

Dec. 17, 1979



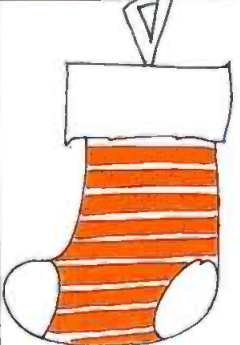
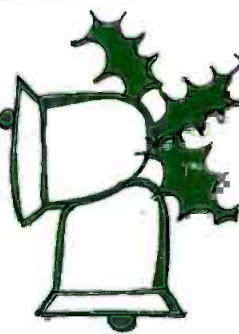





TV journalism in Iranian crossfire  
The leaps and bounds of broadcast equipment

# Broadcasting Dec 17

The newswEEKly of broadcasting and allied arts

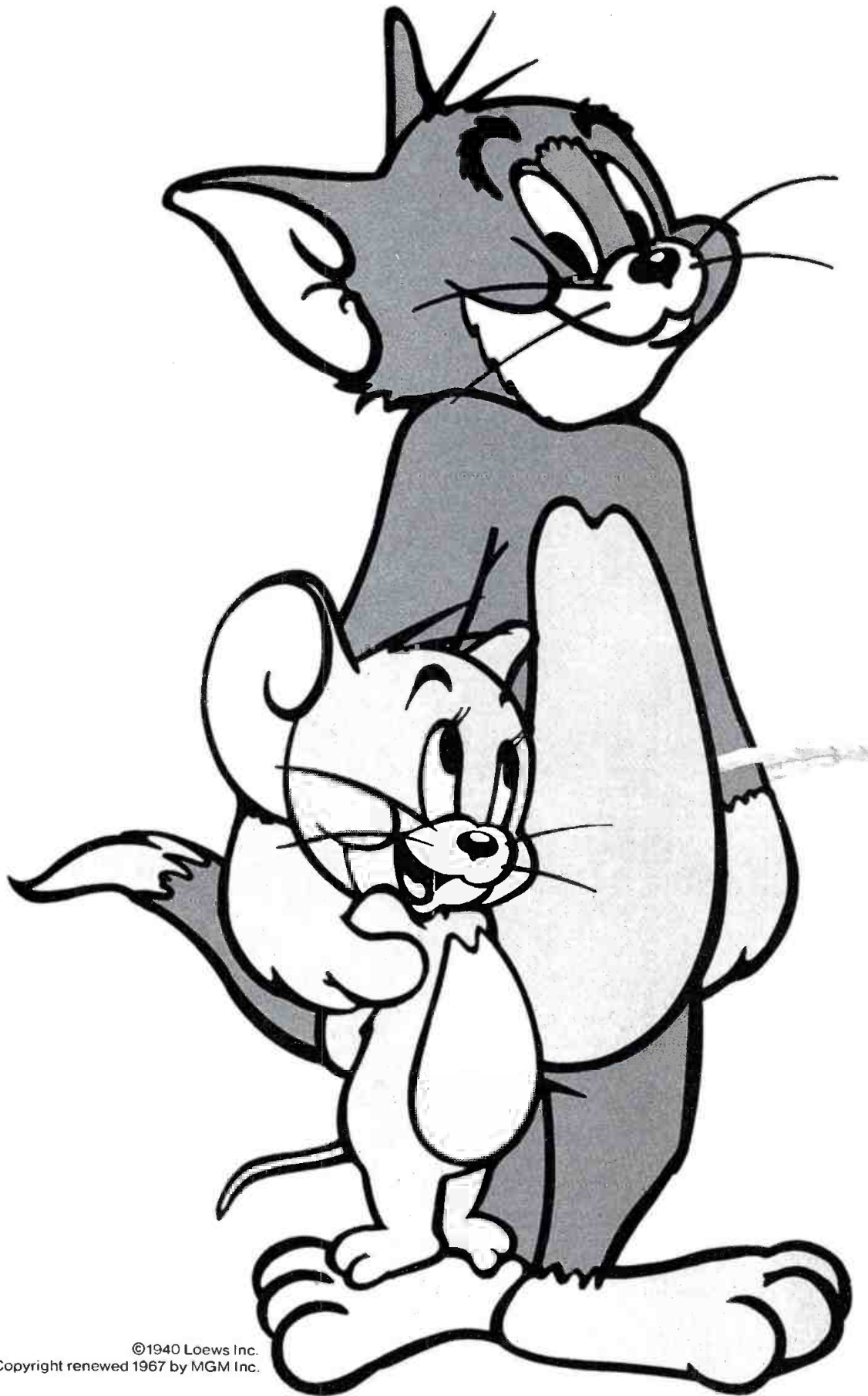
Our 49th Year 1979

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<p>Season's Greetings from Group One Broadcasting</p>	 KLZ Denver	 WTUE Stereo Dayton	
 WONE Dayton	 WAKR-TV Akron	 WAKR Akron	 WAEZ Stereo
 KBOX Dallas	 KMEZ Stereo Dallas	 KAZY Stereo Denver	

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**WJBF-TV** Augusta, GA  
**KOB-TV** Albuquerque  
**WTAJ-TV** Altoona  
**WANX-TV** Atlanta, GA  
**WMAR-TV** Baltimore  
**WBRZ** Baton Rouge  
**KVOS-TV** Bellingham  
**WBNG-TV** Binghamton  
**WAPI-TV** Birmingham  
**KBCI-TV** Boise  
**WLVI-TV** Boston  
**WCYB-TV** Bristol  
**WIVB-TV** Buffalo  
**WCIV** Charleston, SC  
**WOWK-TV** Charleston/  
 Huntington, W. V.  
**WSOC-TV** Charlotte  
**WRCB-TV** Chattanooga  
**WFLD-TV** Chicago  
**WXIX-TV** Cincinnati  
**WJKW-TV** Cleveland  
**WIS-TV** Columbia, SC  
**WYEA-TV** Columbus, GA  
**WCMH** Columbus, OH  
**KIII-TV** Corpus Christi  
**KXTX** Dallas

**WKEF** Dayton  
**WHO-TV** Des Moines  
**WKBD-TV** Detroit  
**WEAU-TV** Eau Claire  
**KVAL** Eugene  
**KMJ-TV** Fresno  
**WOTV** Grand Rapids  
**WBAY-TV** Greenbay

Broadcasting  
 December 17, 1979

**WPIX** New York  
**WYAH-TV** Norfolk  
**KOSA-TV** Odessa  
**KTVY** Oklahoma City  
**WOFL-TV** Orlando  
**WEAR-TV** Pensacola  
**WMBD-TV** Peoria  
**WTAF-TV** Philadelphia  
**PHO-TV** Phoenix  
**E-TV** Pittsburgh  
**I-TV** Portland, OR  
**A-TV** Pueblo  
**R** Rochester  
**IF-TV** Rockford  
**A-TV** Sacramento  
**J** Salt Lake City  
**V** San Diego  
**J** San Francisco  
**IC-TV** Savannah  
**B** Schenectady  
**ME-TV** South Bend  
**M-TV** Spokane  
**R-TV** St. Louis  
**H** Syracuse  
**II-TV** Terre Haute  
**IO-TV** Toledo  
**W** Tulsa  
**NV** Tupelo  
**IG** Washington, D.C.  
**AU-TV** Wausau  
**TV** Youngstown



**MGM TELEVISION**

# **Would you sign this letter?**

When the President of the United States asked that Americans write personal letters of protest over the taking of American hostages in Tehran, we wrote our own . . . and asked our listeners if they would want their names listed as co-signatories. We broadcast the contents of the letter a collective total of 93 times, beginning November 29. The response was beyond our wildest imagination.

## **20,150 Upper Mid-West Americans Said "Yes"**

Iranian Mission  
United Nations  
New York, N.Y.

Sirs:

We address you as Americans.

We Americans, who have for so long been looked to as "The Breadbasket of the World," who have taken our mission of providing food and fiber to the disadvantaged millions of this planet as a noble, unquestioned responsibility . . . no matter the political leaning or the strategic alignment of the recipient . . . we American people are outraged by the reprehensible and totally unjustified taking of innocent American hostages at our Embassy in Tehran.

We join our government in demanding their immediate release.

We support our government in its efforts to secure that release. And we will continue to support our government when it acts to insure that such a dastardly undertaking will never again be precipitated against the duly appointed emissaries of any nation . . . in any embassy on the globe.

We Americans have and will continue to endure the brickbats of world opinion thrown against this nation for whatever the reason. We will "turn the other cheek" when placards are raised, chants are orchestrated, oil is withheld . . . even when our precious flag is burned. We won't like it. But we will watch it all with restraint.

But make no mistake. When any foreign government actively supports and participates in the uncivilized violation of our single outpost of reason and communication with another people, we will no longer stand idly by . . . no longer endure . . . no longer "turn the other cheek." For such action is considered by us American people to be an act of aggression against our sanctity as a nation . . . and indeed against the sanctity of civilization itself.

We address you as a free people; free to address you in any way we see fit . . . a people who need no guidance from our government in what to say or how to say it. For we speak with one calm, but clear and unmistakable collective voice. You can hear it in our church bells.

**LET OUR PEOPLE GO. NOW.**

A copy of the letter and the signatures was personally hand-delivered to the President of the United States on Wednesday, December 5. We're proud to say radio delivered a very powerful message. Responsive . . . and responsible.

## **We're Communications Properties Incorporated**

KFGO  
Fargo, North Dakota

WDBQ(AM)-KIWI(FM)  
Dubuque, Iowa

WNFL  
Green Bay, Wisconsin

KATE(AM)-KCPI(FM)  
Albert Lea, Minnesota

# The Week in Brief

**MEDIA CAUGHT IN THE MIDDLE** □ NBC draws fire for broadcasting Iranian hostage interview/captor propaganda. The other networks, White House and Congress join in the criticism. **PAGE 27.**

**NAB ALTERS STANCE** □ Association's board adopts a resolution favoring radio deregulation without original endorsement of quota on nonentertainment programming. **PAGE 30.**

**FCC BACK-PEDALS** □ The commission is expected to approve a rulemaking this week on children's TV without the minimum-programing guidelines that the staff favored. It sets four-month period for comments. **PAGE 30.**

**THE ANAHEIM ACTION** □ Delegates to the Western cable show are briefed on the latest happenings on the programing, technical and regulatory fronts. There are assessments of the industry's health and a suggestion that public TV work in partnership with cable. **PAGE 31.** In a prologue to the show, Atlanta superstation owner Ted Turner offers some tongue-in-cheek commentary on the missing Satcom III. **PAGE 61.**

**LOST IN SPACE** □ RCA's Satcom III "disappears" six days after launch. Problems are posed for cable programers. **PAGE 32.**

**FINE TUNING FOR THE 80'S** □ A Special Report reviews the major technological advances of the seventies and examines the state of the art as it readies for a decade of engineering and equipment break-throughs. **PAGE 35.**

**TREADING LIGHTLY IN GENEVA** □ The sky didn't fall at the WARC sessions that had been billboarded as the scene of possible international confrontations. Credit goes to the quiet diplomacy of technical experts from developed countries and the political restraint on the part of the developing world. **PAGE 44.** A summary of the accomplishments at WARC. **PAGE 48.**

**GANNETT DRAWS THE HOPEFUL** □ The company's year-end executive meeting in Washington attracts a host of presidential candidates. They bring some complaints about lack of access to the media. **PAGE 57.**

**SOBERING SENTIMENTS** □ Broadcast and advertising executives gather for a conference on the outlook for the media. The consensus is that the new decade will bring substantial gains, but there are warnings of possible problems in the marketplace. **PAGE 62.**

**ANA POSITION PAPER** □ The association outlines its efforts to ward off government intervention, houseclean some problems in advertising and assess the impact of new technologies. **PAGE 66.**

**VAN DEERLIN'S NEW BUNDLE** □ The chairman of the Senate Communications Subcommittee offers two new pieces of legislation to revamp the Communications Act. They include changes for common carriers and partial lifting of Section 315 requirements. **PAGE 67.**

**COURT CONFUSION** □ Eight media groups urge the Supreme Court to reverse its decision in the Gannett case. They say general unsureness about the court's intention has prompted a rash of orders closing trials as well as pretrial proceedings. **PAGE 72.**

**THE CHARTS IN '79** □ Disco music took American contemporary radio by storm in the year now ending. And, in country music, John Conlee was the most successful artist. **BROADCASTING's** annual reports on the top singles in each category start on **PAGE 73.**

**THE ADRENALINE STILL FLOWS** □ When Brenda Fox joined the National Association of Broadcasters, she thought she would leave when it stopped being fun. Six years later, she is still there as assistant general counsel and enjoying the action more than ever. **PAGE 97.**

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RANK	MARKET	POP. (000)
1	<b>New York</b>	18,313.6
2	<b>Los Angeles</b>	10,582.1
3	<b>PULITZER</b>	9,213.1
4	<b>Chicago</b>	8,348.1

# Now...the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. Its our way of saying we're now a vital

factor in the broadcast industry... bringing the Pulitzer professional integrity to a large part of America. Because that is... the Pulitzer standard of broadcast journalism.

**KSDK**   
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(Formerly KSD-TV)

**KOAT-TV**   
Albuquerque

**KETV-TV**   
Omaha

**WGAL-TV**   
Lancaster/York/  
Harrisburg/Lebanon

**WTEV-TV**   
Providence/  
New Bedford

**KTAR & KBBC-FM**   
Phoenix

**the  
Pulitzer  
BROADCAST  
GROUP**

Touching the lives of over nine million Americans.



Represented by Blair  
Television & Radio

## Hard bargain?

As U.S. government shifts attention from now-ended World Administrative Radio Conference in Geneva (see page 44) to Buenos Aires and western hemisphere meeting on AM broadcasting, to be held in March, indications are that U.S. will have uphill fight in gaining principal objective—reduction in channel spacing from 10 khz to 9. U.S. delegates at WARC learned nothing to change impression there is little if any enthusiasm for proposal among other western hemisphere nations. And U.S. experience at WARC indicated that Latin Americans cannot always be persuaded to follow U.S. lead on broadcasting matters.

As result, some observers are worried that price Latin Americans ask for agreeing to 9 khz proposal may be high—perhaps U.S. surrender of one or more of its 25 clear channels. On other hand, U.S. can argue that 9 khz separation is standard now in effect in Regions 1 (Europe and Africa) and 3 (Pacific and Asia) and that western hemisphere stations will suffer heterodyne interference caused by incompatibility of channel spacings there and in rest of world.

## AM conferees

State Department late last week was putting finishing touches on delegation that will represent U.S. at Region 2 conference in Buenos Aires. Among half-dozen industry representatives expected to be named are Wallace Johnson, former chief of FCC's Broadcast Bureau who is now executive director of Association for Broadcast Standards, and Harold Kassens, another former commission engineer, now with A.D. Ring & Associates, consultant to Clear Channel Broadcasting Service. Delegation will include about dozen government representatives and will be headed by FCC Commissioner Robert E. Lee.

## Washington wait

If RCA loses Satcom III for good—and with each passing day that possibility becomes more and more likely (see page 32)—RCA will have to count on Satcom IV to take up slack. That bird was tentatively scheduled for launch in June 1981, but with loss of Satcom III, RCA will try to get IV into space earlier. But first it has to be built. Application to build was filed at FCC last March, and FCC says that action on such things usually takes about year. RCA has been granted waivers allowing it to procure long-lead parts, but Astro-Electronics Division can't start

putting them together until final build authority is received.

As if RCA won't have enough trouble dealing with slo-mo bureaucracy, petition to deny application has been filed by Oceanic Cablevision, Honolulu, which wants RCA to redesign satellite so that 24 transponders, instead of just 12, are powerful enough to serve Hawaii.

## Fallout

RCA's SMARTS plan for distributing TV programs by satellite may be casualty of apparent loss of RCA Americom's Satcom III (see story page 32). Americom spokesman said he couldn't predict likely effect pending consultations. Plan—called SMARTS for selective multiple address radio and television service—originally anticipated that RCA would supply satellite earth stations to commercial broadcasters throughout country at no charge (BROADCASTING, March 19, et seq.).

SMARTS timetable had been running into delays even before Satcom III accident. Originally, earth stations were to have been installed at Post-Newsweek's four TV stations by last October, for distribution tests using Viacom programs. There was delay in getting site clearances, which led to rescheduling start of tests for January. Word now is that earth stations are expected to be installed at two of four P-N stations by late January and at other two by late February, with start of tests in late March—unless deferred by loss of Satcom III.

## Reruns

In winter, thoughts turn to spring: TV networks' 1980 show-and-tell sessions with affiliates will be held, as usual, in May and, as recently usual, at Century Plaza hotel in Los Angeles. In 1980 rotation, CBS-TV affiliates will go first, May 4-8; ABC-TV affiliates will follow during week of May 12, probably May 12-15, and NBC-TV affiliates will wind it up May 18-20.

## Rule into law

Congress will probably wrap up business this week, but House Communications Subcommittee leaves with plenty on its mind. In addition to bills on common carriers and political time introduced by Representative Lionel Van Deerlin (D-Calif.) last week (see page 67), Representative Allan Swift (D-Wash.) expects to add one this week, on co-located crossownerships of print and broadcast properties. As drafted, Swift bill

would borrow heavily from FCC's crossownership rules that were affirmed last year by U.S. Supreme Court: grandfathering present holdings but forbidding transfers or formations of crossownerships. Swift, former broadcast newsman, sees chance for broadcast amendments in Communications Act next year.

## Telling all

Representative Ronald Mottl (D-Ohio) is pushing ahead with his bill to require FCC to reveal financial data for individual TV and radio stations (BROADCASTING, Oct. 1). Although bill had no co-sponsors when introduced, two have now been added: Representatives Robert Edgar (D-Pa.) and Ted Weiss (D-N.Y.). In addition, hearings on legislation have been scheduled for Tuesday, Jan. 29.

