, while "legitimate," has been "exaggerated. We don't look for a runaway conference."

One matter of concern is the interest on the part of less developed countries (LDC's) to eliminate the present system under which countries that first register frequency assignments with the International Telecommunications Unions are given priority use of them. The LDC's want a system under which use of the spectrum would be planned in advance,

with frequencies assigned to countries whether they need them or not. "This could be the biggest 'political' issue at WARC," he said.

As for various proposals the U.S. will advance at WARC, Mr. Robinson indicated that a major one may be in trouble, and because of Canada, not a Third World country. The proposal provides for doubling the number of communications satellites that could operate in the 12 ghz band in the western hemisphere. He said Canada has objected to expanding the band because of possible conflict with future plans for terrestrial microwave.

Mr. Robinson appeared relatively optimistic about proposals for expanding the AM band above 1615 khz and sharing UHF frequencies with land mobile. He said talks with representatives of other countries in the western hemisphere indicate "there is a good chance for some expansion."

He also said the drawn-out controversy between the Department of Defense on the one hand and the shortwave radio community—Voice of America, Radio Free Europe and Radio Liberty—on the other, is headed for a resolution. Where the administration originally proposed a total of 865 khz in the high frequency bands for short-wave broadcasting (short-wave), DOD has now agreed to give up additional frequencies that would result in a total of 1,325 khz, including shared frequencies, to that service. However, Mr. Robinson said this would be opposed by developing countries, since they use the frequencies for fixed services.

In response to a question about the proposal by the National Telecommunications and Information Administration to reduce AM channel spacing from 10 khz to 9 khz, Mr. Robinson said he thinks it's "a good idea" and that "it will come." But he noted that neither NTIA nor the FCC has urged the U.S. to push the idea at WARC.

AP Radio gets down to business on satellite

News service goes to the FCC this month with applications for 37 15-foot earth stations, plans eventually to use 10-foot dishes, if approved, to expand system; Mutual readies similar arrangement

Plans for a satellite delivery system for AP Radio's 660-station news network, starting initially with 15-foot earth stations in 37 cities, were announced last week by AP.

Officials said they hoped to have the satellite system in operation before the end of this year but that the exact timing would depend on how long it takes the FCC to approve AP's application. They said the application would be filed before the end of this month.

Keith Fuller, AP president, said that AP has signed a lease agreement with California Microwave Inc. for 15-foot earth stations in the 37 cities.

AP said 61 AP Radio affiliates are located within the 37 cities where the earth stations will be installed. Landline extensions leased from AT&T from each of the earth stations will continue to provide 3-khz channels—as opposed to 5-khz broadcast-quality channels via satellite—to the rest of the APR stations.

AP is negotiating with both RCA and Western Union for satellite transponder space.

In addition to the 15-foot earth stations for the 37 cities—representing about \$20,000 each, according to AP sources—AP has placed a contingency order with CMI for at least 400 earth stations of 10 feet or smaller, whenever the FCC approves dishes that small. The smaller ones



Deal made. Keith Fuller (seated), president of AP, shakes hands with Robert F. Friedman, president of the Satellite Communications Division of California Microwave Inc., following the signing of the AP-CMI agreement. Looking on (l-r), are Roy Steinfort, AP vice president and director of broadcast services, and Dave Bowen, AP vice president and director of communications.

would be integrated with the 15-foot earth stations under the AP plan. It was estimated that 400 of the smaller earth stations would cost about \$2.2 million.

AP received FCC approval last month for a one-year test of satellite operations using 10-foot and smaller dish antennas. Dave Bowen, AP vice president and director of communications, said this testing will proceed with a variety of antenna diameters on earth stations from CMI.

"We hope the results we get from these tests will support yet another application," Mr. Bowen said. "Our final goal is an earth station system serving every AP city in the U.S., with dishes down to the smallest size the FCC will approve."

He said it was not yet possible "to pinpoint just how large a network can be cost-justified," but that "we have designed and engineered a plan that will take us toward that final goal in easy stages, with the first step organized to increase the chance of quick FCC approval."

Other sources said the approach was deliberately based on that taken by National Public Radio, which the FCC has already approved.

Mutual Broadcasting System has temporarily abandoned the 10-foot dish installations that it had intended to install at all affiliates and will ask the FCC to approve NPR-style 15-foot antennas at 33 cities (See "In Sync," this page.)

They said they hoped for FCC approval within three months after the filing. From the time of FCC approval, they said, 20 earth stations would be installed in 120 days, and the 17 others would be in place 30 days after that. They said they hoped—and expected—to be the first commercial network in satellite operation.

Roy Steinfert, AP vice president for broadcast services, said that all AP Radio affiliates will benefit, because even those that continue to receive terrestrial delivery will realize improved quality as a result of a greatly reduced number of intermediate drops between them and the originating 5-khz signal.

"Obviously," he said, "we are hopeful that the smaller earth stations will receive FCC approval. However, we see this first step as an opportunity for AP to move ahead and provide broadcast quality service to a large number of stations, utilizing a system built around 15-foot dishes which already have been approved for such use by the FCC."

The 15-foot earth stations will be installed on frequency coordinated sites by CMI. The earth stations will be licensed to and maintained by the AP.

The cities are Albany, N.Y.; Albuquerque, N.M.; Baltimore; Birmingham, Ala.; Boston; Buffalo, N.Y.; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Dallas; Denver; Detroit; Hartford, Conn.; Houston; Indianapolis; Kansas City, Mo.; Los Angeles; Louisville, Ky.; Memphis; Miami; Milwaukee; Minneapolis; New Haven, Conn.; New Orleans; Omaha; Orlando, Fla.; Phoenix; Pittsburgh; Portland, Ore.; Rochester, N.Y.; San Diego; San Francisco; Seattle; St. Louis; Tampa, Fla., and Washington.

In Sync

Up and coming in broadcast technology

That SMARTS. The president of RCA Americom, Andrew Inglis, left the National Association of Broadcasters convention in Dallas two weeks ago thinking that his company's multimillion-dollar gamble, SMARTS (Selective Multiple Address Radio and Television Service), whereby the firm will supply commercial television stations with their own earth stations, might just pay off. More than 100 stations have returned his nonbinding, "good faith letter of intent" to accept the offer. (The loose language in the letter lets the station cancel the deal "at any time prior to entering into a definitive agreement" or Americom may if, "in its opinion, there will be insufficient customer demand for service.") Mr. Inglis told BROADCASTING that RCA had set 100 as the "target" for the NAB. He called the response "evidence that broadcasters are willing and anxious to participate" in a new communications medium. A follow-up conversation with Lawrence Driscoll, Americom's manager of business operations, confirmed that the optimism was not only his boss's. "We're very encouraged by the response we've gotten," Mr. Driscoll said. He declined to break out the responses by affiliations (how many ABC-TV affiliates versus NBC-TV, for example), but Mr. Driscoll did say that the breakdown of independent stations versus affiliates was "proportional" to their numbers in the television universe. That means, of course, that the great majority of the responding stations are, indeed, affiliates. □ □ □

What's next? "We're obviously moving ahead with the test," said Mr. Driscoll. Americom is also now going to talk with program suppliers, syndicators and even the major networks to gauge their interest in the plan. According to Mr. Inglis, a final go-or-no-go decision won't be made before June or July. If it's a go, the four-station Post-Newsweek group that will be the first to get the earth stations will become part of a "purely technical experiment" in the system. The P-N phase calls for Americom to distribute Viacom International programs to the four stations. □ □ □

Another application. It's learned from the man who put it together that John Blair & Co.'s three-market test of satellite delivery of commercials is working "superbly." Jack Bray, a Blair vice president and the former New York sales manager for the CBS market division of the rep firm, says Blair is using Western Union's Westar I and II satellites a couple of hours a week delivering General Foods spots to stations in Sacramento, Calif., Seattle and Kansas City, Mo. Ogilvy & Mather, the agency, has reviewed the initial results and found the quality "acceptable." Blair is offering that test service at a price comparable to the traditional distribution system of duplicating and mailing tapes. According to Mr. Bray, it will take at least 15 markets to start bringing the distribution costs down. "It would be rather nice to have the top 25 cities." During the test, the local stations are footing the bill for the tapes. "It's fairly obvious," Mr. Bray says, "they're not going to continue picking up the cost." □ □ □

Radio, too. Americom has also made a deal to provide the 86 affiliates of the National Black Network with small, 10-foot earth stations. NBN, in turn, has ordered two full-time 15 khz channels on one of RCA's Satcom satellites. The network uplink will be at the RCA Vernon Valley (N.J.) earth station. NBN will supply programs to Americom's New York operations center, which is linked to Vernon Valley via a dedicated microwave. □ □ □

And from the manufacturer's side. Scientific-Atlanta has sold a 10-meter receive-only earth station to WGN-TV Chicago. The steerable dish is equipped with redundant electronics that will allow it to receive television and radio feeds simultaneously. □ □ □

Big deal. Harris Corp. has sold Westinghouse Broadcasting nine new transmitters in a \$1-million deal announced at the NAB. The purchase includes five MW-50A 50 kw AM transmitters, three FM-20 20 kw FM transmitters and one MW-5A five kw AM transmitter. The new equipment will go to the Group W stations in Pittsburgh, Philadelphia, Los Angeles, New York and Fort Wayne, Ind. It will be delivered in the fall. □ □ □

If at first you don't succeed. Mutual Broadcasting System has announced a radical alteration of its proposed satellite distribution network. Network Executive Vice President Gary Worth, citing FCC foot-dragging on MBS's original application, said that MBS has decided to go ahead with 15-foot earth terminals—initially in the top-200 cities. MBS will file individual applications with site clearances and frequency coordination for each antenna—similar to the National Public Radio application already approved. MBS will file the first 33 applications—for the 33 largest cities—late this week or early next. MBS's original application, filed over a year ago, called for 500-plus 10-foot earth stations and asked the FCC for a blanket approval of the system. The commission had not acted, however, and MBS decided to go with the plan similar to one the FCC had already approved. "We still plan to use 10-foot dishes in all of those cities outside the top 200 if the FCC ever approves our application," Mr. Worth said. FCC approval of the NPR application took about six months. Mr. Worth said MBS could begin installing earth stations within 60 days of the FCC's green light. □ □ □

NAB '79: A time for fine tuning

Vendors on the exhibit floor had nothing radical to offer, but buying was brisk for latest models of ENG gear, satellite hardware, one-inch recorders and transmitters

Broadcast technology news emanating from Dallas two weeks ago, when the National Association of Broadcasters held what has become one of the world's largest—if not *the* largest—radio and television equipment trade shows, in large part did not come from the floor of the huge Dallas Convention Center. The news was in the suites of the manufacturers, but down on the floor where 330 exhibitors sprawled over 145,100 square feet of display space, it was largely business as usual. Manufacturers reported high interest on the part of the delegates, and a few major sales were also announced.

But what was being shown two weeks ago was equipment already displayed at previous NAB's or shown elsewhere in the year since the association last met in Las Vegas. NEC America, for example, showed its new type "C" video-tape recorder, first unveiled at the Society of Motion Picture and Television Engineers meeting last fall in New York. Ampex Corp. had a modified version of its portable VTR, the VPR-20, that the company demonstrated on a shaking table, revealing an impressive sturdiness and reliability.

And although there was little that was innovative offered in the way of electronic news gathering equipment, there was a marked interest in what the manufacturers were calling ENG systems—vans, all-terrain vehicles, even helicopters—designed with modifications for news uses.

(Two companies, for example, were showing helicopters—an NAB first—that were designed to double as corporate transportation and news gatherers. One firm, ENG Helicopter Satellites Ltd. of Gaithersburg, Md., had a \$325,000 helicopter system that, according to Alex Carey, president, could be ready to fly to a new story in 15 minutes. That system featured a Hughes helicopter and 250 pounds of Farinon ENG and microwave equipment. Bell Helicopter of Fort Worth was showing a \$250,000 system at NAB for the first time. One Bell official manning the booth, Fred Koenig, said his company saw the broadcasters as a "whole new market" for their high-ticket products.)

Satellite hardware also was very much in evidence on the NAB floor. Along with Scientific-Atlanta Inc., the leading ground-station manufacturer, booths

showing the latest in earth terminals and equipment included Andrew Corp., Collins Transmissions Systems division of North American Rockwell, Comsearch, Compucon and Microwave Associates. In addition to those, Western Union, RCA Americom, UPI, Mutual Broadcasting System and others were also on the floor with their various satellite-related services.

There was also a marked increase in the number of foreign manufacturers on the floor. From Japan, for example, there were Panasonic, Sharp, Toshiba, Ikegami, Hitachi, JVC, as well as Sony—a long-time NAB exhibitor. From Europe, there were Rank-Cintel (Great Britain), Telegen (France), Philips (Great Britain), Angenieux (France), Thomson-CSF (France), Bosch-Fernseh (West Germany), Marconi Electronics (Great Britain) and Quantel (Great Britain). Most of the foreign manufacturers appeared to be concentrating on TV studio equipment.

Toshiba, for example, showed a \$90,000 studio camera. JVC had an ENG-studio camera on sale for just under \$25,000. Ikegami showed its new HL-53 electronic field production camera, with a head weighing 15.4 pounds its own line and back packs. According to Ikegami, the new camera can be placed up to a mile from its control unit using triax cable. In operation, the head can be as far as 250 feet from the line pack.

Not to be outdone, Harris Corp., the American firm, was showing its new TC-80A studio camera that can also be rigged for remote work. One advantage that Harris was citing was the camera's versatility in the field. The camera control units of more than one TC-80A can be tied together so that one person may control the video, thus freeing the cameraman to follow action and making possible greater consistency across camera chains.

RCA had a new light-weight version of its TK-76 series ENG camera—the TK-76C. RCA has brought the weight down to 14 pounds. Bosch-Fernseh was showing its KCP 60 ENG/EFP unit, billed as an "economical broadcast alternative" featuring small-tube design. It features a two-thirds-inch optical system (three Plumbicon tubes) and weighs 50.6 pounds.

(As an added note, Cinema Products Corp. introduced a new version of its popular Steadicam camera stabilizing system. The new model features a "break-away" system that lets the operator remove the unit in less than two seconds—a feature CPC said could be invaluable during haz-

ardous situations. CPC has also moved the video monitor so that it can be more easily viewed by the operator. The new version sells for \$19,500.)

In the tape recorder area, NEC showed its new TT-7000 to the NAB for the first time. The one-inch, type "C" machine features a full six-head drum that includes video, audio and control track confidence heads. For editing accuracy, the machine has two built-in tape timers—one indicates time accumulated from the beginning of the tape while the other can be reset to zero at any optional point.

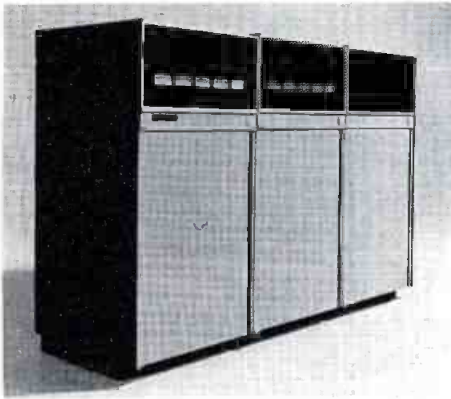
Sony also had a new one-inch machine—the BVH-1100. The major feature of the unit is the "dynamic tracking" option that provides for guard-band noise-free video playback of on-air quality with selectable variations in playback speed. It varies from one-fourth speed in reverse, to still, to twice forward speed. The BVH-1100 is also equipped with full automatic editing features—programed in and out entry points, frame-by-frame trimming, auto preview, butt editing, auto pre-roll and split editing. Sony also showed a new remote control unit—the BVR-1100—designed specifically for use with the new VTR. (RCA showed its TH-200 VTR, the same machine as the Sony.)

Bosch-Fernseh announced but did not show its new BCN 100 automatic multicassette VTR that allows for up to 16 hours of automated television station operation ("In Sync," April 2). Cassettes for the BCN 100, a type "B" machine, are compatible with the company's existing BCN 5 machine's.

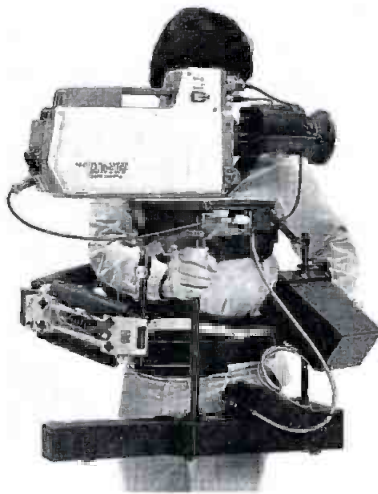
Digital studio equipment also was much in evidence at last month's show. 3M showed its new \$27,000 D-8800 dual microprocessor character generator that offers internal storage of up to four complete type fonts and 12,000 25-character rows of title information. The company also showed a more economical D-2500 (\$5,495) with three type fonts.

The Grass Valley Group introduced its new 300 series production switching system. Philips unveiled what it said was the first totally automatic noise reducer—the LDM 3001—and Sony, as part of its BVH-1100 package, showed its BVT-2000 digital time-base corrector.

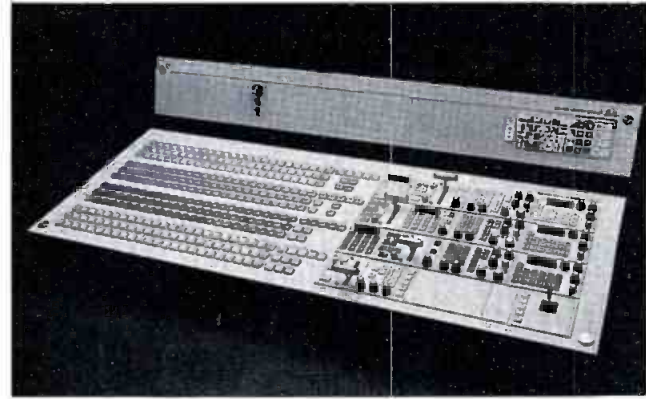
Although hardly as sexy as the studio equipment, new television and radio transmitters, including the first new RCA line in a decade, garnered a lot of attention from the NAB delegates. The new RCA line, the TTG series of VHF transmitters, features solid-state manufacture that has



RCA's TT6 transmitter



Steadicam



Grass Valley switcher



Ward-Beck's L2042 console



Harris FM transmitter



NEC's one-inch VTR

allowed the company to include only two tubes in the new models—one aural and one visual. The new models will be available for operation on most of the world's color broadcast standards. Parallel configurations are available to support circular polarization (for which RCA had a new antenna).

The new transmitter is made up of three cabinets—the exciter-driver, the power amplifier and the power supply—interconnected by cables. It is designed to operate conservatively at power levels 20% greater than previous models. A single low-band or high-band transmitter is rated up to 30 kw of visual power and 6.6 kw aural power output.

Philips, NEC and Marconi were also noted to have become contenders in the transmitter market—heretofore dominated largely by RCA and Harris. NEC announced a new generation of compact, lower-priced television transmitters—the PCN-1200 (VHF) and the PCU-700 (UHF). Marconi was showing its 55 kw UHF transmitter, the B7321, and Philips announced some modifications to its 17.5 kw VHF and 55 kw UHF transmitters. They are now available with manual or electronic phasing and automatic changeover.

For radio, Harris introduced a new 25 kw FM transmitter, the FM-25K—using only one tube. It features five broad-banded solid-state power amplifier modules, which are combined to produce 350 watts drive power. It also has automat-

ic power control that insures against out-of-tolerance power conditions. And for AM, Harris introduced the third member of its PDM (pulse duration modulation) line of transmitters—the MW-10 10 kw model. In line with the trend toward solid-state electronics, the MW-10 uses two tubes. It is also capable of providing the maximum positive modulation peaks allowed by the FCC, with reserve for greater reliability. (The advantage of this, according to Harris, is louder, clearer signals with no increase in transmitter carrier power.)

Collins also had new FM and AM transmitters. The Rockwell-Collins 831G-3 25 kw FM model is type accepted to operate as low as 10 kw. It also features light-emitting-diode status indicators to signal each level in the control ladder, including all overloads and the status of all door interlocks. It also has a new phase loss-rotation detector to give additional protection against main power line problems. The company's new 1 kw AM transmitter, the 820D-2, provides a flatter, wider response over the entire band-pass range for enhanced sideband performance and harmonic performance with sharper cut-offs and steeper skirts at each end of the band-pass. (The latter characteristic means better protection from cross-modulation caused by near-by strong signals.)

Elsewhere on the floor, radio equipment was plentiful—if not altogether new. Consoles were much in evidence. RCA, for

one, introduced two new series of consoles. One, the BC-300 series, is intended primarily for radio and production users. It features six-, eight- and ten-fade dual-channel stereo consoles and is equipped with four inputs per mixer. The console includes programmable remote start, programmable peak light-emitting-diode indicators and monitor muting.

Also included in the RCA audio exhibit was a new triple-deck audio cartridge machine, the RT-128. Designed for either monaural or stereo applications, the new unit accepts standard NAB type "A" or "B" cartridges. Two of the decks are equipped for playback-only operation. The third can be optionally equipped with a record amplifier accessory to provide record capabilities.

3M also had a cartridge system designed with stereo in mind—CentraCart. The company was comparing the machine's sound quality to that of professional reel-to-reel systems, and it said the unit could aid in prolonging cartridge life by as much as 300%.

Among others, consoles were shown by Collins, McCurdy Radio and Ward-Beck Systems.

One interesting piece of equipment on the floor was the Comrex model 205 telephone integrator system—designed specifically for talk-format WBZ(AM) Boston. Comrex also showed its new RLX low-frequency extender/receiver and its companion PLX extender/transmitter.

The Dallas Debriefings

Who knows more about engineering than the engineers? Two weeks ago, while covering the 57th annual convention of the National Association of Broadcasters, the editors of BROADCASTING sat down with some leading members of the radio and television technical communities to get their assessments of that broadcast technology exhibition. Beyond that, the engineers embarked on a free-wheeling excursion into the technological futures of the broadcast media. Almost all saw profound change in store, and in the not-too-distant future. The conversations ranged over satellites, digital electronics, fiber optics, cable, teletext and a host of other technological innovations either already here or on the way. This is that story, in their own words.



Scene-setters. BROADCASTING began its series of interviews with Albin R. Hillstrom, vice president for engineering of KOOL-TV Phoenix (a member of the NAB engineering advisory committee), and Howard Head, managing partner of A.D. Ring & Associates, Washington. L to r: Assistant Editor James David Crook, Mr. Hillstrom, Mr. Head and Managing Editor Donald V. West.

What were the most noteworthy and newsworthy items of equipment, and what did you think of them?

HEAD: I was really overwhelmed by the amount to be seen. But my impression was one of gadgetry. A bunch of wonderful gadgets, nothing really profound.

HILLSTROM: I have to echo that. The exhibit is just huge in size. And to do it justice, you just have to spend the entire four days doing nothing but looking at exhibits.

HEAD: I didn't see anything that I would really classify as new. By "new," I mean new beyond

the sense that that's an improvement on something that's been done before. RCA had this one camera they briefed us on, and it was a modification of an earlier camera. The principal feature was the weight had been reduced by 20% by using magnesium in place of aluminum. That's nice, it's desirable, it's worthwhile, but it's not going to change the face of broadcasting.

It's like reaching a plateau or a state of maturity. No one really has any innovative ideas, but they're making worthwhile improvements on the stuff which has already been invented.

Is there a suggestion that the industry is

in a holding pattern on the traditional broadcast side of things as it awaits the new technology that's going to change the shape of broadcasting? For example, teletext or cable or satellites or digital or something else of that sort?

HILLSTROM: You mentioned teletext. That's creating a lot of interest. The teletext demonstration by Bonneville is an interesting demo.

HEAD: Arch Madsen of KSL-TV is the pioneer of the thing. He's a member of the AMST [Association of Maximum Service Telecasters] board. He ran that tape at a board meeting in

John's Island, Fla., in January. I've never heard such a silence in my life as after that tape ran. They were just astonished. And finally, some still small voice says, "How do we get into it?"

Why are the broadcasters interested in teletext?

HEAD: Because if it gets going, it will have enormous popular appeal. It will be profitable. They would sell it by the page. They've got 800 pages they can call up, and there are people who would be willing to pay to have their page there in residence.

Is that why CBS is pushing down that road as opposed to closed captioning, for example?

HEAD: Well, let's get the closed captioning thing in perspective. Closed captioning is a special use of line 21. And it was pushed through by PBS, railroaded through without regard to what more valuable uses may be made of it.

That way, you lose line 21 in closed captioning. Closed captioning could be put on the teletext page for just a fraction of the spectrum that's required if you dedicate the entire line to it. And that's being suggested and it's a very reasonable suggestion.

Does one get in the way of the other? Are they mutually exclusive?

HEAD: Yes, they are; You have to do it one way or the other. If you're going to use a given line—let's say line 70, for example—if you use it for one thing you can't use it for another.

You could take all of the junk that's been proposed—teletext, remote control, captioning, almost anything—and put it on a page of teletext and then use the other pages for other things.

HILLSTROM: One of my thoughts that comes to mind on teletext is, when are people going to call up? I would tend to think you might want to call up the teletext information during the commercials. So we'd be sort of defeating the actual commercial end of broadcasting.

I always thought of it as being a specialized use—stock market data or something—for which you'd set aside a serious part of your life, and you wouldn't be doing it interspersed with regular entertainment programming.

HILLSTROM: The demo had grocery store prices, car sales, used car sales, weather information, continuous weather information, movie schedules.

Is that essentially different from the data cable systems supply on an additional channel?

HEAD: The information is essentially the same. The techniques are entirely different. In a cable system, you can devote the entire channel to it, because you don't have to worry about conserving spectrum. The value in over-the-air broadcasting is that you can put it on the vertical interval, while still carrying the picture.

HILLSTROM: Back to our discussion of the exhibit floor. Now, this particular year I'm looking at television transmitters. Two of the major manufacturers, RCA and Harris, both had new lines. A little bit more refined, a little more application of current technology.

HEAD: But they're not really different from the last generation.

HILLSTROM: No, not really different, they're just an application of more technology. For instance, they've got two tubes in them, RCA's is done in two tubes. It's of interest to me.

What does that mean to a station? Two

tubes in the transmitter?

HILLSTROM: It means that once everything is debugged, it theoretically should operate troublefree—more troublefree than with tubes. Less heat, less power, more efficient.

What is the next generation of transmitters going to be? What's the technological breakthrough that people are working on?

HILLSTROM: I think this may be the last generation of transmitters.

Why is that?

HEAD: They're now perfected. They finally

perfected the TV transmitter.

HILLSTROM: I'm looking at it from a different viewpoint. I look at a transmitter as a 20-year investment, very close to it. Twenty years from now, I'm not too certain we're going to really have a need for transmitters. We may be wired.

What does a current VHF transmitter cost?

HILLSTROM: \$700,000 would be a pretty good figure. It's not the heaviest area of replacement. If you were to replace all your video-tape machines at one time, you'd spend more money.

Are the manufacturers coming into a

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replacement cycle now, from the first generation of transmitters?

HILLSTROM: Exactly. They have been in the replacement cycle for a few years. The transmitter business has been tremendous for the manufacturers. RCA was in the position not too long ago where, if you bought a transmitter, you couldn't get one from nine months to 12 months. They're now quoting December of this year for a new transmitter if you order it now.

What about the one-inch video-tape recorders? That's the beginning of a new generation. Where are they in terms of marketing posture? If a transmitter is good for 20 years, how long is a one-inch investment good for?