## 48-week ratings

Virtually continuous radio audience measurements, long advocated as best cure for so-called "hypoing" during present four-week measurement periods, reportedly will be started by Arbitron Radio early next year in New York, Chicago and Los Angeles—and in San Diego, Calif., where charges of hypoing stirred up recent turmoil (BROADCASTING, Nov. 19). They are first markets in which stations have adopted Arbitron's extended measurement plan, which calls for measurement of radio listening 48 weeks a year.

San Diego was called special situation. Expanded measurement was called for by stations there even before Arbitron made its proposals to stations in New York, Chicago and Los Angeles. Of 11 San Diego stations voting on proposal last week, all were said to be in favor. Expanded measurement there is scheduled to start Feb. 28, after regular four-week January-February measurement.

## Trade deals

In recent months Civil Aeronautics Board has given major airlines exemptions from its long-time ban on bartering of domestic air tickets for TV and radio time and other media placements. There have been no such restrictions on international flights, and barter advertising there has flourished. Spot reps already are detecting barter activity for first quarter, but one airline official doesn't believe it will hurt cash advertising business since airlines primarily are seeking upscale demographics found in prime and news periods, not readily available in barter transactions.

# Business Briefly

TV ONLY

**Krystal Co.** □ Fifty-two week campaign for fast food chain begins Jan. 1 in 21 markets with spots in fringe, news, prime and weekend. Agency: Cargill, Wilson & Acree, Atlanta. Target: women, 18-49.

**Nationwide** □ Fifty-two-week corporate campaign begins Dec. 31 for financial services in 50 markets including Denver, St. Louis and Atlanta. Some spots will run during fringe times. Agency: SSC&B, New York. Target: men, 25-54, women, 25-54.

**Gloria Marshall** □ Fifty-week campaign for figure salons begins Jan. 7 in 33 markets including Portland, Ore., and Birmingham, Ala. Agency: Don Lewis Advertising, Los Angeles. Target: women, 18 plus.

**Pearle Vision Center** □ Six-month campaign for eyeglass centers begins

Jan. 14 in 64 markets with spots in day, fringe and news times. Agency: Bozell & Jacobs, New York. Target: women, 25-49.

**Honey Baked Ham Co.** □ Thirteen-week campaign in Charlotte, N.C., and four-week campaign in Atlanta both begin in February for ham products with spots in day, fringe and prime times. Agency: Smeltzer Inc., Rossville, Ga. Target: adults, 25-49.

**Aaron Rents** □ Thirteen-week campaign for Aaron Sells and MacTavish Sells used furniture outlets begins Dec. 31 in Atlanta, Memphis, Oklahoma City, Tampa and Orlando (both Florida), Houston and Dallas. Some spots will run during day, fringe and prime times. Agency: Paces East, Atlanta. Target: adults, 18 plus.

**Century 21** □ Four-to-twelve-week campaign for real estate dealers begins Dec. 31 in 200 markets. Some spots will run in fringe, prime and prime access

times. Agency: Wells, Rich, Greene, Los Angeles. Target: adults, 25-49.

**Whitehall Labs** □ First-quarter campaign for Dry & Clear acne medicine begins in January in 31 markets including Los Angeles with some spots in early fringe. Agency: The Clyne Co., New York. Target: teen-agers, 12-17.

**Church's** □ Eight-to-ten-week campaign begins in January for fried chicken restaurant franchises in over 20 markets including Atlanta and Charlotte, N.C. Agency: GSD&M, Austin, Tex. Target: adults, 18-49.

**Duncan Toys** □ Eight-week campaign for Duncan yo-yo's begins in March in about 45 markets. Agency: Chase/Ehrenberg & Associates, Chicago. Target: children, 6-11, teen-agers, 12-17.

**John Paton** □ Six-week campaign for Golden Blossom honey begins Jan. 14 in New York, Philadelphia, Boston and Providence, R.I. Spots will run during day, fringe and prime access time. Agency: Dilorio, Wergeles Inc., New York. Target: total women.

**Family Kitchen** □ Six-week campaign for food products begins in January in 15 markets. Agency: Dilorio, Wergeles, New York. Target: women, 25-49.

**Shasta** □ Six-week campaign for soft drink begins Jan. 7 in about 29 markets including Los Angeles, Houston, Kansas City, Mo., and Atlanta with spots in prime access and prime time. Agency: Botsford-Ketchum, San Francisco. Target: women, 18-49.

**Nissen Foods** □ Four-week campaign for Cup O'Noodles begins Jan. 14 in 10 western markets including Tacoma, Wash. Spots will run during prime access times. Agency: Dents Inc., Los Angeles. Target: women, 25-54.

**Gillette** □ Four-week campaign for Good News disposable razors begins Jan. 7 in 35 markets. Agency: Benton & Bowles, New York. Target: men, 18-34.

**Gillette** □ Four-week campaign for Silkience hair conditioning lotion begins Feb. 25 in top 25 markets. Agency: Advertising To Women, New York. Target: women, 18-34.

**Ludens** □ Three one-week alternating fights for Fifth Avenue candy begin Dec. 31 in 35 markets including Philadelphia

Radio only

## MASLA MEANS BUSINESS

Ask Hal Greenberg  
and Al Chapman  
KTAC/KBRD,  
Seattle-Tacoma

**JACK MASLA & COMPANY, INC.**  
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco



# PREMIERING DECEMBER 31<sup>ST</sup>



**ALREADY SOLD  
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Albany, WRGB ●  
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Atlanta, WXIA ● Baltimore,  
WMAR ● Buffalo, WIVB ●  
Charleston, WCIV ●  
Harrisburg, WHP ●  
High Point, WXII

● Las Vegas, KLAS ● Los  
Angeles, KCOP ● Miami,  
WPLG ● New York, WOR ●  
Philadelphia, KYW ●  
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and New Orleans. Some spots will run in early fringe. Agency: Manoff Geers Gross, New York. Target: teen-agers, 12-17.

**Wm. Carter Co.** □ Three-week campaign for Carter children's wear begins Dec. 24 in New York. Some spots will run during daytime. Agency: Quinn & Johnson, Boston. Target: women, 18 and over.

**Hoover** □ One-week co-op campaign with local stores begins Dec. 19 in five markets including Oklahoma City and Tampa, Fla. Spots will run in daytime. Agency: Bauerlein Inc., New Orleans. Target: women, 18-49.

RADIO AND TV

**Trustworthy Hardware** □ Twelve-week campaign begins in January and runs through 1980 in Portland, Presque Isle, and Bangor, all Maine, Binghamton, N.Y. and Burlington, Vt. Agency: Merchandising Creative, Dedham, Mass. Target: men, 25-49.

RADIO ONLY

**California Egg Marketing Board** □ Twenty-week campaign begins in early April in 10 California markets including Bakersfield, Los Angeles, San Diego and San Francisco in English, and eight California markets in Spanish. Agency:

Campbell-Mithun, Chicago. Target: adults, 18-34.

**Sedgfield** □ Twelve-week campaign for jeans begins Dec. 31 in Chicago, Denver, Dallas and Phoenix. Spots will run in all dayparts. Agency: Mathieu, Gerfen & Bresner, New York. Target: men, 18-34.

**Wilson Foods** □ Twelve-week campaign for Tablemade spreads begins Jan. 14 in Phoenix, San Diego, Los Angeles and Seattle. Spots will run in morning and afternoon drive times. Agency: Siteman/Brodhead/Baltz, Beverly Hills, Calif. Target: women, 18 plus.

**General Foods** □ Twelve-week campaign for Lean Strips meat product begins Dec. 31 in 30 markets including Phoenix and Richmond, Va. Spots will run during morning drive times, daytime and afternoon drive times. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

**Clearwater Federal** □ Two-week campaign to promote crystal begins Dec. 31 in Florida markets of Pensacola, Milton, Tampa, St. Petersburg, Sarasota and Clearwater. Agency: Colle & McVoy Advertising, Minneapolis. Target: adults, 25-49.

**Campbell Soup** □ Two-week campaign for Soup For One begins Dec. 17 in

Albany-Schenectady-Troy, N.Y., Hartford, Conn., Louisville, Ky., St. Louis, Minneapolis, and Wilkes Barre-Scranton, Pa. Agency: Needham, Harper & Steers, Chicago. Target: adults, 50 plus, women, 25-54.

## Advantage

**Going it alone.** General Motors Corp. will be sole sponsor of CBS-TV's upcoming made-for-television movie, *A Shining Season*. Set to air Wednesday, Dec. 26, show will feature five commercial breaks for total of 12 minutes, but automobile company will offer no advertising. Instead, spots will feature profiles of three physicians who have won \$100,000 GM Cancer Research Foundation awards. Movie is story of young athlete who died of cancer; it is produced by TM Productions and Green/Epstein Productions in association with Columbia Pictures Television.

**Plans and plans.** CBS Radio Spot Sales is for first time offering advertisers opportunity to buy all of its 17 stations in 14 markets at one time with one contract.

**British thrust.** J. Walter Thompson Ltd., London, has agreed in principle to acquire Yeoward Taylor and Bonner, Manchester, England, which has estimated 1979 billings of \$23 million. When purchase is completed, Thompson group of agencies in Britain will have total billings of about \$223 million.

## RepReport

KTSF-TV San Francisco, Calif.: To Spot Time Ltd. (no previous rep).

KZAZ(TV) Tucson, Ariz.: To Peters, Griffin, Woodward from Adam Young.

WHAT(AM)-WWDB(FM) Philadelphia: To Buckley Radio Sales from Savalli/Gates.

WTWR(FM) Detroit: To Katz Radio from Pro Radio.

KTLK(AM)-KADK(FM) Denver: To H-R/Stone from Jack Masla & Co.

KIDN(AM) Pueblo, Colo.: To Torbet Radio (no previous rep).

WYZZ(FM) Scranton-Wilkes Barre, Pa.: To H-R/Stone from Market IV.

WIHN(FM) Normal, Ill.: To The Robert's Associates from Walton Broadcasting.

# TOTAL MUSIC PROGRAMMING

The *Tanner Musical Spectrum* offers the broadcaster complete music programming and formatting for any station in any market. Name your need—Beautiful Music, Middle of the Road in three distinct personalities, Contemporary Rock for the 18 to 34 demographic, and Contemporary Country with the greatest hits of all time.

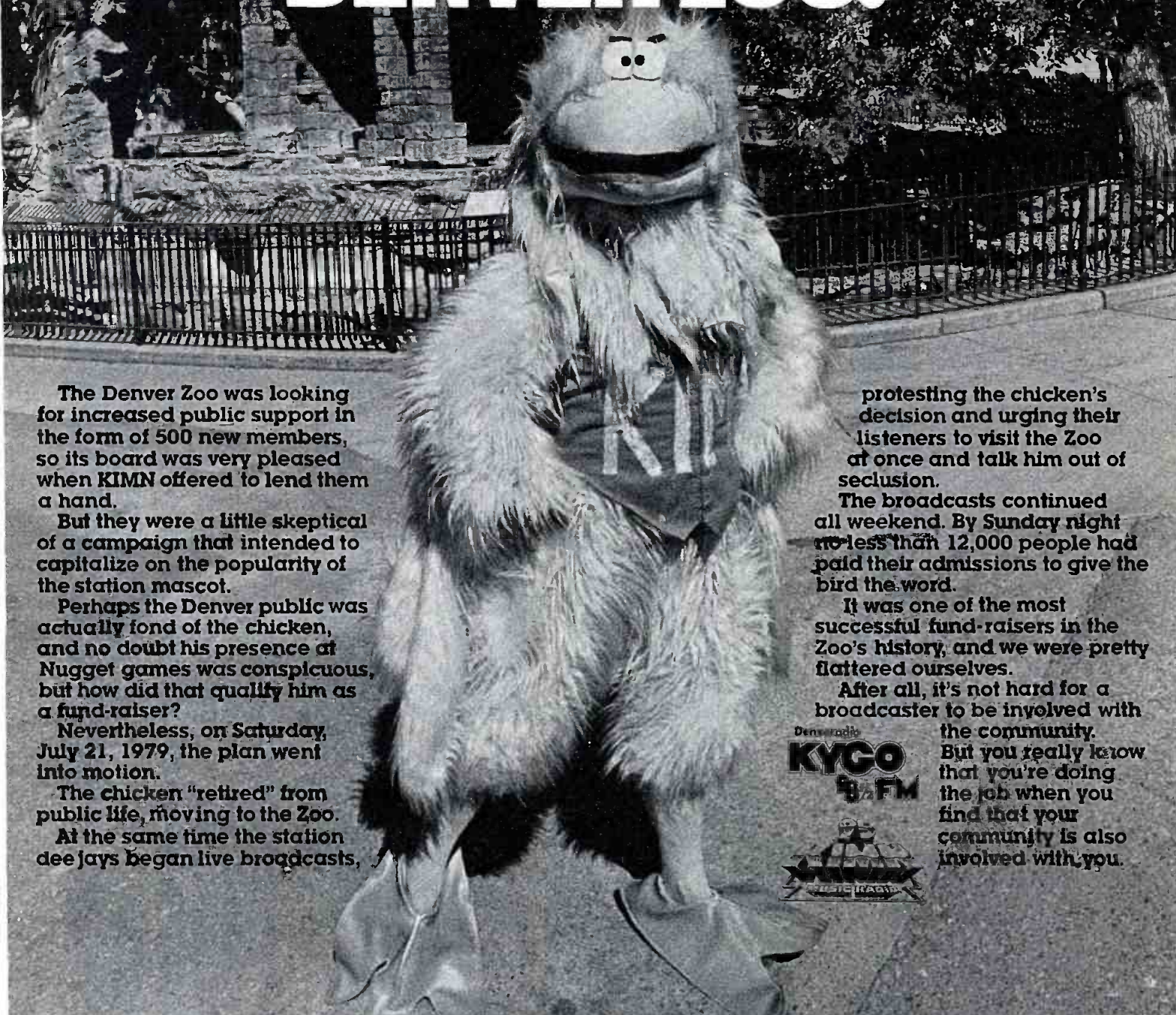
Announced or Unannounced . . . for automated or live-assist operations, the *Tanner Musical Spectrum* programming is good listening and most important, *profitable*. Call for a demonstration of the *Tanner Musical Spectrum*. Call Dick Denham collect at (901) 320-4433. Tell him you want the very best for your station . . . today!



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# THIS CHICKEN WAS WORTH \$18,000 TO THE DENVER ZOO.



The Denver Zoo was looking for increased public support in the form of 500 new members, so its board was very pleased when KIMN offered to lend them a hand.

But they were a little skeptical of a campaign that intended to capitalize on the popularity of the station mascot.

Perhaps the Denver public was actually fond of the chicken, and no doubt his presence at Nugget games was conspicuous, but how did that qualify him as a fund-raiser?

Nevertheless, on Saturday, July 21, 1979, the plan went into motion.

The chicken "retired" from public life, moving to the Zoo.

At the same time the station deejays began live broadcasts,

protesting the chicken's decision and urging their listeners to visit the Zoo at once and talk him out of seclusion.

The broadcasts continued all weekend. By Sunday night no less than 12,000 people had paid their admissions to give the bird the word.

It was one of the most successful fund-raisers in the Zoo's history, and we were pretty flattered ourselves.

After all, it's not hard for a broadcaster to be involved with the community.

But you really know that you're doing the job when you find that your community is also involved with you.

Denver Radio  
**KYGO**  
92.7 FM

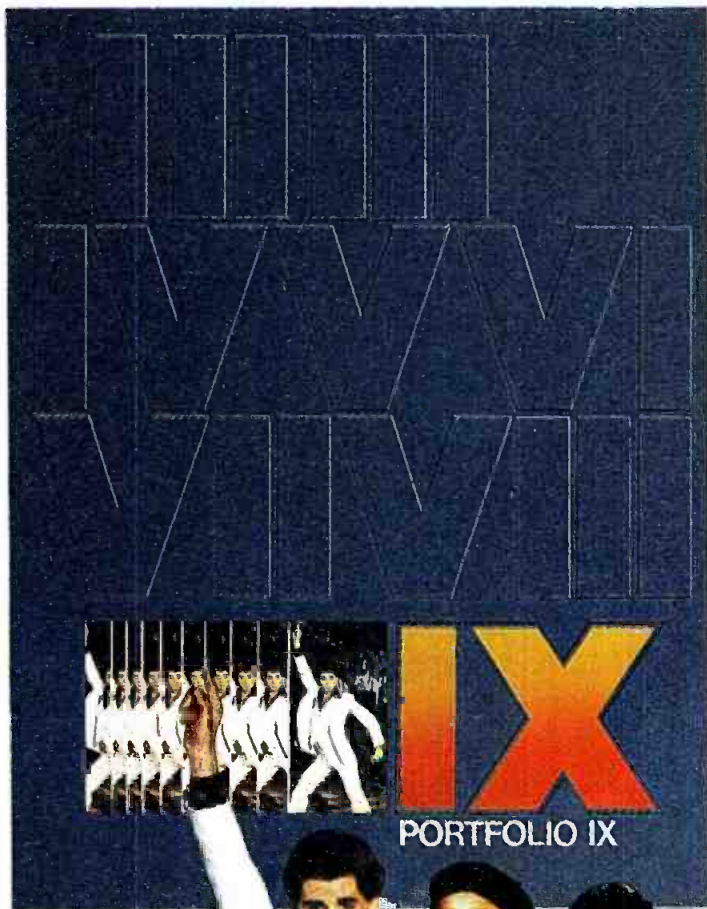


## Jefferson Pilot Broadcasting

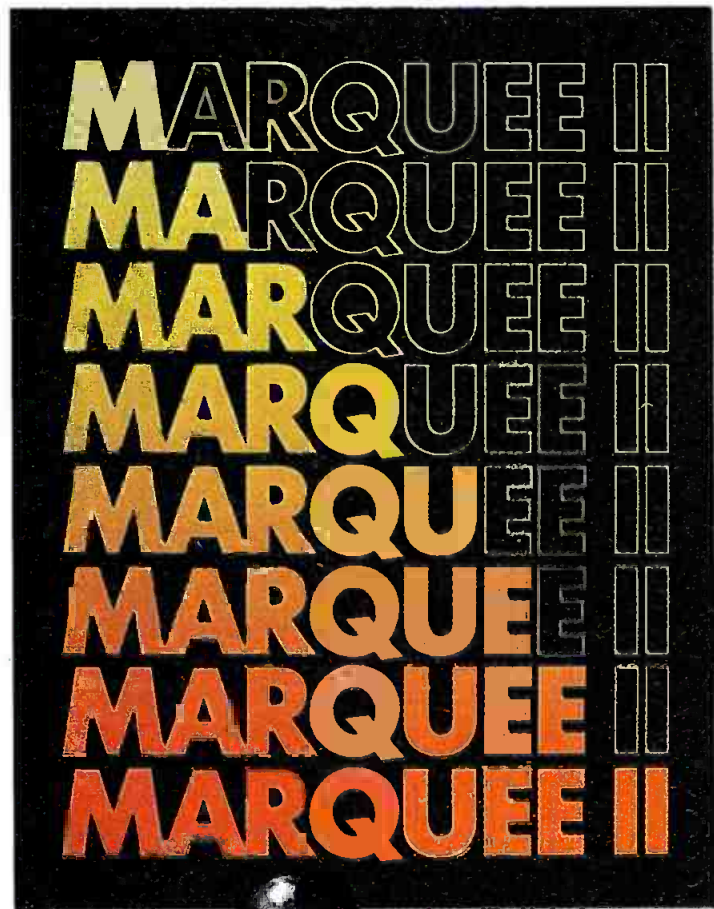
Charlotte: WBT, WBCY, WBTB, Jeffersonics, Jefferson Productions, Jefferson Data Systems, Richmond: WWBT, Atlanta: WQXL, WQXI-FM, Denver: KIMN, KYGO-FM, Greensboro: WBIG, Wilmington: WWL, WHSE

# THE FAST TO IMPROVE

ONE...