HILLSTROM: Our two-inch machines are 10-years-old-plus. One-inch machines should go close to that same age, probably not. But five years is what our projected life is, and whatever you get beyond that is great.

One-inch, in my opinion, will be the video tape of the future. We'll have less and less of two-inch. I'm proposing, for instance, to replace all of my two-inch machinery with the exception of the cartridge machines or cassette machines. We'll keep just enough two-inch machines to play back syndicated programs and whatever we have in our archives.

What's going to happen in five to seven years when we start seeing these digital machines?

HILLSTROM: I don't know that we're going to see digital machines very soon. They're extremely expensive, very hard to do. I don't know what the trade-off is, or whether they're going to buy us enough to make it cost effective.

Some new technology will have to be developed. Ampex showed a digital machine this winter, specially made, for the Society of Motion Picture and Television Engineers conference. This is just not a marketable machine [BROADCASTING, Feb. 12]. It was just a demonstration machine, and what it really showed to me was the fact that we're not there yet. And we may not get there. I don't know what we're really buying, with the digital technology for recording.

The biggest advantage seems to be transparency or multiple generation copies. Do you need many more generations than you're now getting out of analog?

HILLSTROM: The newest one-inch machines are



Hillstrom

getting 12 generations-plus. There's no problem at all.

When do you think that quad will be gone? If there are, say, 1,000 quad machines out there now?

HILLSTROM: Not in our lifetime.

HEAD: They'll go about the same time as the DC-3.

Let's go down another alley. What about vertical and horizontal blanking? Has that been a subject of interest at the convention?

HILLSTROM: The blanking session was standing room only. And there are quite a few equipment manufacturers on the floor who are showing machinery that will correct the problem automatically. Those that I have seen, I told them that I hoped I'd never have to buy their equipment, because my hope is that we'll get some relief from the FCC.

You think that will be the answer?

HILLSTROM: No, not the total answer. But there's so much material out now that is outside the actual FCC tolerance. And I don't see any benefit to anybody—except the manufacturers—for us to go out and buy a \$40,000 or \$50,000 piece of machinery to correct all these things.

How about fiber optics?

HEAD: If you're going to go digital, you'll find fiber optics useful. You need bandwidth for digital, and if you're going any distance, fiber optics is an easy way to get broadband, over distance.

Is this in the direction of an all-digital studio? Would this be one of the components?

HEAD: It's in the direction. We're going to have analog with us forever. But there are some things you can do digitally that you can't do with analog, and so everything you move that way, anything that helps, is useful.

Now, fiber optics is not useful unless you want to go some distance. If you want to go around the corner, use coax.

Is fiber optics more likely to become a factor in the wiring of the country than a useful device for broadcasters?

HILLSTROM: Yes. One of the advantages is that fiber optics gives you such tremendous capacity for physical size, gives you a lot more capacity than wire does. And you can put more signals through a fiber optic than you can through any kind of a cable.

HEAD: Optical frequency is just fantastic. There's no really practical limit in terms of what you might want to use. And because you now have the bandwidth to play around with as you please, you can do things which you couldn't afford with the bandwidth of the coaxial cable.

I'll give you an illustration. If you digitize a typical video signal, which would take maybe four megahertz analog, you get, let's just say, 75 megahertz digital. Now 75 megahertz is an awful wide band for one video channel. And if you want several, you need plenty of bandwidth. You can't very well get that over any great distance with coax. But with fiber optics, you can.

How would you begin on the subject of satellites?

HEAD: I'd begin with this RCA Americom exhibit. When RCA puts a division president in charge of pushing something, they think he's got something.



Head

HILLSTROM: I read the letter that they sent to all the stations. It's a very interesting concept.

I can see the saving of the time, I don't know about the shipping costs and so forth. They must think quite highly of it.

Have you responded to the RCA letter?

HILLSTROM: No, I've not responded to it. Being a network affiliated station, our response would probably be somewhat limited, but I would say if we were an independent station, our response would be quite different. I don't really want to predict how the people will react to it. I've got a feeling that it will be more on the negative side than it would be on the positive side.

Does the RCA announcement change your thinking about satellites at all?

HILLSTROM: No, not at all. Phoenix, actually, was one of the places that applied for a satellite earth station many years back. All of us planned for one, just cranked it in. I don't know how many years this goes back; it was called the Phoenix Satellite Corp. It just stopped there because the networks haven't taken any action on satellite distribution.

I wish it were feasible, but it's not too feasible due to the feeding of the information back to the network. But I'd just like to see us go on satellite for point-to-multipoint. We'd have much better quality.

What do you think will break the chicken and egg syndrome, if it's not the RCA thing? Would it be a television network?

HILLSTROM: It could be a television network saying: "We're going to do it." But they also need the uplinks, from all around the country. That's where the efficiency lies in satellite distribution for the networks. And, very simply, you need the uplinks to get at the news.

I'd like to know the answer. I really don't know the answer, why [the networks] haven't been more active in pursuing the satellite system, the distribution. The quality would be just so much better. I'd much rather have one hop with microwave—or two hops, one up and then back down—rather than have the microwave hops approximately every 30 to 50 miles.

That's our goal, to get as nice a picture as we can, as good a picture as we can. And the network as it goes across the country definitely deteriorates the picture.

HEAD: That's one of the problems, keeping quality up on the terrestrial microwave. "It was all right leaving New York," the networks say.

What other areas occur to you that we ought to develop?

HEAD: You worry about things like home terminals and video disks. You ask yourself, what's going to be appealing to the viewer, the thing Al was talking about earlier. He's asking: Is there going to be the interest in television broadcasting after he retires—after I retire, hopefully—that there is now? Will other means of getting information and entertainment for the public have more appeal than what we have today?

The techniques are there. But will the rest of the system follow? Will the public, rather than watching situation comedies, prefer to buy video disks on a bicycling or lending library basis? Will the cable systems be able to distribute things? Is there any possibility that the satellite-to-home broadcasting will take over, take a sizable bite into the others. I have my own doubts about the technical feasibility of satellite-to-home broadcasting, but we'll find out. The Canadians are giving it a try. The Japanese are getting ready to try, the Germans are getting ready to try.

I personally think that they won't like it because of the technical difficulties, but I may be wrong. But there are so many alternatives to over-the-air broadcasting. And all you can do is

conjecture as to which of those alternatives—if any—might take over a substantial proportion of the broadcast audience.

Mr. Hillstrom, as a broadcaster, what opportunities do you see for yourself in a possible wired nation of 20 years hence?

HILLSTROM: As program producers, I see it really as the same type of broadcasting, to a large extent, except we probably won't have any transmitters. We'll still have our same studio equipment, but not necessarily the transmitters.

Technically, you can do just about everything we've talked about. Broadcasting's future, I think, is going to lie in the news ability and their ability to come up with good programs that attract the audiences. Otherwise, you're going to go to the video disks, tapes and movies.

HEAD: For some time now, television broadcasting hasn't been able to crack the 1,000 mark—there have been 999 stations on the air for months.

If you're right then some day we're going to go like the Dow-Jones average—over 1,000 and then down. How do you see the decline and fall of the broadcasting empire? What's going to

happen? Who's going to go off the air and why?

Take a look at the growth curves. The VHF growth curve is almost flat—there are no VHF channels left. UHF is increasing and it's moving into independents in the smaller markets. The cable group curve is still steadily upward. It didn't peak like people said it would, probably because of things like HBO and other services like that.

But if the other means of distribution are going to pre-empt the public's fancy, then that means there's got to be a cut in broadcasting.

Have we reached stability here? We don't need innovation because we're at the end of development? Is it going to level off, do you think, Al; while things like cable and video disks take over?

HILLSTROM: I would like to see the distant market grow so they can all survive, which probably will happen.

But do you think that the approach of 1980 is a watershed time? Do you have that sense that now is the time for everything else to start happening?

HILLSTROM: Yes, I think I would say that. ■



Radio: still impatient after all these years. The pace of broadcast technology isn't moving quickly enough for the four engineering experts BROADCASTING interviewed in Dallas. L to r: Raphael Weiss, manager of technical operations for the NBC Radio Network; Ray Rask, director of satellite and corporate engineering for the Mutual Broadcasting System; William Wisniewski, Mutual's vice president for engineering, and Charles Abel, chief engineer of KFMB(AM) San Diego and a member of the NAB engineering advisory committee.

Have you seen any radio equipment that's especially exciting this year?

RASK: Well, there aren't that many innovations. We're kind of excited about the things they're doing with mini- and microprocessors, remote control systems. I guess I have seen a big influx of automated systems for billing and traffic—Bonneville and several other systems on the floor and some of those look like they would be good deals for people. Everybody's got a

console nowadays.

Mr. Weiss, I understand you were disappointed about the lack of editing equipment that you were expecting to see, especially for network applications.

WEISS: Being mostly news, our stuff comes in on cassette or on quarter-inch tape, and has to be edited down and put on cartridge and broadcast. Last year Rapid-Q and 3M were getting into cassette editing systems and that disappeared.

We looked forward to more of that and to trying to get time code on a quarter-inch tape, to help in editing. It just wasn't there.

WISNIEWSKI: I know. I was disappointed, too, because Edco has shown me something that wasn't fully developed last year, in the Rapid-Q cassette, and even tested one last February. They came to us later on with some modifications that I thought were going to make the thing more serviceable in the field and,



Weiss

therefore, we would have a lot more distribution. We didn't see them this year.

An engineering consultant on one of the NAB panels said that he was telling his radio clients not to buy anything that's monaural—you don't have any stereo standards or anything, but don't buy it unless you can have an add-on that will make it stereo.

WEISS: That's what we're doing.

RASK: We have been pitching the ability of transmitting stereo with the satellite system, and we are just preparing to build the multi-track control room for production purposes. Stereo consoles haven't been in our purchases in the last couple of years, but we are buying stereo consoles probably as a production aid. When we rebuild WCFL(AM) Chicago, I can't imagine it won't be all stereo. Not necessarily in preparation for AM stereo, but as a production aid. I don't know if from a corporate policy standpoint we would go AM stereo with WCFL. We have some very serious reservations about AM stereo, for mostly technical reasons. The simple fact remains in electronics that when you put more than—we'll call it a carrier—more than one carrier on a transmitter, there can be trade-offs in amounts of modulation and that type thing, and the people that are going to suffer are the lower power stations—which are the majority stations in this country. The clears and the big stations can have the equipment to make the system sound good. They have the signal and the punch to get the signal out. That isn't the majority of the stations that are in this country. From a policy standpoint at the network we'd like to see AM stereo in that it helps us pitch the satellite program, and if we were an equipment manufacturer we would be doing the same thing. But from a corporate standpoint we're not an endorser of AM stereo and that's just the way it is. We don't think it's a viable thing in our current band. Co-channel interference problems are a problem. They are going to be worse with stereo.

WISNIEWSKI: Especially if they start listening to it on something other than little toy cars that they call AM radios and Penzoil cans and whatever else they have made into AM radios these days.

ABEL: Well, I don't disagree with a lot of things you're saying. On the other hand, we happen to be in a more fortunate position. We think that there won't be any problem going stereo AM in our frequency. Our position is that stereo is going to go, and if it becomes available we're

probably going to jump right in there because all the signs point to go for us. We're also in the process of buying a new transmitter right now, and certainly a lot of the newer transmitters have been tested for the systems we're trying to get.

Are we seeing a difference in philosophies between the station operator and the network here?

RASK: No, because our network is becoming a station operator and from a station operator with a 50 kilowatt directional station in Chicago and one in New York, there's no problem going AM stereo. I am trying to look at it from everyone's standpoint. The lower power stations are the ones I think are going to lose out.

What else have you gentlemen found of interest down on the exhibit floor?

ABEL: I have looked at lots of consoles, cart machines, turntables—some of the stuff that some of the smaller stations are interested in. Basically, they're all pretty good, but they're all talking the same way, and I wonder sometimes if they spied on each other or they collaborated or what. They pretty much all do the same things in their own approach. They'll claim good specs—reasonably good specs—the price range is give or take a couple hundred or a thousand for equal amounts of inputs, outputs and mixing facilities. There don't seem to be any innovations down there.

What's in the future for radio?

RASK: McCurdy Radio, which is the predominant manufacturer in our operation, and Mutual are currently working together on several projects and one of the things that we're working on very closely and hope to have is a digitized audio system. Depending on what happens to the technology—it may break in the next year and all the costs drop down and it may not break for 25 years. It's a little hard to say.

But we're looking forward to it. We're also working very closely with McCurdy Radio on a complete storage system using the Texas Instrument version of the bubble memory chip. We're looking at digitizing audio and placing our entire commercial inventory in a computer memory system. We're attempting to get rid of the tape medium as we go 15 khz stereo on our network satellite system.

ABEL: I agree on the digitizing the audio. However, I visualize that instead of running coax lines, I am going to run on optical fiber. It's a very neat way of eliminating a lot of things. You get excellent isolation but you also get good transmission. So I'd just go one step further—instead of putting the coax in, put in fiber optics.

WEISS: Let me take your digital one step further. I agree with you 100%—in-house digitalism is in the not too distant future. But in the interim somewhere it's going to be analog in there. You are going to make it beautiful in your plant. We want it. Everyone wants the same thing. But some place is going to get loused up with a little analog in there. That's going back to what we had today.

AT&T demonstrated sending a stereo signal from New York to Dallas. It sounded great. Then they sent it up to Denver and back. It sounded great. But when we get down to start questioning them, right now there are only 22 cities that they can supply a stereo signal to. With this new dual channel system that they are proposing to us, we will be able to send dual channel all over the country eventually, but you

can't get it from the test board to the station, because they can't guarantee loops in phase. So what's the point of sending stereo around the country? They can only guarantee it in 22 cities now. They hope to have 50, I think they said, in the next few months and by the end of 1980 maybe 200 stations.

Do you envision a Mutual or NPR style network for you?

WEISS: You mean with the ground station at every location? We're looking into it. Our plans are much the same as theirs. I am sure everybody's are. Ground stations, wherever you can put them, as many as you can get, at every affiliate. I think we all have the same idea in that.

RASK: I think we have the same objectives. We may attack them a little differently. We're going to lease the space from Western Union on the bird and purchase the equipment ourselves. Other people such as UPI in their recent filing have chosen to go with an end-to-end lease service. I don't know what your thoughts are. We have taken a close look at the RCA filing for UPI and it essentially echoes our filing except that they are going to lease service on an end-to-end basis.

The power levels they are talking about are about the same as our power levels, the same size antenna, the same number of earth stations approximately. So I think unless there is somebody else that hasn't spoken up, everybody's objectives are about the same in the system.

ABEL: We are not into satellites as heavy as these gentlemen are, of course. We use them through Hughes Sports or something. We contract with other people that are buying time on the birds to bring programs. We're using them for basketball games, baseball, etc. At the present time, Westar and some of those do not have an earth station at San Diego, and we get it into our Los Angeles terminal—not our terminal but their terminal. We have an intercity net, intercity link from Mount Wilson to San Diego.

RASK: Unfortunately, one of the things that's happened in all of the satellite planning of things, everybody is worried about the wonderful RF going up and coming down. They haven't thought too much about what's going to travel on it. Everybody's got it in the back of their mind, but the unfortunate thing is because of the competition everybody is ready to go right now and maybe in five years. It's predicting too much too fast. It might not come that fast.



Rask



Wisniewski

Is there anything down on the floor this year that takes you closer to that?

WEISS: I really didn't find anything new and exciting this year, audiowise.

RASK: Everybody's got a console nowadays. We don't look at all the consoles and I am sure you don't either. We usually buy either McCurdy or Ward Beck. Not everybody can afford that, but I mean I don't go down and hunt for console manufacturers. I've got so many McCurdy consoles it would be just foolish to switch in midstream. But I just don't see anything on the floor—I get a little disappointed since you see all the wonderful new things that are happening in video.

WISNIEWSKI: Well, you get back to this cassette machine or any of the cassette machines we have seen on the floor. They are so afraid to go against the Philips licensing agreement and change the format a little bit to suit us, which is what Edco was running into with their Rapid-O. And they were the only ones that dared to do it. It certainly does make it a lot easier to do electronic editing and when you can right away, to clean up your audio, when you can go from cassette directly to cart without having to transcribe it to reel to reel for editing, and cassette to air, you save a lot of time right there.

WEISS: It seems to have come to a screeching halt though.

RASK: I don't think there's a real decent cassette machine for the broadcaster on the market.

Have the manufacturers stopped paying attention to radio. Are they making you get by with what they want you to get by with?

WISNIEWSKI: I think in a lot of cases that's it, because of the problem that they had. With television you only have to manufacture 500 of something to make your profit off of it. With radio, we're having to go with a lot of items that the consumer uses, because they don't break even until they have made 100,000 units.

WEISS: Even the consoles we use and a lot of things we use are outgrowths of the recording business. We're making do with what the recording business has developed. Is there a console on the market that didn't come out of recording? And all the gadgetry in each channel. We don't need all that, so we eliminate some of it but it's basically recording industry that went after it, not us.

ABEL: I have a little phrase that I like to use. This may not apply, but what I like to refer to as

leftover technology is going into radio. The big effort, the big money is in television. They make their buck there without making 600 or 700 of one thing. So a lot of companies are still in the radio business, but they're using leftover technology. If you are advising some person who is buying equipment for a small station, can you tell him which of those companies down there—are you willing to go out on a limb and say that one? I see a tremendous number of manufacturers.

WISNIEWSKI: Brand new companies that weren't here at the last NAB or the previous NAB. The question is, will they be here five years from now when you go for parts.

What does this new studio equipment do that the last generation of studio equipment wouldn't do?

WEISS: My experience is we have always had to patch around, use a lot of patch cords, to make things come out—put equalizers into a circuit or put an echo chamber in or they are always external to the system, and you patched that into where you wanted it. Now, using these new consoles, it's all in there for you. It's where you need it, where you want it and just by pushing a few buttons, you have it. We're putting in a lot of McCurdy equipment and consoles. I would say a small radio studio console could go for as high as \$75,000, but it's total, it's complete. It does everything it needs to and it's custom made for the particular application.

The impression is that you aren't so impressed by the NAB's numbers of how many people they have on the floor this year. You all are still talking about the same companies that you have always dealt with, and of some of these newer companies, you are saying, "Yeah, but are they going to be around here five years from now?" Do you think NAB is getting too big?

ABEL: I don't think any of us here would say that we're willing to spend our company's money on something untried. That's all we're saying and that's a normal concern.

RASK: I think perhaps the network situation is also a little different. Mr. Weiss and I can afford to throw away a little more money than the smaller station. Bill and I can sit and write several thousand dollars of purchase orders a day just buying parts and pieces and little Tinker Toys everytime they want to do something and that several thousand dollars could be a substantial investment for a station in that bottom 200 markets. That may be their whole capital budget for five years, and so it's just a little harder for the small station to gamble, that's all.

ABEL: One thing I'll tell you, every small station watches what you do, 100%. What you fellows do the smaller stations watch very closely. However, there is a pitfall there also, and I'd like to point it out, because I saw it happen where you watch the network operation and they'll go out and buy a good-sized order on a certain piece of gear and so you say, it's got to be good, the network just bought a bundle and so you go out and buy the same item and by the time you get yours installed and get it proven, you find out that the network is tearing it out just as fast as they can get it done.

WEISS: Too, I think we have a little backup that the little station doesn't have. We can order modifications, changes and pay for them that the little guy can't do. We're more customized.

RASK: The McCurdy automation system that we have. We would have bankrupt a little guy, a

little station, just on the cost we incurred by the time it was delivered to the time we made it work. We spent money that was absolutely unbelievable because quirks came up and there were some failures and there were some software that wasn't right, and it was very developmental. I mean, McCurdy didn't guarantee that it was going to work when they plugged it in and so that meant a few extra five or ten thousand dollars in software and that could happen three times before it was ready. And so we don't buy as many prepackaged things as the smaller station does. We do incur a lot of costs.

Let's get back to the convention. Mr. Abel, have you bought anything at the NAB this year?

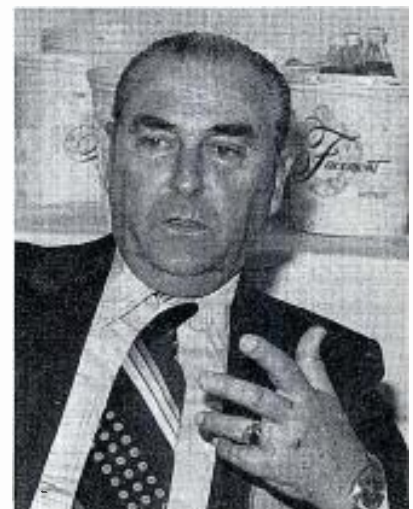
ABEL: I don't know that the decision is going to be made down here at the convention, but we're in the market for two FM transmitters and an AM transmitter and so the decision could easily be made. The AM transmitters we're looking at, \$27,000 to \$34,000, and the FM's the same bracket, \$34,000 to \$35,000. We're looking at 10 kilowatt FM. If the decision is made, our company will spend not big money, but it's big for our size.

Do you all purchase equipment at the NAB?

RASK: I have put together two letters of intent for Mose Electronics to supply two computer data based remote control systems—one for the Chicago operation and one for our satellite uplink. That will be about \$100,000, and signed a letter of intent to buy six Time & Frequency Technology frequency modulation monitors. This won't be a direct sale on the NAB floor, but we're looking at the Harris MW50 for Chicago. We'll probably spend \$110,000 on the floor.

ABEL: I could tell you a little bit about how we operate. We know about these manufacturers. We know about this equipment. We contact our local salesmen, we get quotes from them, we get literature from them. We come down here to see the equipment.

WISNIEWSKI: The thing I usually come here looking for is anything that we could use that we haven't seen—like radio ENG equipment. Small radio stations would really like to have their news departments become more involved in gathering the news on their own rather than trying to drag a tech and a half a ton of gear with them every place they go. Equipment's just too big, it's too much, and I come here looking to



Abel

see what anybody's done to bring quality into some of these smaller cassette recorders.

RASK: The stations do an awful lot of remotes these days, and every time I see them they're always asking me about ENG stuff for radio program. They want to put it in their truck all painted on the side with pictures and bubbles on it and antennas that go up and down. But the thing that they found out was you had to buy

from 12 manufacturers because nobody had a package. I didn't see any packages this year either.

WISNIEWSKI: It's too much for radio to put together themselves.

RASK: It's a real pain because some of this equipment doesn't interface with other things easily.

ABEL: I think in the competitive market today we all come here looking for something, some new thing. Is there an innovation available? What will it do for me? Will it help me become number one? Will it make me better? Will it make our station stand out? Is it going to be something valuable that we can sell on the street? Because if it is, we want it and everybody's looking for that. ☐



For the short run, the long view. This team of engineering executives from the CBS Television Network discussed where today's technological developments will lead tomorrow. L to r: George E. Shannon, vice president for production facilities and engineering; Joseph A. Flaherty, vice president for engineering and development, and William G. Connolly, managing director of development.

One of the things that's apparent at this convention is that the engineers and the technologists are ahead of the programmers.

SHANNON: I think that's fair to say. They're testing the bounds of what the programmers will be able to do. And I don't think the programmers at this point have the foresight, perhaps, that the engineering community has. They're leading very strenuously, I think. And there are a lot of areas of technological change that we see that they're not really ready to take advantage of.

Is most of the technological innovation on the programming side or the news side?

SHANNON: We've had a good deal of it in news and in sports—perhaps because those are internal departments for us, for one thing. But the news people are always looking for a way to get it done faster, better, more economically. And so they'll come to a Bill Connolly and a Joe Flaherty looking for some advance.

It's going to be tough to confine this interview to the NAB convention. But could I ask you to start with the exhibit hall itself and an analysis of what was there for the broadcaster?

FLAHERTY: This convention is one of the plateaus where anything invented in the last year or so is shown as a product that's actually salable, deliverable. In terms of technological

breakthroughs, there are fewer of those. Although the ones that are there are quite significant.

I think the RCA proposal to install those earth stations can't be ignored. This is the first practical systems proposal that's been put forward. I consider that to be a very bold and admirable move. This is the kind of thing that's likely to generate a breakthrough.

There's a long way to go to verify the technical requirements of the system. As you know, they're proposing some parameters that are less than anyone had expected in the past in broadcasting. But these things will show up in field tests. They're wisely making a field test. I think it's a very well put together idea.

Now, it's certainly true that to the extent they fail to cover all the stations, they *ipso facto* reduce their value to the over-all syndication market. If everybody doesn't take the razor, they can't sell the blades.

The genius of the system—to the extent that there is any—is that they are proposing a total system, end to end. The end-to-end part of it is the genius.

How about having to dedicate a recording facility to the project?

FLAHERTY: That's why you've got to start thinking about other equipment like the Bosch-Fernseh cartridge machine that was talked about here.

What other things were on the floor?

FLAHERTY: You're seeing more and more practical automated cameras that set themselves up. In our view, this is just another step in the direction of more and more complicated technology becoming simple to operate by creative people or not-highly-technical people, by self-alignment, self-checking and so on. We've looked at this now with the electronic palette. ENG has certainly gotten simple enough that anybody could buy a system.

What is the Bosch Cartridge proposition?

FLAHERTY: When the one-inch tape came along we—Bill Connolly, really—recognized that it was an ideal case for a long-play cartridge. We had short-play cartridges for commercials—the cassette machines, RCA's and Ampex's. But now, if you think of a long-play cart you can think of the automated-FM-station-type operation for syndicated programs.

What is long play?

CONNOLLY: Our specification called for an hour. Ultimately what we would expect to see would be something approaching a day's programming, stacked up ahead, not unlike the FM radio stations today. What's a day for them—12 hours, 16 hours? The Fernseh BCN system, which is a B-format system, is said to have 32 half-hour cassettes which represent 16 hours of programming.

What does that do to your Type C's? Although as I recall one of the big advan-

tages of the Type B was that it was easier to make a cart.

CONNOLLY: It's easier, cassetteable. But it doesn't make the Omega format, the larger drum format, impossible. We always recognized that it would be more difficult, but I don't think anyone has ruled out the possibility.

FLAHERTY: The point is—rather than which type, because that will come—that any kind of such device married to any distribution system, whether it's terrestrial or satellite, allows you not only to play but to record incoming material without tying up multiple machines. And if the machine is automatic enough you can consider it available in the middle of the night to do recording.

And that sort of thing is coming. Whether this is the right machine or not, it's a step, again, in that direction. You could do the same thing with a professional quality video disk if there were one.

Let's get back to the hall.

CONNOLLY: I think the RCA TK-47 camera, for instance, represents a level of automation or automatic set-up that's demonstrating very, very well indeed. And I'm delighted to see the Ampex VPR 20 on a shake table doing as well as it did. That's the Ampex version of the one-inch portable machine. There was some concern, as there was with the first BCN 20, the B format, that walking or moving quickly with the portable machine would introduce time base errors which could break up on playback.

FLAHERTY: In fact they had it rotate in the axis of the rotation of the drum so severely that the feed reel comes to a complete stop and the picture is still playing.

CONNOLLY: So that represents a little more security that the one-inch format will result in a family of devices, which is very important to us. If you've got one type of machine in the studio it's not enough. You've got to have a family of machines.

FLAHERTY: Here again, this is a case of a fulfilled promise. You saw all the portable tape machines last year. That was the breakthrough that surprised everybody. This year is the fulfilled promise where it's a product ready for delivery. I think that's important.

There's quite a few of those, you know. The digital devices are everywhere. Whether they're the processors like zoom keyers and so on, or down to the noise reducers—as you notice, Nippon Electric had their version of our Action Track, called the Strobe Action, or something. Digital processing, again, proliferating everywhere. Blanking correcters, blanking sensors, detectors, you name it, more memory devices for computer switching.