TWO...



# BEST WAY YOUR RATINGS...

## THREE.

### WASHINGTON: BEHIND CLOSED DOORS



### PORTFOLIO IX

**30 OUTSTANDING FEATURES INCLUDING:**  
"SATURDAY NIGHT FEVER," "THE BAD NEWS BEARS,"  
"BLACK SUNDAY," "MARATHON MAN," "ORCA,"  
"THREE DAYS OF THE CONDOR," "MAHOGANY,"  
"LOOKING FOR MR. GOODBAR," "HUSTLE,"  
"CHARLIE BROWN," "THE SHOOTIST"

### MARQUEE II

**18 TOP-RATED TWO HOUR MOVIES WITH  
PROVEN AUDIENCE APPEAL AND A  
LINE-UP OF MAJOR STARS INCLUDING:**  
LAUREN BACALL, WAYNE ROGERS, RUTH GORDON,  
ERNEST BORGNINE, LAUREN HUTTON,  
RICHARD THOMAS, CAROL LYNLEY, RALPH BELLAMY,  
PAULA PRENTISS, JOHN FORSYTHE, ADRIENNE BARBEAU,  
KAREN VALENTINE, WARREN OATES.

### WASHINGTON: BEHIND CLOSED DOORS

**12 EXPLOSIVE HOURS!  
HAILED AS THE MOST POWERFUL  
POLITICAL DRAMA OF OUR TIME  
STARRING:**  
JASON ROBARDS, CLIFF ROBERTSON,  
STEPHANIE POWERS, LOIS NETTLETON, BARRY  
NELSON, ANDY GRIFFITH, ROBERT VAUGHN,  
JOHN HOUSEMAN.

AVAILABLE FROM **PARAMOUNT TELEVISION DOMESTIC SYNDICATION**



# Monday Memo®

A broadcast advertising commentary from Al Pariser, director of marketing and research, RKO Radio Network, New York

## The sometimes advantages of the different radio research firms

Local radio rating services are an enigma. Broadcasters compare services principally on size of audience. Their basis of judgment is simple: "The service with the larger audience is better." Agencies, on the other hand, take the opposite approach for the benefit of the advertiser: "The service with the larger audience is probably biased upward; the service with the lower audience is probably closer to the truth and therefore better." Each is trying to rationalize the decision on which service to buy. Both may or may not be acting in their own best interests.

There are three basic situations in which a local rating service affects a radio station: comparisons of the station to other stations within a market, comparison of radio versus other media within the same market and comparisons of radio in this market versus other markets on a multimarket spot or national network basis. In each situation the decision criteria of which rating service to use vary according to the goal of the user.

Let us suppose that there are two services available: Service A, which is biased downward and produces lower audiences, and Service B, which is biased upward and produces higher audiences.

In the first situation—comparing any number of stations or formats within the same market—whether the rating service is biased upward or downward is of no real significance provided the bias is consistent and not skewed. The conclusive test here is share of audience. If the shares are consistent, then the biases are meaningless because the relative positions of the stations are unchanged regardless of which service is used. Therefore, the market should select the service with large audiences and higher numbers (Service B), if the decision rests on the use of one medium. However, if the advertiser allocated dollars to each medium based on gross delivery, then the use of Service A, with lower audiences, would be advantageous. More dollars would have to be allocated to radio to reach the gross delivery goal.

When the second situation arises—comparing local radio to other local media on a one-to-one competitive basis—it appears to be beneficial to the radio station to have the highest possible audience estimate (use Service B), which permits the use of lower cost-per-thousand estimates. However, if the budget for the market is allocated (as in the first situation) by the agency or advertiser across two or more media, then lower rating levels are desirable (use



Al Pariser has more than 20 years of experience in the field of research marketing and statistical analysis. Before joining the RKO Radio Network he was vice president of research and planning for Arbitron and later director of research for ABC Radio.

Service A) because the advertiser must spend more money to achieve designated gross impression goals in the lower-rated medium.

Finally, there is the third situation—comparing the local market to other markets nationally using local data. This is the most difficult of all situations. Broadcasters generally look for larger audiences so they can either charge more for an announcement or compete with a lower cost-per-thousand (use Service B). Where advertisers allocate dollars to markets, Service B is advantageous. However, where the advertiser allocates gross impressions by market, then Service A and lower audiences are advantageous.

Arbitron at present uses a seven-day diary to determine listenership. RAM Research uses a one-day diary. Researchers agree that the two diaries produce different results. Tests and comparisons between diaries of varying survey length corroborate the fact that results are not only different but directionally inverted: The shorter the measurement period, the higher the listening levels—one-day is higher than two-day, two-day is higher than seven-day, seven-day is higher than 14-day, etc.

Burke uses a one-day telephone recall technique. Comparing Burke to RAM—where the one-day measurement is a constant but the telephone versus diary difference exists—shows differences once

again. Also, comparing Arbitron to Burke creates differences on both counts—varying survey length and different measuring instruments. We should expect Burke and RAM to show higher PUR (people using radio) levels than Arbitron and probably Burke to be higher than RAM in most cases.

Differences that allow a choice of services are desirable when agencies designate dollars, based on gross rating points, to a market. Generally, agencies will buy a specific number of gross impressions. Agencies usually allocate dollars to a market to satisfy the radio portion of the total campaign. If the ratings are biased upward it takes fewer announcements to achieve the gross impression goal. However, if the ratings are biased downward it takes more announcements to meet the needed gross impressions goal. If the market is consistent it will take more dollars to achieve the goals if it is biased downward and produces "lower audience" but constant shares. More radio dollars in the marketplace give more radio broadcasters an opportunity to "get a piece of the budget."

All things considered, it is extremely difficult for a station to compare and decide which of several local radio rating services is "better." Depending on existing circumstances, any one service can be more beneficial than all of the others. The local radio rating service enigma remains. The solution is to have more than one rating service and select the most applicable service given a set of conditions. All rating services have positives and negatives that should be evaluated in a technical manner by research personnel. Objections will be raised by technicians and corrected by the rating services. None of these objections or corrections will be significant in a sales sense when comparing local radio rating services. Only the sales conditions will have a significant effect.

A generalized conclusion is that within a local market when a broadcaster compares radio to radio, the larger or smaller ratings are of little consequence. The relative position of the station is the only significant measurement. If two services compare favorably in terms of rank and share of audience, the decision to use one or the other depends on the sales situation at that time. If they do not compare favorably, then a statistical evaluation recommending changes in procedure should be performed.

Whether comparisons are favorable or not, they are necessary for the benefit of the industry. Two or more services are needed to make comparisons. The continuing support and maintenance of two or more services by the industry should be regarded as an investment by broadcasters, not an expense.

# AT LAST. A SYSTEM WITH AN IBM COMPUTER DESIGNED BY BROADCASTERS FOR BROADCASTERS.

For years, Jefferson Data has offered what we consider to be the finest distributive broadcast system in America.

And while we've felt that a distributive system is best for many stations, we've always felt that an In-Station system would be best for others.

We haven't offered an In-Station system before simply because until recently technology did not provide the kind of computer we felt would best suit your needs.

Now IBM does. The IBM System/34.

It's easy to use. Powerful enough to handle all of a station's present and future needs. And provides mainframe capacity in a mini-computer.

IBM makes the equipment readily available at a reasonable cost. Then backs it up with fast, top-quality service anywhere in the country.

Because we at Jefferson Data are broadcasters, nobody in the computer industry understands your problems as well as we do.

And now that we offer both a distributive and an In-Station system, nobody can solve them as well as we can.

For more information, call  
(704) 374-3631.

**Jefferson Data Systems**

A DIVISION OF  
**Jefferson  
Pilot  
Broadcasting**

EXPERIENCE YOU CAN DEPEND ON FROM BROADCASTERS YOU TRUST.





# The tragedy that had a happy ending.

Last year, the Globe Theatre—an old San Diego landmark—was completely destroyed by fire. It burned to the ground.

But in sifting through the ruins, look who turned up to become the symbol of the drive to build a new Globe Theatre: None other than William Shakespeare himself.

And thanks to San Diego's commitment to live-theater and KCST-TV's commitment to the community, the drive is well underway.

Because the Storer station in San Diego, KCST-TV, held a four hour Telethon and raised over \$350,000 toward rebuilding the old theater.

The show was hosted by Marion Ross—Star of ABC's "Happy Days"—who first performed at the Old Globe in 1949 and actor Victor Buono who first appeared at the Globe in 1956.

Ms. Ross and Mr. Buono headed a cast of 15 other well-known Globe alumni and, in all, over 25 celebrities participated.

The "Old Globe Telethon" is just another way Storer Stations get involved with their communities.

But the way we see it, the more effective we are in our communities, the more effective we can be for our advertisers and the more effective we can be for ourselves.

# STORER

STORER BROADCASTING COMPANY

# The Professional

## Steve Crowley Our Man In...

Ever wonder who really works for the CIA?

Steve Crowley did. He also worked for NSF, PHS, WAVA, WTTG, WEEL and APR, in DC. Now SC works for AP in IA and NE, as the BE.

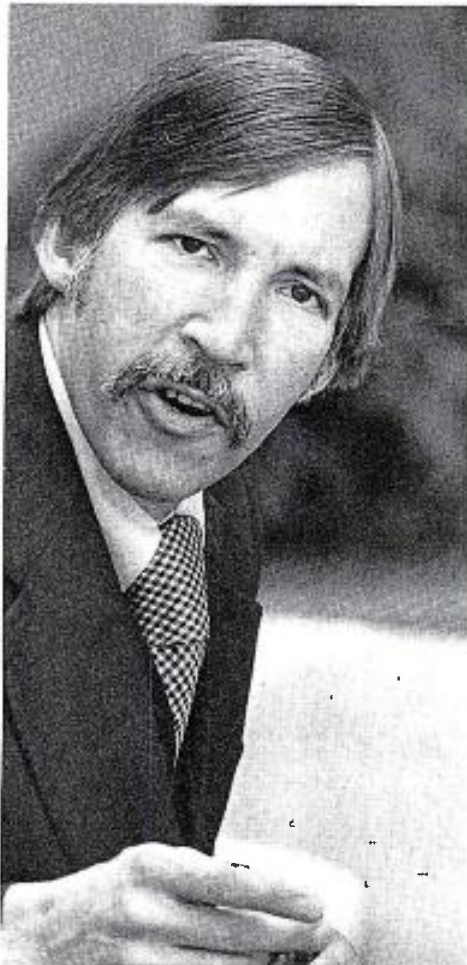
He's the AP Broadcast Executive in Nebraska and Iowa. He's been on all sides of the camera and microphone and knows the business... from A to Z.

We like that. We're like Steve Crowley.

Professional.

# AP

Associated Press  
Broadcast Services  
(212) 262-4011



## Datebook

■ indicates new or revised listing

### This week

**Dec. 16**—*International Radio and Television Society* Christmas benefit luncheon. Waldorf-Astoria hotel, New York. Entertainment by Tony Orlando.

**Dec. 19**—Deadline for comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

### January 1980

**Jan. 4-5**—*Radio-Television News Directors Association* board meeting. Diplomat hotel, Hollywood, Fla.

**Jan. 5-6**—*International Winter Consumer Electronics Show*. Las Vegas Convention Center.

**Jan. 7-9**—Pacific Telecommunications Conference. Ilikai hotel, Honolulu. Information: Richard J. Barber, Social Science Research Institute, University of Hawaii, Manoa, 2424 Maile Way No. 704, Honolulu 96822; (808) 948-7879.

**Jan. 9**—*New England Cable Television Association* winter meeting. Biltmore Plaza hotel, Providence, R.I.

**Jan. 9-10**—*Virginia Association of Broadcasters* meeting. Richmond Hyatt House.

**Jan. 9-11**—*Arbitron Television advisory council* meeting. Key Biscayne hotel, Key Biscayne, Fla.

**Jan. 10-13**—*National Radio Broadcasters Association* board of directors meeting. The Registry, Scottsdale, Ariz.

**Jan. 11-12**—National radio-television conference of *Investigative Reporters and Editors*. Hyatt, Louisville, Ky. Contact: James Polk, NBC News, Washington 20016, or Richard Krantz, WHAS-TV Louisville 40202.

**Jan. 13-15**—*California Association of Broadcasters* winter convention. Palm Springs Spa hotel. Speakers: William Leonard, CBS News; Elton Rule, ABC Inc.; Richard Shiben, FCC.

**Jan. 13-16**—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston.

**Jan. 14**—Deadline for entries in 40th annual George Foster Peabody radio and television awards sponsored by *Henry W. Grady School of Journalism and Mass Communication, University of Georgia*, Athens, Ga. 30602.

**Jan. 14**—FCC deadline for comments on six preliminary reports released by network inquiry special staff. Replies due Jan. 29 (Docket 21049). FCC, Washington.

**Jan. 14-15**—*Society of Cable Television Engineers* regional meeting and technical workshop. Tallahassee, Fla.

**Jan. 15-17**—*Georgia Association of Broadcasters* 35th annual Radio/TV Institute. Georgia Center for Continuing Education, Athens. Speakers include Charles Kurall, CBS News; Senators Barry Goldwater (R-Ariz.) and Herman Talmadge (D-Ga.), and Zell Miller, Georgia lieutenant governor.

**Jan. 16-17**—First Amendment Congress, sponsored by 12 organizations including *National Association of Broadcasters, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi*. Hall of Congress, Philadelphia.

**Jan. 16-18**—Meeting of *South Carolina Broadcasters Association*. Carolina Inn, Columbia.

**Jan. 17**—*International Radio and Television Society* newsmaker luncheon featuring NBC President Fred Silverman. Waldorf-Astoria hotel, New York.

**Jan. 17-18**—*Florida Cable Television Association* annual winter management conference. Quality Inn-Cypress Gardens, Winter Haven. Information: Tom Gilchrist, (305) 842-5261.

**Jan. 17-19**—*Alabama Broadcasters Association* winter conference. Plaza Hotel South, Birmingham.

**Jan. 18-19**—Annual convention of *Utah Broadcasters Association*. Little America, Salt Lake City.

**Jan. 16-20**—National Television Workshop for local daytime programmers and producers sponsored by *Meredith Broadcasting and Roger B. Fransecky & Associates*. Halloran House, New York. Information: Valerie Fischel, Roger B. Fransecky & Associates, Suite 700, 515 Madison Avenue, New York 10022.

**Jan. 20-23**—*National Religious Broadcasters* annual convention. Washington Hilton, Washington.

**Jan. 20-25**—Joint board meeting of *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

**Jan. 24-26**—Winter convention, *Colorado Broadcasters Association*. Sheraton Denver Tech Center.

**Jan. 25**—Comments due on FCC inquiry and proposed rulemaking on radio deregulation. Replies due April 25 (Docket 79-219). FCC, Washington.

**Jan. 25-26**—*Broadcasters Promotion Association* board meeting. St. Francis hotel, San Francisco.

**Jan. 29**—*Association of National Advertisers*, new product marketing workshop. Hotel Fairmont, San Francisco.

**Jan. 30-31**—*New Jersey Broadcasters Association* midwinter managers meeting. Woodrow Wilson School of Princeton University.

**Jan. 31**—Deadline for entries in 12th annual *Robert F. Kennedy Journalism Awards* for coverage of the disadvantaged by radio, television, print and photo-journalism. First prize of \$1,000 in each category. Grand prize of \$2,000. Students in same categories compete for three-month journalism internships in Washington. Information: Coates Redmon, executive director, 1035 30th Street, N.W. Washington 20007; (202) 337-3414.

### February 1980

**Feb. 1-2**—*Society of Motion Picture and Television Engineers* 14th annual television conference. Sheraton Centre hotel, Toronto.

**Feb. 1-3**—*Florida Association of Broadcasters* meeting. Sheraton River House-Airport, Miami.

**Feb. 3-5**—*Louisiana Association of Broadcasters* convention. Baton Rouge Hilton.

**Feb. 4-5**—*Ohio Association of Broadcasters/Ohio Sportscasters* state meeting. Galbreath Darby Dan Farm, Columbus.

**Feb. 5**—Mike Award dinner of *Broadcast Pioneers*. Hotel Pierre, New York.

**Feb. 5-6**—*Society of Cable Television Engineers* fifth annual conference on CATV reliability. Adams hotel, Phoenix.

**Feb. 5-6**—*Wisconsin Broadcasters Association* annual winter meeting and legislative reception and dinner. Concourse hotel, Madison.

**Feb. 6-11**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 7**—*American Advertising Federation/Federal Bar Association* Advertising Law Conference. Hyatt Regency hotel, Washington.

**Feb. 7-8**—*National Association of Broadcasters* television conference. Century Plaza hotel, Los Angeles.

**Feb. 13**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**Feb. 14-16**—*New Mexico Broadcasters Association* annual convention. Airport Marina hotel, Albuquerque.



# Sanford & Son

**THE HIGHEST RATED  
OFF-NETWORK SERIES  
ON TV!**

**NATIONAL RANKINGS:**

<b>1<sup>st</sup> in TOTAL HOUSEHOLDS</b>	<b>1<sup>st</sup> in MEN 18-49</b>
<b>1<sup>st</sup> in TOTAL WOMEN</b>	<b>2<sup>nd</sup> in TEENS</b>
<b>1<sup>st</sup> in WOMEN 18-49</b>	<b>6<sup>th</sup> in KIDS</b>
<b>1<sup>st</sup> in TOTAL MEN</b>	<b>1<sup>st</sup> in VIEWERS PER SET</b>

**SOLD IN 100 MARKETS!**

A **TANDEM** Production • Distributed by P•I•T•S Films  
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-8600

WE ARE PLEASED TO ANNOUNCE  
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THE WOODRUFF ORGANIZATION

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EXECUTIVE VICE PRESIDENT

RICK FORRESTER  
VICE-PRESIDENT/PROGRAMMING

JOHN MAINELLI  
VICE-PRESIDENT/TELEVISION

BROADCAST ADVISORY SPECIALISTS

**Feb. 16-21**—National Association of Television Program Executives conference. Hilton hotel, San Francisco.

**Feb. 17-20**—Association of National Advertisers, business and industrial conference, Marco Beach hotel, Marco Island, Fla.

**Feb. 19**—Deadline for reply comments in FCC notice of inquiry into TV waveform standards for horizontal/vertical blanking intervals (Docket 79-368).

**Feb. 20-23**—Texas Cable Television Association annual convention. San Antonio Convention Center, San Antonio.

**Feb. 24-26**—North Central Cable Television Association annual convention. Hilton Inn, Des Moines, Iowa.

**Feb. 28**—Southern Baptist Radio and Television Commission's 11th annual Abe Lincoln Awards banquet. Wilson C. Wearn, Multimedia Inc., will be keynote speaker. Green Oaks Inn, Fort Worth.

March 1980

**March 2-4**—Ohio Cable Television Association annual convention. Sheraton-Columbus hotel, Columbus.

**March 4**—Association of National Advertisers television workshop, Plaza hotel, New York.

**March 4**—Ohio Association of Broadcasters "Salute to Congress" dinner and White House briefing. Hyatt Regency, Washington.

**March 5**—International Radio and Television Society anniversary banquet. Waldorf-Astoria, New York.

**March 5**—Association of National Advertisers television workshop, Plaza hotel, New York.

**March 10**—Washington Association of Broadcasters annual meeting. Red Lion Inn, Seattle.

**March 10-29**—Region 2 conference of International Telecommunications Union for medium frequency broadcasting. Buenos Aires.

**March 12**—Hollywood Academy of Television Arts and Sciences luncheon. Speaker: Frederick Pierce, president, ABC Television. Century Plaza hotel, Los Angeles.

**March 14-15**—11th annual Country Radio Seminar on "Answers to the Questions of the 80's." Hyatt Regency, Nashville.

**March 16**—Public Radio in Mid-America business meeting. Crown Center hotel, Kansas City, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

**March 16-20**—National Public Radio annual conference. Crown Center hotel, Kansas City, Mo.

**March 21-23**—Intercollegiate Broadcasting System annual convention. Sheraton Centre, New York. Information: Jeff Tellis, (914) 565-6710.

**March 23-26**—Advertising financial management

# SEND MY FREE SAMPLE

Get my free brochure and sample tape of Trendsetter to me today. I need to hear Trendsetter because it's the Production Music Service that has the same sound as the chart music I play every day. I know Trendsetter will keep my commercial music contemporary because *new Trendsetter tracks are cut every month*. I want to hear examples of specialty and seasonal tracks. Trailer Hitches. Wild Work Parts. Set Effects. And much more.

Send my Trendsetter brochure and free tape NOW. That's an order.

On second thought, I'll just call David Tyler or Keith Lee collect at 901-320-4340.

Name \_\_\_\_\_

Station \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112.

## Errata

Radio industry's 1978 over-all revenue figure in story accompanying chart (page 37, Dec. 10), should be **\$2,635,303,000**.

Price of sale of **KAAP-AM-FM Santa Paula, Calif.**, is not \$500,000 as reported in "Changing Hands" in Dec. 3 issue (page 60). Correct price is \$1 million.

Quote from **RCA** comments on Comsat's proposed satellite-to-home service (page 88, Dec. 10), **should have read:** "If it chooses the latter, it should not be allowed to retain its Intelsat and Inmarsat monopoly."



## THE RKO RADIO NETWORK WE'RE CATCHING ON!

Because it's going to take more than music to make it in the 80's.

The RKO Radio Network gives you...

- demographic news and information for young adults
- flexible scheduling and integratable programming
- 24 hours of news and public affairs features, a total information source
- six exclusive, stereo-produced music specials available for local sale
- top quality audio with a full commitment to satellite & stereo program transmissions
- use of Interkom, our computerized communication link to you and a local program data bank
- competitive compensation and minimal inventory clearances
- station management services in programming, sales, research, promotion and engineering

The RKO Radio Network  
We're Catching On!



**WCIV-TV, CHARLESTON, SOUTH CAROLINA  
IS PLEASED TO  
ANNOUNCE  
THE APPOINTMENT OF  
KATZ TELEVISION CONTINENTAL  
AS OUR SALES AND MARKETING  
REPRESENTATIVES.  
WCIV-TV. KATZ. THE BEST.**



workshop, *Association of National Advertisers*, Sea Pines Plantation, Hilton Head Island, S.C.

**March 23-29**—International public television screening conference, under auspices of *Rockefeller Foundation and various North American and European broadcasters*. Dupont Plaza hotel, Washington. Information: David Stewart, Corporation for Public Broadcasting, (202) 293-6160.

**March 24-25**—*Society of Cable Television Engineers* mid-Atlantic technical meeting and workshop. Hyatt House, Richmond, Va.

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

**March 26**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**March 26**—*Ohio Association of Broadcasters* "Preparing-for-Political Season" workshop. Fawcett Center, Columbus.

**March 28-28**—Viewdata 80, international exhibition and conference on video-based systems and microcomputer industries, sponsored by *British Post Office*. Wembley Conference Center, London. North American coordinator: TMAC, 680 Beach St., Suite 428, San Francisco.

**March 31-April 1**—*West Virginia Broadcasters Association* spring meeting. Charleston House, Charleston.

■ **March 31-April 1**—*Alaska Association of Broadcasters* annual meeting. Anchorage Westward Hilton.

## April 1980

**April 8-12**—*Satellite 80*, international satellite conference and exposition. Palais des Expositions, Nice, France.

■ **April 9-12**—*Alpha Epsilon Rho, National Honorary Broadcasting Society* national convention. Imperial

Palace hotel, Las Vegas.

**April 10**—Research workshop of *Association of National Advertisers*, Plaza hotel, New York.

**April 10-11**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Marriott hotel, New Orleans.

**April 13-16**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center.

**April 15**—Pioneer breakfast sponsored by *Broadcast Pioneers* during National Association of Broadcasters convention. Las Vegas Convention Center.

**April 18-24**—*MIP TV* international program market. Cannes, France. U.S. office: John Nathan, 30 Rockefeller Plaza, New York 10020; (212) 489-1360.

■ **April 20-24**—*American Institute of Aeronautics and Astronautics* eighth Communications Satellite Systems conference. Orlando Hyatt House, Orlando, Fla.

**April 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Speaker to be announced.

**April 23-25**—*Indiana Broadcasters Association* spring conference. Marriott Inn, Clarksville.

**April 25-30**—*Pennsylvania Association of Broadcasters* spring convention. Cancun Caribe hotel, Cancun, Mexico.

**April 28-29**—*Society of Cable Television Engineers* meeting and workshop. Sheraton Inn, Memphis.

**April 30**—Peabody Awards luncheon sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

## May 1980

**May 2-3**—Annual convention, *National Translator Association*. Hotel Utah, Salt Lake City.

■ **May 2-4**—*Illinois News Broadcasters Association* spring convention. Holiday Inn-Illinois Beach Resort, Waukegan.

## Major Meetings

**Jan. 13-18, 1980**—*Association of Independent Television Stations (INTV)* convention. Galleria Plaza, Houston. Future convention: Jan. 18-21, 1981, Century Plaza, Los Angeles.

**Jan. 20-23, 1980**—*National Religious Broadcasters* convention. Washington Hilton, Washington.

**Feb. 18-21, 1980**—*National Association of Television Program Executives* conference. San Francisco Hilton. Future conferences: March 13-18, 1981, New York Hilton; March 12-17, 1982, Las Vegas Hilton.

**March 16-20, 1980**—*National Public Radio* annual conference. Crown Center hotel, Kansas City, Mo. Future conferences: Phoenix, May 3-7, 1981; Washington, April 18-22, 1982.

**April 13-16, 1980**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center. 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 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

**April 18-24, 1980**—*MIP TV* international program market. Cannes, France.

**May 18-21, 1980**—*National Cable Television Association* annual convention. Convention Center, Dallas. Future conventions: Los Angeles, May 29-June 1, 1981; Las Vegas, May 25-28, 1982; New Orleans, May 1-4, 1983; San Francisco, May 22-25, 1984; Atlanta, April 28-May 1, 1985.

**June 3-7, 1980**—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

**June 5-7, 1980**—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

**June 7-11, 1980**—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

**June 11-15, 1980**—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

**Aug. 24-27, 1980**—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

**Sept. 14-17, 1980**—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

**Sept. 20-23, 1980**—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

**Oct. 6-9, 1980**—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles. Future convention: Sept. 20-23, 1981, Marriott hotel, Chicago.

**Oct. 26-30, 1980**—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

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

**Dec. 3-5, 1980**—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla.

## We interrupt this programming—

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■ **May 7-9**—*Kentucky Broadcasters Association* spring convention. Executive Inn West, Louisville.

■ **May 12-30**—*International Telecommunications Union* 35th session of the Administrative Council. Geneva.

■ **May 12-14**—International invitational conference on "World Communications: Decisions for the Eighties," sponsored by *Annenberg School of Communications*, University of Pennsylvania, Philadelphia. Information: World Communications Conference, Annenberg School, U. of Pa., Philadelphia 19104.

■ **May 14-17**—*American Association of Advertising Agencies* annual meeting. The Greenbriar, White Sulphur Springs, W.Va.

■ **May 18-21**—*National Cable Television Association* annual convention. Convention Center, Dallas.

■ **May 19-20**—*Society of Cable Television Engineers* Northwest technical meeting and workshop. Rodeway Inn, Boise, Idaho.

■ **May 20-23**—*Public Radio in Mid-America* spring meeting. Howard Johnson Downtown, Madison, Wis. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

■ **May 21-22**—*Ohio Association of Broadcasters* spring convention. Kings Island Inn, Cincinnati.

■ **May 29**—*International Radio and Television Society* annual meeting. Waldorf-Astoria hotel, New York.

## June 1980

■ **June 1-3**—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

■ **June 3-7**—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

■ **June 4-5**—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

■ **June 5-7**—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

■ **June 5-8**—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

■ **June 7-11**—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

■ **June 11-15**—*Broadcasters Promotion Association* 24th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal.

■ **June 12-14**—Annual convention of *Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

■ **June 12-14**—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

■ **June 18-20**—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

■ **June 19-20**—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington.

■ **June 19-21**—*Montana Association of Broadcasters* annual meeting. Heritage Inn, Great Falls.

■ **June 20-21**—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

■ **June 25-27**—*National Association of Broadcasters* children's programming conference. Key Bridge Marriott, Arlington, Va.

# Open Mike®

## Iranian coverage

EDITOR: It is unfortunate that the three major television networks have been tripping over each other in an effort to obtain exclusive interviews with Ayatollah Khomeini, Foreign Minister Sadegh Ghotbzadeh, and assorted Iranian "students." Each network is anxious to appear "even-handed" to the Iranians, for failure to do so may result in the closing of their news bureaus in Teheran—and a possible drop in the ratings. Thus, a hostile foreign government is being given an unprecedented amount of air time in order to insure that one network won't be giving a competitive advantage to the others.

The Iranians are enemies of this country and should be treated as such. The networks should consider giving air time to the Iranian government only after all Americans have safely returned home.

I am not saying that the media should air only the views of the Carter administration, but it was my impression that the networks already had policy manuals designed to prevent their operations from being "used" by terrorists during hostage situations. Apparently these guidelines are waived during sweeps.—*Edward S. Solomon, TV engineer, Reese, Mich.*

**Editor's note.** The network news organizations uniformly deny that concern for ratings has influenced their news decisions. They say their guidelines call for care and restraint in all such coverage but do not preclude interviews.

## Listen here: radio news

EDITOR: I must strongly disagree with statements made by Bob Parlante of WHDH(AM) and Chuck Moshontz of WCOZ(AM), both Boston, in the article "Earth Stations Mean AP Can Regionalize" (BROADCASTING, Dec. 3). As representatives of two dominant Boston stations, it was surprising to read that they feel their audience doesn't care about news.

In Tampa, Fla., news on the radio is very much a foreground situation. We find that, especially in drive times, our news is very much up front with our listeners. And this is evidenced by the great response we receive to many of our stories. To refute Moshontz, people do listen to radio if they really want to know what's going on. And according to many studies, people get the news during the daytime primarily from radio. Parlante feels that radio is "just in the background," a statement that, quite frankly, depends upon the radio station. Naturally, if your news staff delivers boring, uninteresting newscasts, your audience will be in the background—if they stay with you at all. But, this is hardly the case with most dominant radio stations—including WHDH and WCOZ, two exceptional radio stations. Radio is a primary news medium, and our audience knows it. That's why they listen.—*Steve Burgess, WDAE(AM), Tampa, Fla.*

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# Broadcasting Dec 17

Vol. 97 No. 25

TOP OF THE WEEK

## Media in the middle

**NBC under fire for broadcasting hostage interview/captor speech; other networks, White House and Congress join in the criticism**

An NBC News journalistic compromise that secured an interview with an American hostage in Teheran caused enough controversy last week to at times overshadow the news that came out of the broadcast itself. Following Monday's (Dec. 10) interview with Marine Corporal William Gallegos, there was criticism not only from government officials but also from the news departments at ABC and CBS, while one of NBC News's own—Pentagon correspondent Ford Rowan—resigned in protest.

The deal NBC had cracked with the Iranians involved the assurance of prime-time exposure for the interview, the use of an Iranian camera crew and, most controversial of all, the inclusion of a short but unedited speech by one of the captors.

It was an either/or proposition. NBC had the option not to run anything. But in order to broadcast the interview with the hostage, who was picked by the Iranians, NBC guaranteed it would follow the arranged guidelines.

NBC broadcast the statement by an Iranian called "Mary" and the Gallegos interview at 9:47 p.m. Monday. Both ABC and CBS thereafter formally issued statements that in effect let the public know they could have had the interview too, but chose not to. They also reported their decision on-air. CBS News said its responsibility was "not to become a simple conduit for the unedited views of the students occupying the American embassy. The preconditions required by the students would not have permitted us to exercise that judgment to an appropriate degree." ABC News's reaction was similar: "The conditions laid out by the students would have given them an unedited, prime-time forum for their views—conditions that we found unacceptable."

The reaction out of Washington was more political than journalistic but equally swift. The White House denounced the Iranians' motives for arranging the interview, but avoided any comment on NBC's decision to broadcast it, while congressional members were not as reticent.

White House spokesman Jody Powell



**Dramatis personae.** Gallegos, "Mary" and NBC's Lewis and Francis.

called the interview "a cruel and cynical attempt to divert public attention from international demands that neutral, third-party observers be permitted to visit regularly with the hostages"—a statement that echoed one from the State Department. Powell also said he did not think anything was learned from the interview.

But when reporters asked if he were criticizing NBC, Powell said, "I don't have any official comment on those decisions." The White House, he added, had decided it was not in "the best interests of what we are trying to do" to become involved "in that discussion."

House Speaker Thomas P. (Tip) O'Neill, however, came out of a breakfast meeting with President Carter and other Democratic leaders on Tuesday to express

his bitter disappointment at NBC's action in taking "a poor young boy who probably means well and allow him to be trotted out before the Iranians and the American press." He said it was "inconceivable" that NBC fell "into the trap of Iranian propaganda," and added, "Mr. Carter's reaction was exactly the same as mine."

There was more of that from Capitol Hill.

House Majority Whip John Brademas (D-Ind.), saying he reflected the attitude of most of the leaders of Congress, said that "no respectable network" would have agreed to broadcast the session. "To, in effect, give a forum for propaganda on the part of Iranian authorities was not in the interest of the hostages," he said.

Representative Robert Bauman (R-Md.), in a speech on the House floor, took an equally dim view of the interview. "Perhaps NBC should be nominated for the 'Benedict Arnold Award for Broadcast Journalism' for allowing themselves to be used for propaganda purposes by the Ayatollah Khomeini," Bauman said.

Others did not refer specifically to NBC by name, but questioned the validity of televising such interviews. Representative John LaFalce (D-N.Y.), for example, in a statement inserted in the *Congressional Record*, said the interview demonstrated that Khomeini had abandoned "the normal channels of diplomacy for a new technique of diplomacy by television." LaFalce called the episode "an updated version of Joseph Goebbels's manipulation of radio during Nazi Germany."

The criticisms, however, struck closest to home with the resignation of Rowan. He quit, he said, not only because "NBC News gave up too much" and "agreed to give them a prime-time propaganda advantage," but also because the initial broadcast didn't include a State Department reaction.