CONNOLLY: Moreover, there are a couple of companies which are specialized only in digital television that have come into their own. Quantel, for instance. They really do nothing but digital equipment. There's a company that wasn't there a few years ago. The same is true of CBS. And Adda.

FLAHERTY: There's a whole family of them that never build analog equipment. It's an interesting point.

How about teletext?

SHANNON: As you know, we began the experiment in St. Louis last Friday [March 23]. We're on the air with both Ceefax, which is the British system, and Antioke, which is the French system. Simultaneously, using two lines in the vertical interval for each of the systems. And we plan to be testing that for several

months. Technical tests, engineering tests, field measurements and so on.

Why are you doing all that?

CONNOLLY: Our intention is to do the engineering tests for the NTSC marketplace, that are necessary in order for us to choose the proper standard for the United States. It's wrong, we think, simply to scale down work that's been done in Europe, France or England. But we feel we've got to do these tests under our own model, the VHF. Most of the tests were performed on UHF.

We're out to do two things, basically. One, to choose a bit rate for the United States that will be reliably received. And two, to determine how we synchronize the signal, whether it's synchronous or asynchronous. These are the differences between the British and the French.

This information, the information from our field tests, we then hope to submit for the consideration by the EIA-BTS Committee. That's the all-industry committee that's been formed.

What are the programming applications you have in mind?

CONNOLLY: That's a fragmented problem. We're doing the tests that we feel must be done before the application arrives. If we have an application before we have a standard, we're going to have a standard by fiat.

You're not using it simply as a backfire on closed captioning?

FLAHERTY: It has nothing to do, directly, with captioning. That decision was made; we're going to do that at some time. Our attitude was, if we're going to do it, we feel it needs to be done in the best way for one simple reason. Those remaining few lines in that vertical interval are all there is. They don't make any more. There are only five or six lines left. And if one of those is dedicated to a very low speed data service, which is what the PBS system is, and a lot of decoders are in the hands of the public, we've lost that line, perhaps for a generation. It will be 20 years before that line is returnable to a more efficient service.

This is the issue most people are missing. They feel it's an endless resource in the vertical interval. It's not endless. Every line is now representing maybe 15% or 20% of what's left. And as Bill was saying here, the Europeans presently are using two or more lines of the vertical interval. The number of lines you use determines your through-put. And in 525, probably two lines is marginal. We may need



Shannon

three lines or even four lines if you're going to put data through the system at a high rate. And we don't know that yet.

Which lines are they?

FLAHERTY: The temporary authority we have from the FCC is for lines 13 and 14. Out of the 21 lines in the vertical blanking interval.

CONNOLLY: You know what vertical blanking is, don't you? Of the 525 lines that are available, the first 1 through 21 are vertical interval. And then there's a vertical interval again before the second field comes by. So we're taking four of the lines that have nothing to do with the picture.

FLAHERTY: The important thing is that in the vertical interval there are 21 lines. But 12 of them are not useable because they actually have the vertical sync on them. So 12 are dead already, from the very beginning.

Then are we saying that these four lines represent the last frontier for over-the-air broadcast television?

FLAHERTY: Well, let's see what it is now. It's literally lines 13 through 21. Now, in there you've already got the remote control signals for transmitters; that's a regulation. If you're going to have to remote control transmitters, those are the test lines. You've got the international vertical test signals. You've got the domestic vertical test signals. You've got VIR dedicated on one line. The Source Identification Signal, if it gets accepted, is in there. The rule hasn't come down on that.

So what's left are a few lines, a very few lines. And we don't really know, going in, how many of those you're going to need for practical teletext service. Or high speed teletext service. And yet we're using one of those for a very low data rate service at a dedicated mode.

So we've said, look, we feel that teletext is so close—this is not a technology waiting to be invented; it's been running for some years now. Just because we don't know it here, generally, doesn't mean it isn't existing. Of course, if you do use teletext it does all the other things, hundreds of pages of data. There's one important thing we haven't touched yet—the digital video tape recorder. You saw the Sony recorder, did you?

Yes.

FLAHERTY: Well, as you know, the IBA showed its digital recorder at International Broadcasting Convention in London. And Ampex showed its DVR at the SMPTE winter conference in California. Now Sony has shown a recorder. I suppose at Montreaux you'll see others.

That's an important technology. Sony's performance was very, very good considering it was using the same amount of tape the analog tape recorder uses. I think it's fair to say that what's happening is that the present generation of one-inch tape machines will be the last of the analog machines. When that era is finished, somewhere in the next five or 10 years, the next generation will be digital machines, I believe.

We've got a bit of a standards problem ahead of us. It's the same old question: You don't want a standard too soon, because you lock yourself into something that may change dramatically. And you don't want to be too late because you then have so many competing standards that there's no possibility of agreement. But this experimentation is good for the industry.

CONNOLLY: What we've seen are very important milestones. Ampex has shown that you can record the straight PCM signal with no bit rate reduction. And in their case, on about as much



Flaherty

tape, I guess, as the two-inch quadruplex machine. Sony has now shown that—again, with no bit rate reduction, and to code engineers that's important—they've accomplished digital on as much tape as a one-inch tape machine uses. We've suddenly seen a lot of the old shibboleths disappear in a very short time—that we're going to have to use two and three and four and five times the tape. We're now down to about the same amount of tape as the current machine with pretty darn good performance.

When is the CBS network going to go to satellite?

SHANNON: Well, we are indeed using a lot of satellite already, primarily for inbound signals on sporting events, specials and so on. We do use it in the networking itself, for distribution. We use it to jump over from New York to Hollywood, for example, or to Chicago. We see that utilization growing as time goes on. We've been in active study of network satellite distribution systems.

We view the RCA thing as being very interesting, but not able to do what we would need and have done. It doesn't have the redundancy, it doesn't have the signal quality that we want, and it doesn't have the flexibility that we need. So, you know, it's an interesting development.

If you feel that way, does that mean that 200 CBS affiliates will feel that way?

SHANNON: From a networking standpoint, I think they understand that this system does have limitations, that it is a first step and it is, as Joe said, a bold business venture, I think, on RCA's part. We salute them for taking the initiative in that regard.

If we had proposed such a system for the network distribution to them—having the dish pointed at one satellite in a fixed mode—I think they would have been very unhappy with us for doing so. We continue to evaluate all the developments, but I don't think this is a particularly appropriate one for a network distribution.

We have talked about not only having an earth station that can scan, let's say, from one satellite to another, but also having redundancy so we would never be down. Which is, of course, a network characteristic—having two receive capability components and two satellites.

FLAHERTY: What you have to remember is that the networking business has grown very, very complex, particularly in recent years. And none of the networks are a feed from one place to a

couple of hundred stations. That isn't the way it works.

There's a great deal of regionalization—even if it's just commercials at certain times of the day. You know, a tire company feels perfectly at liberty to sell snow tires in New York and off-the-road vehicle tires in California in the same commercial slot. The magazine business that you're in has made all that worse because more and more the print media offer regionalization. And the sponsors, the agencies, feel that that's perfectly legitimate. And it is, by the way.

But what that has done is to make a very complex terrestrial distribution system. It's in place and working very well. We don't question the technology of satellites or any of those things. But to suddenly replace that very complex terrestrial plan in a quantum step takes a very complex satellite plan.

SHANNON: We were talking about network coverage of NFL on Sunday, for example, which could need as many as 16 transponders.

Do you think that a quantum change is about to happen in television?

SHANNON: I think that there are a lot of very interesting technological changes taking place that are going to impact the business. There are going to be more things vying for the individual's leisure time. Whether it's going to be added to, or replacing present television viewing, and what that's going to look like over time—I don't think anybody really has the answer to that.

FLAHERTY: I think you have to look at it this way. The question is: Is the public insatiable? Certainly, over-the-air television is going to have increasing competition for viewer time—in video disks and cassettes and cable distributions, in ad hoc networks supported by the RCA type of thing.

Now, is that going to decrease over-the-air viewing or increase viewing generally? I'm no expert, but the movies are doing better than ever at the theaters, in the face of all the television. They took a nose-dive for some years, but they've come back. Hi-fi sales are bigger than ever. Records are bigger than ever. You know, books are bigger than ever.

So the real question is, has television peaked or is it just suddenly finding itself in a competitive market whereas before it wasn't because it was the only wideband signal distribution we had in the country.

But the interesting question to ask, if you admit you're building all these pipelines to the home—cassettes, disks, cables and so on—what are you going to pour into those? Where is all the software going to come from? Go to Hollywood and walk around the stages. There isn't an empty stage in Hollywood. There isn't an empty crew in Hollywood. There isn't that much more capacity right now in the United States as a whole—in my opinion, from what I see at the hardware level—to make all this. Where is it going to come from? Where is it going to suddenly spurt up?

CONNOLLY: There hasn't really been any production, whatsoever, for instance, with the video disk market. All they have put on video discs so far is programing or software that's been made for some other purpose. Cinematic viewing or so on, or television. Some day, if that's to be a viable entity, they're going to do programing just for video disks. Someday that seems reasonable. It's another kind of exposure.

SHANNON: It's a question of software catching up with the hardware.

FLAHERTY: One of the services that will be on

teletext in St. Louis, where we are, is all the airline schedules in and out of St. Louis. Not the published ones, but minute-by-minute just like you see at the airport. So when the plane is 15 minutes late it will say "delay."

Now, in the ultimate sophistication, if you were expected home, your wife can read that number aloud, and not even look at the set, but just say, "Ring the bell if there's any change in that flight number." And when that flight suddenly is an hour delayed, it's going to go "ding, ding, ding."

Is that blue sky?

FLAHERTY: I don't think it's all that far away. Notice what it does; it replaces something that used to be two-way. If you now want to know if an airline is late you have to go to the telephone, call the airline. Somebody at the other end has to answer; a computer can't tell you all that. And they're busy, so they play music for you. And you finally say, "Is that flight on time?" Now, that's a two-way service that doesn't have to be two-way. Go through your mind and think of these things.

When you go to a discount store the PA system starts saying to you, "For the next 20 minutes you can buy a lawnmower for half price because the summer's over." They can't put that in the newspaper because the paper's been printed. They can put that on teletext. You talk about increasing a store crowd, particularly at off-peak hours, you can hype that with a teletext service.

I don't know if that's blue sky. Those examples are a technician's examples, not a program person's. But it's the kind of thing that comes out of a teletext service quite easily.

CONNOLLY: In a very general sense you begin to look at the life of the information. Information that had, perhaps, a six-hour life and is information which a lot of people want access to at one time is a natural for a broadcast situation. That you don't have to dial into. So now you begin to look at information as to what its life is. If it's more than six hours in length, and if there are a few people who want access to a great deal of information, a databank, now you think maybe of a dial system or view data or prestel. So you can order your thinking about what the information is and who wants access to it. And a certain amount of that falls into the teletext category.

FLAHERTY: Movie schedules. How do you get that schedule of the movies now in your neighborhood? You go to the phone and you call and there's a computer record at the other end that tells you. Somebody pays for that. Why not pay the television station to do it?



Connolly

The Broadcasting Playlist™ Apr 9

Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
1	1 <i>Tragedy</i> □ Bee Gees	RSO
3	2 <i>What a Fool Believes</i> □ Doobie Bros.	Warner Bros.
2	3 <i>I Will Survive</i> □ Gloria Gaynor	Polydor
5	4 <i>Do Ya Think I'm Sexy</i> □ Rod Stewart	Warner Bros.
4	5 <i>Knock on Wood</i> □ Amil Stewart	Ariola
8	6 <i>Heart of Glass</i> □ Blondie	Chrysalis
7	7 <i>Sultans of Swing</i> □ Dire Straits	Warner Bros.
6	8 <i>Heaven Knows</i> □ Donna Summer	Casablanca
19	9 <i>Lady</i> □ Little River Band	Harvest
10	10 <i>He's the Greatest Dancer</i> □ Sister Sledge	Cotillion
11	11 <i>I Want Your Love</i> □ Chic	Atlantic
12	12 <i>I Got My Mind Made Up</i> □ Instant Funk	Salsoul
9	13 <i>Shake Your Groove Thing</i> □ Peaches & Herb	Polydor
18	14 <i>Stumblin' In</i> □ Suzi Quatro & Chris Norman	RSO
17	15 <i>Reunited</i> □ Peaches & Herb	Polydor
20	16 <i>Music Box Dancer</i> □ Frank Mills	Polydor
23	17 <i>Shake Your Body</i> □ Jacksons	Epic
16	18 <i>Don't Cry Out Loud</i> □ Melissa Manchester	Arista
14	19 <i>Disco Nights</i> □ GQ	Arista
32	20 <i>Take Me Home</i> □ Cher	Casablanca
22	21 <i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
25	22 <i>Goodnight Tonight</i> □ Wings	Columbia
26	23 <i>In the Navy</i> □ Village People	Casablanca
24	24 <i>Love Ballad</i> □ George Benson	Warner Bros.
15	25 <i>What You Won't Do For Love</i> □ Bobby Caldwell	Cloud
21	26 <i>Big Shot</i> □ Billy Joel	Columbia
40	27 <i>Love Is the Answer</i> □ England Dan & Coley	Big Tree
29	28 <i>Blow Away</i> □ George Harrison	Dark Horse
27	29 <i>Crazy Love</i> □ Poco	ABC
13	30 <i>Livin' It Up (Friday Night)</i> □ Bell & James	A&M
35	31 <i>Forever in Blue Jeans</i> □ Neil Diamond	Columbia
28	32 <i>Precious Love</i> □ Bob Welch	Capitol
36	33 <i>Fire</i> □ Pointer Sisters	Planet
46	34 <i>Superman</i> □ Herbie Mann	Atlantic
30	35 <i>Keep On Dancin'</i> □ Gary's Gang	Columbia
—	36 <i>Love You Inside Out</i> □ Bee Gees	RSO
34	37 <i>Maybe I'm a Fool</i> □ Eddie Money	Columbia
33	38 <i>I Don't Know if It's Right</i> □ Evelyn King	RCA
31	39 <i>Every Time I Think of You</i> □ Babys	Chrysalis
45	40 <i>Roxanne</i> □ The Police	A&M
49	41 <i>Happiness</i> □ Pointer Sisters	Planet
37	42 <i>Just When I Needed You Most</i> □ Vanwarmer	Bearsville
43	43 <i>YMCA</i> □ Village People	Casablanca
38	44 <i>Renegade</i> □ Styx	A&M
50	45 <i>September</i> □ Earth, Wind & Fire	Columbia
—	46 <i>Ain't Love a Bitch</i> □ Rod Stewart	Warner Bros.
—	47 <i>We Are Family</i> □ Sister Sledge	Cotillion
48	48 <i>Such a Woman</i> □ Tycoon	Arista
—	49 <i>I Need Your Help, Barry Manilow</i> □ Ray Stevens	Warner
—	50 <i>Love Take Time</i> □ Orleans	Infinity

Playback

Hit or novelty? Although some program directors predict a short life for Ray Stevens's new single, *I Need Your Help, Barry Manilow* (Warner Bros.), many more think it can break out of the novelty role to become a hit. "I'll have to watch this one," explains Don Brooks of WPTR(AM) Albany, N.Y. "It's not a bad song musically and may be something I wouldn't yank off right away." It entered "Playlist" at 49 this week and, whether long- or short-lived, its tenure there will most likely be sensational. In the words of Jim English of WRRC(AM) Hartford, Conn.: "It's gonna be a killer." **Departing for the top.** England Dan and John Ford Coley may have launched another top 10 hit with *Love is the Answer* (Big Tree), their new single that entered "Playlist" last week at 40 and bolted again this week to 27. Jack Michaels of WRCO(AM) Johnstown, Pa., calls the song, which was written by Todd Rundgren, "clearly a departure for them, a little more uptempo and stronger lyrically. They've been hanging around the ballads for a long time." Matt Hudson of KLIK(AM) Jefferson City, Mo., agrees: "It's a smash. They've lingered around for a while, but now they've got themselves a top 10 hit." The pair's last hit single, *We'll Never Have to Say Goodbye*, scored 59 on "Playlist's" top 100 for 1978. **Fast follow-up.** With *Sultans of Swing* (Warner Bros.) still edging toward the top of "Playlist," Dire Straits is threatening charts again with *Down to the Waterline*, title cut from the group's LP. Mr. Hudson reports a rash of requests for *Waterline* while the phones are still "ringing off the wall" for *Sultans*. Another taker on *Waterline* last week was WRKO(AM) Boston, which added the track to its LP cut list.

Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
2	1 <i>All I Ever Need Is You</i> □ Rogers & West	United Artists
1	2 <i>I Don't Want To Be Right</i> □ Barbara Mandrell	ABC
6	3 <i>I'm Gonna Love You</i> □ Glen Campbell	Capitol
3	4 <i>Slow Dancing</i> □ Johnny Duncan	Columbia
4	5 <i>Where Do I Put Her Memory</i> □ Charley Pride	RCA
—	6 <i>Touch Me With Magic</i> □ Marty Robbins	Columbia
—	7 <i>Back Side of Thirty</i> □ John Conlee	MCA
10	8 <i>They Call It Making Love</i> □ Tammy Wynette	Epic
5	9 <i>I Just Fall in Love Again</i> □ Anne Murray	Capitol
—	10 <i>Sweet Memories</i> □ Willie Nelson	RCA
12	11 <i>Too Far Gone</i> □ Emmylou Harris	Warner Bros.
7	12 <i>Wisdom Of a Fool</i> □ Jacky Ward	Mercury
8	13 <i>It's a Cheating Situation</i> □ Moe Bandy	Columbia
—	14 <i>I've Been Waiting For You All My Life</i> □ Con Hunley	Warner
15	15 <i>Somebody Special</i> □ Donna Fargo	Warner Bros.
—	16 <i>Down On the Rio Grande</i> □ Johnny Rodriguez	Con Brio
21	17 <i>Don't Take It Away</i> □ Conway Twitty	MCA
9	18 <i>Tryin' to Satisfy You</i> □ Dottsyt	RCA
—	19 <i>Farewell Party</i> □ Gene Watson	Capitol
19	20 <i>I Had a Lovely Time</i> □ Kendalls	Ovation
25	21 <i>Send Me Down to Tucson</i> □ Mel Tillis	MCA
14	22 <i>Golden Tears</i> □ Dave and Sugar	RCA
18	23 <i>Still a Woman</i> □ Margo Smith	Warner Bros.
—	24 <i>Lying in Love with You</i> □ Brown & Cornelius	RCA
—	25 <i>Healin' 'o</i> □ Bobby Bare	Columbia

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

Fates & Fortunes

Media

Burton J. Sherwood, general manager, WMAQ(AM) Chicago, named VP.

James Pidcock, general manager of Taft Broadcasting's WTVN(AM) Columbus, Ohio, named general manager of WDAE(AM) Tampa, Fla., which has been purchased by Taft (BROADCASTING, April 2). **Perry Frey**, general manager of Taft's WLWQ(FM) Columbus, succeeds Mr. Pidcock at WTVN.

Willie Harris Jr., director of market development, KGBT(AM) Harlingen, Tex., joins KIIW(FM) there as general manager.

John Tagliaferro, VP-communications services, Hughes Television Network, New York, named VP-operations.

Monte Lang, VP-Eastern division manager of McGavren Guild, joins Amaturio Group as VP-radio operations, based in Houston.

Gene Alim, general sales manager, WINX(AM) Washington, appointed station manager.

Alan Rowan, VP and assistant to president of ABC Records, Los Angeles, appointed assistant controller of ABC Inc., based in Los Angeles. He succeeds **Mabel Rappaport**, who retired. **Joseph Lock**, assistant corporate controller,

American Express Co., New York, joins ABC there as director of internal audit.

Robert Niles, manager of financial evaluation, NBC, New York, appointed director of financial evaluation.

Paul Freas, VP-treasurer and chief financial officer for WPIX Inc., and Connecticut Broadcasting Co., joins WGN Continental Broadcasting Co., Chicago, as VP-chief financial officer. **John P. Healy**, controller, WPIX(TV) New York, appointed chief financial officer and controller.

Joseph W. Flynn, business manager, WNEW-TV New York, appointed VP.

Robert Heck, assistant to controller, Post-Newsweek Stations, joins WKYC-TV Cleveland as manager of budgets and accounting.

Sheldon Siegel, executive VP-general manager, noncommercial WLVT-TV Allentown, Pa., elected president.

Joe Sweeney, mailing manager, ABC, New York, retired March 31 after 48 years of service to ABC and predecessor companies (he started as page at NBC Blue Network in 1931).

Eleanor Bingham, special projects assistant to general manager, WHAS-AM-FM-TV Louisville, Ky., named director of corporate services.

Ronald Colnett, executive VP, Wilton, Coombs & Colnett Advertising, San Francisco, elected chairman and chief executive officer.

Wesley P. Dubin, and **Howard M. Sirinsky**, associate managers, network resources, Needham, Harper & Steers, Chicago, named VP's. **Steve Fenton**, copywriter, NH&S, New York, named group creative director.

Jane Austin Simis, account supervisor, Cunningham & Walsh, New York, elected VP.

Fred Greene, management supervisor, and **Bob Riddell**, accounting manager, Hoefler, Dieterich & Brown, San Francisco, named VP's.

Linda Chabot, owner of Chabot Creative Service, Detroit, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as account supervisor. **Robert J. Smith**, account research manager, Sieber & McIntyre, Chicago, joins DM&M as project supervisor in media, marketing and research services department. **Robert Bohle**, independent consultant, joins DM&M, St. Louis, as research account executive. **Colleen Judd**, media buyer, Chromalloy Photographic Industries, joins DM&M in St. Louis as timebuyer.

Richard Grady, account supervisor on Datsun national account, William Esty Co., joins Flemister, Squire & Moran, Atlanta, as executive VP. **Ron Burkhardt**, senior writer for Cargill, Wilson & Acree, joins Flemister as VP-creative director. **Paul Thornberry**, media supervisor, Lawler, Ballard, Little, Atlanta, joins Flemister in same capacity.

Mary Claire Brennan, assistant account ex-

Broadcast Advertising



Martello

Frank T. Martello, director of television production on Ford account, J. Walter Thompson, New York, elected senior VP-executive producer of Detroit division. **Bob Pallas** and **Larry Stropes**, management supervisors, JWT, San Francisco, and **Alan Chaiet**, media director, JWT, Atlanta, named

VP's.

Newly elected senior VP's at SSC&B Inc., New York: **Richard V. Ellington**, **Donald L. Linton**, **Barry L. Ofstedal**, **Edward C. H. Parker**, **Charles Roedema** and **F. Stone Roberts**; all VP's in account management. New VP's of SSC&B: **Robert V. Kelly**, **Robert J. Fudge** and **Stanley B. Oill** (all in art); **Patricia D. Ingersoll** and **Margaret J. Perkins** (copy) and **Frank D. La Ronca** and **John van der Kieft** (account management).

Peter Husting, senior VP-management director, Leo Burnett Co., Chicago, named plans board chairman. **Dennis Dunlap**, **Bill Haljun** and **Jim Hilmer**, VP's and account supervisors, named management directors.

Jerry J. Siano, executive VP and director of creative service for New York office of N W Ayer ABH International, named to new post of corporate creative director of agency, including New York, Chicago, Los Angeles and San Francisco offices.



Chimp off the old block. Stand-in for J. Fred Muggs, chimpanzee who won fame on NBC-TV's *Today* show in early 1950's, almost—but not quite—upstaged Richard A. R. Pinkham, vice chairman of Ted Bates & Co., during latter's retirement party on March 27. Mr. Pinkham was one-time NBC-TV executive and executive producer of *Today* at time J. Fred Muggs was a scene-stealer. Mr. Pinkham will continue as consultant to Bates and is executive producer of an upcoming miniseries planned for television.

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ective, Cunningham & Walsh, New York, named account executive.

Edward R. Bell, director of community affairs, Atlantic Richfield Co., Philadelphia, joins W. B. Doner, Baltimore, as senior account executive. **Donald James Schnably**, associate creative director, Richardson, Myers & Donofrio Advertising, joins Doner as creative group supervisor.

Barbara Vollmer and **Vicki Schloss**, both from Stockton, West, Burkhart, Cincinnati, join Fahlgren & Ferriss there as account executives.

David Tree, VP-associate creative director, Young & Rubicam West, Los Angeles, named senior creative director. **Vivian Warshaw**, VP-marketing, Purex Corp., joins Young & Rubicam as management supervisor.

Ray Deide, from Ted Bates, New York, joins Advertising to Women, New York, as creative VP.

Edward Tauber, director of marketing research, Carnation Co., Los Angeles, joins Dancer-Fitzgerald-Sample, New York, as senior VP-research director.

Effie Meyer, VP-creative services, and **Sal Grasso**, VP-account services, R.L. Meyer Advertising, Milwaukee, named senior VP's.

Patrick Maguire, executive director of Concerned Citizens for Charity, named account executive in new San Francisco office of Coleman/Goff Advertising. **Robert Thompson**, media director at agency's headquarters in St. Paul, named VP-media and research. **Judy Poseley**, editor for Minnesota Historical Society, joins Coleman/Goff as account executive.

Joan Matavosky and **Patrick McDonough**, from Post-Keyes-Gardner, Chicago, join Tatham-Laird & Kudner there as media planners. **Maureen Moore** and **Mary Ann Quick**, in creative department of TLK, and **Sandy Stern**, associate creative director, Needham, Harper & Steers, Chicago, named associate creative directors for TLK. **Jim Durish**, art supervisor, Foote, Cone & Belding, joins TLK as art director. **Teda Jenkins** and **Carla Krummel**, from Abelson-Frankel, join TLK as copywriter and copy supervisor, respectively.

Karen Mudick, spot broadcast supervisor, Foote, Cone & Belding, New York, named manager of spot broadcast buying. **Phil Hagenah**, television producer for FCB-Chicago, named executive producer, Jennings & Thompson/FCB Phoenix. **Bob Rainwater**, art director, FCB/Honig, Los Angeles, joins J&T/FCB in Phoenix as executive art director.

Barbara Benedict, in commercial production for Wells, Rich, Green, New York, joins Creamer Inc., there as television-radio producer.

Frank Paul DiSalvo, producer in broadcast department of DKG Advertising, New York, named director of radio and television production.

Betty Hitch, manager of broadcast services, Carmichael-Lynch, Minneapolis, named VP-broadcast services.

Jim Horky, from KDFW-TV Dallas, joins Top Market Television as manager of company's new Dallas office. **Martie Sayre**, from TMT in Atlanta, moves to Dallas as assistant to Mr. Horky.

Ray Heacox, account executive, KOIN-TV Port-

land, Ore., joins Northwest Television Sales as manager of company's new office in Portland, Ore.

Brenda Kay Marks, media buyer for Meyerhoff & Associates, Chicago, joins Chicago office of Katz Television.

Tom McKinley, VP and San Francisco manager of Major Market Radio, appointed VP-Eastern manager, based in New York. **Austin Walsh**, sales director, WRKO(AM) Boston, succeeds Mr. McKinley in San Francisco. **Cathi Foster**, account executive in Philadelphia office, named manager.

Joan Stone, from Torbet Radio, joins Carter S. Jones Agency, Atlanta radio representative,

as general manager.

Richard Zackon, director of research, Air Time, New York, named VP-director of research services.

Michelle Puzino, sales assistant for Kappa team, Avery-Knodel Television, New York, and **Cheryl Neuroth**, sales assistant, Katz Agency, New York named research analysts, Avery-Knodel.

Tom Hantzarides, in sales service capacity for Buckley Radio Sales, New York, named assistant research director.

James N. Landis, international sales coordinator, CBS Sports, New York, appointed to



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**Source: Arbitron ADI, November, '77

***Source: Nielsen Viewers in Profile, November, '77

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new post of manager, international sales, CBS Sports.

Marty Ross, general sales manager, KOLD-TV Tucson, Ariz., named assistant manager-sales.

Russ DeMarrs, general sales manager, KEYE-AM-FM Minneapolis, joins WRFD(AM) Columbus, Ohio, in same capacity.

Greg Gush, VP-sales manager of Chicago office of Katz American Television, joins WMAR-TV Baltimore as national sales manager.

Tim Leaf, account executive, KMSP-TV Minneapolis, appointed local sales manager.

Henry Grambergu, account executive, KSFx(FM) San Francisco, assumes additional responsibilities as national sales manager.

Tom Van Benschoten, account executive, WFTQ(AM)-WAAF(FM) Worcester, Mass., joins WCOZ(FM) Boston as co-op sales director.

Harold Trencher, manager of local sales, WCBS(AM) New York, named account executive, Eastern sales for co-owned CBS-TV.

Bill Daddio, account executive, WTAE(AM) Pittsburgh, named account executive for co-owned WTAE-TV there.

Mike Fiorile, operations supervisor, WNAC-TV Boston, named account executive.

Mark Kirksey, assistant in sales, promotion and production, KGUN-TV Tucson, Ariz., named account executive.

Doris Bausman, national sales assistant, and **Ken LeSesne**, photographer in news department, WTLV(TV) Jacksonville, Fla., named to

local sales staff. **Debbie Ingram**, from traffic department, named national sales assistant.

Lori Kessler, from Beacon Publishing Co., Acton, Mass., joins sales staff of WRKO(AM) Boston.

Gil Sullivan, account executive, WCVB-TV Boston, joins WBZ(AM) there in same capacity.

Programing

Barbara Garshman, program development executive, NBC Entertainment, New York, appointed director of program development, East Coast. **Stephen Linett**, attorney in private practice in New York, joins NBC Entertainment, West Coast, as senior contract attorney.

Jarobin Gilbert Jr., director, Olympic administration, NBC Sports, New York, named VP-Olympic administration, NBC-TV.

Gary Dreispul, program manager, WJAR-TV Providence, R.I., named director of programing for WTAE-TV Pittsburgh.

Peter V. O'Reilly, Southern sales manager, BROADCASTING magazine, Washington, joins Paulist Office for Evangelization, Washington, as director of broadcasting.

Ronald Dean Giles, production manager, producer and program host, Warner Cable's Qube system, Columbus, Ohio, joins WBZ-TV Boston as executive producer of programing.

Jerry Hughes, staff director, noncommercial KCET(TV) Los Angeles, named director of local programing.

Recognized. Julian Goodman, who takes early retirement from NBC May 31 after service in numerous high posts including president, chairman and, currently, chairman of the executive committee, was presented a distinguished service award by the NBC Radio Affiliates Executive Committee at a breakfast meeting during the National Association of Broadcasters convention in Dallas. Committee, headed by Richard C. Barron of wsjs(AM) Winston-Salem, N.C., cited his 34 years of "outstanding service to the broadcasting industry, during which he distinguished himself and his profession through his conscientious leadership, his high integrity and his unwavering dedication to First Amendment rights and privileges for broadcasting."

Tery Rumsey, from noncommercial WCNY-TV Syracuse, N.Y., joins WIXT(TV) there as production supervisor.

John Albert Evans, assistant manager, programing manager and producer-director, University of Nebraska radio-television department, Omaha, joins WCBQ-TV Charleston, S.C., as production manager.

Sam Hooks, reporter and weekend sportscaster, WZZM-TV Grand Rapids, Mich., named sports director.

Scott Wahle, from WCSH-TV Portland, Me., joins WVIT(TV) New Britain, Conn., as sports director.

Jeffrey Jay Weber, program director, WAZY-AM-FM Lafayette, Ind., named operations manager.

Dennis Adamson, former director of news and public affairs for noncommercial WMOT(FM) Murfreesboro, Tenn., rejoins WMOT as special projects producer.

Steve Adler, VP-general manager of O'Connor Creative Services, joins The PH Factor, Los Angeles, as director of sales and marketing.

Thomas Rasmussen, associate director of broadcast operations, Public Broadcasting System, Washington, joins Robert Wold Co., New Rochelle, N.Y.

Tom Crompt, assistant art director, WTRF-TV Wheeling, W. Va., named art director.

Gary Kirchner, graduate, University of Michigan, Ann Arbor, joins television section of Illinois Office of Education as production assistant.

News and Public Affairs

Mark Davis, news director and anchor, WTRF-TV Wheeling, W. Va., named VP-news operations for WTRF-FM-TV.

Lou Waters, news director, KOLD-TV Tucson, Ariz., named assistant manager-news.

David Dalton, news photographer, WPTF-TV Durham, N.C., named assistant news director.

Bob Hardt, news correspondent, WABC(AM) New York, named ABC News correspondent on American Contemporary Radio Network, New York.

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Bob Vernon, from WCAR(AM) Detroit, joins WYTV(TV) Youngstown, Ohio, as anchor.

Janis Settle, reporter, WDIV(TV) Detroit, joins news staff of KSD-TV St. Louis.

Dan O'Brien, news-sports reporter, WSFA-TV Montgomery, Ala., and **David Smith**, reporter-photographer, WILX-TV Onondaga, Mich., join WZZM-TV Grand Rapids, Mich., as reporters.

Ray Tedder, from WSAV-TV Savannah, Ga., joins WSPA-TV Spartanburg, S.C., as general assignment reporter. **Gary Mattingly**, from WAVY-TV Norfolk (Portsmouth), Va., joins WSPA-TV as weekend anchor.

Channing Reis, from WBRE-AM-FM Wilkes-Barre, Pa., joins WDAU-TV Scranton, Pa., as general assignment reporter.

Connie Green, newswriter, WIND(AM) Chicago, joins co-owned KYW(AM) Philadelphia as writer and reporter. **Bill Shusta**, morning news editor and anchorman, WHAM(AM) Rochester, N.Y., joins KYW as anchorman.

Frank Volpicella, graduate, University of Florida, Gainesville, joins WJXT(TV) Jacksonville, Fla., as assistant assignment editor and weekend news producer. **Elaine Hume**, intern on assignment desk of co-owned WPLG(TV) Miami, joins WJXT as assistant assignment editor. **Xavier Higgs**, also from WPLG, named news photographer for WJXT. **Randy Meeker**, assistant director in news department of WPLG, named assistant director of production for WJXT.

Mike Morgan, news director, KELT(FM)-KGBT-TV Harlingen, Tex., joins WNAC-TV Boston as producer of 5:30 p.m. news.

Lynn Gendason, production coordinator, WTTG(TV) Washington, named producer of noon news.

Joyce London Alexander, attorney with Massachusetts Board of Higher Education, assumes additional duties as legal editor for WBZ-TV Boston.

Beth Miller, formerly in administration position with Allegheny College, Meadville, Pa., joins WHFS(FM) Bethesda, Md., as public service and public affairs director.

Promotion and PR

Andy Morales, executive secretary, WTTG(TV) Washington, named promotion coordinator.

Anne Eason, in charge of press relations for WSB-TV Atlanta, named assistant promotion

CBA chiefs. The Community Broadcasters Association, organization of Class IV AM stations, elected new officers at a meeting held in Dallas during the National Association of Broadcasters convention. They are Roger Jeffers, WHOP Hopkinsville, Ky., president; Richard Chapin, Stuart Broadcasting, Lincoln, Neb., VP; George DeVault, WKPT Kingsport, Tenn., VP-secretary, and John Henzel, WHDL Olean, N.Y. Elected to the board of directors were Efrain Archilla, Humacao, Puerto Rico; Ken McDonald, WSAM Saginaw, Mich.; Tom Jones, KDIG San Bernardino, Calif.; Greg Gentling, KROC Rochester, Minn.; FE.Lackey, WHOP Hopkinsville, Ky.; Dave Morrin, KNUZ Houston, and Si Goldman, WJTN Jamestown, N.Y.

director.

Nick Cannon, from noncommercial KTCA-TV Minneapolis, who also did promotion work for Minnesota Arts Council, joins promotion department of WJXT(TV) Jacksonville, Fla.

Sandra Birnhak, president of Promotion Network, design firm based in Boston and New York, joins WRKO(AM) Boston as promotion-advertising director.

Beverly Holton, sales manager, Cinema/Sound Ltd., New York, joins WHFS(FM) Bethesda, Md., as promotion and public relations director.

Claudia Held, public relations director for men's store chain, San Diego, joins KBZT(FM) there as promotion director.

Cable

Richard Clester, senior corporate director of marketing, Harte-Hanks Communications, San Antonio, Tex., named president of company's Pasadena (Tex.) CATV Ltd. He succeeds **Lester Kamlin**, who forms Lester Kamlin and Co., cable consulting firm. Mr. Kamlin will continue to serve as consultant to Harte-Hanks.

Ronald Townsend, cable system manager, Liberty Communications, joins Magnavox CATV Systems as Southwestern sales engineer, based in Dallas.

Mark Sena, marketing manager, Upstate Cablevision, Syracuse, N.Y., joins Storer Cable TV as marketing specialist, Eastern region.

John Muraglia, VP of United Bank of Denver, joins Daniels & Associates there, cable consultants, as VP-special projects.

Broadcast Technology

Dr. Henry Kressel, director, materials and processing research laboratories, RCA Laboratories, New York, appointed staff VP, solid state technology.

Herbert Riedel, manager of television quality control, ABC broadcast operations and engineering, New York, appointed director of technical quality control.

Steve Flanagan, studio supervisor, WSBK-TV Boston, joins WJXT(TV) Jacksonville, Fla., as chief engineer.

Al Marx, from noncommercial WTVP(TV) Peoria, Ill., joins technical staff of WRAU-TV there.

Howard DeLong, chief of Voice of America operations engineering branch, Washington, retires after 37 years of service.

Danny Cornett, with Scientific-Atlanta, Atlanta, in marketing of cable communications products, appointed general manager of Scientific-Atlanta (Canada) Ltd., Toronto. **Norma Bergman**, from Atlanta law firm of Greene, Buckley, DeRieux & Jones, joins Scientific-Atlanta there as attorney and assistant corporate secretary.



Cornett

Benton Everett, Northeast area sales engineer for broadcast products, Spin Physics, joins Sony Corp.'s broadcast division as sales engineer, based in Edison, N.J.

Richard Kolarik, director of Western sales, based in Richardson, Tex., Oak Technology, named director of corporate sales operations.

Don Dunbar, Western regional manager, Ikegami, joins Cinema Products Corp., Reseda, Calif., as director of national marketing.

John Abdour, sales manager, International Tapetronics Corp., Bloomington, Ill., named district sales manager for Rockwell/Collins Broadcast Products in Illinois, Indiana, Ohio and Michigan.

Allied Fields

Jerry Clark, WASH(FM) Washington, designated president of Washington-Baltimore local of American Federation of Television and Radio Artists, succeeding **David Rush** of Mutual Broadcasting who resigned post.

Joan McDonald, from Office of Personnel Management (formerly Civil Service Commission), Washington, joins FCC there as director of personnel.

Deaths



Fletcher

Alfred Johnson Fletcher, 91, principal owner and chief executive officer of Capitol Broadcasting Co., Raleigh, N.C., died April 1 in Rex hospital there. Capitol owns WRAL-FM-TV Raleigh; has signed contract to buy WKEE-AM-FM Huntington, W.Va. Mr. Fletcher founded WRAL(AM) Raleigh in 1938 (sold it in 1965), WRAL(FM) in 1946 and WRAL-TV in 1955. All of Mr. Fletcher's sons have been involved in broadcasting: Fred retired as president of corporation; Floyd retired as co-general manager of WTVB(TV) Durham, N.C., and Frank is associated with Washington law firm of Fletcher, Heald & Hildreth. Survivors also include Mr. Fletcher's wife, Margaret Harrington Fletcher, 11 grandchildren and 13 great-grandchildren. Grandson, James Goodmon, is president of Capitol Broadcasting.



Bauer

Benjamin Bauer, 65, who retired last year as VP and general manager of CBS Technology Center, Stamford, Conn., died of heart attack March 31 at his Stamford home. Before joining CBS in 1957, he invented directional microphone (in 1938) now used almost universally in broadcasting and public address applications. Mr. Bauer held more than 75 patents. He is survived by his wife, Ida; two sons, Dr. Philip J. Bauer and Dr. William E. Bauer.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period March 26 through March 30.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

AM applications

■ Mt. Pocono, Pa.—Mt. Pocono Broadcasting Inc. seeks 960 khz, 1 kw-D. Address: P.O. Box 547, Mount Pocono 18344. Estimated construction costs \$141,254; first-quarter operating cost \$23,806. Format: contemporary. Principals: George Buynak, president, (23%) and his wife, Janet (3%); Herman Martens and Emil Wagner (25.5% each), and Albert DeHope III (23%). Mr. Buynak is advertising manager at Pocono resort, where his wife is correspondence manager. Mr. DeHope is former TV and radio announcer, who is now self-employed in media marketing. Messrs. Martens

and Wagner are Mt. Pocono businessmen and employes at resort with Buynaks. None have other broadcast interests. Ann. March 28.

FM applications

■ Prescott, Ariz.—Southwest FM Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1631, Prescott 86302. Estimated construction cost \$60,352; first-quarter operating cost \$10,800 and revenue \$9,000. Format: country. Principals: Lou Silverstein and his wife, Nancy (80% held jointly) and two others. Silversteins own KYCA(AM) Prescott, where he is manager and she is program director. Ann. March 29.

■ Dumas, Ark.—KDDA-FM seeks 107.1 mhz, 3 kw, HAAT: 160.5 ft. Address: P.O. Box 720, Dumas 71639. Estimated construction cost \$29,582; first-year operating cost \$15,000; revenue \$40,000. Format: country. Principals: Alan W. Eastham (51%) and his son, Craig L. (49%). Alan Eastham is half owner of KDDA(AM) Dumas, where his son is employe. Ann. March 15.

■ Needles, Calif.—Calnevar Broadcasting seeks 97.9 mhz, 100 kw, HAAT: 1405 ft. Address: 1390 Sunflower Dr., Missoula, Mont. 59801. Estimated construction cost \$57,180; first-year operating costs \$23,217; revenue \$15,000. Format: contemporary. Principals: Rex K. Jensen (33%), Jack H. Jensen (34%) and Lamont N. Jensen (33%), brothers. Rex Jensen is former general manager and 10% owner of KBRJ(AM)-KBBK(FM) Boise, Idaho. He is presently general manager and, along with his brothers, owner of KDXT-FM Missoula, Mont. Jack and Lamont have filed application for new FM in Butte, Mont. (resubmitted). Ann. March 15.

■ Taft, Calif.—Valley FM Radio seeks 103.9 mhz, 3 kw, HAAT: 261 ft. Address: 2300 Nottingham Ave., Los Angeles 90027. Estimated construction cost \$600 (and lease); first-quarter operating cost \$8,489 and revenue \$4,914. Format: contemporary. Principal: Steven Fuss (100%), self-employed marketing and purchasing consultant in San Francisco and Los Angeles. Ann. March 15.

■ Largo, Fla.—Bie Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. P.O. address: 800 SE 8th Ave., Largo 33540. Format: Gospel. Principals: O. N. and E. W. Bie (50% each). O. N. Bie has realty interests. E. W. Bie is general manager of KWAM(AM) Memphis, Tenn., and has 50% interest in WSST(AM) Largo. (resubmitted). Ann. Feb. 7.

■ *Cumming, Ga.—Curriculum Developmental Foundation Inc. seeks 89.5 mhz, .4 kw, HAAT: 912 ft. Address: 2055 Mt. Paran Rd., Atlanta 30327. Estimated construction cost \$70,128; first-year operating cost \$45,000; revenue \$50,000. Principal: non-profit educational corp.; Paul L. Walker, president. Ann. March 15.

■ Swainsboro, Ga.—WSJ Radio Inc. seeks 103.9 mhz, 3 kw, HAAT: 299.9 ft. Address: 1025 Red Oak Dr., Macon, Ga. 31204. Estimated construction cost \$24,712; first-year operating cost \$30,760; revenue \$60,000. Format: Black. Principals: Charles R. Witt (35%), Grady Spires (35%), Ernest Nasworthy (25%) and Donavan E. Jones (5%). They also own WXRS(AM) Swainsboro, Ga., where Mr. Witt is president; Mr. Nasworthy, station manager; Mr. Spires, program director, and Mr. Jones, chief engineer. Mr. Jones is also applicant for new station at Lawrenceburg, Tenn. Ann. March 15.

■ Dover-Foxcroft, Me.—Frank Alvin Delle Jr. seeks 103.1 mhz, 3 kw, HAAT: 286 ft. Address: P.O. Box 176, Lincoln, Me. 04457. Estimated construction cost \$24,474; first-quarter (over and above AM costs); operating cost \$300 and revenue \$5,000. Format: MOR. Principal: Mr. Delle is owner of WLKN-AM-FM Lincoln, Me., and part owner of WDME(AM) Dover-Foxcroft. Ann. March 15.

■ Nantucket, Mass.—Home Service Broadcasting Corp. seeks 93.5 mhz, 1.18 kw, HAAT: 445 ft. Address: 24 West Central St., Natick, Mass. 01760. Estimated construction cost \$26,125; first-year operating cost \$10,000; revenue \$20,000. Format: top 40. Principals: John H. Garabedian (42%) and five others. Group also owns WGTR(AM) Natick, Mass., and is applicant for new TV at Marlboro, Mass. Mr. Garabedian (95%) is

also applicant for new FM at Newport, Vt. Ann. March 15.

■ Highland Springs, Va.—Henrico County Schools seeks 91.1 mhz, 3 kw, HAAT: 103 ft. Address: P.O. Box 40, 201 E. Nine Mile Rd., Highland Springs 23075. Estimated construction cost \$44,733; first-year operating cost \$19,864; revenue \$21,128. Principal: Henrico County School Board; J. B. Jackson is chairman. Ann. March 29.

■ Mechanicsville, Va.—Mechanicsville Broadcasting Co. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: Lorraine Station Rd., Richmond, Va. 23223. Estimated construction cost \$55,335; first-quarter operating cost \$24,399; revenue \$125,000. Format: beautiful music. Principals: Douglas G. Chapman and Raymond B. Bentley Sr. (50% each). Mr. Chapman is vice president of bank in Richmond, Va. Mr. Bentley is general manager at WUEZ(AM) Salem, Va. Ann. March 15.

AM actions

■ Washington, La.—Broadcast Bureau granted Mamou Broadcasting 1190 khz, 250 w-D. P.O. Address: 416 N. 6th St., Mamou, La. 70554. Estimated construction cost \$69,780; first-year operating cost \$43,000; revenue \$60,000. Format: C&W/pop. Principals: Joseph L. and Gardnel Sylvester (27% each) and Frank P. Savoy Jr. (27%). Joseph Sylvester owns TV repair shop; other principals are doctors (BP-20,337). Action March 14.

■ Crescent City, Fla.—Broadcast Bureau granted Bascap Radio 1330 khz, 1 kw-D. P.O. address: 1111 N. Helen Dr., Deland, Fla. 32720. Estimated construction cost \$77,623; first-year operating cost \$31,540; revenue \$72,000. Format: C&W. Principals: John D. Miller (65%) and Mildred Schmierer (25%). Mr. Miller is general manager of WKXX(AM) Deland, Fla. Ms. Schmierer is housewife (BP-20,586). Action March 20.

■ Greysbull, Wyo.—Broadcast Bureau granted KMMZ Broadcasters 1140 khz, 5 kw-D. P.O. address: Box 466, Wray, Colo. 80758. Estimated construction cost \$68,550; first-year operating cost \$60,030; revenue \$67,312. Format: C&W/MOR. Principals: Robert and Marjorie Zellmer, owners of KVSL(AM) Show Low, Ariz., and applicants for new AM at Wray (BP-21,032). Action March 16.

FM actions

■ Homerville, Ga.—Broadcast Bureau granted Southern Broadcasting and Investment 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 303 Court St., Homerville 31634. Estimated construction cost \$42,431; first-year operating cost \$60,130; revenue \$121,680. Format: MOR. Principals: Equally owned by Berrien L. Sutton, his brother, Frank, Corbett Mizell and J. N. Strickland. None has other broadcast interests. (BPH-780802AM). Action March 19.

■ *Acton, Mass.—Broadcast Bureau granted Acton-Boxborough Regional School District 89.1 mhz, .0084 kw, HAAT: 26 ft. Address: 16 Charter Rd., Acton 01720. Estimated construction cost \$6,000; first-year operating cost \$2,000; revenue \$2,000. Principal: Regional School Committee; Raymond J. Grey, superintendent of schools. (BPED-2699). Action March 21.

TV actions

■ Oklahoma City—Broadcast Bureau granted Seraphim Corp. ch. 34 (590-596 mhz); ERP: 1343 kw vis., 101.9 kw aur., HAAT: 1209 ft.; ant. height above ground 1253 ft. P.O. address: 303 N. Main St., Suite 201, Rockford, Ill. 61101. Estimated construction cost \$1,695,000; first-year operating cost \$647,000; revenue \$670,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consulting engineer Edward F. Lorentz. Applicant is wholly owned by General Media Corp. Principals are Edward B. Holt, chairman, and Earl W. Hickerson, president (BPCT-4997-5038, 5171). Action March 2.

■ Abilene, Tex.—Broadcast Bureau granted Big Country TV Co. ch. 32 (578-584 mhz); ERP: 55 kw vis., 11 kw aur., HAAT: 909.5 ft.; ant. height above ground 749 ft. P.O. address: 1469 Woodland Trail, Abilene 79605. Estimated construction cost \$1,360,124; first-year operating cost \$640,300; revenue \$750,-

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000. Legal counsel Hamel, Park, McCabe and Saunders, Washington; consulting engineer A. C. Martin. Principals: William Terry (55%) and nine others with 5% each. Mr. Terry is former general manager of KRBC-TV Abilene. (BPCT-5169). Action March 20.

Ownership Changes

Applications

■ KCFX(FM) Edmond, Okla. (97.7 mhz, 3 kw)—Seeks assignment of license from Central Broadcasting Co. to Shreveport Broadcasting Co. for \$350,000. Seller is owned by William H. Payne, who also owns KTFX(FM) Tulsa, Okla. Buyer is owned by J. A. Dykes (22%), James A. Reeder, managing partner (20%) and 14 others. They also own KOKA(AM)-KCOZ(FM) Shreveport, La. Ann. March 19.

Actions

■ KYXI(AM) Oregon City and KGON(FM) Portland, both Oregon; KLAK(AM)-KPPL(FM) Lakewood, Colo.; KHON-TV Honolulu, KHAW-TV Hilo and KALI-TV Wailuku, all Hawaii—Broadcast Bureau granted transfer of control of McCoy Broadcasting Co. to Western Sun Inc. for \$27.7 million. Seller is owned by Arthur H. McCoy (83.78%), George B. Hagar (11.47%) and others. Buyer is wholly owned subsidiary of Des Moines Register and Tribune Co. David Kruidenier is chairman; Michael G. Gartner, president. It owns *The Des Moines (Iowa) Register*, *Des Moines Sunday Register*, *The Jackson (Tenn.) Sun*, weekly papers in Independence, Iowa, WQAD-TV Moline, Ill., WIBA-AM-FM Madison, Wis., and 11.6% of Minnesota Star and Tribune Co., licensee of two TV's. Action March 8.

■ KIKM-AM-FM Sherman, Tex. (AM: 910 khz, 1 kw; FM: 96.7 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Lon H. Williams to Pyle Communications for \$750,000. Seller also owns KIXS-AM-FM Killeen, Tex. Buyer is owned by Charles Pyle (majority owner), Harry Pyle (brother), Jerry Snyder and Delwin Romero. Pyles are in insurance and ranching. Mr. Romero is certified public accountant, and Mr. Snyder is sales manager of KTEM(AM) Temple, Tex. None have other broadcast interests (BAL790208CW, BALH790208CX). Action March 21.

■ KOWH(AM) Omaha, Neb. (660 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Reconciliation Inc. to Radio Omaha Inc. for \$435,000. Seller is principally owned by Bob Gibson, chairman. It also owns KOWH-FM Omaha, which it is selling. (see below). Neither Mr. Gibson nor any other stockholder has other broadcast interests, except V. L. Dixon who has minor interest in KPRS(AM) Kansas City, Mo. Buyer is owned by Sam W. Smulyan; his son, Jeff H. Smulyan, and Jack N. Marsella. They also own WNTS(AM) Indianapolis (BAL781130EA). Action March 23.

■ KOWH-FM Omaha (94.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Reconciliation Inc. to Omaha Great Empire Broadcasting Co. for \$1,050,000. Seller also owns KOWH(AM), which it is also selling (see above). Buyer is owned by F. F. Mike Lynch (63%) and Michael C. Oatman (37%) through individual stockholdings and interest in Great Empire Broadcasting. They also own KFDI-AM-FM Wichita, Kan.; KTTS-AM-FM Springfield, Mo.; KYNN(AM) Omaha, and KWKH(AM)-KROK(FM) Shreveport, La. (BAPLH781130EB). Action March 23.

■ KOCY(AM)-KXXY(FM) Oklahoma City (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 96.1 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Bonebrake & Co. to Summit Communications for \$1,900,000. Seller is owned by Matthew Bonebrake, wife Susan, and son, Ronald. Buyer owns WJSJ(AM)-WJLQ(FM) Winston-Salem, N.C.; WCOA(AM)-WJLQ(FM) Memphis. Gordon Gray is chairman and Lee R. Wallenhaupt president. (BAL790319EA, BALH790319EB). Action March 23.

■ WJBE(AM) Knoxville, Tenn. (1430 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from J. B. Broadcasting Ltd. to Broadcast Media of Knoxville for \$150,000. Seller is owned by James Brown (90%) and Gregory Moses (10%). They also own WRDW(AM) Augusta, Ga., and WEBB(AM) Baltimore. Buyer is owned by Thomas S. Crawford (51%), Timothy F. Feshea (44%) and Jimmy F. Clark (5%). Mr. Crawford is veterinarian. Mr. Beshea is land appraiser for state and Mr. Clark is WJBE's station manager. None have other broadcast interests (BAL781213EA). Action March 22.

Facilities Changes

AM applications

■ KBYR(AM) Anchorage, Alaska—Seeks CP to increase power to 1 kw. Ann. March 28.

■ KDDA(AM) Dumas, Ark.—Seeks CP to make changes in antenna system; increase height of AM radiator to accommodate FM ant. Ann. March 28.

■ KCMJ(AM) Palm Springs, Calif.—Seeks CP to change freq. to 1140 khz; increase powers 10 kw (day), 5 kw (night); change daytime TL 1.2 miles N of Vista Chino and Sunrise Way, Palm Springs, and nighttime TL 1 mile N of Ramon Rd., on Davall Dr., near Palm Springs; install new trans. Ann. March 28.

■ KSDO(AM) San Diego—Seeks mod. of CP to augment daytime pattern. Ann. March 28.

■ WSOL(AM) Tampa, Fla.—Seeks CP to make changes in maximum expected operating values. Ann. March 28.

■ WCAS(AM) Cambridge, Mass.—Seeks CP to change TL to Medford St., Medford; change type trans.; make change in ant. system (decrease height). Ann. March 28.

■ WCLN(AM) Clinton, N.C.—Seeks CP to increase power to 5 kw; install new trans. Ann. March 28.