Rowan had prepared such a piece and said he had lobbied "strenuously" to have it included in the broadcast. He said that he "felt it was a bad mistake" not to have comments from State Department spokesman Tom Reston and that a comment quoting White House spokesman Jody Powell didn't do enough to achieve balance. Rowan's piece eventually showed up on an NBC late-night special that evening—which Rowan praised—but he noted that it didn't have the impact and exposure at midnight as it could have had during the earlier broadcast.

Initially, he said, he had tried to keep his open-ended resignation just between himself and NBC News President William Small and Washington bureau chief Sid

Davis so as not to add his "voice to the chorus of politicians" critical of NBC.

But when rumors started, he tacked a notice on the NBC News Washington bulletin board saying he resigned but did not plan to leave immediately or "to desert during an international crisis." Rowan asked that it not be discussed outside NBC News since "NBC has received enough bad publicity." He didn't give his reasons for quitting in the posted statement but later confirmed them once his story was flushed out by the press.

NBC News President William Small wasn't surprised by the reaction out of Washington but was by the reaction of his counterparts. He maintained that "we don't lose editorial control as long as we have the right not to carry it at all." Small said he had no second thoughts about the decision to go with the broadcast and considered it "a terribly important service."

All three networks had been offered the Gallegos interview if they met certain conditions, according to NBC. That network said the first proposal by the students would have involved a pool correspondent, simultaneous airplay, a student statement and questions in advance. For that, the networks would have received an interview of indefinite length.

ABC, CBS and NBC rejected that offer, as they did the second proposal, which would have involved a correspondent from each network and a Red Cross representative, five questions apiece and simultaneous network broadcast. (The networks dealt individually with the students, and,

on certain points, they differ on what the Iranians proposed.)

But, Small said, when he received a call from one of his staffers in Iran at 6 a.m. Sunday, explaining the second proposal, Small told him to "go back and make this offer: We'll carry a prime-time half hour if our guys are not restricted in either the substance or the number of questions—not submitted in advance—and that we have full editorial control."

The students counteroffered, said Small, that "they would buy that if we would permit them to make a statement a few minutes long, which we promised to carry." Small said the students were warned "that if either their statement or the interview, for any reason, [was] found unacceptable, we would just kill the entire project. They agreed. We agreed. We went ahead."

The interview by correspondents Fred Francis and George Lewis (with Walter Millis as producer) was conducted at 7 a.m. NYT Monday, giving NBC enough time to judge whether the content was worth the conditions, Small said.

He also said that the interview "advanced the story considerably" and that the statement by the Iranian woman was "very propagandistic and very intense" and gave an indication of "what they're telling the hostages."

It was scheduled for broadcast at 9 p.m. Monday evening but when NBC anchor John Chancellor broke into prime-time entertainment programming, the feed was not available. At that point, he said he

didn't know whether the problem was technical or political. (Iranians controlled transmission of the feed.) It was technical and, after Chancellor spelled out the ground rules, the interview and statement were broadcast at 9:47 p.m.

By Tuesday, both ABC and CBS had run film excerpts of Gallegos and "Mary" that were supplied by Iranian television. Without withdrawing their criticism of NBC, both ABC and CBS said they had no problem using the segments. CBS News President William Leonard contended that by the time the clip was used, "the interview was news" and that his network had full control whether or not to use it or edit it. ABC News Vice President David Burke likened the Iranian film to "when our government hands out a press release" that is used at a journalist's discretion.

Small, however, didn't see much difference between the airing of the NBC interview and the Iranian clips in terms of ultimate journalistic control. "Look, we had the control not to run it if we didn't want to; we had that same option obviously," he said.

For ABC and NBC, there was considerable difference. Burke talked about the "loss of editorial prerogative" regarding the timing of the broadcast, the inclusion of a statement and the use of an Iranian crew for the interview. He said this was a case of "something we couldn't do." CBS's Leonard called the timing promise and the political statement an "absolute anathema."

In the case of the networks' interviews

## InBrief

As expected, FCC has taken advice of staff and recommended that United States take position in favor of **reducing spacing in AM band from 10 khz to 9 khz** at Region 2 Administrative Radio Conference in Buenos Aires next March. Action was taken without benefit of \$230,000 study currently being conducted by engineering consulting firm of Silliman, Moffet & Kowalski—circumstance that drew fire from National Radio Broadcasters Association President Sis Kaplan, who called FCC's decision either premature or shameful waste of consulting fee. Study was commissioned by FCC's 9 khz task force last September to determine primarily how much move to 9 khz would cost broadcasters. Robert Ritch of Silliman, Moffet said that final report of its work won't be ready until end of May.

**Broadcasters lost major round at Copyright Royalty Tribunal** late last Friday in proceeding to determine how to divide \$12 million paid by cable companies in royalty fees (BROADCASTING, Dec. 3). CRT's decision ran counter to position of National Association of Broadcasters. CRT held: Copyright Act doesn't provide for payment of cable royalties to broadcaster claimants for secondary transmission of broadcast day as compilation; act doesn't provide for payment of cable royalty fees to broadcaster claimants who have acquired exclusive market rights to syndicated programming when it is included in distant broadcasts retransmitted into broadcaster's market; act does provide for distribution of cable royalty fees to performing rights organizations, and cable royalty fees for secondary transmission of certain sporting events will be distributed to sports claimants, except when contractual arrangements specifically provide that royalties will be distributed to broadcaster claimants. Tribunal directed interested parties to file memorandum by Jan. 31 on scope of hearings, to be held Feb. 14.

Home television viewing **looks likely to make singular sweep of**

**records this year**, with every month's viewing level exceeding all previous figures for that month. This prospect is seen by Television Bureau of Advertising researchers in internal memo noting that first 11 months all set records and suggesting that viewing in December—whose current record of six hours, 52 minutes per average home per day was set in 1976—could go past seven-hour mark for first time. November viewing averaged six hours, 56 minutes per home per day, toppling record that had stood for seven years (six hours, 50 minutes). Figures, compiled by Nielsen, put average viewing time per home at six hours, 26 minutes through first 11 months, nine minutes ahead of 1978 full-year average of six hours, 17 minutes and eight minutes ahead of all-time high set in 1976.

A.C. Nielsen figures show **43.4 million people were watching television per average minute from 11:30 p.m.-midnight** Monday-Friday for two weeks Nov. 12-23. That's just about 10% higher than comparable period last year. Reason for change, cited by ABC News (which says its ratings are significantly higher) and others: **late-night coverage of Iran.**

Carter-Mondale Presidential Committee has bought **half hour of time from ABC** to air feature on President Carter's days in office. Piece will air Sunday, Jan. 6, at 7:00 p.m. EST opposite CBS's top-rated *60 Minutes*. In choosing ABC, Carter committee turned down NBC's offer, which came early last week, of Jan. 2 at 10:30 p.m. Committee had complained to FCC that networks were being unreasonable in denying time to broadcast in early December. Networks claimed it was too early in campaign to sell time. FCC ruled in committee's favor, and networks appealed in court. They filed briefs two weeks ago, and their papers on mootness of case are due today. FCC will file brief tomorrow, oral argument is scheduled for Jan. 10.

National Association of Broadcasters executive committee has begun readying budget for Jan. 20-25 board meeting. Budget for fiscal 1985 is **expected to approach \$7 million**, with largest dollar amount set for

with Ayatollah Khomeini last month (BROADCASTING, Nov. 26), all three networks were willing to forgo their usual refusals to submit questions in advance. That bending of principle, however, cannot be related to the NBC hostage interview, Leonard and Burke said. Leonard explained that giving the Ayatollah questions in advance was a "very tough call" but really "no comparison" to last week's situation because with the Khomeini broadcast, CBS was able to edit whatever it pleased. Leonard added that regarding Khomeini, he is the leader of a nation who only conducts interviews in that fashion, and it was "absolutely essential that we get to him."

Burke, too, was willing to accept the Khomeini requirement, although Burke said it was "not the best state of affairs." He explained, however, that when the loss of prerogatives "starts mounting," the "balance starts tipping the other way."

The NBC interview with Gallegos was not the first time that words from that hostage were broadcast. The week before, he had been interviewed by Britain's Thames Television, which offered the audio (cameras had not been allowed) to other broadcasters. ABC ran that audio on Thursday's *World News Tonight* and *20/20*. But Burke said he was not aware of any preconditions for the Thames interview (it didn't include a statement by the captors) and that ABC was free to do as it wished with the Thames report.

Regarding the interview conducted by his news division, NBC's Small com-

mended the work of his staff and said evidence of its importance was the coverage it received elsewhere.

Small said that *The New York Times* went through "the extraordinary effort" of transcribing it in time for its last edition Tuesday morning. (The *Times* and the *Washington Post* also sided with Small and NBC in editorials.)

The controversy was played out across newspaper pages and on the airwaves. NBC itself, for example, on Thursday had William Rusher, editor of the conservative *National Review*, debate the issue with former CBS News President Fred Friendly on the *Today* show.

Rusher expressed his concern that journalists are impeding diplomatic efforts to secure the release of the hostages. "The government of Iran has discovered that it can have prime time on American television any day it wants for any purpose and at roughly any length . . . in the fond hope that they're going to switch the people from the government," Rusher said. Friendly said that while the other networks may have been right in passing up the Gallegos interview, "in the light of what got on the air, the American people were well served by seeing it."

The Public Broadcasting Service's *MacNeil/Lehrer Report* featured CBS's Leonard, former Under Secretary of State George Ball and *Washington Post* diplomatic correspondent Don Oberdorfer discussing coverage of Iran in general and the NBC broadcast in particular.

While Ball said "I don't think very

much harm has been done" by American television's having acceded to certain coverage terms set out by the Iranians, he complained that Iranian television has "no such thing as equal time."

Ball said it might be useful to "insist that perhaps we won't have any more interrogation" on American TV until the U.S. is "permitted to speak its piece on Iranian television." He added that "it would be worth saying; I'm not sure that one would stick to it." Ball also called upon the networks to further explain "the phenomenon of brainwashing."

CBS's Leonard conceded it "may even be true" that the Iranians are using television, but he said: "It's used every day. Try to avoid that." He also added the "American people aren't dumb."

Regarding CBS's decision not to pursue an interview along the lines of NBC's, Leonard said he "was called by a White House official and thanked for . . . doing the patriotic thing." Leonard said he told the official he didn't want to be thanked for that and that he didn't know "whether I did the patriotic thing or not."

Asked what he thought would happen if all cameras disappeared and there was no TV coverage of the crisis, *The Washington Post's* Oberdorfer said he thought "it would lower the intensity a great deal on both sides." For the Iranians, he said, it would lessen the "possibility of really affecting American policy."

Eliminating such coverage "wouldn't solve" the crisis, he said, "but I think it would change it."

salaries. Committee believes salaries should keep pace with inflation, and therefore has allowed them to rise above 7% for next year. Other large increases will go to research department, engineering and legal fees. Executive committee will meet again Jan. 7 to finalize budget before presenting it to joint board; it instructed staff to cut back from even higher budget recommendations present last week.

At Western cable show last week, Ted Turner's new Cable News Network announced a 10-year, **\$25-million advertising commitment from Bristol-Myers**. Advertiser will sponsor regular series of health-science segments on all-news cable network.

U.S. District Judge Harold H. Greene has **turned down National Association of Broadcasters in its bid for dismissal of Justice Department's antitrust suit** aimed at NAB's television code time standards. But in ruling issued on Friday, Greene said he will treat motion as one for summary judgment. He gave Justice 45 days to respond to that motion. NAB said it was disappointed Greene did not rule in its favor on motion to dismiss. But, it added, judge's action "illustrates that the issues raised by NAB are serious and substantial, despite the attempts by the government to ignore if not dismiss them entirely."

Warner Amex Cable moved closer to reality last week, after FCC had denied cross-ownership waiver request week earlier (BROADCASTING, Dec. 10). **Resignations of American Express directors William W. Scranton and Henry H. Henley** were announced last Monday, action believed to obviate cross-ownership waiver, and Wednesday saw announcement that **definitive agreement** between Amexco and Warner Communications had been signed. Companies also said Warner Amex would have \$250-million line of bank credit available.

**Thomson-CSF Broadcast Inc.**, Stamford, Conn., has been formed to take over functions of Thomson-CSF Laboratories Inc. in manufacturing and marketing of professional broadcast equipment. **Thomas T.**

**Callahan**, staff vice president, videodisk operations at RCA, has been named president of Thomson-CSF Broadcast Inc. Renville H. McMann, who has been president of Thomson-CSF Laboratories, will continue in that post and will provide technical guidance

TV networks are **steaming over price Michigan Bell wants to charge to install telephones at Republican national convention**, scheduled for Detroit next summer. Telephone company wants \$400 per telephone. GOP, also upset, has joined networks in contesting installation charge before Michigan Public Service Commission. Richard Sedia, producer of special events for CBS, said that rate was "astronomical" and twice as much as charge at 1976 Republican convention in Kansas City, Mo. Asked about installation charges at Democratic convention, slated for New York, Sedia said, "We haven't been told yet, but we expect the worst."

President Arch L. Madsen of Bonneville International Corp. announced that **talks between Christal Co. and Bonneville's Torbet Radio**, "concerning the possibility of Bonneville acquiring an interest in Christal or Christal in Torbet," **had been terminated**. Madsen said Torbet rep firm "has had great growth and success" and "Bonneville's objective remains to continue Torbet Radio as one of the strongest and best national radio rep organizations in the industry." Robert J. Duffy, president and part owner (with Cox Broadcasting) of Christal rep firm, said talks started as exploration of whether Christal and Torbet might "do something together" in unwired-network field

Representative Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee, told Western cable show audience in Anaheim, Calif., late Friday that his subcommittee's 34-page revision of title two of Communications Act (see page 67) is **"strictly domestic common carrier, and we intend to keep it that way."** He added that he will "seek to bar any amendments" affecting any other communications areas.

## NAB backs off from endorsing program standards

**Board resolution on deregulation doesn't contain earlier language that would have suggested trade-off; this one's aim: renewal expectancy**

The National Association of Broadcasters has adopted a resolution that, on the face of it, is an endorsement of the FCC's proposal for radio deregulation.

But besides agreeing with the FCC as to the elimination of formal ascertainment procedures, minimum program percentage guidelines, commercial time standards and program logging requirements, the NAB resolution says the commission has an obligation, under the Communications Act, to provide "legitimate license-renewal expectancy" to radio licensees that have served the public interest.

The one-page resolution, adopted at last Wednesday's special joint board meeting, appears innocuous. But perhaps, as suggested by NAB's general counsel, Erwin Krasnow, it is significant by what it doesn't say.

It is far different from the resolution circulated after October's special board meeting. That document called for "setting a standard that combines maximum licensee discretion with a presumption of license renewal." The case for setting guidelines was made by the radio board chairman, Arnold Lerner of WLLH(AM)-WSSH(FM) Lowell, Mass.

Lerner's position was that, as long as broadcasters are subject to the present Communications Act, they would be far better off (a) with a presumption of renewal based (b) upon the promise of a certain percentage of "content-neutral nonentertainment programming." He felt that would be a major step forward, in a First Amendment as well as license stability sense, from the present renewal guidelines which specify programming in three categories: local, informational (news and public affairs), and all other nonentertainment material. (BROADCASTING's Dec. 10 "Closed Circuit" reported incorrectly that Lerner was plumping for a 6% percentage guideline; neither he nor others in the NAB considering percentages had settled upon a specific figure.)

And he had gathered a good deal of support for his standards proposal until a few weeks ago. Then the political climate in Washington shifted. The FCC issued a staff report on children's programming that said TV broadcasters have not provided enough "educational and instructional" programming for children and proposed that the FCC adopt minimum programming standards to offset this "irresponsibility." The FCC adopted the report, and directed the staff to prepare a notice of proposed rulemaking—which the FCC will discuss at a meeting this Wednesday.

Chairman Charles Ferris, speaking

before the Federal Communications Bar Association, then added another wrinkle in the standards proposal. He said that broadcasters often express First Amendment principles on an "expedient basis." Television broadcasters, he said, have supported the adoption of percentage guidelines for informational programming as protection against license renewal challenges. But, at the same time, "we are told that such guidelines for children's informational programming pose a grave threat to First Amendment interests."

Lerner said that there was much debate at Wednesday's radio board meeting (which preceded the joint board) on which way the resolution should go. He said that he asked the joint board chairman, Tom Bolger of WMTV(TV) Madison, Wis., to take over the chair during the most heated part of the debate, so Lerner could present his position. But a straw vote indicated a majority opposition against any form of standards. The board then worked out a resolution the directors believed would receive the most support from the industry—one that would not be divisive and, as Lerner said, "would not signal to Congress that we would be willing to accept standards."

Krasnow, who switched from advocating a standard to the present resolution, explained his, and a majority of the board's, position. He said: "Looking at this from the perspective of a lawyer with clients

who are fearful of comparative challenges, percentages make sense. But as a lawyer for a trade association, it's a bigger problem. We must not take a position that will split the industry. Percentages complicate it. By taking this approach, it will be easier to muster support of all radio broadcasters."

Edward Fritts of Fritts Broadcasting Inc., Indianola, Miss., vice chairman of the radio board, said that the resolution which was finally adopted unanimously by the radio board, and then by the joint board, was "the culmination and the best of many. We think this correctly identifies our position."

In other actions last week, the NAB discussed setting up a clearinghouse to get broadcasters' ideas on how best to form a unifying spirit and support the hostages in Iran. The NAB suggested that broadcasters tell their audience, through PSA's and editorials, to send letters to the Iranian embassy, and Christmas cards to the hostages.

The board also announced that NAB's minority investment fund will be fully operational in 1980, with an executive director and offices in Washington. Bolger's company, Forward Communications, has donated the professional services of Senior Vice President Robert Ferguson to coordinate fund raising efforts. Total pledges and contributions to the fund have reached \$10 million.

## FCC back-pedals on children's TV

**Commission expected to vote out rulemaking this week, but it will offer five varying options and a four-month comment period**

Despite congressional pressure and industry lobbying, the FCC is expected to vote this week on a children's television rulemaking. The document that will emerge, however, is watered down from the tough, minimum-programming guidelines the commission staff had originally endorsed as its "preferred" option for a rulemaking.

The commission on Wednesday will most likely adopt a rulemaking that includes five options that range from little or no regulation of children's TV to mandatory program standards. The rulemaking will also set a four-month comments period in which broadcasters are invited to offer their own alternatives to the commission proposals.

The five options the rulemaking will propose: accept that the marketplace has been responsive in providing proper amounts of children's educational and instructional programming, and therefore repeal the FCC's 1974 policy statement on children's TV; modify the '74 policy statement to include definitions of educational and instructional programming on the renewal form; adopt processing guidelines; adopt mandatory programming standards, encourage technological devel-

opments to enhance outlets for additional programming.

The staff had originally endorsed minimum programming standards, but Chairman Charles Ferris could not muster enough votes on the commission for that stance. Commissioners Abbott Washburn and Robert Lee have been working closely with the staff and have been largely responsible for bringing the rulemaking to its present form.

But early last week, there were so many cooks in the commission's kitchen that Ferris had no alternative but to accept a modified version of the rulemaking notice in order to put it out for comment. He had received a request from Senator Ernest Hollings (D-S.C.), chairman of the Communications Subcommittee, to initiate a second inquiry for a five-month or six-month period. Hollings said he had "reasonable assurances" from the industry that it would not use that time to retrench and marshal opposition, but to come up with constructive proposals. The National Association of Broadcasters, while denying that broadcasters have failed children in any way, admitted to giving Hollings "reasonable assurances." A letter from NAB President Vincent Wasilewski to Hollings applauded the senator's initiative and assured him of the broadcasters' "good-faith desire" to serve the needs and interest of children.

Senator Howard W. Cannon (D-Nev.),

chairman of the Commerce Committee, also wrote to Ferris, endorsing Hollings's proposal.

Ferris feels that the four-month comment period in the rulemaking notice gives the broadcasters a "window" through which to come up with alternatives. Several Washington communications lawyers noted that this also gives Ferris the advantage of putting out a rulemaking he's pushed hard for, while not going completely against Hollings's request.

## Cable congregates in California

Attendance at last week's Western cable show in Anaheim, Calif.'s Disneyland hotel approached 4,000, according to Spencer Kaitz, assistant general counsel and executive secretary of the California Community Television Association, the principal sponsor of the annual cable gathering. Figures released last week were preliminary, but it appeared that attendance had outpaced the 1978 show by some 700 persons. Paid registration was set in excess of 2,100, and 1,700-1,800 wore exhibitor's badges.

Manufacturers and program distributors displaying their wares at last week's show numbered 123, according to CCTA.

The three-day show ended Friday on a touch of disappointment. A number of national as well as state political figures failed to make scheduled appearances for reasons ranging from the U.S. Senate's debate of the windfall profits tax on oil to a dispute in the California legislature that kept that state's speaker of the assembly as well as his opponent for that position in the state capital at Sacramento. Earlier in the week, Senator Daniel K. Inouye (D-Hawaii) had also failed to appear. National political figures who did manage to attend the conference included Representatives Herbert E. Harris (D-Va.), Carlos J. Moorhead (R-Calif.), George E. Danielson (D-Calif.), and Bob Kastemeier (D-Wis.).

Senator Howard Cannon (D-Nev.) failed to make his scheduled appearance before the convention on Friday because of the Senate debate on the windfall profits tax. John Smith, a staff member of the Senate Communications Subcommittee, delivered some brief remarks outlining the current status of communications legislation in the Senate. There was little new in Smith's comments, however. On one issue of primary importance to cable operators—the possible entrance of telephone companies into the cable business, Smith said it was the senator's feeling that there should be "strict safeguards" for any such entrance. He seemed to endorse what Smith called the FCC's "sensible approach" of leaning toward permitting telephone companies to enter the cable business in the nation's rural areas.

Also Friday morning, Congressman

Martin A. Russo (D-Ill.) addressed another issue of concern to the cable industry. Russo said that it would be unlikely that Congress would restrict foreign (largely Canadian) ownership of U.S. cable systems unless there is "ample evidence that such ownership is not in the public interest."

"I don't know what has prompted this sudden interest" in the foreign ownership question, Russo said. (Last week the board of the National Cable Television Association passed a resolution that any restriction on foreign ownership "ought to be based on reciprocity." Canadian law does not allow U.S. ownership of systems in that country, and the NCTA board also asked that "Canadian operators and the Canadian government . . . lift the rules . . . to permit the flow of commerce" between the two countries.)

Sharing the podium with Russo, Henry A. Waxman (D-Calif.), a long-time friend of cable, spoke forcefully on the need for national legislation designed specifically for the industry. Any proposed bill, the congressman said, should contain a "national mandate for the medium, directing all regulatory authorities to make cable

ing the maximum return on their film investments, and the cable industry—like the motion picture theaters, commercial networks and individual stations—will be paying the price. "Our movies are the primary reason people are taking cable," the Warner executive said. "You are taking one of your major assets for granted, and you are doing yourself a disservice."

The studios, he said, are "dissatisfied with the per capita return" they are receiving from cable companies. "We think that payment is inadequate."

Bleier offered no specifics as to what he believed the ultimate deal to be struck with Home Box Office, Showtime or the other pay-cable companies will look like, but he left little doubt among the audience that arrangements between studios and cable firms in the future will be substantially different from what they are now. It was estimated by one panel participant, Bruce Corwin, president of Metropolitan Theaters Corp., that for movies, exhibitors are now currently paying up to 80% of gross while cable firms are paying more in the area of 40%. Acknowledging Corwin's estimate and not disputing it, Bleier said cable was paying "too small a percentage



**Opinionators.** Western Cable panelists (l to r) Dordick, Loper, Cowan, Bleier, Simmons, Corwin and moderator Bresnan.

available to as many people as possible"; should place "upon those who wish to regulate programming on cable the burden of proving the need to do so," and eliminate "any possibility of treating cable as a common carrier," restricted from providing original programs. "There is absolutely no need to treat cable in this fashion," Waxman said.

Thursday's convention schedule was highlighted by the morning panel session, "Others Look at Cable—A Different View," in which at least one speaker, Edward Bleier, executive vice president of Warner Bros. Television, New York, made it clear that the honeymoon between the cable industry and program producers may be drawing to a costly and not altogether amicable close.

Bleier, one of eight speakers on the panel, was the only one to offer few conciliatory words to the industry. His message was clear—studios will be obtain-

in our view." Elsewhere in his remarks, he said, "You're not paying your fair share."

And if Bleier's comments on the prices cable has been paying for Hollywood product had not been enough, he also addressed another topic of concern to the industry—release schedules. He made it equally as clear that cable would not have immediate access to product in the coming communications age. Home video—disks as well as cassettes—will be seeing Hollywood movies before the cable industry, Bleier said. The studios will be releasing films for those emerging marketplaces "before people can tape off the pay," he said.

Bleier outlined what is likely to be the release schedule for major Hollywood product in the future—theaters ("the market for which our movies are primarily directed"), home video, pay cable and subscription television and, finally, free television. The applause that followed

Bleier's comments was brief and polite.

Sharing the panel with the Warner executive were Robert Ronka, Los Angeles city councilman; Herbert S. Dordick, professor at the Annenberg School of Communications of the University of Southern California; James Loper, president of non-commercial KCET(TV) Los Angeles; Geoff Cowan, public interest attorney and a member of the board of the Corporation for Public Broadcasting; Steve Simmons, assistant director of the domestic policy staff of the White House; Corwin, and William J. Bresnan, president of Teleprompter Corp., moderator.

Any other day, Simmons's announcement might have attracted the most attention. The White House staffer said that the National Telecommunications and Information Administration will be submitting a petition to the FCC asking the commission to release cable systems with public access channels from any requirements they may have under the fairness doctrine. Simmons estimated that such a rule change would apply to slightly more than 200 systems across the nation.

Scarcity, the idea that a limited number of channels requires government assurances that a multiplicity of opinions will be telecast, does not apply to cable where "all kinds of ideas and opinions can be expressed," Simmons said.

(In an interview, Simmons pointed out that NTIA had already asked that the FCC at least modify its fairness doctrine requirements for broadcasters, but that the commission is hampered in that regard by the statutory requirements of Section 315 of the Communications Act. Fairness requirements for cable, however, he said, are the result of a commission rule that the FCC itself can change.)

Simmons also said that it was an administration goal to minimize regulation of the cable industry. "The bureaucrats should be apologizing for the red tape they wrapped you in in the 1960's and early 70's."

Also during the session, panelists from the public broadcasting sector offered their views on how the two media—noncommercial television and cable—could unite their forces in serving the public. Cowan presented a list of what he called "kinds of partnerships" possible: Public stations could program more than one cable channel; cable systems in communities without public television stations could have area stations or networks program a channel; with the three new Public Broadcasting Service networks that will be airing next year, cable could program excess public offerings that do not make the local station schedule; a public television superstation; public cable systems, or joint financing of program projects.

Loper made it clear that several of those alternatives were on his mind. He said that KCET sees "no reason why the concept of the superstation should not be explored." He also said that the Los Angeles UHF intended "to become a regional television service" and "to expand into a multiple service."

## Lost in space

**RCA's Satcom III disappears after launch; loss poses problem for cable programmers**

As of last Friday afternoon, RCA Americom was desperately scanning the skies in search of its Satcom III satellite launched into orbit eight days earlier (BROADCASTING, Dec. 10). The satellite carrier lost track of the bird on Monday afternoon (Dec. 10) after it fired the motor that was to put the spacecraft into its permanent geostationary orbit.

The loss of the satellite with no indication of when or whether it will be found was a hot topic at the Western cable show last week in Anaheim, Calif. (see page 61). The cable people were concerned since the 24-transponder Satcom III was planned to be the all-cable satellite, combining all the cable programming currently on Satcom I with four new programming services that couldn't be squeezed on that satellite. Most affected by a permanent loss of the spacecraft will be the four new services—Home Box Office, Viacom's Showtime, National Christian Network and the Cable News Network.

Also affected will be the several programmers who signed up for the transponders on Satcom I that were to have been freed by the move of programming from I to III. That group includes Cinamerica, Entertainment and Sports Programming Network, Total Communications Systems, Times Mirror, Satellite Communications Network, Spanish International Network, Eastern Microwave and Home Box Office.

RCA wasn't saying too much last week about losing their satellite except that it was continuing the search for it and wasn't going to give up. RCA was aided in its attempts to find the spacecraft by a couple of its competitors, Comsat and Western Union; the North American Air Defense Command (NORAD) in Colorado Springs; Telesat of Canada, and Intelsat.

Because of its extensive, far-reaching array of tracking stations, radar installations and observatories, NORAD probably has the best chance of finding the bird. It was asked by RCA Monday night to keep an eye out for the craft. A spokesman for NORAD said that since NORAD is constantly monitoring the over 4,000 satellites and pieces of debris in orbit anyway, the extra effort to watch for Satcom III posed no great problem.

RCA's problems began on Monday afternoon at 1:57 p.m. when it fired the apogee kick motor, a solid fuel rocket built into the spacecraft. The burn was to have placed the craft into geostationary orbit. (It had been orbiting the earth in an elliptical orbit since shortly after its launch on the evening of Dec. 6). A ground station usually loses contact with a satellite during the burn time as the engine blots out the beacon signal, but, in this case, RCA never regained contact.

Since the apogee kick motor is solid fuel

and therefore uncontrollable once ignited there has been some speculation that the spacecraft blew up. One source described the kick motor as "a giant firecracker."

Although RCA was trying to squelch the explosion theory, Mike Bergman, a NORAD spokesman, said the theory was "plausible, and one we can't discount." Bergman added, however, that NORAD would continue its search indefinitely on the assumption that the bird is still in one piece.

Other speculation is that the spacecraft was improperly positioned when the kick motor was fired, carrying the craft into some unknown orbit or into deep space. Another possibility is that the tracking beacon for some reason failed, making the spacecraft impossible to home in on.

NASA, which launched the craft aboard a three-stage Thor-Delta 3914 rocket from Cape Canaveral, Fla., has no liability in connection with the mishap. According to NASA, it was responsible for only the first 25 minutes of Satcom III's life in space—from the lift-off to the spacecraft's injection into elliptical orbit when NASA passed control of the craft to RCA. In NASA's books, the launch will go down—somewhat ironically—as the 150th successful launch for the Delta rocket.

If the spacecraft is not recovered, the biggest loser will be the consortium of insurance companies that insured the launch and its subsequent space life for three years. According to David Whatmough, director of general insurance for RCA, RCA carried \$77 million worth of coverage at a premium of \$5.3 million. The policy covered the launch vehicle, the cost of launch, costs of the spacecraft and the revenues RCA expected the satellite to generate.

The insurance consortium comprises several London-based companies, including Lloyd's of London, which wrote 81% of the coverage, and Lexington Insurance Co., Boston, and Skandia, a Swedish company, which wrote the remaining 19%.

The policy was put together by the New York insurance brokerage of Marsh & McLennan. Alden Richards, an associate in the company's aerospace division, said that the brokerage has coordinated coverage for 80% of the satellites launched to date throughout the world, including Satcom I and II. He added that if RCA makes a claim, "it would probably be the largest" in the history of the satellite business.

The other losers, of course, will be the cable programmers who have been counting on Satcom III. Most of them will have to wait for the launch of Satcom IV, currently scheduled for June 1981, and RCA is offering little hope that that production schedule can be speeded up.

In the meantime, RCA is making contingency plans. It is talking to other domestic carriers and with Telesat of Canada to see if it can acquire satellite time to accommodate at least some of 11 cable programmers who are now as lost as Satcom III.





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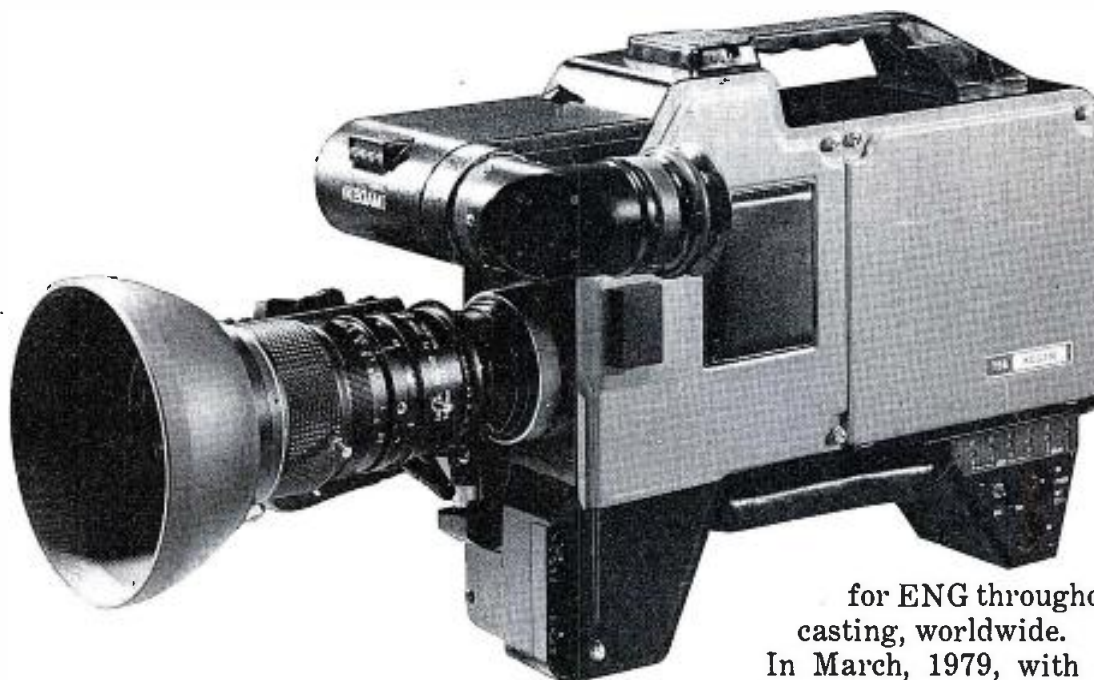
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**Ikegami HL-79A**

**T**here should be no complaints from broadcasters about the technological developments of the 1970's. The decade was laden with innovations—from microprocessor chips small enough to fit through the eye of a needle to helicopters equipped with cameras and microwave transceivers—that dramatically improved the video and audio products created by broadcasters and the way those products are delivered to the home.

Many of the gains made by broadcasters in the decade and in 1979 itself were made possible by the application of digital techniques, especially computers and microprocessors. Computers and microprocessors are currently used in automation systems, audio processors, cameras and other types of equipment and are expected to lead the way into the 1980's. Videotape recorders, for example, are generally believed to have advanced as far as they can in analog. The next step is digital.

Electronic news gathering, which changed the face of broadcast journalism in the 1970's, is undergoing changes, not in the basic equipment, but in the way that equipment is packaged and used. It is not uncommon these days for a helicopter to swoop down from the sky and disgorge a load of equipment and personnel capable of doing almost anything that can be done in a studio.

Microprocessors also are responsible for teletext, a means for television stations to squeeze the last drop of spectrum space out of their allocation by telecasting pages of alphanumeric along with their present pictures.

Broadcasters, and particularly the major networks, have been using satellites for a variety of communication needs ever since Telstar went up in 1962. But the technology and what broadcasters made of it didn't really take off until the mid-1970's after the FCC opened the door to operating domestic communications satellites to all who wanted to enter it. The major television networks, however, have stopped short of going to the satellite for program distribution, but while they hesitate, several radio networks have embraced the technology.

A broadcaster wouldn't be a broadcaster without a transmitter and 1979 was a good year in that end of the business. It was also a good year for cameras of all sorts—studio, field, ENG/EFM (electronic news gathering/electronic field production) and some that work in any mode. The camera marketplace is crowded and broadcasters should be able to find a camera for any application at a variety of prices.

Following: an end-of-the-decade snapshot of the state of the equipment art.