■ WCOW(AM) Sparta, Wis.—Seeks CP to make changes in ant. system; change TL to Putnam Ridge, 2.8 miles from center of Sparta; change SL and RC to 113 West Oak St., Sparta; increase height of tower to accommodate FM ant. Ann. March 28.

FM applications

■ KDNO(FM) Delano, Calif.—CP to change TL to highway 155, 1.5 miles E of Blue Mountain Rd., Calif.; install new trans. and ant.; make changes in ant. system (decrease height); change ERP: 50 kw (H&V) and HAAT: 330 ft. (H&V). Ann. March 29.

■ KEZC(FM) Truckee, Calif.—Seeks CP to change city of licensee from Truckee to Carnelian Bay, Calif. Ann. March 29.

■ WWEB(FM) Wallingford, Conn.—Seeks CP to change freq. to 98.1 mhz; install new trans., ant. ERP: 14 w and HAAT: —15 ft. Ann. March 29.

■ WEDM(FM) Indianapolis—Seeks CP to change ERP: 100 kw (H&V) and HAAT: 205 ft. (H&V); install new trans. and ant.; change from Class D to Class A using same frequency. Ann. March 29.

■ WBSN-FM New Orleans—Seeks mod. of CP to change ERP: 250 w; install new trans.; change ant.; make changes in ant. system (increase height). Ann. March 29.

■ WAHS(FM) Auburn Heights, Mich.—Seeks CP to change ERP: 100 kw (H&V); HAAT: 142 ft. (H&V); install new trans. and ant.; change from Class D to A using same frequency. Ann. March 29.

■ KNPR(FM) Las Vegas—Seeks CP to change TL 1.25 miles NNW of Black Mountain; change HAAT: 1453 ft.; install new trans. Ann. March 29.

■ WMBL-FM Morehead City, N.C.—Seeks CP to make changes in ant. system; change TL to hwy. 70, .95 mile W of hwy. 24, Morehead City, N.C.; change SL and RC to .6 mile from Morehead City; change type ant.; increase HAAT: 281 ft. and change TPO Ann. March 29.

■ WBWC(FM) Berea, Ohio—Seeks CP to change ERP: 100 w and HAAT: 91 ft.; install new trans. Ann. March 29.

■ WLEC-FM Sandusky, Ohio—CP to make changes in ant. system; change SL and RC to 105 W. Market Street, Sandusky; change type trans.; change type ant.; increase ERP: 9.80 kw (H&V); increase HAAT: 144 ft. (H&V) and change TPO. Ann. March 29.

■ KDNT-FM Denton, Tex.—Seeks mod. of CP to make changes in antenna system; change type ant.; increase HAAT: 480 ft. (H&V) and change TPO. Ann. March 29.

■ KTEZ(FM) Lubbock, Tex.—Seeks CP to increase ERP: 100 kw (H&V); install new trans. Ann. March 29.

AM actions

■ WBEL(AM) South Beloit, Ill.—Granted CP to install lightning rods to half wave tower; redescribe TL as Rockton Road, W of Highway 51, Roscoe Township, Ill.; conditions (BP-20,963). Action March 21.

■ WJLK(AM) Asbury Park, N.J.—Granted CP to increase night and day power to 1 kw, 2.5 kw, add DA night (DA-2); change trans.; change TL 4.15 miles W of Asbury Park and .5 mile NNW of intersection of Route 66 and Jumping Brook Road, Tinton Falls, N.J.; conditions (BP-21,256). Action March 22.

■ WXRL(AM) Lancaster, N.Y.—Granted CP to add nighttime service with 2.5 kw, DA-2, change type trans.; conditions (BP-21,247). Action March 20.

FM actions

■ WCRQ-FM Arab, Ala.—Granted mod. of CP to make changes in ant. system; change TL S of State Route 69, .25 miles SW of Grassy, Ala.; change type trans. and ant.; change TPO (BMPH781222A1). Action March 21.

■ KOZN-FM San Diego—Dismissed application for CP to make changes (BPH781226AJ). Action March 14.

■ *KCPR(FM) San Luis Obispo, Calif.—Dismissed application for CP to make changes in transmission line (BPED790129AH). Action March 14.

■ WCMQ-FM Hialeah, Fla.—Dismissed application for CP to make changes in ant. system; change type ant. and TPO (BPH781026AF). Action March 14.

■ WORJ-FM Mount Dora, Fla.—Granted CP to make changes in ant. system; change type trans. and ant.; decrease ERP: 71 kw (H&V) and ant. height: 780 ft. (H&V); change TPO (BPH781218AQ). Action March 16.

■ *WKMS-FM Murray, Ky.—Granted CP to change TL near Hermitite Lookout Tower near Trace, Ky; change type trans. and ant.; make changes in ant. system; change ERP: 100 kw (H&V); ant. height: 600 ft. (H&V) (BPED-2612). Action March 21.

■ WIKZ(FM) Chambersburg, Pa.—Granted CP to change ERP: 50 kw (H&V) and ant. height: 235 ft. (H&V); condition (BPH-11149). Action March 21.

■ WYEP-FM Pittsburgh—FCC granted application of Pittsburgh Community Broadcasting Corp. to change frequency of station from 91.5 mhz to 91.3 mhz and to increase station's power from 840 to 1700 w. To facilitate grant, Commission approved application of Indiana University of Pennsylvania, licensee of WIUP-FM Indiana, Pa., to vacate its current frequency of 91.3 mhz and change to 90.1 mhz. Action March 21.

■ WMTS-FM Murfreesboro, Tenn.—Returned as unacceptable for filing application for major mod. of facilities. Action March 19.

■ WJJS-FM Lynchburg, Va.—Granted CP to make changes in ant. system; change type trans. and ant.; change TPO (BPH781120AK). Action March 22.

■ KQQQ(FM) Pullman, Wash.—Granted CP to change ERP: 3 kw (H&V) and ant. height: 275 ft. (H&V); condition (BPH-10637). Action March 13.

■ KENE-FM Toppenish, Wash.—Granted CP to change ERP: 2.5 kw (H&V) and ant. height: —35 ft. (H&V) (BPH-11,134). Action March 21.

In Contest

Designated for hearing

■ Tucson, Ariz.—FCC has designated for hearing five mutually exclusive applications for new FM broadcast station there, operating on 107.5 mhz. Applicants are Golden State Broadcasting Corp., Great Southwest Communications Inc., Tucson Community Broadcasting Inc., Tucson FM Broadcasting Corp. and Old Pueblo Broadcasting Corp. Action March 21.

■ Greenfield, Mass. (Poet's Seat Broadcasting Inc. and Green Valley Broadcasting Co.) **FM proceeding:** (Docs. 79-54-55)—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Poet's Seat and Green Valley for new FM station on 95.3 mhz there. Action March 22.

Procedural rulings

■ Columbus, Ohio (Commercial Radio Institute Inc. and Christian Voice of Central Ohio) **TV proceeding:** (Docs. 78-395-96)—ALJ David I. Kraushaar granted petition by Christian and amended its application to reflect revision of its financial proposal. Action March 21.

■ Palm Springs, Calif. (RTC Broadcasting Corp. and Palm Springs Broadcasting Co.) **FM proceeding:** (BPH-10,991; BPH 780831AD)—Broadcast Bureau

Summary of broadcasting

FCC tabulations as of February 28, 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4507	5	37	4549	59	4608
Commercial FM	3022	2	85	3109	150	3259
Educational FM	947	0	45	992	68	1060
Total Radio	8,476	7	167	8650	277	8,927
Commercial TV	514	1	1	216	8	524
VHF	214	0	3	217	50	267
UHF	94	1	7	102	6	108
Educational TV	151	2	5	158	4	162
VHF	973	4	16	993	68	1061
UHF	255	0	0	255	88	343
Total TV	1158	0	0	1,158	265	1423
FM Translators	2417	0	0	2,417	200	2617

*Special temporary authorization

**Includes off-air licenses

granted request by RTC for expedited processing of mutually exclusive applications of RTC and Palm Springs for 106.1 mhz there. Action March 26.

Allocations

Actions

- Covington, Ind.—Broadcast Bureau has proposed assigning 92.7 mhz there as its first FM assignment. Comments are due May 21, replies June 11.
- Reform, Ala.—Broadcast Bureau has proposed assigning 101.7 mhz there as its first FM assignment, in response to petition by REGO Broadcasting Co. Comments are due May 21, replies June 11. Action March 22.

Rulemaking

Petition

- Washington—National Association of Broadcasters requests development of rule or policies to regulate cable television carriage of signals of television broadcast superstations (RM-3346). Ann. March 26.

Translators

Applications

- Jackson, Ala.—Alabama Educational Television Commission seeks CP for new translator on ch. 58 (TPO: 100 w, HAAT: 135 ft.) to rebroadcast WIIQ-TV Demopolis, Ala. Ann. March 29.
- Munds Park, Ariz.—Pinewood Property Owners Association seeks CP's for three new translators on ch. 4 to rebroadcast indirectly KTVK-TV Phoenix (TPO: 1 w, HAAT: 110 ft.); ch. 5 (TPO: 1 w, HAAT: 110 ft.) to rebroadcast indirectly KPHO-TV Phoenix, and ch. 12 (TPO: 1w, HAAT: 110 ft.) to rebroadcast indirectly KOOL-TV Phoenix. Ann. March 27.
- Durango, Colo.—Four States Television Inc. seeks CP for new translator on ch. 66 (TPO: 100 w, HAAT: 40 ft.) to rebroadcast KIVA-TV Farmington, N.M. Ann. March 29.
- Hailey, Idaho—KLIX Corp. seeks CP for new translator of ch. 6 (TPO: 1 w, HAAT: 20 ft.) to rebroadcast KMVT-TV Twin Falls, Idaho. Ann. March 16.
- Fergus Falls, Minn.—Spokane Television Inc. seeks CP for new translator of ch. 55 (TPO: 100w, HAAT: 100 ft.) to rebroadcast KTHI-TV Fargo, N.D. Ann. March 29.
- Marshall, Minn.—Hubbard Broadcasting Inc. seeks CP for new translator on ch. 30 (TPO: 1 kw, HAAT: 600 ft.) to rebroadcast KSTP-TV St. Paul, Minn., via K60AO Redwood Falls Minn. Ann. March 14.
- Worthington, Minn.—Hubbard Broadcasting Inc. seeks CP for new translator of ch. 20 (TPO: 1 kw,

HAAT: 600 ft.) to rebroadcast indirectly KSTP-TV St. Paul, Minn. Ann. March 29.

- Lund and Preston, Nev.—White Pine Television District No. 1 Seeks CP for new translator on ch. 53 (TPO: 20 w, HAAT: 19 ft.) to rebroadcast indirectly KLAS-TV Las Vegas. Ann. March 29.
- Bowling Green, Ohio—Bowling Green State University seeks CP for new translator on ch. 27 (TPO: 1 kw, HAAT: 145 ft.) to rebroadcast WBGU-TV Lima, Ohio. Ann. March 2.
- Mt. Pleasant, Utah.—Sanpete county seeks CP for new translator of ch. 56 (TPO: 100 w, HAAT: 20 ft.) to rebroadcast KUED(TV) Salt Lake City. Ann. March 16.
- Park county, Wyo.—County seeks CP's for four new translators on ch. 9 (TPO: 10 w, HAAT: 23 ft.) to rebroadcast signal of KULR-TV Billings, Mont., via ch. 53 (TPO: 100 w, HAAT: 27 ft.), and ch. 13 (TPO: 10 w, HAAT: 23 ft.) to rebroadcast signal of KTVQ(TV) Billings via ch. 55 (TPO: 100 w, HAAT: 27 ft.). Ann. March 16.

Cable

- The following operators of CATV systems have filed service registrations:
- State Video Cable Inc., for Hilltop Green and El Sobrante, both California (CA0746-7) new system.
- Wire Tele-view Corp., for Zerbe, Pa. (PA 1745) new system.
- El-Mar Communications, for Bolivar, N.Y. (NY0594) new system.
- General Cable Systems Inc., for Allegheny, Ky. (KY0352) new system.
- Point View Cable Television System, for Hartford, W.Va. (WV0527) add signal.
- Chroma TV Center, for Normalville, Pa. (PA1736) new system.
- Via Cable Inc., for Ingram and Greenwood Forest, both Texas (TX0077,524) new system.
- Ponderosa Cable Co., for Groveland, Calif. (CA0786) new system.
- Tel Tech Cable TV Inc., for Easton, Ashland and Presque Isle, all Maine (ME0112-3,1) new system.
- Garison Cable TV Inc., for Garrison, N.D. (ND0054) new system.
- Underwood Cable TV Inc., for Underwood, N.D. (ND0053) new system.
- Turtle Lake Cable TV Inc., for Turtle Lake, N.D. (ND0052) new system.
- Center Cable TV Inc., for Center, N.D. (ND0051) new system.
- Stanton Cable TV Inc., for Stanton, N.D. (ND0050) new system.
- Beulah Cable TV Inc., for Beulah, N.D. (ND0049) new system.
- Hazen Cable TV Inc., for Hazen, N.D. (ND0048)

new system.

- Washburn Cable TV Inc., for Washburn, N.D. (ND0047) new system.
- L-W Communications Systems Inc., for Salado, Tex. (TX0523) new system.
- Janney Cable TV Co., for Fayette, W.Va. (WV0587) new system.
- Grapevine TV, for Grapevine, Ky. (KY0366) new system.
- Shenango Cable TV Inc., for Pymatuning, Pa. (PA1738) new system.
- Woodville TV Cable Co., for Woodville, Ala. (AL0175) new system.
- Granville CATV Inc., for Granville, Pa. (PA1739) new system.
- Juniata CATV Inc., for Mifflintown, Mifflin, Fermaugh and Milford, all Pennsylvania (PA1741-4) new systems.
- Northern Cablevision Inc., for Bloomington, Miss. (MN0065) add signal.
- Community Antenna Co., for Guion, Batesville and Independence, all Arkansas (AR008,6,101) add signal.
- Cable-Com General Inc., for Page, Ariz. (AZ0006) add signal.
- Carolina Cablevision Properties Inc., for Mullins and Dillon, both South Carolina (SC0035,38) add signals.
- Storer Cable TV Inc., for El Portal, Calif. (CA0315) add signal.
- Ohio Cable Inc., for Georgetown, Ohio (OH0324).
- Stuttgart Cablevision Inc., for Stuttgart, Ark. (AR0071) add signal.
- Mesa Community Cable TV Inc., for Mesa, Ariz. (AZ0087) add signal.
- Storer Cable TV Inc., for Sebastopol, Cotati, Rohnert Park, Hermosa Beach, Manhattan Beach, Westlake Village, Cotati-Rohnert Park, all California (CA0619,24,306,18,10,12,84,83,18) add signal.
- Macon Video Co., for Macon, Miss. (MS0034) new system.
- Macon Video Co., for Brooksville, Miss. (MS0101) add signal.
- Lincoln Cable TV, for Lincoln, Ark. (AR0144) add signal.
- Daves Cable System, for Cave Springs, Ark. (AR0141) add signal.
- Valley All-Channel Cablevision of Moorhead Inc., for Moorhead, Minn. (MN0052) add signal.
- Garnett Cable TV, for Gamett, Kan. (KS0070) add signal.
- Gill Industries, for San Jose, Campbell and Santa Clara, all California (CA0213,386,212) add signals.
- Douglas TV Co., for Payson, Ariz. (AZ0041) add signal.
- Douglas TV Co., for Gila, Ariz. (AZ0081) add signal.
- Shadix Radio and TV Inc., for Beverly, Ohio (OH0105) add signal.
- Theta Cable of California, for Los Angeles, Beverly Hills, El Segundo, Fullerton, Marina Del Rey, Santa Monica, West Hollywood, Ontario, Upland, San Bernardino, Bell Canyon, Laverne and Rancho Cucamonga, all California (CA0253,457,67,541,50,456,254,463-5,726,66,87) add signal.
- Clear Vision Cable Co., for Newton, Miss. (MS0094) add signal.
- General Communications Inc., for Eureka, Kan. (KS0027) add signal.
- Satellite Cable TV Inc., for Kennesaw and Cobb county, both Georgia (GA0235-6) add signal.
- Leesburg Lakeshore Mobile Home Park Inc., for Leesburg Lakeshore, Fla. (FL0349) add signal.
- Duane TV Relay Inc., for Bulan and Hardburly, both Kentucky (KY0033, 46) new systems.
- Foster City United Cable TV Corp., for Foster City, Calif. (CA0099) new system.
- Ottawa Cable TV, for Ottawa, Kan. (KS0067) add signal.
- Granville CATV Inc., for Oliver, Pa. (PA1740) new system.

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RADIO

HELP WANTED MANAGEMENT

Top 20 Radio Market needs qualified business manager for AM-FM combo. Minimum 5-years experience. Salary open. Excellent benefits. Send detailed resume & references. An Equal Opportunity Employer. Box D-1.

Career Service position with Department of Journalism-related stereo FM 10-watt non-commercial station moving toward higher power and fuller service at predominantly black state university. Growing emphasis on news and public affairs a necessity. Salary range \$13,404-\$17,935. Minimum state qualifications include graduation from a standard high school and nine years of responsible experience in radio or television station operation, one year of which must have been in directing operations of a programming department; or graduation from a four-year college or university with major course work in journalism, advertising, or broadcasting and five years of responsible radio or television station operation experience, one year of which must have been in the operation of a programming department. Special qualifications: at least a restricted radio-telephone operator's permit, preferably a valid 1st or 2nd class license; successful experience working with minority students; preferably a master's degree to enhance the possibility of teaching in the broadcast news curriculum; and a demonstrated appreciation for and understanding of the functions of broadcast journalism and public affairs. Send letters and resumes to Director of Personnel, Florida A&M University, Tallahassee, FL 32307, to be received no later than April 30, 1979. Florida A&M University is an Equal Opportunity/Equal Access Institution.

Wanted: Young Manager on way up for new FM in established small market AM. Stock share part of package. Box D-29.

KRWG-FM seeks general manager with M.A. in Broadcasting; classical music and public affairs programming interests. \$15,000. Resume before May 1 to Dr. Hash, Box 3J, New Mexico State University, Las Cruces, NM 88003. An equal opportunity/affirmative action employer.

Station Manager, new FM South Central Florida. If you possess solid radio sales credentials, aren't afraid of hard work, like money and want an opportunity to manage your own station contact Jerry Kiefer at 513-378-6097.

Full time AM station Central Minnesota 6,000 population needs manager. Sales and administrative ability necessary. Good income and working conditions. Resume Box D-66.

AM Rock, FM Country need solid manager to continue good job of existing manager moving up. KROF AM-FM blankets South Louisiana's oil industry, a growth area. A new 150 store mall has just opened. If you're a strong, aggressive and experienced person with management, sales, and programming skills, I'd like to hear from you. Send resume, references and salary requirements to: President, KROF AM-FM, P.O. Box 610, Abbeville, LA 70510.

General Manager for major West Coast market sought by young, dynamic broadcast group. Sales management background required. EEO. Resume with compensation history to Box D-82.

HELP WANTED SALES

Excellent opportunity for radio sales account executive at 5000 watt-24-hour AM located in Northern Minnesota. Experienced preferred. Write: KKBJ, Box 1070, Bemidji, MN 56601.

Join a young station in sunny Arizona. Opening available for key salesperson with management potential. Good growth market. Mail resume to: KCUZ, Box 1118, Clifton, AZ 85533.

Sales-Station Manager Opportunity. Must be Welsh Company trained and a take charge person. Complete resume to Ken Eidenschink, 123 Central Avenue, Long Prairie, MN 56347.

Due to record sales, WGMA needs another pro. Prior Radio sales experience essential. First year earning potential \$20,000 or more. Send resume to Jim Glassman, VP, PO Box WGMA, Hollywood, FL 33024. EOE M/F.

SW Iowa Station needs Radio sales persons. Experienced or will train. One will end up Sales Manager, possibly mrg. EOE. Resume to Box D-12.

KRDR, outstanding Portland, Oregon suburban station, wants one more qualified sales person. High growth market, guaranteed draw, good account list, 2 to 3 years experience required. Company is expanding with stations in Seattle and Eugene, EEO employer. Contact: Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030, 503-667-1230.

Account executive for 50,000 watt AOR Stereo station needed. Active list. Previous sales experience preferred. 15% commission, medical insurance, benefits available. Resume to Stephen Dougherty, WVUD-FM, 300 College Park, Dayton, OH 45469. WVUD-FM is owned and operated by the University of Dayton, an Equal Opportunity Employer.

Experienced Salesperson/Announcer needed immediately, good opportunity for qualified person. WFFF Radio, Columbia, MS. Call Lester Haddox, 601-736-1360. Equal Opportunity Employer.

Wanted: Experienced Salesperson—live on the beautiful west coast of Florida and work with a growing company. Opportunities to move up are here, if you're willing to work for them. We need self-starters who want to make money!! Write: WTRL Radio, Box 1490, Bradenton, FL 33506. Send track record and resume. E.O.E.

Texas Panhandle City of 30,000 people seeking experienced sales person who can also perform play by play. Send tape and resume to KGRO, Box 1779, Pampa, TX 79065. Phone Darrell Sehorn 806-669-6809.

HELP WANTED ANNOUNCERS

Two Experienced Announcers with 1st—salary negotiable. Sales available, format—contemporary/oldies. 312-584-1483. Ask for Jon.

Morning Personality needed at one of New York State's great stations. We're already number one, we want you to keep us there. Must be personable and entertaining. Will pay the right individual. Box D-36.

Immediate Opening for fulltime AM drive, mature voice, informative approach (not just music). Maryland station. Send resume and tapes to Box 1726, Rockville, MD 20850. List salary requirements. EOE.

Experienced Announcer with creative skills in air work and commercial production, good voice and air personality. First Phone. North Carolina AM/FM stations. EOE. Box D-8.

Beautiful Music station wants audition tapes from Staff Announcers interested in filling future vacancies as they occur. No automation. Additional skills with copy, production and news helpful. EEO. Tape & resume to WSRS, PO Box 961, West Side Station, Worcester, MA 01602.

Great Place Berkshires of Western Massachusetts and a great job awaits entertaining morning person. Opportunity to assume PD. position. Must be near by for interview. Send tape to Phil Weiner, WUPE, 73 4th Street, Pittsfield, MA 01201.

Northeast Ohio Contemporary station looking for personable, humorous, creative afternoon drive announcer. Good production background necessary. Excellent salary, benefits. Equal opportunity employer. Box D-57.

Combination Announcer-Salesperson. Looking for strong announcer with sales ability. Good production necessary. Excellent location, income, benefits. Equal Opportunity Employer. Box D-58.

Adult Contemporary seeks experienced announcer ... tape & resume to WELK, PO Box 1294, Charlottesville, VA 22902. EOE.

New England's Major Resort station seeking top personality announcers for future openings. Establish contact now so we're ready when you are. Highest salary. Best equipment and location. Write Box D-68.

Morning Person—Top 40—Virginia. Now accepting applications for May 15th opening. University town. Must be experienced, capable and dependable. Heavy on production. Send tape and resume. All tapes returned ... PO Box 392, Harrisonburg, VA 22801.

Beautiful Music operation is looking for a warm one-to-one communicator, evening shift, tight production and automation knowledge an absolute must. Salary commensurate with experience and ability. Send tape and resume to: Tim Gehlsen, KRVR-FM, 1706 Brady Street, Davenport, IA 52803 or call 319-322-2606. An equal opportunity employer.

Talk Show Host wanted for top 30 market. Annual wages \$14,500. EOE. Send resume to Box D-73.

DJ-News, Midwest replies only, medium-market, experienced, community-oriented, resume, EOE. Box D-101.

HELP WANTED TECHNICAL

Radio Network RF Systems Engineer—Six-station radio network in Minnesota seeks engineer strong in RF to help design, improve, build and maintain RF facilities. New stations, translators, and microwave facilities in the works. Requires strong experience with state-of-the-art RF equipment and practice. FCC first class license or ability to acquire. Electronics training and experience important. Resume, references, letter of interest and salary requirements to Dan Rieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley Street, St. Paul, MN 55101. AA/EOE.

Radio Network Audio Systems Engineer—Six-station radio network in Minnesota seeks engineer strong in audio to help design, improve, build, and maintain studio audio facilities. A new studio-office complex (with seven control rooms and studios) in the works. Requires strong experience with state-of-the-art FM audio equipment and practice. FCC first class license or ability to acquire. Electronics training and experience imperative. Resume, references, letter of interest and salary requirements to Dan Dieder, Director of Network Engineering, Minnesota Public Radio Inc., 400 Sibley St., St. Paul, MN 55101. AA/EOE.

Chief Engineer for leading facilities in beautiful upper midwest medium market. May 1 start date. 5kw directional AM and class A FM. Must be thoroughly experienced in DAs, FM, audio, automation, remote control, maintenance, design, construction, proofs, and FCC rules and regulations. Aggressive, young ownership committed to quality engineering in expanding station group. Rubber band, bailing wire, and alligator clip specialists need not apply. No air work, sales etc. Excellent compensation/benefit package. EOE. Resume with references and letter of application with salary requirements to: Box D-100.

Midwest stations offer opportunity for growth and self-fulfillment to energetic, capable engineering director. Must be up on state-of-art electronics and have interest in computers. \$18,000 starting. We innovate. Do you? E.O.E. Box C-186.

Had enough snow. KAIR/KJYK-FM in Tucson, Arizona has an opening for full charge chief engineer—fine operation—all new equipment. Call or write Howard Duncan: 602-795-1490. 3438 N. Country Club, Tucson, AZ 85716 E.O.E.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer for N.C. AM/FM radio station. First Phone. Must have complete maintenance background, including transmitter and audio production equipment; Automation and AM directional experience and knowledge of FCC Regulations. EOE. Box D-9.

We need the right Engineer! Great opportunity in Midsouth. Must be capable studio and transmitter person. Aggressive quality oriented firm seeking engineer to fit into exciting high challenge environment. Multi facility in new building offering super potential to the person who can fit. Who feels comfortable with all kinds of challenges, has good attitude and good personality. Box C-223.

Experienced two-way radio technician needed immediately in beautiful Jackson Hole, WY. Call 307-733-4500 or 307-733-2670. Or send resume to Box 927, Jackson, WY 83001.

Chief Engineer for 30 kw NPR Station. Opportunity to construct a brand new facility for this 30 year old Public Radio Station. KUOP-FM is associated with the University of the Pacific, an independent university located in central California. Salary: Mid-Teens. Send resume by April 29 to: Michael Turner, KUOP-FM, 3601 Pacific Ave., Stockton, CA 95211.

South Central Pennsylvania 5KW Daytimer, Fulltime FM 50KW, Automated offers excellent opportunity for First-Phone working technician ... salary open ... excellent fringes. Write WIOV/WGSA 44 Bethany Road, Ephrata, PA 17522 EOE.

Full Time Chief Engineer needed now for Midwest 5kw daytimer with top ratings preparing to file for full time. First phone required. 5 figure minimum and fringes. EOE. Resume to Box D-97.

HELP WANTED NEWS

One of Northern California's top beautiful music stations needs an aggressive, committed News and Public Affairs Director. Send audition tape and detailed resume to Jerry Healey, KZST, Box 2755, Santa Rosa, CA 95405. An Equal Opportunity Employer.

WGIR News 61, New Hampshire's leading news and sports station, has an opening in its News Department. We're looking for an aggressive journalist with a positive attitude and willing to work hard as a member of an award-winning team. Strong delivery and writing essential. This is an immediate opening, but will consider qualified students graduating this semester. Send tape, resume and references to Moe Quinn, News Director, WGIR, Box 487, Manchester, NH 03105. A Knight Quality Group Station and Equal Opportunity Employer. WGIR's modern broadcast facilities are tops in New Hampshire.