## Fine tuning the technological explosion

Perhaps the greatest innovation in the television studio of the 1970's was the new generation of one-inch, helical video recording equipment. Its introduction represented a quantum leap in the evolution of videotape from the older, two-inch machines. Some time in the coming decade—and few will venture to guess when—another quantum leap is expected—to digital.

In the past year, three of the world's leading equipment manufacturers displayed engineering prototypes of digital video recorders. Ampex, the American leader in recording technology and the company that invented magnetic video recording, started the three-way competi-

tion last February at a conference of the Society of Motion Picture and Television Engineers in San Francisco with a modified two-inch machine using eight recording heads. Sony, the Japanese electronics giant, followed in March with a type C nonsegmented helical machine at the Dallas convention of the National Association of Broadcasters. West Germany's Bosch-Fernseh showed a type B one-inch player last May in Montreux, Switzerland.

But off-the-shelf models of digital machines will not be appearing for some years. "The word digital is very sexy," said Ampex's vice president and general manager for audio-visual systems, Donald V.

Kleffman. "And it certainly is the way of the future. But you have to be realistic. If you look at video recorders, you have to look at them from the standpoint of why would a customer want a digital video recorder. What will it do for him? What does he expect it to do for him? Does it make economic sense for him to buy a digital recorder?"

To that important last question, Kleffman answers, for now at least, no. "At point X out there, there will be a practical digital recorder. I emphasize the word practical. The digital recorder has to do everything for the customer that today's recorder will do for him. And it's got to do something more. Or else why change?"

That the digital era of video is coming—that in some ways it is already here—is not in dispute. When it will come, however, is. “You could have a digital recorder today,” says Kleffman. “You can’t buy one—but we’ve shown it. Sony’s shown it. Fernseh’s shown it. And Britain’s IBA [Independent Broadcasting Authority] has shown it. And there are several other companies that could show it if they wanted to.” Does that mean that the next major step will, indeed, be to digital? “Probably,” he replies, “but that doesn’t mean there won’t be enhancements in one-inch.”

□

Hand-in-hand with the development of helical recording, which has allowed manufacturers to build portable tape recorders, has been the development of electronic news gathering equipment—minicameras that have thoroughly changed the way news is reported on television as well as opened the world of video production to small companies that only a decade ago could never have afforded to enter television. Pioneered largely by Joseph Flaherty and his engineering department at CBS-TV, ENG has led toward a virtual rethinking of the way television news is reported and television programs and advertisements are made. As Flaherty points out, ENG has taken the camera out of the studio and put it into the streets—in many cases, streets on the other side of the world.

Washington consulting engineer Howard Head, of A.D. Ring & Associates, put ENG at the top of his list of major developments of the past decade. ENG “has attracted more notice than anything else” to come out in the past 10 years. But where will it go?

At engineering equipment shows over the past two years—and especially at last spring’s NAB—that question was, at least in part, answered by companies displaying ENG-equipped helicopters alongside fully outfitted vans, all-terrain vehicles and even huge semi-trailer rigs: flying and rolling television stations.

Robert E. Seidenglanz, president of Los Angeles-based Compact Video Systems, sees the move toward the building of complete, integrated systems—for studio as well as remote uses—as a natural part of the growth cycle of the industry.

“About 50% of the chief engineers at the television stations across the country have not been able to keep up with the growth of the industry, and they’ve relied on systems manufacturers to develop their stations for them. It’s hard to keep up with the state of the art,” he says.

“You’ll characteristically find that most TV stations are run by one chief engineer, who, if it’s a group-owned station, reports to a director of engineering who’s not even on the site part of the time. They’re not able to keep up with what’s new and what’s current. One man just typically cannot do it,” says Seidenglanz.

He and his company have just finished the construction of new studios for the Entertainment and Sports Programing

Network, a sports cable network in Bristol, Conn., as well as a full line of remote video systems. CBS has also introduced a full array of ready-to-use systems ranging in size up to a 42-foot trailer that functions as a complete television control center and a transmitting earth station.

Unlike Compact Video Systems, which stresses its ability to build a complete television facility, Richard Wolf’s Wolf Coach Inc. of Boston is really a van customizing firm that found that it could apply the same expertise it developed building such items as mobile dog kennels to building rolling broadcast centers. Wolf Coach has been modifying trucks for 11 years; in the past three that it has included television customers, WCI has built 85 ENG systems for 39 stations and eight production companies.

Wolf, general manager of the firm, says that it has stayed away from the business of supplying broadcasting hardware—as do CVS and others—in favor of its primary business of redesigning vans. WCI installs the necessary racks, makes changes in the cabins, installs generators, but it usually leaves the job of installing broadcast equipment to customers. (An exception is a project for WABC-TV New York for which the station has furnished the equipment WCI is installing.) Most station people, Wolf says, prefer it that way. “We can do what we can do faster and better than they can. And they do what they do better than we can.”

Currently, Wolf is working on what he calls an “aluminum box” concept of systems building. The idea is to build a complete system that can be removed and transferred from one chassis to another. Thus, he explains, as some of the older ENG vans break down beyond the limits of most companies to repair them quickly, the electronics can simply be picked up and moved to another chassis, and a station is not forced to build another system from the ground—or tires—up.

Certainly the most exotic ENG system to appear lately has been the helicopter. Within the past 18 months there has been such an explosion of interest in the aircraft among television stations that at least one news consultant has called the new development the “sky wars” among local stations.

Bell Helicopters’ Jet Ranger has become the workhorse of the stations’ fleet. Bell estimates that there are 65 stations across the country using helicopters on a regular basis. Of those, Bell says, 45 carry its brand (eight are owned by stations). Hughes is the other principal helicopter manufacturer for stations, and Bell estimates that company has the bulk of the remaining aircraft.

According to Dick Hall, operations manager of the Santa Monica, Calif.-based Briles Wing & Helicopter Inc., the use of helicopters for live, on-the-scene news coverage became possible only in 1978 with the introduction of light-weight microwave equipment. Long used by radio stations and television stations on a

delayed broadcast basis, Briles’s helicopters are now being leased to stations—usually on exclusive-use bases—and are in many cases in the air every day.

□

The possibility that broadcasters might one day supplement their service with screens full of alphanumeric was made greater through the work of some foresighted broadcasters. Bonneville Broadcasting’s KSL-TV Salt Lake City and CBS-TV’s KMOX-TV St. Louis conducted extensive tests throughout 1979 on modified British and French teletext systems. And in October a noncommercial UHF got into the act; KCET(TV) Los Angeles began tests with the French Antiope system.

Teletext is the marriage of television and computer, and microprocessor technology. By using a few lines of the vertical blanking interval and a teletext system, a broadcaster can transmit hundreds of video pages of letters or numerals to homes at the same time normal television programing is being broadcast. To receive and display the information on the screen, a decoder must be built in or attached to the television set.

Teletext has made great inroads in Europe, but it has only been in the last year or so that the technology has been considered seriously here.

The CBS experiments conducted at the network’s owned and operated KMOX-TV used Antiope and the British Ceefax and Oracle systems. Following the first series of tests CBS reported that teletext transmissions would probably have to be restricted to lines 13 and 14 of the vertical blanking interval. Attempts to transmit on lines 15 and 16 caused intolerable interference with the television signal, CBS said.

Another negative aspect of teletext, which CBS frankly discussed when it released its initial results at press conferences in Washington and St. Louis, is access time. With just two lines available for the service, the time it takes for a page of material to appear on the screen after it has been called up is too long, making use of the system frustrating and possibly impractical. One of the keys to solving the access time problem is further reduction in the costs of microprocessors so that an affordable decoder capable of storing many pages instead of one (as is the case with the present equipment) can be developed.

Some of CBS’s interest in teletext stems from its desire to come up with a closed captioning system for the deaf similar to the one being developed by ABC-TV, NBC-TV and the Public Broadcasting Service. CBS chose not to take part in that joint project, feeling that closed captioning should be just one part of a much broader teletext service which uses the same basic technology.

The Antiope system, developed by the French Sofratev firm, is being promoted and sold in the United States through a subsidiary created just for that purpose,

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*Camera Control Unit*

# The Hitachi Hard-to-Top Convertible.

Antiope Videotext Systems Inc., Washington.

The English Ceefax system was developed by the BBC which announced in October that it has upgraded its service with the purchase of a new computer system, consisting of three PDP 11-34 units of the Digital Engineering Corp. According to the BBC, the new system improves the service's flexibility and reliability.

While the United States continues to test and ponder teletext, the technique continues to grow in its native Europe. In England, for example, the number of sets equipped with Ceefax decoders in use jumped from 7,000 in October 1978 to 30,000 in the same month of this year, and sales of equipped sets are currently running at 3,000 a month.

The place of satellite technology became

more prominent in the broadcast world in 1979 as Comsat announced plans in August to initiate a direct-to-home subscription television service using satellite, and the Public Broadcasting Service continued regular program transmissions to all of its member stations, begun in December 1978.

Local television stations were getting into the act more and more. Storer purchased earth stations for all of its television stations, and Westinghouse Broadcasting struck a deal with Western Union for the group broadcaster and the satellite carrier to share earth stations.

And while a number of radio networks, including National Public Radio and Mutual Broadcasting, began using the satellites for the delivery of their feeds, the major television networks, not at all eager to abandon the flexibility and proved

reliability of the AT&T microwaves and land lines, were not rushing into anything. But all three are quietly studying the possibility of satellite distribution, and NBC has gone so far as to take under consideration a proposal submitted by RCA Americom for a network system that would include both satellite and terrestrial lines.

Because of all this interest in satellites, broadcasters have also become interested in the equipment associated with satellites, particularly earth stations. Several companies that manufacture and sell earth stations have grown dramatically in the last few years due, in large part, to the increasing use of satellites by the cable TV industry.

One of them, Scientific-Atlanta, manufactures a complete line of antennas and associated electronics. The antennas are currently made in sizes of 11, 10, 5 and 4.6 meters and, according to Tom Kelly, an applications engineer at S-A, a three-meter dish should be available in January and a seven-meter dish later next year. Kelly said the three-meter dishes are "backyarders," developed for private use.

Kelly said that an average earth station suitable for a cable system consists of a 4.6-meter dish, a model 6601 single-channel receiver or model 6602 fully tuneable receiver and a 1.5 db low-noise amplifier. The cost of such a package, Kelly said, is "under \$10,000." Kelly said that although the system is sufficient for a cable system, "broadcasters demand a much higher quality" and the best way to achieve that is through a larger antenna.

Storer, for instance, installed S-A 10-meter dishes at WSBK-TV Boston and WJBK-TV Detroit because of interference from microwave and five-meter dishes at its other five stations.

Although Rockwell International signed the contract with the Corporation for Public Broadcasting to provide earth stations at all the PBS and NPR member stations, the various components of the earth stations came from a number of different sources. The most important element, the antenna, was supplied by Andrew Corp.

Eric Monroe, product planning manager at Andrew, said that the company provided approximately 150 10-meter dishes for use by PBS and about the same number of 4.5-meter dishes for NPR. Monroe said that 40% of the 10-meter dishes were equipped with high performance feed systems for use in frequency-congested areas.

Despite the quality of electronics that permits the use of smaller and smaller earth stations, Monroe said Andrew will introduce a new 12-meter dish within the next six months for sale in both the domestic and international markets.

A Comsat experiment of the last six years is ready to pay dividends to cable operators and broadcasters with their eyes on several satellites. Since 1973 Comsat has been perfecting its Torus earth station, capable of transmitting signals to or receiving signals from as many as six or

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seven satellites at the same time. Comsat is now ready to put its experiment to practical use.

Comsat asked the FCC for authority to build three Torus systems for use at its Intelsat stations at Etam, W. Va.; Andover, Me., and Jamesburg, Calif., and Comsat recently announced that it has plans to supply a Torus system to the new cable franchisee of Anchorage. According to Jim Potts, chief engineer at Comsat's Systems Technology Services division, Comsat has also sent out "quotes" to a number of common carriers interested in the system.

Unlike the antenna of a conventional earth station, the Torus antenna consists of two separate structures: a rectangular, concave dish and an equipment building that houses the feed system, receivers, transmitters and other equipment. The dish serves only as a carefully positioned backboard for the bouncing of electrical energy back and forth between the satellites and the electronics in the equipment building.

According to Comsat, the great advantage of Torus is economics. To build three conventional antennas at its Intelsat facilities—one for each of the three domestic satellite systems—would cost approximately \$2.3 million, Comsat says. But a single Torus, it says, could do the same job for about \$1.1 million.

Potts said Comsat thinks the "potential market [for Torus] is pretty good and it's a market that's just beginning to materialize."

The earth station industry received a shot in the arm in October when the FCC removed the licensing requirements for earth station installation. To many the move spelled relief from the mass of bureaucratic paperwork which often substantially increased the cost of installing multistation systems.

For those who fear interference from other microwave sources, the FCC left open the opportunity for them to secure licenses that would prevent any one from passing a microwave beam through their path to the satellite.

One of the benefits to be garnered by radio networks from the use of satellite distribution is the ability to send out simultaneously a number of different circuits, allowing for increased flexibility in the regionalization of programming and commercials. The greater the number of circuits being fed, however, the greater the problems in trying to coordinate the feeds.

Mutual Broadcasting, which plans to switch on 20 radio stations in the initial phase of its satellite network on Jan. 1, is well prepared to handle the problems. It has been sending out three feeds—for three different time zones—using an automatic switcher designed by Mutual's Ray Rask, director of satellite and corporate engineering, and built by McCurdy Radio Industries.

According to Rask's assistant, Mark McKibben, there is no way four feeds could be coordinated without the automat-

ic switcher, let alone 20 that Mutual might one day be transmitting through its satellite network.

McKibben said that the circuit capability of the switcher will be increased as the satellite network grows.

McKibben said that the switcher does everything—turns the microphones on and off, puts the commercials on and runs all the actualities. He said when a regular newscast is interrupted for a commercial, the switcher can automatically send out three different commercials on three different circuits and then come back to the announcer.

AP Radio, which also has plans to provide some satellite feeds by March 1980, is in the process of building a similar switcher. George Mayo, APR's chief engineer didn't want to say much about the project except that it would be "a computer-controlled feed system" and that it was being put together by APR engineers. He also was unwilling to say when the system might go into use, feeling that setting a date would be making a promise to the affiliates that he might not be able to keep.

An offshoot of the earth station boom is the marketing of the antennas and receivers for private use. Homesat, a subsidiary of Scientific-Atlanta, offers an earth station through regional distributors at a cost of between \$16,000 and \$20,000 and a more sophisticated one through Neiman-Marcus, the specialty store chain, for \$36,500. And Starscan, a subsidiary of Gardiner Communications Corp., is offering a \$10,000 package that includes a 24-channel dish and a three-meter Andrew antenna.

□

One of the few places where the microprocessor can't be found in broadcasting is in the transmitter. Although several new lines and models were introduced in 1979, none made great use of these otherwise ubiquitous devices. But the technology of transmitters is still moving in the same direction it has been for the last several years—toward solid state and away from tubes.

At the head of this movement is the new line of RCA VHF transmitters—the TTG series. The line includes 14 different models (eight for use in the western hemisphere and six for Europe, Africa and Asia) ranging in power from 16 kw to 30 kw. (As much as 60 kw of power can be achieved by running two 30 kw transmitters [TTG-30H] in parallel.) Transmitters of the TTG series contain only two tubes in the final amplifier stages, one visual and one aural. Everything up to the final state is solid state. According to Vern Mattison at RCA, the next major step in the development of television transmitters will be total solid state. But, he says, "It's difficult to see that happening for a long time."

The TTG series also features fully universal channel agility made possible by the broadband electronics and a universal crystal used in conjunction with a frequen-

cy synthesizer.

RCA's competitor, Harris, also has a new line of transmitters that have more tubes than the new RCA's, and that's the way Harris wants it. Gene Edwards, vice president for marketing in Harris's broadcast products division, said that going too far with solid state decreases reliability while increasing cost. Edwards feels that Harris has gone as far "as is practical" and that the company will pull more tubes out of its transmitters "when we feel the time is right." On the question of total solid state, Edwards says it will be 10 years or more before all the high-power vacuum tubes can be replaced.

Harris's line of UHF transmitters was improved by the addition of Mod Anode Pulsers, which is said to improve over-all efficiency, and new, high-efficiency, five-cavity klystrons. The most powerful, the TV-2200, is capable of generating 220 kilowatts. It has four klystrons in the final visual power amplifier and one on the aural side. The 110 kilowatt TV-110U has three klystrons (two visual, one aural) and the 55 kilowatt TV-55U two (one visual, one aural).

Harris's high-band VHF line is led by the TV-50H, unveiled at the NAB convention. The 50 kw unit (5 kw aural) was developed to complement circularly polarized antennas such as the Harris CPV. Edwards says it has "the power needed for high-band CP transmitting." It employed three tubes (two visual and one aural). Harris's line also includes models with maximum visual powers (in kw) of 25, 18 and 10. According to Edwards, any two of the same model can be coupled together for double power.

Harris also made news on the radio side with the introduction at NAB of its FM-25K, a 25 kw FM transmitter—one high-gain tetrode tube, automatic power control and simplified remote control capability—and the 10 kw MW-10 AM transmitter—a new member of the firm's PDM (pulse duration modulation) AM family that includes the MW-50A and the MW-5A. Since NAB, Edwards reports that 20 of the \$45,000 FM transmitters have been sold. He also said that although the AM has sold in the United States for use as a main or alternate main transmitter, "it is more popular outside the country where 10 kw is more commonly used."

Harris and RCA have not gone unchallenged in the transmitter marketplace. Several companies, for instance, want a piece of the 25 kw FM action. CCA came out with the ST-25, which, like its Harris counterpart, employs just one high-efficiency tetrode tube. Rockwell International/Collins showed a new 25 kw transmitter at the National Radio Broadcasters Association convention in October, and Sintronic Corp.'s new line of FM transmitters included the SI-F-25, rated at 27.5 kw.