Knock ... Knock ... that's the sound of opportunity knocking ... If you're an experienced news person, it's your opportunity. Our town is growing so fast, we're busting out all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southeastern Arizona, steeped in the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KTAZ-FM are the stations, we're the only game in town, so we have to be good. If you're ready to be a BIG fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russel Beckmann, General Manager, KTAN Radio, 2300 Busby Dr., Sierra Vista, AZ 85635. EOE M/F.

Northeast Ohio, Morning news person-sports director opening. Top rated contemporary station on the radio. Excellent location, income, benefits. Equal Opportunity Employer. Box D-59.

Beautiful Colorado Springs—news director wanted for leading AM/FM combo. Must have minimum three-five years experience, good voice, ability to dig news and manage people. Station has mobile unit, is heavily involved with community, has top-rated TV affiliate. Rush tape and resume to: David G. Hixson, KRDO, PO Box 1457, Colorado Springs, CO 80901.

News Anchor—Journalist. Must be able to write, report, edit tape. Will Anchor morning drive. Send to News Director—Jack Tyson, KLZ, 2149 S. Holly Denver, CO 80222.

Have immediate opening for one person news staff. Competitive market. Send resume, tape, and salary requirements to PO Box 1056, Lumberton, NC 28358.

Need 2 (two) hustling, hungry reporters for morning and afternoon drive news shifts. Excellent company, super equipment, good money. Send T & R to Jeff Eller, News Director, WGOW, PO Box 4704, Chattanooga, TN 37405. E.O.E.

Experienced News-Sports Director for well-equipped AM-FM. \$12,000. Phone or write for details. Bob Spradlin, WMST, Mt. Sterling, KY 40353.

News Director for 24 hour adult contemporary MOR in beautiful western Michigan. Must have good air voice and journalistic skills. Car furnished. State salary requirements in resume. Equal Opportunity Employer. Box D-64.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Connecticut TM Stereo Rock station needs a creative, organized Operations Director able to make automated programming come alive. Morning shift, production and promotion. Minimum one year automation experience. Send tape to Q96 FM, Box 1350, Norwalk, CT 06852. EOE.

Announcer/Copywriter/Production, male or female. Established station with good facilities in city of 15,000. Will consider beginner with proper training. WBYS AM/FM, Box 600, Canton, IL 61520.

Needed This Summer: a serious broadcaster for boardwork, production and news. We are growing and want forward-looking, versatile people. Send resume, references and tape to Tom Pike, KWHK Radio, Box 1967, Hutchinson, KS 67501.

Iowa—Adult Contemp., just lost PD. to 50 kw clear, needs quality PD. Send tapes and resume to M. Sheridan, KBKB, PO Box 369, Fort Madison, IA 52627.

Program Director wanted for top 30 market. All-news format. Annual salary \$17,000. EOE. Send resume to Box D-72.

Assistant On-Air Promo Coordinator (Salary Negotiable) Individual needed to assist in producing and directing on-air promos and commercials for member stations; and to assist other production staff with special production needs. Requirements: 4 yrs. college or equivalent related experience and min. 1 yr. exp. preferably in writing, radio and TV production. Excellent company benefits. Send resume including salary history/requirements and sample production tape by 04/15/79 to: DeNise Johnson, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036. NPR is an affirmative action/equal opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Attention FM Owners! Tired of operating in the red? I guarantee to have you in the black within 6 months! Write or call: Richard A. Prather, General Manager, WYFV-FM, 111 W. Main, Dundee, Illinois 60118, 312-428-4421.

Plan Ahead: Small market experienced, looking for future. Currently in Mid-West. Will travel after April 15. Box C-203.

Bring on a Challenge! Fifteen years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box C-204.

General Manager who sells! Wants return to Florida. Super record small, major markets. Strong profit, people motivator. 44, Family man. Box D-27.

Southern California General Manager—22 year broadcasting pro with 15 successful years of management experience. Strong on sales, programming, promotion, administration and FCC regulations. Seeking California position and ownership opportunity. Contact: Mike Thomas, Box 5192, Ventura, CA 93003. 805-647-9627.

General Manager with extensive sales, management and programming skills. Abilities to contribute positive leadership, professionalism and to deliver the financial rewards you seek. Multiple references will affirm solid broadcasting pro. Dave Millan, 10725 40th Ave. North, Minneapolis, MN 55441. 612-544-0959.

Proven Manager seeks opportunity to manage small to medium market station(s). Familiar with all facets of radio except engineering. Have excellent track record. Experienced at sales/motivation/programming/ideas/and FCC regs. Top references, excellent credit, active in community. Call PTP, Jim Casto, 606-432-3381 or 432-5333. Available quick.

General Manager—In just a few years I took a major market FM without ratings from \$250,000 to \$950,000 annual billing. 12 years of management and sales experience in country, beautiful music and commercial religious stations. If your looking for a profit oriented GM who's a solid community minded executive, respond to this ad. No gimmicks, you'll get a manager who believes in building your station with knowledge, experience, hard work and community service. Box D-93.

General Manager available for new challenge. Results oriented. Experienced. Major market track record. Best references. 904-968-5729.

SITUATIONS WANTED SALES

Midwest Broadcasters—want top sales job. Sales Manager, or Sports Director (big ten 20 plus years) and combination sales position. Available soon. Serious inquiries only. Will send references and arrange personal interview if warranted. Box D-5.

Reliable Sales/Sales Manager seeks stable position with productive small market Ohio station. Box D-16.

Aggressive hustler with 3½ years progressive radio sales experience seeks position as sales manager. Must have full latitude to organize and train sales staff to sell competitively. New York or Pennsylvania small market. Box D-76.

SITUATIONS WANTED ANNOUNCERS

Broadcast School Grad looking for first job. Know FCC R&R's. Weekdays 716-834-4457.

Jazz oriented MOR. Perfect for that mellow formatted approach. 9 yrs. comm'l radio. 31, 1st. Currently working adult contemp. Help! Box C-209.

Dedicated, responsible, experienced Announcer-Music Director with B.A., looking for MOR contemporary in Northeast. Reply to Box D-25.

D. J. with news and production experience. Reliable. Format open. Secure operation in California desired. Call Mike 716-694-4850, before five.

DJ, some experience, hard worker, good production, news, commercials, will relocate, follow directions. Box D-10.

Announcer with 10 years overseas experience in advertising, production, news. Bob South 212-724-7400. Box D-38.

Make mornings a treat. We're a team you can't beat. Our bucks are too small. So give us a call. 801-484-8721.

Rock specialist seeking full-time announcing with AOR or Oldies format. 29, single, 4 years experience, 3rd endorsed, copywriting and production experience; organizer; reliable. Prefer East. Available June. Box D-49.

Male 3rd Phone. Looking for a break. Experienced in board work. Shows are tight. Call or write: K. McAteer, 12 Whitford St., Warwick, RI 02886. 401-739-5625.

Let's Be Honest! I have had one previous job, am 31, have first phone, sense of humor and a desire to work Top 40, Adult Contemporary or Oldies, anywhere, interested? Let's talk! S. H. Green 212-347-5149 between 10-Noon.

Looking to relocate, 3½ years experience in top 40, AOR and beautiful music formats. I enjoy turning out a quality piece of production and have my 3rd with endorsement. Call me and let me send you a tape and a resume. 314-635-5361.

Four Years Experience with excellent production and copywriting. Available for DJ. or news with TV potential. First phone. Degree. Will consider all positions with advancement potential. Thom 714-772-0587.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Gourmet PD/DJ wants you and your audience too. Let's cook up a winner. Rock, Disco. Bruce Randolph. 616-925-5460.

Experienced air personality with ability to communicate. Creative production ability. Adult rock—Contemporary Top 100 Mkts only. Call Don 615-331-2580.

Talented, early career announcer wants immediate employment in the deep South. Write: Richard Manches, 621 Lenox Avenue, Miami Beach, FL 33139.

Profit-Minded? Can-do-it-all Newscaster—DJ produces more than he promises. Tom Shaw 212-899-0127 after 6 p.m.

News Director, talk show host, reentering broadcasting. 15 yrs radio TV. Superb voice-delivery. 609-883-8990.

M.O.R. Ann. A.F.T.R.A. member. If you want someone with lots of exp. save your stamp. Now with more potential, you'll be hard put to find. Good Sound. Hard worker, will relocate. Simmons, 1141 Lincoln Place, Brooklyn, NY 11213.

Clever, experienced, committed MOR personality—right for you! Reply to Box D-90.

Hard working, creative First Class DJ looking for Top 40 spot. Experience in production and as music director. Call Steve 312-439-2884 after 6:00 or on weekends. Box D-84.

Attention Midwest... recently returned. Over twenty years allround experience. Very strong on news, beat, airwork. Strong production. Third endorsed. Finest background. Former employer. best reference. Personal interview required. Phone ... 319-233-3792.

Trade Out! Long hours, hard work for opportunity. Fully trained 3rd endorsed, first on air job experience behind me. Relocate anywhere. Reply: Karl Kuegerl, 906-635-9508.

Money Talks—15 years experience. Norm Davis, General Delivery, Mecca, CA 92254.

Over 15 years experience! Age 36. Solid family man with no personal or financial problems. Not a floater! Currently employed in present position of jock, sales, and PBP nearly 6-years. Seeking similar position that will lead to SM or PD. Very flexible. Prefer small town but will consider all. MOR or country. Box D-91.

SITUATIONS WANTED TECHNICAL

Answer Your EOE needs. Minority 1st phone. Solidly trained. Prefer 8 day week—30 hour day and small market. Soft jobs not welcome. Box D-86.

**SITUATIONS WANTED
NEWS**

Sports Director, 29, experienced Play-By-Play. Actualities, writer, producer, award winning commentaries. Seeks larger market. B.A. Journalism. 906-774-3987.

Sportscaster. Award winner with five years experience. All sports play-by-play. Exciting daily sportscasts. Box C-214.

Major Market Quality Pro. Six years experience. Strong anchor voice, dynamic reporting and writing. MA journalism. Box D-88.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION, OTHERS**

Major Market Programmer with experience in Mass Appeal and Adult Contemporary formats. Strong on people motivation, creative promotions, research. Prefer West, Southwest, Northwest. Box C-212.

Top 5 Market adult programmer looking for major station or group. Outstanding track record and stability. 415-563-2706. Apt. 301, 1957 Chestnut, San Francisco, CA 94123.

Talk Show Host. Experienced, entertaining, articulate, knowledgeable. I'll make 'em think; I'll make 'em laugh. Box D-89.

8 year pro with BS degree seeks challenging Program Directorship. Experienced in live and automated operations. Stable, community oriented motivator. Box D-78.

TELEVISION

HELP WANTED SALES

National Television Sales Manager. Fifties market, strong Southwest VHF station. At least 2 years solid national television sales experience. An Equal Opportunity Employer. Send resume and salary requirements to Box D-35.

HELP WANTED TECHNICAL

Assistant Chief Engineer—solid background in latest broadcast equipment necessary. Never snows, great fishing/hunting. Call Louis Brown, KIII-TV, Corpus Christi 512-854-4733.

Assistant Chief Engineer. Solid knowledge of studio and transmitter equipment. Prior supervisory experience preferred. Send resume or contact Mr. I.T. Lowe, WHSV-TV, PO. Box TV 3, Harrisonburg, VA 22801. 703-433-9191. EOE.

Transmitter Operators: Arkansas ETV Network, 350 S. Donaghey, Conway, AR 72032. Starting Salary Range \$8,710-10,192.

Needed immediately—Major market midwestern network affiliate is seeking applications for operations and maintenance technicians. Equal opportunity employer. Reply Box D-6.

Chief Engineer—Independent UHF in one of nation's fastest growing sun-belt markets. Ground-up construction; must have UHF transmitter experience; must be strong on improvisation, studio management, maintenance supervision. A superb opportunity for a highly qualified person. An equal opportunity employer M/F. Contact Box D-15.

Northern Virginia Public TV has opening for 1st licensed TV engineer with solid electronics background to perform maintenance duties on studio gear. Experience preferred, but not essential. Also opening for Production Engineer. Resume and salary requirements specified first letter. Chief Engineer, WNVF, 8325 Little River Tpke, Annandale, VA 22003.

Chief Engineer for UHF public TV station. Supervise staff of nine licensed engineers, supervise and perform transmitter, studio and remote maintenance and operation. Assist in system and equipment design and construction. Should have E.E. degree or equivalent experience, with some previous management experience. First class radiotelephone license. Phone Art Hafer, Director of Engineering, WGTE-TV, Toledo, OH 419-255-3330. Equal Opportunity Employer.

Chief Engineer: Religious television station looking for UHF experienced engineer to supervise unique installation. Must have high quality standards and be a hands-on manager; able to supervise 15+ employees. Production oriented studios require aggressive M&R plan. Salary negotiable. Send resume to Operations Manager, WANX-TV, Box 98097, Atlanta, GA 30359. EEO M/F employer.

Broadcast technician needed immediately for the Space Shuttle program. Requires strong Analog/Digital background and experience with Quad VTR's, Studio Color Cameras, Microwave, Video Transmission, Audio Synchronizers and other related systems. Contact Floyd L. Seiler, 914 Gemini, Houston, TX 77058.

Chief Engineer... UHF affiliate in Midwest looking for person with transmitter and studio experience, and management abilities. Box D-71.

Top Dollars for Top Engineer. Maintenance engineer in rapidly growing TV production/syndication company. RCA TR600's, RCA cameras and film chain, CMX editing, ISI switcher, Convergence 3/4 editing, Ikegami HL-77, etc. Center City Video, Inc. 1600 Walnut St., Phila., PA 19103. 215-546-4634.

TV Maintenance Supervisor. Experienced maintenance tech familiar with RCA studio, TCR & UHF transmitter. No desk job. Send resume and requirements to: Chief Engineer, WUTV, 951 Whitehaven Road, Grand Island, NY 14072. An Equal Opportunity Employer.

We are a growing radio group owner, committed to technical excellence. We are always looking for chief engineers who want to join a group like ours, and we'd like to hear from you. We'll hold your resume until we have an opening in an area of the country that interests you. All correspondence will be in total confidence. An equal opportunity employer, M/F. Send resume to Box D-96.

Assistant Chief Engineer—Northern California CBS affiliate, group operator, in 24th market, Sacramento/Stockton/Modesto, with new remote transmitter and modern studio facilities needs an assistant chief engineer by approximately June 1 due to a retirement and a promotion. Excellent future opportunities and living conditions. Good benefits program and compensation. Must be experienced in personnel supervision, and all phases of TV engineering, including maintenance of all studio equipment, up-to-date digital circuits, complete ENG field, editing, microwave systems, remote parallel transmitters. An equal opportunity employer. Written resume required. If your experience is light in one area, such as transmitters, we'll consider training you, as long as you possess the basic educational background and skills. Contact Don Ferguson, KXTV, PO Box 10, Sacramento, CA 95801. Phone 916-441-2345.

Studio Engineering Supervisor. Manage first-line supervisors who are responsible for studio engineering maintenance and operations. 8.S.E.E., first phone, and experience equivalent to a minimum of three years in engineering management utilizing MBO techniques required. Please send resume to: Personnel Department, WRAL-TV, PO Box 12000, Raleigh, NC 27605; or call: 919-828-2511. EOE, M/F.

Studio Engineering Maintenance Technicians. B.S.E.E., first phone, and experience equivalent to a minimum of three years active maintenance of RCA TR-708 and TCR-100 video tape machines required. Please send resume to: Personnel Department, WRAL-TV, PO Box 12000, Raleigh, NC 27605; or call: 919-828-2511. EOE, M/F.

HELP WANTED NEWS

Top 10 market network affiliate seeks experienced newscast producer. Must be skilled writer, have excellent news judgement, and be able to stuff ten pounds into a five pound bag. Equal Opportunity Employer. If you are very organized and able to create and handle a very complicated, fast-paced show, send resume and an example of your thinking in a letter to Box D-30.

Assignment Editor—For expanding Pacific Northwest CBS affiliate. At least three years experience in TV news as reporter, producer or assignment editor. Strong writing/rewriting skills; talent for supervising people. Equal Opportunity Employer. Send resume to: Box D-53.

ENG Tape Editor—For expanding Pacific Northwest CBS affiliate. At least two years experience editing tape stories for daily news show. Organizational talents necessary to manage news tape library. Equal Opportunity Employer. Send resume to: Box D-53.

ENG Camera Operator—For expanding Pacific Northwest CBS affiliate. At least three years of TV news field experience; experience with ENG for daily news show. Equal Opportunity Employer. Send resume to: Box D-53.

News Reporter for Midwest Network Affiliate. Energetic journalist for top rated news department. Send resume to Box D-39.

Reporter... Unique opportunity with tropical island cable TV. No. 1 in market against network affiliate & PBS. News staff of 6, completely ENG. Immediate vacancy. Tape and resume to Tom Sanders, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910.

Reporter: for general assignment work. Should have news reporting experience in TV, radio or print. Send resume and video tape or audio tape to News Director, WTAJ-TV, 5000 Sixth Ave., Altoona, PA 16602 E.O.E.

S.E. Minnesota Television Station needs producer for early/late newscasts. Must have news writing experience and on-camera ability. Send resume, tape, and writing samples to News Director, KTTC Television, 601 First Avenue S.W., Rochester, MN 55901. Equal Opportunity Employer.

HELP WANTED NEWS CONTINUED

Well-Organized person to produce daily half-hour newscasts at medium market affiliate in Upper Midwest. Will work closely with reporters, talent and production crew. Prefer reporting experience, film and tape skills, tight writing and highest standards. Resume and salary requirements to News Director, WEAU-TV, Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Anchor—For expanding Pacific Northwest CBS affiliate. At least three years experience in TV news as reporter, writer, editor or anchor. Strong writing skills; camera presence. Equal Opportunity Employer. Send resume to: Box D-53.

Weekend Anchor/Reporter—College degree, ENG and film experience desirable. Minimum experience candidates considered. Attractive location. Please send resume and tape to: WMBB-TV, PO Box 1340, Panama City, FL 32401.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production Manager. Small market, college town. Experience necessary. Send resume & salary. Hank Taylor, KCBD-TV, PO Box 2190, Lubbock, TX 79408.

Producer/Host for KAET/Phoenix. Seeking dedicated broadcast journalist to work on weekly newsmagazine. Requires solid background in news or public affairs, minimum four years. Salary commensurate with qualifications and experience. Applications should include resume and cassette of recent work. Application deadline, April 20. Contact Personnel Department, Arizona State University, Tempe, AZ 85281. Equal Opportunity Employer.

Program Manager: Requires several years with proven programming/production and public affairs experience. Send resume to Mr. Leonard S. Davey, WJAR-TV, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

Film and TV Cameraman/woman for non-commercial production. Several years experience required and an up-to-date familiarity with ENG equipment. Staff position as member of resident film/TV unit. Most subjects are period documentaries dealing with eighteenth century Virginia. Some training programs. Send resumes to A.L. Smith, AV Department, Colonial Williamsburg Foundation, Williamsburg, VA 23185.

Program Manager: WCFE-TV, Channel 57, is seeking candidates for the position of program manager. The station is a community licensee located in Plattsburgh, New York, 60 miles south of Montreal. This position requires that candidates hold a Bachelor's Degree with a Master's preferred. Major area of study should be in Communications Journalism or Broadcasting. Credited production experience required, programming experience desirable. Candidates should have aptitude for personnel supervision. This is a position for an administrator who is a creative leader. The position will be available on June 1, 1979. Submit resume and salary history by April 27 to: Executive Vice President & General Manager, WCFE-TV, PO Box 617, Plattsburgh, NY 12901.

Producer-Director for Midwest Public Television, Top 10 Market full color. Needs creative, mature PD, with remote, studio and film experience. Invite commercial background. Five to seven years experience. Full details first letter. Box D-92.

Central Florida VHF network affiliate needs experienced production director who can handle all phases of program and commercial production. EOE. Send resume and salary requirements to Box D-95.

Art Director with proven strong administrative track record. Demonstrated abilities and knowledge in all areas of graphics, commercial art, and related fields. Working knowledge in radio-TV preferred. Minimum 2 years management experience in areas of graphic communications. Will supervise a staff of 5 people and will be responsible for all graphic and related services to AM-FM-TV facility. Write or call Richard Collins, WTMJ, Inc., 720 E. Capitol Dr., Milwaukee, WI 53201, 414-332-9611.

SITUATIONS WANTED MANAGEMENT

Experienced, professional television broadcaster with strong sales background wants management position in medium or major market. Currently small market station manager with thorough knowledge of business. Excellent credentials. Family man. Box D-42.

Account Executive position wanted by U.S. citizen graduating from McGill University with business degree in marketing. Have production and retail sales experience. Able to prove the worth of new blood in an organization. Contact Don Cox, 3905 University St., Montreal, Quebec, Canada, H3A-2B5 for resume.

SITUATIONS WANTED NEWS

Weathercaster. Desires small to medium market. Experience in community access CATV. Meteorological technician background. Ollie Lee Taylor, 411 Franklin Street, Apartment 307, Cambridge, MA 02139. 617-864-1606.

Reporter, talented, strong ENG, some experience, seeks reporting position in any market. Cassette available. Box D-37.

News Director/Anchor combo, substantial experience all phases TV news. Employed but looking. Box D-69.

35 year old small town anchor man made wrong move into big market. Too much hassle. Want more cordial situation. Money is not everything. Shoot, write, edit. Box D-65.

'79 Tulane Graduate with producing, writing and reporting experience seeks entry level position. Tape available. Box D-70.

28-Year-Old Veteran News Photographer with film emphasis seeks a larger market. Currently working as a producer, cameraman-reporter. 6 years experience in all phases of news, but prefer tape and film photography. Will relocate. Samples available. Box D-81.

Weathercaster/Meteorologist with part-time experience seeking small or medium Sunbelt station. Presently employed major market. Box D-83.

Creditable major market anchor/reporter desires evening anchor; 34, 12 years experience. Box D-87.

Woman Lawyer currently a legal reporter, with one year experience in major market as associate producer of news, public affairs program seeks management production or reporting spot; also has 10 years writing experience. Write 2252 Hall Place, N.W., Washington, D.C. 20007.

Experienced, hard working, graduate will give maximum effort for minimum pay in return for entry-level position as news reporter/photographer. VTR, SOF, shooting and editing capabilities. Will relocate, excellent references. Les Rose, 14423 Hellenic Drive, Apt. L-12, Lutz, FL 33549. 813-971-5649.

News Director—aggressive professional with 13 years experience wants opportunity to move up. Currently employed, no hurry to move. Looking for the right situation. Box D-98.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Director/Cameraman/Editor. 5 years live action production seeks creative challenge on either coast. Box C-184.

Available now. UNC graduate, BA Radio, Television, and Motion Pictures seeks any entry level job anywhere. For resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-525-1477.

Seasoned Producer-Director/Production Specialist, seven years plus experience, desperately needs work. Spring for this professional, and be showered with excellent television. Graham Brinton, 215-664-3346.

Production Manager/Executive Producer—Major Market Producer/Director, Heavy Promotion, Sports, Public Affairs. Looking for new challenge in Management. Box D-77.

CABLE

HELP WANTED MANAGEMENT

Communications: Communications-CATV. Salary-to \$29,182. Large Local Government is seeking communications specialist with administrative and supervisory experience to be responsible for the administration of its CATV Commission. Duties include preparation of the budget, hiring and direction of a small staff, scheduling matters before the Commission, maintaining records, and enforcing applicable FCC guidelines. Bachelor's Degree in Business/Public Administration, Communications, or related, plus experience showing thorough knowledge of FCC guidelines and communications law. Reply in confidence to PO Box 56507, Washington, D.C. 20011. Closing date April 20, 1979.

ALLIED FIELDS

HELP WANTED SALES

Expanding FM communications organization in central Illinois looking for good salesperson to sell two-way equipment in the central and southern Illinois area. Salary \$18,000-\$25,000 per year. Position available now. Send resume to Box D-67.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and 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.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Broadcast Specialist: Write, edit, and produce radio news and public service announcements about the University of Louisville. Create slide/sound programs. Produce television spots. Assist University units in reaching public relations goals through use of broadcast media techniques. Applicants must have a B.A. in English or journalism or equivalent combination of education and related experience from which comparable knowledge and abilities can be acquired. Two years experience in written communication or public relations necessary. Application deadline is April 18, 1979. University of Louisville, Personnel Services, 2323 South Brook Street, Louisville, KY An Equal Opportunity/Affirmative Action Employer.

HELP WANTED INSTRUCTION

Broadcast Production Eastern Kentucky University seeks tenure-track faculty member to join staff of professionally oriented department. Instructor/Assistant Professor, depending on qualifications. Minimum of M.A.; professional production experience desirable; teaching experience helpful. Position begins: August 1979. Applications received until April 30, 1979. Contact: James S. Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. 606-622-3435. An affirmative action, equal opportunity employer.

Radio-TV Faculty anticipated position to teach courses in Radio and TV production, broadcasting, mass communication and oral communication. Advisor to student radio station and assist in broadcast license application for public radio station. Appropriate masters degree required. Salary range \$10,725 to \$16,975 depending upon qualifications. Inquiries should be addressed to Personnel Office, Northampton County Area Community College, 3835 Green Pond Road, Bethlehem, PA 18017. Completed formal applications must be postmarked no later than May 15, 1979. An equal opportunity/affirmative action employer.

Syracuse University seeks instructor/assistant professor to teach audio theory and production with additional responsibilities in broadcast economics or media aesthetic/com. theory. Demonstrated competency and M.A. required; PhD. desirable, resumes to Chairperson Telecommunications/Film Search Committee, Room 103, School of Public Communications, Syracuse, NY 13210 by May 1, 1979.

SITUATIONS WANTED INSTRUCTION

Director/Operations Engineer at eastern prod. house would like job at university/PBS station where I would be able to pursue master's on the side. First phone, 2 yrs. exp. in prod. and engineering. Call 717-823-9756 after 5 p.m.

SITUATIONS WANTED MANAGEMENT

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 C-160.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271.)

Solid State FM Exciter. Good condition with I.B. Dave Castellano 209-957-1761.

Wanted Ampex VR-1200 B videotape recorder. Preferably with Editec or Editor. Immediate delivery. Call Lloyd Mintzmyer or Jim Johnson, KHGI-TV, Kearney, NE 308-743-2494.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Heliac Andrews HJ9-50. Can be cut and terminated to requirement. Below 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.

10KW FM CCA, 6 yrs old, stereo, exc. cond. M. Cooper, 215-379-6585.

GE 12KW UHF Transmitter—Available with Channel 14 Antenna, \$28,000

GE PE 350 Color Cameras—Several available, good condition, \$8,000 ea.

RCA TR-4 Hi-Band VTR—Two available, new heads, \$14,000 ea.

CVS 504B Time Base Corrector. Excellent condition, \$6,500.

RCA TK42 Color Cameras—Two available \$2,000 each. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation. (In Georgia call 404-324-1271.)

Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1 f1.8 zoom lens, ITE cam-link head, elevator tripod and dolly, and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. 415-841-4810.

For Sale—New Unused: Complete Harris Model TAB-6H-6 Bay Superturndial Antenna, 46 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced \$30,000. Contact Gil Schneider or Eddy Smith, PO Box 1941, San Angelo, TX 76902 or call 915-655-7383.

GE Transmitter with attendant equipment Model TT59 on channel 17. 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.

25 Cycle Production Generator with filter, rack mount \$275. Record/play stereo cartridge machine \$750. Call Crawford Communications 609-468-2585.

Four Complete GE PE250/350 color cameras plus extra CCU. Excellent condition. Presently in use. Should become available about June 1. \$10,000 each. Lee Whitehurst 615-749-2255. Wayne Caluger 615-889-6840.

Scully 250 Tape Machines—Mono, Stereo, in stock, \$500 off, Call collect Valtronics, 717-655-5937.

IVC 240 filmchain, 16MM proj., Laird slide proj., like new. Also 4—200 ft. camera cables for IVC500A. H. S. Productions 312-972-0078.

Radio Tower for Sale. Guyed, 368 ft., 3-1/8" Rigid Co-axial Transmission Line. Troy, MI 1-313-358-2255.

Film Processor—Houston-Fearless Colormaster II in good condition, all pumps good, new bleach tank, spare parts and pump rebuild kits included, demand drive. Contact Ken Killebrew or Ken Tofanelli at WEEK-TV, Peoria, IL 309-699-3961.

2 Norelco PC 80 heads, CCU's, Encoders, 200 ft. camera cable; RCA TG3 Sync Gen; 7 RCA WP 16B power supplies; 2 RCA TK 15 heads and deflection chassis; 1 Hewlett Packard 300 C distortion analyzer. Address offers or inquiries to John Fleetwood, University of Maryland, Department of Communication Arts and Theatre, College Park, MD 20742 301-454-2541.

50 Kw. AM Transmitter, General Electric BT50A 14 years old removed from service in July of '78 crated and ready for shipment. Includes power cutback kit for 10 kw. operation, many spares. Sony U-matic 3/4" recorder/player 3 years old \$1000 in excellent condition. Contact E. Klein, Director of Engineering, Buck Owens Group, 602-966-6236, PO Box 3174, Tempe, AZ 85281.

Color Film Island, Complete, \$10,000. 205-956-2200.

Drop-Out Comp., 3M, Color, \$5,000 each. 205-956-2200.

RCA TR-22, fully high-banded. \$15,000. 205-956-2200.

2 PC-70 Color Cameras—Fully updated, excellent condition. Presently in use, full two-line contour. Call for more information. David Hinson or Barry Fisher 215-797-4530.

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.

Comic Relief. Funny, bi-weekly comedy service. Area exclusive. Only \$28 yearly. Free sample. White Creative Services, 20016 Elkhart, Harper Woods, MI 48225.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Original Jingles, comedy spots, and music background by Dirty Lips Productions. Complete studio facilities. 111 Presidential Blvd., Bala Cynwyd, PA 215-667-1003.

Network major market announcer will record spots, intros, ID's, etc., giving your station alternate professional voice reasonably. Box D-99.

Exclusive Radio Job Listings. At least 50 biggies per issue! Free Sample! "Hot Tips", PO Box 678, Daytona, FL 32017. 904-252-3861.

Charted Artist Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Major Market TV/Radio voice will record your radio spots, liners, drop-ins reasonably. Box C-71.

INSTRUCTION

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 May 7 and June 18. 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, 11488 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.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

RADIO

Help Wanted Sales

BUILDING A TRACK RECORD?

Ready to tackle a big challenge? You may be our sales-person! We're Dayton's leading 59,000 watt inspirational FMR, staffed by young, committed people determined to be best in our format. If chosen, you'll develop and implement a complete spot-sales program. Then maybe, pending FCC approval, move to UHF TV. Letter and resume only to: M.D. Sparks, VP-GM; PO. Box 26; Dayton, OH 45401.

Help Wanted Announcers

Our major market station

is looking for a "Team" to entertain our morning audience, \$35,000 plus. An EOE. Send replies to

Box D-85

Help Wanted Management

GENERAL MANAGER RADIO STATION TOP 15 MARKET COMBO AM-FM

Outstanding opportunity for dedicated professional broadcasting executive. Must have minimum 5-year general management experience in Top 40 markets.

6 figure earning potential. Outstanding fringe benefits. Send detailed resume plus references to Box C-213.

An Equal Opportunity Employer

Help Wanted Management Continued

UNIVERSITY OF THE DISTRICT OF COLUMBIA
SEEKS APPLICANTS FOR FIVE POSITIONS FOR NEW RADIO STATION. FILLING OF POSITIONS WILL BE CONTINGENT UPON RECEIPT OF FCC LICENSE

STATION MANAGER: Responsible for development and implementation of policies and procedures in accordance with regulations and guidelines of the Federal Communications Commission; provides leadership for acquisition, programming, production, and scheduling; and oversees and evaluates work of other employees in all phases of station broadcast operation. Maintains radio station within operating budgets, and maintains maximum station effectiveness with available funds. Interfaces with regional and national organizations that can benefit from the overall quality and capability of the station.

QUALIFICATIONS: Bachelor's degree in communications or equivalent experience is required. Must have at least three years of successful work experience at commercial or public broadcast station in an upper level management position and demonstrated leadership capabilities.

NEWS-PUBLIC AFFAIRS DIRECTOR: Responsible for developing public interest news programs to inform the public of community affairs and provide programs on events of regional and national interest to increase public awareness. Responsible for format design to determine the needs and interests of the community and provide a vehicle for these viewpoints to be aired. Programs must adhere to basic principles and sound public radio principles for journalism. Responsible for insuring journalistic integrity of news and public affairs programs.

QUALIFICATIONS: Bachelor's of Arts degree in mass communications or journalism or equivalent experience plus radio news experience. Must possess solid news judgment, be imaginative, curious and have the ability to produce effective news items for radio.

CHIEF ENGINEER: Responsible for overall technical operation of the radio station and maintains the necessary technical records for FCC inspection; works with Production Director in planning program equipment needs and executes policies set by the Station Manager.

QUALIFICATIONS: College degree desirable but not required; three to four years broadcast experience with emphasis on news production engineering, remote engineering, tape editing, equipment maintenance and First Class Radiotelephone License.

PROGRAM DIRECTOR: Responsible for supervising all aspects of implementation of programming policy as formulated in consultation with the Station Manager. Supervises program announcers; maintains station operational policies and procedures; supervises selection, planning, development, production and scheduling for broadcast; supervises selection, acquisition and scheduling of syndicated programming and maintains operational relationships with NPR and other programming sources. Identifies local programming resources that have regional or national interests, and supervises production and submission of such programming in conformity with the standards of distribution agencies. Participates in planning and implementation of development strategy and promotion strategy.

QUALIFICATIONS: Bachelor's of Arts degree or equivalent experience with wide and varied academic background in the humanities, a minimum of five years experience in broadcasting and demonstrated experience as a program manager or the equivalent.

DIRECTOR OF DEVELOPMENT: Responsible of planning, developing and implementing a fund raising program to promote the advancement of the radio station.

QUALIFICATIONS: Bachelor's degree with wide and varied background in public affairs or three or more years experience in development and fund raising required.

SALARY: Salary for each of the above positions will be commensurate with the nature of the position.

Interested persons should send vitae with complete academic and administrative experience and current references by April 30, 1979 to:

The Office of Personnel
University of the District of Columbia
4200 Connecticut Avenue, N.W.
Building 39, Room A-09
Washington, D.C. 20008

TELEVISION

Help Wanted Sales

TELEVISION SALES Tucson, Arizona

Fast growing independent television station needs experienced, aggressive national—regional—local agency type salesperson with independent television background. Must know ratings. Send resume in confidence. Will respond promptly. Good salary/commission arrangement. Write Hank Lominac, General Sales Manager, KZAZ Television, P.O. Box 42048, Tucson, Arizona 85733.

Help Wanted Programing, Production, Others

PM MAGAZINE PRODUCER

Top 20 CBS affiliate in Midwest seeks PM producer to start mid-May. Producer will participate in selection of PM staff, including talent. Send resumes to John Irvin, WISH-TV, P.O. Box 7088, Indianapolis, Indiana 46207. An Equal Opportunity Employer M/F.

PROGRAM DIRECTOR

National Public Service Organization to distribute educational and community service programming, via satellite, to CATV systems. Position requires strong knowledge of distribution techniques and program sources. Experience with Cable TV useful. Salary to Mid 30's. Include salary history. D.C. location. Write: Harold E. Morse, AESP, 1666 Connecticut Ave., N.W., Washington, D.C. 20235.

Top ten eastern market affiliate

seeks experienced Producer/Director to produce award-winning minority public affairs series. Documentary and studio experience required ... should have at least three years of experience. Send resume and 3/4" cassette to: Carol Randolph, 4001 Bradywine St., NW, Washington, DC 20016. We are an Equal Opportunity Employer.

PM MAGAZINE TALENT

Top 20 CBS affiliate in Midwest seeks talent for PM Magazine to start June 1. Send resumes and tapes to John Irvin, WISH-TV, P.O. Box 7088, Indianapolis, Indiana 46207. An Equal Opportunity Employer M/F.

Help Wanted News

TV NEWS REPORTER

Top-rated station WTVJ in Miami needs a top-notch reporter with a solid background in Television news to handle investigative general and feature assignments.

Major marketing experience required. This position offers excellent salary and benefits package.

Send resume in confidence to

Manager of Employment:
WOMETCO ENTERPRISES, INC.
P.O. Box 010787
Miami, Florida 33101
Equal Opportunity Employer M/F

FILM PHOTOGRAPHER

Major market East Coast net affiliate seeking resumes from talented 16MM film photographer/editors. Requires two years experience shooting and editing news and news features. Women and minorities encouraged to apply. EEO M/F Nancy Fields, WMAR, 6400 York Rd., Baltimore, MD 21212.

Help Wanted Programing, Production, Others

Assistant Controller

Major East Coast Market

Degree in accounting required. Minimum 5 years accounting experience. Some broadcasting experience required.

Comprehensive benefits program. Resume must include work and earnings history and salary desired. Replies treated in confidence.

Box D-102
Equal Opportunity Employer, M/F/H/Vets

Situations Wanted Management

WHY SETTLE FOR LESS THEN THE BEST G.M.

1. I'm the best damn G.M. you will ever meet bar none. Who runs a station with bottom line in mind.
 2. I'm a former owner who loves this crazy business called radio. Who took a loser and made it No. 1.
 3. I'm a person who was hated by his competition.
 4. I can hire, train and motivate sales people until they don't understand why a business won't buy their station. (RAB TRAINED)
 5. I'm a street fighter myself because I know that you have to lead YOUR TROOPS.
 6. I know how to be father, mother, psychiatrist and spiritual leader to all the staff. People make a station. I am people.
 7. I am totally involved in community and civic affairs. You take out of a community what you put in.
 8. I have sold ad agencies in N.Y. Chicago, Atlanta, Miami, L.A., Etc.
 9. I know the FCC their rules and Regs.
 10. I will furnish all the references you require.
- I will at my own expense meet with you eyeball to eyeball. It could be the beginning of a beautiful, lasting, profitable relationship. Box D-79.

GSM

seeks GM position with equity potential. Young with outstanding track record. Currently 40K. Prefer east coast.

Box D-74

ATTENTION OWNERS

Tired of poor profits and red ink? Turn-around specialist available. Unblemished track record and impeccable references.

Box D-50

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

Public Notice

NOTICE APPLICATION FOR C.A.T.V. LICENSE AND FRANCHISE EASTHAM, MASS.

The Board of Selectmen of Eastham, Mass. hereby give notice of the close-out date for applications solicited under the legal notices appearing in the January 29, 1979 and February 5, 1979 editions of Broadcasting. Applications with appropriate filing fee must be filed with the Board of Selectmen at the Town Hall, Eastham, Mass. 02642, by 4:00 PM. on June 11, 1979.

Laura L. Underhill, Chairman
Wallace Ruckert
Jackson C. Nelson, Jr.
BOARD OF SELECTMEN

April 17, 1979, Public Broadcasting Service Executive Committee meeting, 10:00 a.m., O'Hare Hilton Hotel, Chicago, Illinois. Progress report on public television system planning project and discussion of policy options. Open to the public.

NOTICE

Notice is hereby given that the undersigned, as Receiver of Peace Broadcasting Corporation, and under authority of an Order of the Superior Court of Wayne County, North Carolina, will appear before the Honorable R. Michael Bruce, Superior Court Judge of the Eighth Judicial District, on April 13, 1979 at 10:00 AM at the Wayne County Courthouse, Goldsboro, North Carolina, to seek authority to execute a Contract of Sale for the major assets of Peace Broadcasting Corporation, namely, Radio Station WYNG, said Contract of Sale being with Atlantic Broadcasting Corporation of Goldsboro, Inc. and providing for the sale of the assets of Radio Station WYNG, including all real and personal property, but excluding accounts receivable and accounts payable, for the total price of \$175,000. There are presently pending before the Federal Communications Commission an application for renewal of license of Station WYNG and two applications for authority to construct new broadcasting stations at Goldsboro, North Carolina, both of said applications requesting the facility now licensed to Radio Station WYNG. The aforesaid Contract of Sale provides that said sale is subject to the Federal Communications Commission approving a transfer of the license to the aforesaid proposed purchaser. The proposed Contract of Sale has been filed in the General Court of Justice, Superior Court Division, Wayne County, North Carolina under file designated 75 CvS 1390.

Prospective purchasers or other interested parties may contact the undersigned for additional information.

This 28th day of March, 1979.

J. Darby Wood, Receiver for
PEACE BROADCASTING CORPORATION
2401 East Ash Street
Suite 201
PO. Box 10188
Goldsboro, N.C. 27532
Telephone: 919-734-8840

Free Film

FREE FILMS? CALL **MODERN TV**

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

ALLIED FIELDS Help Wanted Management

ATTENTION TRAFFIC/ OPERATIONS/ BUSINESS PERSONNEL

Station Business Systems, one of the nation's leading suppliers of minicomputer based systems for traffic, accounting, billing and payroll processing, now has openings for installation specialists. These positions offer an excellent compensation and benefits package. Extensive travel throughout the United States and long hours under substantial pressure are some of the demands of these positions. These are offset by having free time between installations. We are very interested in hearing

from you, if you have radio and/or T.V. experience in the areas of traffic and/or accounting, are a proven communicator and trainer, are free to travel extensively, understand human and work flow relationships clearly, and perform well under pressure. If accepted, you will be placed in a training program with an experienced installation specialist. If you have the above mentioned qualifications and wish to join a profitable growing firm, send a letter and a detailed resume to William Phillips:

STATION BUSINESS SYSTEMS 600 West Putnam Avenue Greenwich, Connecticut 06830

An Affirmative Action Employer M/F

RESEARCH MANAGER Marketing Research Services

Arbitron, one of the nation's leading radio and television audience measurement firms, needs a highly motivated manager of marketing research services. Position requires an individual who can effectively coordinate client service, new business development and project design and analysis. A degree or equivalent experience plus 5 years progressively more experience with a research supplier required. Managerial experience a must. A working knowledge of survey methods, research data processing and statistics desired. Occasional travel required. If you are looking for a challenging position with room to grow, send a resume with salary history to:

Collette Roeder
Personnel Administrator

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION

4320 Ammendale Road
Beltsville, Maryland 20702
An Affirmative Action Employer M/F

Help Wanted Sales

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Southern Sales Manager. Successful applicant will sell and service advertising space clients from Maryland to Florida, and west to Texas.

Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of over-the-shoulder sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

Wanted To Buy Stations Continued

WANTED

AM-FM radio station or both. Preferably in North Central U.S. Prefer one station community. Box D-80.

For Sale Stations

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

Help Wanted Programing, Production, Others

BROADCAST INFORMATION OFFICER

East-West Center

The East-West Center is a national educational institution founded by the U.S. Congress in 1960 to promote better relations and understanding among nations in Asia and the Pacific through cooperative programs of study, research, and training. Applications and nominations are being accepted for the position of Broadcast Information Officer in the Office of Public Affairs.

RESPONSIBILITIES: Under the administrative direction of the Director of Public Affairs/Executive Administrator, the Broadcast Information Officer plans, develops, and implements a wide variety of public affairs audio-visual projects, including 30 or 60-minute radio/TV programs, public service announcements, news tapes, motion pictures, slide shows, and general wide-audience information programs. Responsible for adapting technical and scientific concepts and language to mass media audiences in the U.S., Pacific, and Asia; determining various forms suitable for effective mass dissemination of audio-visual programs; generating, building, and maintaining effective local, national, and international broadcast programming contacts; and administering the budget for production work.

REQUIRED QUALIFICATIONS: Bachelor's degree or equivalent in a communication-related field with at least five years radio/TV experience which demonstrates ability to research and identify potential program material and to write, edit, and produce radio/TV and other types of audio-visual programs for general public consumption. Applicant should have experience in adapting technical and scientific information to a wide public audience using radio, television, and film media, and ability to work cooperatively with research staffs in the design and implementation of educational media programs.

PREFERRED QUALIFICATIONS: Experience in the production of governmental or institutional audio-visual program materials for general and specific audiences.

Salary range from \$23,087 to \$30,017 per annum (dependent on qualifications) plus cost-of-living allowance currently at 15% (subject to change).

Submit resume with cover letter detailing relevancy of background to the required qualifications, samples of work demonstrating ability to perform the stated duties, and names and addresses of three professional references postmarked no later than May 4, 1979. Send to: Personnel, East-West Center, Dept. 2, 1777 East-West Road, Honolulu, Hawaii 96848. An Equal Opportunity Employer M/F

MAJOR MARKET

5 KW AM with CP for fulltime. Three times present gross billings. 1.7 million. Principals only. Write to:

Box D-63.

AM Sunbelt \$75,000 Down

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, California
93401
805-541-1900

LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers

213/826-0385
Suite 214
11881 San
Vicente Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode
Island Ave. N.W.
Washington, D.C. 20036

Radio Programing

Consultants

Bankers Trust Company, a \$28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting

Initial, confidential consultation anywhere in the United States at no charge. Call collect: Richard J. Berman, Vice President, Bankers Trust Company, 280 Park Avenue, New York, N.Y. 10017, telephone (212) 692-2301.



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

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



MEDIA BROKERS APPRAISERS

RICHARD A.
STAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



Employment Service

MANAGEMENT

in search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Wanted To Buy Stations

FM or AM/FM

in small or middle market up to 300K.

Box D-75

MIDWEST

Just outside a super solid midwestern market with over \$3.8 million radio revenue, sits a suburban FM with 100 KW on a tall tower... waiting to become a star! Absolute city grade coverage. Excellent equipment. More than \$125,000 tax loss carryforward and plenty of depreciation left for stock purchase, or asset sale. \$785,000 with good terms.

Magruder Media Associates

Media Brokers
One Lemmon Park North Suite 204
3737 Noble Avenue
Dallas, Texas 75204
(214) 526-1020

For Sale Stations Continued



STATIONS					CONTACT	
S	Small	AM	\$185K	29%	Bill Cate	(404) 458-9226
W	Small	AM	\$300K	\$87K	Dan Rouse	(214) 387-2303
MW	Small	AM	\$320K	Terms	Paul Crowder	(615) 298-4986
NW	Small	AM	\$330K	29%	Evelyn Stanfield	(213) 363-5764
MW	Metro	FM	\$525K	\$152K	Jim Mackin	(312) 354-3340

To receive offering of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E. Atlanta, GA 30341

CATV SYSTEMS

available throughout U.S. Small to large. State acquisition criteria and finances. Principals only.

Write Box D-17.

SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS
TV RADIO CATV
P.O. Box 4475, Ft. Lauderdale, Fla 33338
Phone (305) 561-9334

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

FOR SALE.

Midwest 5 KW AM with fulltime C.P. in major market where total radio billings exceeded twenty million last year. Currently profitable. Principals only. Two million. Good terms.

Box D-61.

RADIO STATION FLORIDA!

Fulltime, Class IV. Single station market. FM possible. Group situation. Active or inactive with \$10,000 required. If active, please include resume, etc. Must move fast! Serious parties only. Box D-94.

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.

AM ideal for Religious format

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, California
93401
805-541-1900

HOLT CORPORATION

BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS

The Holt Corporation West
Westgate Mall, Suite 205 5944 Luther Lane, No. 401
Bethlehem, PA 18017 Dallas, TX 75225
215-865-3775 214-696-1353

Select Media Brokers

VA	Daytime	180K	Small
FL	Fulltime AM	170K	Small
NJ	Daytime	650K	Medium
VA	Daytime	425K	Medium
NC	Daytime	225K	Small
WA	Daytime	250K	Suburban
GA	Daytime	467K	Metro
GA	Daytime	385K	Small
AL	Fulltime	635K	Small
	AM-FM		
NY	Fulltime AM	1.6MM	Major
TX	Daytime AM	695K	Medium
FL	Daytime	390K	Medium
FL	Fulltime FM	525K	Metro
SC	Daytime	180K	Small
LA	Daytime AM/	450K	Small
	Fulltime FM		
GA	Daytime	300K	Medium
PA	Daytime	350K	Medium
NC	Daytime	205K	Small
KY	Fulltime FM	120K	Small

(Distress Sale)

P.O. Box 5, Albany, Georgia 31702
(912) 863-4908

SALE BY OWNER.

5 KW daytimer, top midwest thirty market. Profitable. Real estate included. Two times gross. 1.2 million. Principals only. Terms available.

Box D-62.

THE KEITH W. HORTON COMPANY, INC.

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



- Densely populated area. Short range of Chicago. 1.5 million
- Daytimer. Central Georgia metro area.
- AM/FM Kentucky. Real Estate. \$420,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000.
- 3 kw FM in good Ga. market. \$280,000.
- 10kw AM in North Carolina. University term. \$480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky \$360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. \$650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. \$375,000.
- Eastern Georgia. 1kw Daytimer with very good coverage. \$420,000.
- North Florida Metro area. Daytimer. \$360,000.
- 10kw AM in Texas with Fulltime C.P. \$725,000.
- AM/FM. Southern Kentucky. Real Estate. \$340,000.
- AM/FM in Louisiana with very high potential. \$425,000.
- Overseas AM/FM/TV. U.S. Commonwealth Automation. \$220,000.
- N.C. Daytimer. Real estate. Growing market. \$400,000. Terms.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

Stock Index

Stock symbol	Exch.	Closing		Net change in week	% change in week	High	1978-79		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
		Wed. March 28	Wed. April 4				Low	High			
Broadcasting											
ABC	N	35 3/4	34 1/4	+ 1 1/2	+ 4.37	41 1/4	23 1/2	8	27,700	990,275	
CAPITAL CITIES	CCB	N	40 5/8	39	+ 1 5/8	+ 4.16	75	37 3/8	11	14,000	568,750
CBS	N	46	46 3/8	- 3/8	- .80	64	43 7/8	7	28,100	1,292,600	
COX	N	59 3/4	59 1/2	+ 1/4	+ .42	59 3/4	25 1/2	13	6,667	398,353	
GROSS TELECASTING	GGG	A	24 1/2	23 7/8	+ 5/8	+ 2.61	24 1/2	13 5/8	9	800	19,600
INGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LN	LTNB	O	37 1/4	37	+ 1/4	+ .67	43	16 1/2	10	2,789	103,890
METROMEDIA	MET	N	52 1/2	54	- 1 1/2	- 2.77	71	25 1/4	9	4,600	241,500
MOONEY	MOON	O	5 3/4	6	- 1/4	- 4.16	6 1/2	1 7/8		425	2,443
RAHALL*	RAHL	O	20 1/2	20 1/2			21 1/4	8 5/8	23	1,264	25,912
SCRIPPS-HOWARD	SCRIP	O	50	50			52	30 1/2	9	2,589	129,450
STARR	SBG	M	14 1/2	14 1/4	+ 1/4	+ 1.75	14 1/2		81	1,547	22,431
STORER	SBK	N	34 3/4	34 1/2	+ 1/4	+ .72	34 7/8	19 3/8	9	4,948	171,943
TAFT	TFB	N	22 3/4	20 5/8	+ 2 1/8	+ 10.30	24 7/8	12 1/4	8	8,508	193,557
TOTAL										104,399	4,166,017

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	14 3/8	13 7/8	+ 1/2	+ 3.60	14 7/8	3 3/4	12	1,257	18,069
AMERICAN FAMILY	AFL	N	13	12 1/2	+ 1/2	+ 4.00	17 1/8	9 1/4	6	10,536	136,968
JOHN BLAIR	BJ	N	27	27			31 3/8	11 1/8	6	2,447	66,069
CHARTER CO.	CHR	N	9 7/8	8 3/4	+ 1 1/8	+ 12.85	9 7/8	3 7/8	10	19,219	189,787
CHRIS-CRAFT	CCN	N	13 1/2	13 1/2			13 1/2	4 1/2	12	3,696	49,896
COCA-COLA NEW YORK	KNY	N	6 3/4	7	- 1/4	- 3.57	9 1/4	6 1/8	9	17,641	119,076
COMBINED COMM.	CCA	N	32 1/2	32 7/8	- 3/8	- 1.14	45 1/8	19	13	10,369	336,992
COWLES	CWL	N	23	22 7/8	+ 1/8	+ .54	25 1/4	12 1/2	19	3,969	91,287
DUN & BRADSTREET	DNB	N	32 1/8	31 1/2	+ 5/8	+ 1.98	38	26 1/4	13	27,886	895,837
FAIRCHILD IND.	FEN	N	27 3/4	27	+ 3/4	+ 2.77	35 1/4	9 1/2	7	5,708	158,397
FUQUA	FQA	N	11 3/8	10 3/4	+ 5/8	+ 5.81	13 5/8	8	6	12,661	144,018
GANNETT CO.	GCI	N	43 1/2	43 1/2			49	32 3/4	15	22,430	975,705
GENERAL TIRE	GY	N	25 1/4	23 5/8	+ 1 5/8	+ 6.87	30 5/8	22 3/8	5	22,710	573,427
GRAY COMMUN.	O	23	22	+ 1	+ 4.54	24	8	8	8	475	10,925
HARTE-HANKS	HMN	N	21 1/4	21 5/8	- 3/8	- 1.73	24 1/2	13	13	9,117	193,736
JEFFERSON-PILOT	JP	N	30 5/8	30 1/4	+ 3/8	+ 1.23	34 1/2	26 5/8	8	22,895	701,159
MARVIN JOSEPHSON	MRVN	O	16	16 1/4	- 1/4	- 1.53	16 1/4	8 1/4	8	2,547	40,752
KANSAS STATE NET.	KSN	O	14	13	+ 1	+ 7.69	14 3/8	4 3/4	13	1,799	25,186
KNIGHT-RIDDER	KRN	N	22 1/2	22 5/8	- 1/8	- .55	28 1/8	13 1/4	10	32,797	737,932
LEE ENTERPRISES*	LEE	N	22 5/8	22 5/8			22 3/4	11 1/8	10	7,285	164,823
LIBERTY	LC	N	34 1/8	33	+ 1 1/8	+ 3.40	34 1/8	18	8	6,762	230,753
MCGRAW-HILL	MHP	N	25 7/8	25 3/8	+ 1/2	+ 1.97	32 5/8	15 5/8	11	24,777	641,104
MEDIA GENERAL	MEG	A	22 1/8	21 1/2	+ 5/8	+ 2.90	23 1/8	13 5/8	10	7,456	164,964
MEREDITH	MOP	N	27 7/8	28 3/8	- 1/2	- 1.76	40 1/4	17 3/8	6	3,094	86,245
MULTIMEDIA	MMED	O	25	23 1/2	+ 1 1/2	+ 6.38	28 1/4	16 1/4	11	6,630	165,750
NEW YORK TIMES CO.	NYKA	A	27 1/4	27	+ 1/4	+ .92	31 5/8	15 3/4	15	11,599	316,072
OUTLET CO.	OTU	N	21 1/8	20 1/2	+ 5/8	+ 3.04	32 7/8	16 5/8	6	2,445	51,650
POST CORP.	POS	A	16 3/4	17	- 1/4	- 1.47	19 3/8	8 1/8	8	1,824	30,552
REEVES TELECOM	RBT	A	5 3/8	5 3/8			5 1/2	1 3/4	60	2,388	12,835
ROLLINS	RDL	N	18 1/4	17 7/8	+ 3/8	+ 2.09	24 1/4	14 7/8	9	13,407	244,677
RUST CRAFT*	RUS	A	34	34			34	8 1/2	16	2,319	78,846
SAN JUAN RACING	SJR	N	15 3/8	15 3/4	- 3/8	- 2.38	16	7 5/8	26	2,509	38,575
SCHERING-PLUGH	SGP	N	28 5/8	28 3/4	- 1/8	- .43	44 3/4	26 3/8	8	53,580	1,533,727
SONDERLING	SDB	A	25 5/8	25 5/8			25 3/4	8 3/8	9	1,105	28,315
TECH OPERATIONS	TO	A	7 1/4	6 7/8	+ 3/8	+ 5.45	8 3/4	2 3/8	26	1,352	9,802
TIMES MIRROR CO.	TMC	N	30	30 1/4	- 1/4	- .82	35	20 3/4	9	34,811	1,044,330
TURNER COMM.	O	23	23			31	7 3/4			3,800	87,400
WASHINGTON POST	WPO	A	24 5/8	22 1/2	+ 2 1/8	+ 9.44	26 1/2	10 7/8	9	16,268	400,599
WOMETCO	WOM	N	17 1/4	16 1/4	+ 1	+ 6.15	18 1/4	10 7/8	9	8,524	147,039
TOTAL										442,094	10,943,276

Cablecasting

ACTON CORP.	ATN	A	10 1/2	10 3/4	- 1/4	- 2.32	13 5/8	3 1/8	7	2,419	25,399
AMECO*	ACO	O					1/2			1,200	
ATHENA COMM.	O	4 3/4	4 1/2	+ 1/4	+ 5.55	5 1/2	1/8			2,125	10,093
BURNUP & SIMS	BSIM	O	6	5 7/8	+ 1/8	+ 2.12	6 1/8	3 1/8	46	8,447	50,682
CABLE INFO.	O	5 1/2	5 1/2			5 1/2	1/4	28		634	3,487
COMCAST	O	19 1/2	18	+ 1 1/2	+ 8.33	19 1/2	3 3/4	23		1,658	32,331
COMMUN. PROPERTIES	COMU	O	16 1/2	16 1/2			16 3/4	3 5/8	19	5,018	82,797
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRL	N	37 3/8	36 1/8	+ 1 1/4	+ 3.46	40	17 5/8	10	7,682	287,114
GENEVE CORP.	GENV	O	13 1/2	13 3/4	- 1/4	- 1.81	15 3/4	7 1/2	5	1,121	15,133
TELE-COMMUNICATIONS	TCOM	O	23 5/8	22 1/4	+ 1 3/8	+ 6.17	23 5/8	2 7/8	58	5,327	125,850
TELEPROMPTER	TP	N	16 3/4	15 5/8	+ 1 1/8	+ 7.20	16 3/4	6 3/4	25	16,952	283,946
TEXSCAN	TEXS	O	2 1/8	2 1/8			2 7/8	1 1/4	13	786	1,670
TIME INC.	TL	N	39 3/8	39 3/8			50	31 3/4	7	20,505	807,384
TOCOM	TOCM	O	10 1/4	10	+ 1/4	+ 2.50	10 1/4	1 5/8	22	1,496	15,334
UA-COLUMBIA CABLE	UACC	O	53	52 1/2	+ 1/2	+ .95	53	15 1/2	26	1,679	88,987
UNITED CABLE TV	UCTV	O	34	32 1/2	+ 1 1/2	+ 4.61	34	3 7/8	28	2,036	69,224
VIACOM	VIA	N	32	30 1/8	+ 1 7/8	+ 6.22	32	16 5/8	18	3,799	121,568
TOTAL										83,863	2,022,222

Stock symbol	Exch.	Closing Wed: March 28	Closing Wed: April 4	Net change in week	% Change in week	High	Low	1978-79	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Programming											
COLUMBIA PICTURES	CPS	N	24 1/8	22	+ 2 1/8	+ 9.65	24 1/2	7 3/8	4	9,749	235,194
DISNEY	DIS	N	39 5/8	38 1/2	+ 1 1/8	+ 2.92	47 5/8	32 1/4	13	32,416	1,284,484
FILMWAYS	FWY	N	13 7/8	14 1/4	- 3/8	- 2.63	17	6 7/8	8	10,980	152,347
FOUR STAR			1 1/4	1 1/4			2 1/8	1/2	13	666	832
GULF + WESTERN	GW	N	15 1/8	15	+ 1/8	+ .83	18 3/8	10 1/4	4	48,177	728,677
MCA	MCA	N	40	40 1/8	- 1/8	- .31	48 1/4	25 3/4	7	23,289	931,560
MGM	MGM	N	22 1/2	22 5/8	- 1/8	- .55	24 1/8	12 7/8	7	29,102	654,795
TRANSAMERICA	TA	N	17 5/8	17 1/2	+ 1/8	+ .71	19	13 1/4	6	66,475	1,171,621
20TH CENTURY-FOX	TF	N	39 1/4	38 3/8	+ 7/8	+ 2.28	39 3/8	10	5	7,759	304,500
VIDEO CORP. OF AMER	O		7 1/4	5 5/8	+ 1 5/8	+ 28.88	9 3/4	3 1/2	21	988	7,163
WAPNER	WCI	N	36 7/8	48 1/8	- 11 1/4	- 23.37	56 7/8	25 3/4	6	14,622	539,186
WRATHER	WCO	A	16 1/8	15 1/2	+ 5/8	+ 4.03	16 1/4	4 1/2	44	2,308	37,216
TOTAL										246,531	6,047,615
Service											
B8DO INC.	B8DO	O	34 1/4	34	+ 1/4	+ .73	38 3/4	22 1/2	8	2,513	86,070
COMSAT	CO	N	43	41 3/4	+ 1 1/4	+ 2.99	48 3/4	28 3/4	11	8,000	344,000
DOYLE DANE BERNBACH	DOYL	O	20 3/4	21 1/4	- 1/2	- 2.35	31	16 1/4	8	1,776	36,852
FOOTE CONE & BELOING	FCB	N	17 1/2	17 3/4	- 1/4	- 1.40	23 1/8	14 3/4	6	2,607	45,622
GREY ADVERTISING	GREY	O	35 1/2	35 1/2			36	16 1/2	4	624	22,152
INTERPUBLIC GROUP	IPG	N	37 1/8	37 3/8	- 1/4	- .66	39 1/4	22 1/2	8	2,387	88,617
MCI COMMUNICATIONS	MCIC	O	7	6 3/4	+ 1/4	+ 3.70	7	7/8	64	20,692	144,844
MOVIELAB	MOV	A	4 3/8	4 1/2	- 1/8	- 2.77	4 1/2	1	17	1,414	6,186
MPO VIDEOTECHNICS	MPO	A	5 1/4	4 3/8	+ 7/8	+ 20.00	65 3/8	4	5	520	2,730
A. C. NIELSEN	NIELB	O	24 1/8	23 3/4	+ 3/8	+ 1.57	28 1/2	18 7/8	11	10,980	264,892
OGILVY & MATHER	OGIL	O	22 1/2	22 3/4	- 1/4	- 1.09	56 1/2	20	7	3,610	81,225
TPC COMMUNICATIONS	TPCC	O	9 7/8	10 1/8	- 1/4	- 2.46	10 1/2	2 1/4	18	899	8,877
J. WALTER THOMPSON	JWT	N	24 3/4	26 1/8	- 1 3/8	- 5.26	32 7/8	15 1/8	6	2,649	65,562
WESTERN UNION	WU	N	18 7/8	19 7/8	- 1	- 5.03	21 1/4	15	7	15,177	286,465
TOTAL										73,848	1,484,094
Electronics/Manufacturing											
AEL INDUSTRIES	AELBA	O	7 1/4	6 7/8	+ 3/8	+ 5.45	10 1/4	2 3/8	6	1,672	12,122
AMPEX	APX	N	15 7/8	16 1/4	- 3/8	- 2.30	19 1/4	7 3/8	12	11,357	180,292
ARVIN INDUSTRIES	ARV	N	15 5/8	14 3/4	+ 7/8	+ 5.93	22 1/2	12 1/2	5	5,959	93,109
CCA ELECTRONICS*	CCA	O	1/8	1/8			5/8	1/8	1	897	112
CETEC	CETC	A	5 1/8	4 7/8	+ 1/4	+ 5.12	5 3/4	1 3/4	11	2,127	10,900
COHU	COH	A	3 5/8	4	- 3/8	- 9.37	5 1/2	2 1/8	11	1,732	6,278
CONRAC	CAX	N	17 1/2	15 5/8	+ 1 7/8	+ 12.00	27 1/4	13 1/2	9	2,052	35,910
EASTMAN KODAK	EASKO	N	65 1/2	65 1/2			86 3/4	42	13	161,376	10,570,128
FARINON	FARN	O	14 3/4	14 1/4	+ 1/2	+ 3.50	16 1/2	8	15	4,792	70,534
GENERAL ELECTRIC	GE	N	47 3/4	48 7/8	- 1 1/8	- 2.30	56 5/8	44 1/2	9	184,581	8,813,742
HARRIS CORP.	HRS	N	27 5/8	27 3/4	- 1/8	- .45	35 3/4	19 7/8	13	25,461	703,360
HARVEL INDUSTRIES*	HARV	O	6	6			6	3 1/8	16	480	2,880
INTL. VIDEO CORP.**	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	46 1/2	46 3/8	+ 1/8	+ .26	46 1/2	20 1/4	21	1,320	61,380
3M	MMM	N	59 1/2	58 3/4	+ 3/4	+ 1.27	64 3/4	43 1/2	13	116,473	6,930,143
MOTOROLA	MOT	N	38 3/4	38 3/8	+ 3/8	+ .97	56 7/8	34 1/4	10	28,544	1,106,080
N. AMERICAN PHILIPS	NPH	N	27 1/8	26 7/8	+ 1/4	+ .93	36	24 1/2	5	12,033	326,395
OAK INDUSTRIES	OAK	N	28 5/8	27	+ 1 5/8	+ 6.01	28 5/8	6 1/4	28	3,653	104,567
ORRXC CORP.	ORRX	O	5	5			6 1/2	1/2	7	1,977	9,885
RCA	RCA	N	27 3/8	27	+ 3/8	+ 1.38	33 5/8	22 3/4	8	74,821	2,048,224
ROCKWELL INTL.	ROK	N	39 3/4	37 7/8	+ 1 7/8	+ 4.95	39 3/4	28 1/4	7	33,900	1,347,525
RSC INDUSTRIES	RSC	A	2 3/4	2 7/8	- 1/8	- 4.34	4	1 5/8	14	2,412	6,633
SCIENTIFIC-ATLANTA	SFA	A	37 1/4	37 7/8	- 5/8	- 1.65	37 7/8	16 3/4	17	2,644	98,489
SONY CORP.	SNE	N	8 1/2	8 3/4	- 1/4	- 2.85	10 3/8	7	14	172,500	1,466,250
TEKTRONIX	TEK	N	55	55			68 1/2	28 1/4	15	17,995	989,725
TELEMATION	TLMT	O	1 1/2	1 1/4	+ 1/4	+ 20.00	2 1/4	1/2	2	1,050	1,575
VALTEC	VTEC	O	9 1/2	9 1/2			12 3/4	6 1/2	24	4,056	38,532
VARIAN ASSOCIATES	VAR	N	18	18 1/8	- 1/8	- .68	21	13	12	6,838	123,084
WESTINGHOUSE	WX	N	19 1/8	20 3/8	- 1 1/4	- 6.13	24 1/2	16 1/4	6	86,511	1,654,522
ZENITH	ZE	N	15 1/8	15 1/8			28	11 3/8	22	18,800	284,350
TOTAL										990,704	37,101,730
GRAND TOTAL										1,941,439	61,765,014

Standard & Poor's 400 Industrials Average 114.90 114.23 +.67

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
Hornblower & Weeks, Hemphill-Noyes Inc.,
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.

Al Hampel and keeping in touch with the basics

Al Hampel likes to borrow a line from Jack Benny when people ask him to assess television commercials: "They call TV a medium because so little of it is well done."

This is the top creative man at one of the top agencies speaking. Mr. Hampel is executive vice president worldwide for Benton & Bowles. But, like Jack Benny, he's only half serious. "I'm an optimist," says Mr. Hampel. "I think we can improve commercials and at the same time not depress the sales of our clients' products."

Mr. Hampel is deservedly in his position. He has won numerous awards for his copy on behalf of prestigious accounts. He has coined advertising catch-phrases, including, "It's not creative if it doesn't sell." And he's responsible for some of the more memorable ad slogans over the years, more recently Continental Airlines' "We really move our tails for you."

But Alvin ("I really wish I had a middle name") Hampel hasn't forgotten those days when he paid his dues, his early years when he honed his craft on retail advertising.

Mr. Hampel is a friendly, down-to-earth man who carries his 52 years lightly. Befitting an expert copywriter, he speaks sparingly.

His first job was as a copywriter with a retail advertising agency, Gordon-Pillon, in hometown Paterson, N.J.

For the next seven years he worked strictly on retail advertising accounts, writing sales promotion material for a variety of agencies, though he harbored a dream to create sparkling prose for packaged goods accounts, particularly in television.

His skills were sharpened during this period and by 1957 he was ready to move up to the big league—at Young & Rubicam, New York. Still he was typecast, and his initial assignment at Y&R was on sales promotion writing.

"From time to time I asked if I could write some consumer campaigns but nothing happened," Mr. Hampel says. "One of my accounts was Simmons mattresses and I wrote a trade campaign using the theme, 'The money belt is connected to the backbone.' It was very successful and won many awards. My career was launched. Different account executives started to ask for me on consumer campaigns."

Over the next 12 years at Y&R he wrote for such diverse accounts as General Foods, General Electric, Eastern Airlines, Time-Life, Frito-Lay, Johnson & Johnson and Gulf Oil.

"For General Foods I worked on the



Alvin Hampel, executive vice president and director of creative services worldwide, Benton & Bowles Inc., New York; b. May 26, 1927, Paterson, N.J.; U.S. Navy, 1945-46; BS in marketing, New York University, 1950; copywriter, Gordon-Pilling, Paterson, 1950-52; assistant to advertising manager, Suburban Propane Gas Corp., Whippany, N.J., 1952-54; copywriter, Amos Parrish & Co., New York, 1954-56; sales promotion writer, Ralph Shockey & Associates, New York, 1956-57; sales promotion writer, Young & Rubicam, New York, 1957-1959; copywriter, vice president and associate creative director, and senior vice president and copy chief, Y&R, 1959-67; executive vice president and director of creative services, B&B, 1967-69; executive VP and director of creative services worldwide since 1969; m. Dorothy Hoazel of Allentown, Pa., 1956; children—Laurence, 20; Jeffrey, 17 and Julie, 15.

'integrated' commercials which were popular in the late 1950's and early 1960's," he says. "They were appendages to the script, in which the cast appeared in the spots. I used to go regularly to Hollywood and wrote these 'cast commercials' for stars including Danny Thomas, Andy Griffith, Jim Nabors, Jack Benny and Lucille Ball. I was in heaven—working with all the biggies of show business."

His top-notch contributions did not escape the notice of Y&R's hierarchy. In 1965 Mr. Hampel was elevated to vice president and associate creative director and in 1967 he was appointed senior vice president and copy chief.

"I was very happy at Y&R but at the same time I had the desire to run a complete creative department," Mr. Hampel

says. "The opportunity came from B&B in 1969 and I decided to accept it.

As executive vice president and director of creative services worldwide, Mr. Hampel rides herd on a U.S. staff of 275, including writers, art directors, TV producers, music composers and sound specialists. He also has supervision over creative personnel at B&B-affiliated agencies in a dozen countries, but acknowledges that "you can't effect too much change abroad."

As an executive of an agency heavily involved in packaged goods, Mr. Hampel is understandably a partisan of television advertising, despite some of his misgivings. He said he could cite example after example of television's prowess as a communications medium. He noted that B&B allots 75%-80% of its billings to TV.

"Now I've gotten a reputation in recent years of pushing print and that's true," he says. "This in no way detracts from my high regard for television. There are times when print can be used most effectively. By the way, I think radio is underrated today as print was a few years ago and I'm afraid it's true we don't always give radio its due."

He counters allegations by radio station and network spokesmen that radio commercials are consigned to the lower echelons of an agency.

"Here at B&B our writers perform in all media," he insists. "But some do excel in one medium and I reserve the right to assign people to particular media. I think the best writers are generalists."

Mr. Hampel is guided by certain principles and rules in creating advertising.

"The things that work constitute the principles of good advertising," he ventured. "What I would consider examples of good principles: Have a single strong selling idea; demonstrate product superiority; have a benefit in the headline; have a theme that sums up the selling idea."

On the other hand Mr. Hampel does not subscribe to certain rules that have sprung up regarding the creation of advertising. He cited several: Don't use voice-overs because they don't sell as well as dialogue; avoid humor; never use music because it gets in the way of the sale.

"If you slavishly stick to rules, the chance of ever getting anything new is greatly diminished," he says. "Instead you get the static, uninspired, cliché executions we're seeing so much of these days."

Mr. Hampel relaxes by playing tennis, reading all types of books and walking. "I walk about three miles a day," he says. "I find I get some of my best ideas while I'm walking. I can't seem to do that when jogging."

Scraps of paper?

Among the novel features of Lionel Van Deerlin's rewrite of his rewrite of the Communications Act (BROADCASTING, April 2) is his proposal to convert the noncommercial broadcasting system to commercial operation. To be sure, in the early stages of the transformation the system would be only a little bit commercial, as the farmer's daughter of less sophisticated times said of an early pregnancy. It would, however, be certain to develop into a major competitor in the advertising market if the system became the public treasure that its cheering section keeps saying it will be.

Mr. Van Deerlin and his staff make much of the limitations they would impose at the outset: commercials to occupy no more than 3% of broadcast time, clustered in three periods. For the average television station now on the air 14 hours a day, that would provide a quota of 25 minutes, for radio about 30. Does anyone imagine that if the noncommercial system, with the "non" removed, worked as an advertising vehicle, the quota would remain at that level?

Not only that, the new rewrite permits the continued "underwriting" of "noncommercial" programming by commercial enterprises, with all of the advertising values such sponsorship has acquired. Add underwriting messages to the out-and-out commercials and the fund-raising plugs that infest public broadcasting schedules and the transformation to full commercial status will be complete.

In its initial allocations plans, the FCC reserved the noncommercial, educational channels for that purpose and no other. The reservations were explicitly barred from commercial use, obtained by incumbent licensees without competition and developed with the heavy investment of governmental funds. At this stage it's a little late to turn those stations loose to go after a commercial system that has never flinched at calling itself by its right name.

Who's in charge here?

FCC Chairman Charles D. Ferris has been getting questions lately about the need for the elaborate inquiry into children's television that his agency is conducting—at the same time that the Federal Trade Commission is spending a fortune on an inquiry of its own.

Senator Lowell P. Weicker Jr. (R-Conn.) brought the subject up during an appropriations hearing three weeks ago. The question was asked again during Mr. Ferris's appearance at the National Association of Broadcasters convention two weeks ago. Gene Jankowski, president of the CBS/Broadcast Group, made it the topic of a talk in Boston. Everett Erlick, senior vice president and general counsel of ABC, took another swing at the chairman in a speech last week.

Mr. Ferris's standard answer is that the FCC inquiry is broader than the FTC's, encompassing programming as well as advertising, and that the FCC is interested in the "positive value" of children's television fare. He is clearly saying that he hopes to goad broadcasters into presenting more programming that meets the standards of the FCC, never mind what the children in the audience think about it. Senator Weicker has good reason to wonder, as he did during the appropriations hearing, whether a "proper sensitivity" to the First Amendment will be shown in the commission's attempts to manipulate children's television.

There are other grounds for questioning Mr. Ferris and his like-minded colleagues. The commission's own records contain no evidence of any significant public interest in an inquiry on the

scale of this one. In all of fiscal 1978, according to a report now completed by the Broadcast Bureau, of the 46,903 complaints received by the FCC only 69 pertained to children's television programming. In the same year there were only 38 complaints about television advertising for children. As was noted here a year ago, when complaints were at the same point of near invisibility, the FCC and FTC have found their mandates elsewhere than the public for the expensive excursions they are making into television advertising and programming for the young.

The FCC's pursuit of this matter is made the more questionable by the manpower that is assigned to it while desperately needed in more useful jobs. As reported in BROADCASTING's March 26 issue, backlogs of applications have reached critical masses in the Broadcast Bureau.

An agency in that kind of disarray cannot be said to be under competent management.

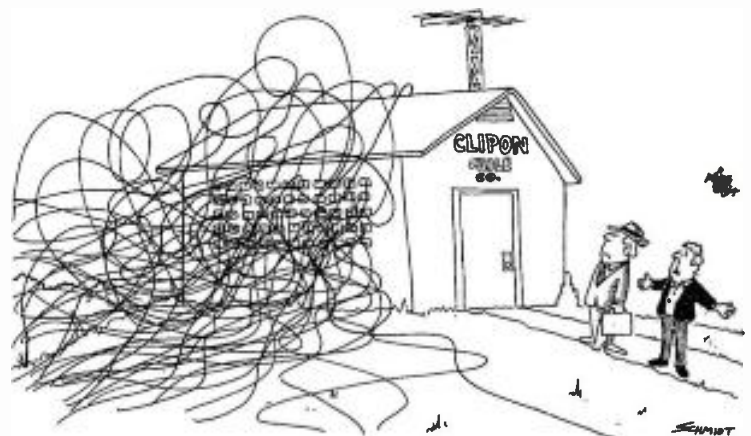
Congress to the rescue

The Carter administration, abiding by a promise made some months ago, has proposed legislation to repair one of the several rebuffs to journalistic freedom to come from the U.S. Supreme Court in its present composition. The legislative draft announced by the White House last week would give journalists in all media the protection they thought they had until the Supreme Court last year approved a fruitless raid by local police on the newsroom of the *Stanford Daily*.

The Carter bill would prohibit dragnet searches through unpublished and unbroadcast notes, records, tapes or films. It would require law enforcement agencies to obtain court subpoenas for specific documentary material.

As forecast, the Carter bill is narrower than some others that preceded it, including one introduced by Senator Birch Bayh (D-Ind.), a leader in the cause. It covers only persons engaged in journalism. The Bayh bill applies the same restrictions to all persons, on the theory that the Fourth Amendment, which forbids unreasonable searches and seizures, applies equally to everyone.

The view here is that Senator Bayh is right in his desire for universal protection. Perhaps the best features of his and the administration's bills can be consolidated. But however the differences are compromised, legislative action is needed now. The alternative is an open invitation for every local police force to start pawing through files to the inevitable suppression of investigative reporting.



Drawn for BROADCASTING by Jack Schmidt

"Our salesmen are better than our technicians."

Syracuse Growing as Its Style Changes

Special to The New York Times

SYRACUSE, March 24 — For more than a month, demolition crews have been working to demolish the 65-year-old Eckel Theater, a once-popular night spot on East Fayette Street here that fell into disuse. But, across the street, construction has begun on 1 Financial Plaza, a five-story commercial building that, by year's end, will house offices of the Key Bank, the Travelers Insurance Company and a local law firm.

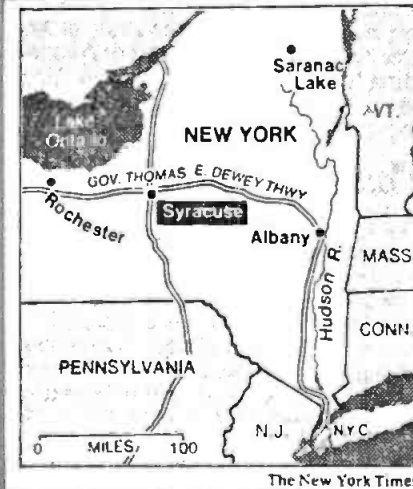
Across town, only a handful of the 500 employees who months ago worked at the Power Tools Division of Rockwell International Corporation remain. Their chief task now is to keep the pipes from freezing at the now-vacant plant. Last month, Rockwell officials moved the division — and the jobs — to Tennessee, where the tax climate and the weather are better.

But 40 percent of the workers found new jobs almost immediately, and most of the others are expected to do so shortly. Plant expansions under way at the Carrier Corporation, where air-conditioners are made, and at the New Process Gear Division of the Chrysler Corporation, where gearboxes are manufactured, will result in almost 2,300 new jobs when complete.

While the number of industrial employees here is on the decline, as is the case in the rest of the state, the number of jobs is increasing.

"Those that stay, expand," said James B. Schneider, executive vice president of the Manufacturer's Association of Central New York. The number of industrial employers in the Greater Syracuse Area has decreased since 1975, when there were 450, to 420 today, but the number of industrial jobs has risen from 46,900 to more than 51,000 in the same period, Mr. Schneider said.

According to Erwin G. Schultz, president of the Greater Syracuse Chamber of Commerce, that growth rate "is about



equal to the national rate, and it's way ahead of New York State as a whole." The parallel to the national rate "is to be expected," he said, "because our industrial base is so highly diversified." Among the products produced locally is everything from steel at the Crucible Specialty Metals Division of Colt Industries and color-television picture tubes at the General Electric Company to chlorine at the Allied Chemical Corporation and beer at the Miller Brewery.

Geographical Advantages

So much industry is here, Mr. Schultz said, "because we are right in the middle of the biggest market in the world for manufacturers of consumer products for distribution." Syracuse, at the intersection of Interstate 81 and the east-west leg of the Gov. Thomas E. Dewey Thruway, lies at the geographic center of the state. It is also within a day's drive of Boston, New York, Philadelphia, Washington, Cleveland and Montreal.

Industrial growth — about 2 percent a year during this decade — has been more than matched by the increase in commerce.

Even as Rockwell abandoned its downtown plant, negotiations were revealed that could lead to the construction of a third office tower between the twin 19-story high-rises that dominate the skyline of the city's South End. A spokesman for Mutual of New York, which built the towers 12 years ago when Mutual began moving the company's service center here, said negotiations with the Kemper Insurance Company, the major prospective tenant, could lead to the construction. Kemper's Eastern division headquarters has outgrown its current downtown office space, according to a Kemper spokesman.

Jump in Convention Trade

Perhaps the most notable commercial increase has been in the convention trade. Since 1971, the number of conventions held here has doubled, to 161 in 1978, and the dollars that conventioners spend here has tripled. That increased trade — the dollar value was \$13.8 million last year — inspired the current \$10 million expansion of the Hotel Syracuse, Mr. Schultz said.

Commercial growth downtown is seen as partly responsible for the growth in cultural interest. "Four years ago, we might have 50 people attend an opening," said Ronald Kuchta, director of the Everson Museum of Art, the first museum designed by the reknowned architect I. M. Pei. "Now we draw 500."

Inspiring cultural interest in the 10-year-old museum "has been difficult," Mr. Kuchta said. Because Syracuse is only 250 miles from New York City, local people have a cultural inferiority complex, he said. "It is hard for them to believe we can offer so much right here."

In 1960, the city's population was 216,000, compared with 423,000 in the county.

Projections for 1980 set the Syracuse population as 171,000 and that of the county at 482,000.

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