□

A variety of color television cameras of all types were introduced in 1979 with Hitachi especially active. The Tokyo manufacturer



# In Just Three Years Harris Has Provided 28 Major Markets With Top Quality TV Cameras

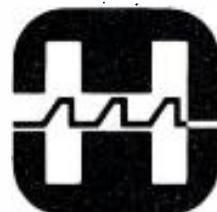
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showed a prototype of the SK-100 studio camera at the NAB and had a production model ready in October. Like most of the newer, top-end cameras being introduced, the SK-100 can be set up automatically through microprocessor control. It can be used with either a saticon or a plumbicon tube.

Another new Hitachi, the SK-96, is a convertible with a two-thirds-inch saticon tube. It can be used as a studio camera, or the camera head can be removed from the studio housing, placed in a portable housing and used as a hand-held camera.

Hitachi's new FP-40S is a portable camera with three two-thirds-inch saticon tubes. Depending on what accessories are attached to the camera, it can be used for ENG, surveillance or telecine applications. Two other cameras, the FP-3060 and the FP-20S, were also introduced by Hitachi in 1979.

A Japanese competitor, Ikegami, also had some new cameras for the year—the HK-357A and the HL-78. The 357A is billed as Ikegami's "third computer camera." An optional microcomputer is available that can automatically set up as many as six HK-357A cameras. (The automatic set-up capability was first offered by Ikegami for its top-of-the-line HK-312.) The camera can be operated with a variety of one-inch plumbicons, including the XQ-1070, the XQ-1080 and Amperex's new diode-gun S73XQ.

According to Herman Schkolnick, vice president of sales, Ikegami's HL-78 is a \$29,000 version of the \$43,000 HL-79A ENG/EFP camera the company introduced at the San Francisco SMPTE convention in 1978. Schkolnick said that the HL-78 is "almost identical in performance" to the HL-79A, but lacks a number of features found on the more expensive product.

(The HL-78, however, isn't Ikegami's least expensive camera. Schkolnick said the new ITC-350 is the "lowest-cost prism camera on the market.")

Schkolnick also said versatility of the HL-79A was expanded this year with the introduction of two compatible camera control units—the TA-98 for use with triax cable and the MA-98 for multiple-core cable.

Although Philips had nothing new to add to its line of cameras in 1979, it was boasting of an improved LDK-25. Philips replaced the tube in the studio/field camera with the one-inch 73XQ plumbicon. Philips claims that the tube, along with some new circuitry, improves resolution by 50%, increases dynamic range and suppresses hot highlights.

According to a spokesman for the company, Philips has also developed, at ABC's request, triax repeaters for use with the Philips LDK-5 cameras being used at the 1980 winter Olympics. The repeaters are needed for the long cable runs—some as

long as three miles—along the ski slopes.

Like Philips, Sony Corp. had nothing new in cameras in 1979, but did come out with a new camera control unit (CCU-300) for use with Sony's top-of-the-line ENG/EFP camera, the BVP-300.

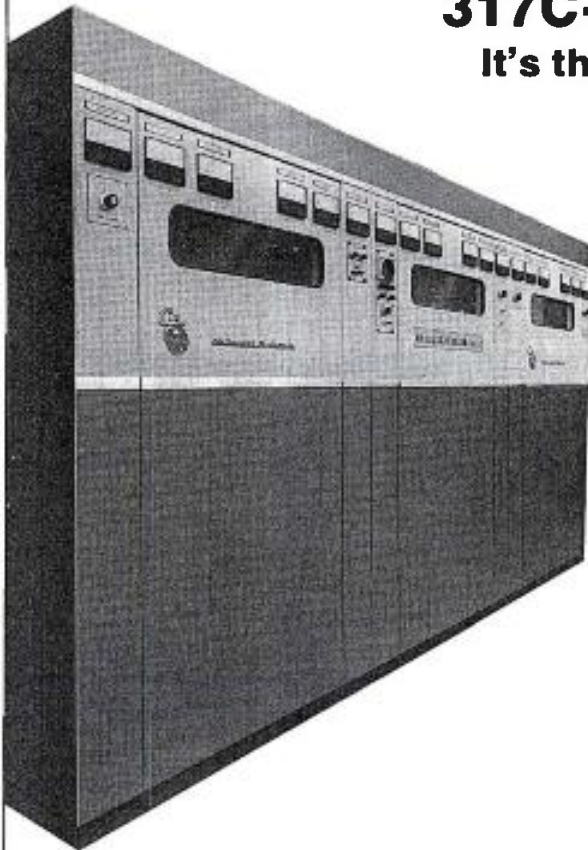
With its KCP-60, Fernseh Inc., a new joint venture company of Bell & Howell and the Robert Bosch Corp., is trying to squeeze into the studio camera marketplace. William Love, service engineer, said the camera is "an economical studio without the bells and whistles, but it does accommodate Amperex's diode-gun tube."

Fernseh's big news for 1979, however, was the FDL 60, a digital, charged-coupled device (CCD) telecine that Love said should challenge Rank Cintel's Flying Spot machine. Although a prototype of the machine has been built and two already have been sold to ABC, Love said that the machine will not be ready for delivery until some time next year.

When compared with the other years of the decade, 1979 will not stand out as one of great innovation. But it was prominent for other reasons. In the respite from the earlier storm of invention, 1979 was a year for refining old technologies and equipment and finding new ways to use them. And it was also a year for broadcasters to prepare themselves for the challenges of the 1980's.

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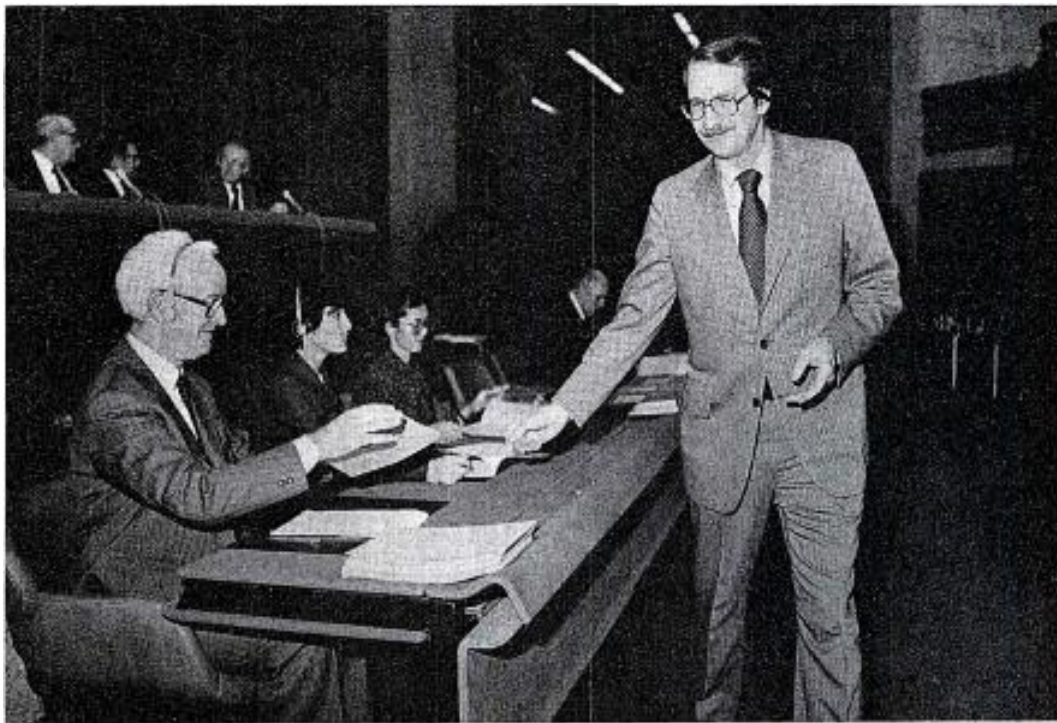
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# Technology



Ambassador Glen O. Robinson deposits the U.S. signature at the Dec. 6 conclusion of WARC.

## Why the sky didn't fall at WARC

**The quiet diplomacy of technical experts from the developed countries, coupled with political restraint on the part of the developing world, are credited for Geneva's results**

This story might be headlined "How Frank Urbany Saved the ITU." An overstatement, perhaps, but not completely off the mark. Symbolically, at least, it illustrates part of the reason why the International Telecommunications Union emerged intact from WARC '79 as a technically oriented, international legislative body.

Moreover, it suggests the determination and ability of the U.S. and other developed countries during the 11 weeks of the World Administrative Radio Conference in Geneva to demonstrate that ITU procedures could accommodate the needs of developing countries—and that those countries need not engage in confrontational politics as a means of getting their fair share of the spectrum. Such a confrontation, with such a motive, had been expected by many.

Urbany, 46, who is international man-

ager of spectrum plans and policies for the National Telecommunications and Information Administration, is skilled in the esoteric work of spectrum management, and took with utmost seriousness his responsibilities as a member of the U.S.'s 65-member delegation. In those respects, he was not easily distinguished from many of the government and industry representatives who were his colleagues.



Urbany

But as fate, and the bureaucracy involved, would have it, he served as U.S. spokesman on the committee that dealt with an issue that could have provoked a bitter debate between developed and developing nations—and, in the process, could have produced damaging results for the conference and the ITU.

It involved a proposal that Algeria, one of the leaders of the Third World, advanced as a means of redressing what it saw as an imbalance in the distribution of HF fixed (point-to-point) frequencies between developing and developed nations—an imbalance it said resulted from the historic "first-come, first-served" basis of allocation that Third World countries have denounced for allegedly freezing them out of the frequencies they need. Algeria's proposal was to divide the frequencies on a 70-30 basis between developing and developed nations. That approach was unacceptable on principle to the U.S. and other developed countries.

Urbany and other representatives of developed countries, particularly Mike Davies of the United Kingdom, conferred with Algeria's chief of delegation, Nouredine Bouhired, in a series of informal discussions over a period of weeks. They pointed out what they said were the proposal's technical defects; they also noted that a majority of the countries



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**MICRODYNE**

using the greatest amount of HF fixed frequencies were the developing countries, appearances to the contrary notwithstanding.

But the essence of their argument turned on what the U.S. and other developed countries realized, in preparing for WARC, would be the key to dealing with the Third World: recognizing and meeting, within established ITU regulations, the developing countries' legitimate telecommunications needs.

Over time, Urbany and Davies persuaded Bouhired—a tough advocate of Algerian and Third World interests—that developing countries' needs for access to and protection in the use of fixed services could be accomplished by amendments to an existing regulation. And together they drafted one that calls for a clearing of the master register of long-unused frequency assignments—thus freeing for reassignment what could be a substantial number of frequencies—and charges the International Frequency Registration Board with responsibility to aid developing countries without spectrum-management resources to find new frequencies. The IFRB is even empowered to urge existing stations to modify their operations to make room for new assignments.

At one time, the talks almost went off the track when Bouhired proposed that the new procedures be used "exclusively" by developing nations. Urbany and Davies held firm, and the resulting language, in an accompanying resolution, says that developing nations will make "maximum possible use" of the provisions, while developed nations make "minimum possible use" of them.

The U.S. was delighted with the compromise. And Bouhired, who in the course of working it out became not only one of its architects but, at least as important, one of its boosters, hailed it later in talks with reporters.

The evolution of the 70-30 proposal into an acceptable compromise vindicated the pre-WARC contention of those—including U.S. delegation head Glen O. Robinson—who had contended that the U.S.'s greatest strength would be its technical expertise. But it also demonstrates something else: restraint on the part of the developing countries.

Some at Geneva attributed that restraint at least in part to the Third World's awe of



**Early optimism.** This sign proclaimed the site of the World Administrative Radio Conference that concluded in Geneva on Dec. 6. The picture was made before an unknown editor painted square brackets around the 30 Nov. 1979 date, the deadline that was not met. In WARC language, square brackets indicate a date is subject to change.



**Roberto Severini**, under secretary of state for communications of Argentina, served as chairman of WARC.



**Mohamed Mili**, the Tunisian who is secretary general of the ITU and its chief operating officer.

telecommunications technology. As put by Anne Aldrich, the former FCC lawyer who now teaches law at Cleveland State University (and whose nomination as a U.S. district judge was announced during her service in Geneva): "They knew that you have to have communication, even if it's only to tell someone you hate him."

It could be that calling for, say, a "New World Information Order" satisfies some primal urge. After all, ideologically charged Third World propaganda advances such concepts as "prior consent" and

"balanced flow of information" as means of redressing what some in the Third World regard as an imbalance in the international information system between developing and developed nations. But the developing nations' representatives apparently recognized that such a call would do little to advance the cause of international telecommunications. Little if anything was heard of it in Geneva.

Indeed, if developing nations' representatives interviewed on the subject are to be believed, they had all traveled to Geneva to attend a technical conference and to avoid political confrontations. "We have come to negotiate and solve problems," said Jean Jigjeup, of Cameroon. "This is not like a UNESCO or International Labor Organization meeting, where a delegate can make a political statement and not be bound by it. Here the conference takes action affecting communications." Reporters looking for north-south controversy, then, had their work cut out for them—after the first few days of the conference.

Developing countries, fresh from a Third World meeting in Havana, had pressed hard for the election of one of their number—a member of the Indian delegation—as chairman. That upset the

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News segments, program segments, public service announcements or commercials will not be eligible.

Requests for the Nomination Form should be sent to Elaine Hendrie, Public Information Department, American Speech-Language-Hearing Association, 10801 Rockville Pike, Rockville, MD 20852. Telephone: (301) 897-5700.

plans of what passes for the international telecommunications establishment to elect Derek Rose of New Zealand. But in time, the two sides agreed on an Argentinian, Roberto Severini. And the compromise proved a reasonably accurate indication that the developing nations were not out to steamroller the conference.

(Even that controversy might not have occurred, in Jiguep's view, but for the press. He said journalists' advance stories predicting the conference would be a confrontation between north and south had caused developed countries to "fight against the Third World's candidate for chairman.")

But that is not to say politics were not involved. Politics have always been part of the ITU scene. And at WARC '79, politics reflected the new reality created by a preponderance of new and developing countries (which account for more than half of the 154 ITU member nations). So although a delegation might have refrained from casting a vote simply to advance its country's geopolitical interests (although Arab and other Third World countries joined in what ultimately proved to be a vain effort to deny Israel frequency rights enjoyed by its neighbors), it could have been expected to seek support among other delegations for or against various proposals.

Developing nations from around the world, for instance, banded together to swamp a European proposal to extend citizen band radio into a band African countries use for television. Ideology was not involved; the Europeans argued that CB's could use the band without causing interference. But the developing countries were not persuaded; they felt that protection of the television service was of paramount importance, and had the votes to support that view.

There was nothing ideological, either, in the defeat the U.S. and other developed countries suffered in their proposal for the reallocation of HF fixed frequencies in the 6 and 7 mhz bands to shortwave. Indeed, a number of developing countries supported the proposal. But the delegations opposing it were concerned about their constituents. HF fixed frequencies are important to developing countries for telephone and other internal communications. And as a Nigerian said, the conference's earlier decision to reallocate some 800 khz in bands above 10 mhz to shortwave was enough to cause "muttering" back home.

That was one case, incidentally, in which the U.S.'s technology-based powers of persuasion failed. The U.S. had proposed a plan under which most of the shortwave frequencies being sought would be shared with the fixed services. The Americans knew selling that idea would be difficult; sharing is a complicated matter and requires a kind of technical support not possessed by many developing countries. The proposal did not carry the day. Even the frequencies that the developing countries agreed to surrender were reallocated on an exclusive basis.

## WARC at a glance

Agreed to extend upper end of AM band from 1605 khz to 1705 khz in western hemisphere. First 20 khz allocated to broadcasting on exclusive basis, remainder on primary basis (sharing with other services). Region 2 conference by 1985 to plan services in 1625-1665 khz band to be made available after July 1, 1987, and in 1665-1705 khz band after July 1, 1990. Also added 10 khz to the bottom of the AM band (extending it from 535 to 525 khz) that could possibly be used for broadcasting.

Increased shortwave frequencies by about 800 khz (60%) in 9, 11, 17 and 21 mhz bands. Called for conference on HF broadcasting in 1983 and 1984 in U.S. and seven other countries reserved right to use additional frequencies in 6 and 7 mhz bands until the successful conclusion of HF conference.

Amended international table of allocations to reflect co-equal sharing by television, mobile and fixed services in 806-890 mhz band. U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz, and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba.

Established frequencies in 14 ghz band for satellite uplinks from transportable earth stations.

Approved U.S.-backed proposal that would increase by more than threefold number of fixed and broadcast satellites that can operate in 12 ghz band in western hemisphere. Broadcast satellite service in hemisphere is to be planned at previously scheduled 1983 conference. Approved call for general satellite conference in two sessions (1984 and 1986).

Maintained present HF amateur bands, allocated three new bands for increase of 7% in shortwave spectrum.

Approved allocations for U.S.'s Navstar global satellite navigation system. Now using six satellites, system—to be offered to world community—will ultimately have 24 in continuous polar orbit.

Retained all presently used aeronautical allocations and allocated small amount of additional spectrum for planned systems.

Allocated frequencies in HF band for maritime mobile above 10 mhz, but not enough below 10 mhz to meet U.S. needs. U.S. reserved right to meet needs under primary mobile allocations.

Added number of services to frequencies already occupied by radiolocation services (radar). U.S. reserved right to continue radar operations in bands without protecting new services.

Reallocated 14.5-14.8 ghz for feeder links for broadcast satellites. Other options made available: 14.0-14.8 ghz, 10.7-11.7 ghz (in Europe) and 17.3-18.1 ghz (expected to become principal feeder link outside Africa and Middle East).

Accorded recognition to mobile satellite service at 7/8 ghz, used by U.S. for military communications, but rejected exclusive space service allocations for band while allocating additional space on shared basis. In UHF band, U.S. reserved right to operate military communications without recognizing WARC-imposed conditions.

Rejected solar-power satellite in 2450 mhz band but authorized study of matter.

Retained existing spectrum for meteorological services and added 10 mhz near 17 ghz and new location at 18 ghz. U.S. retained authorization for ground-based radars used in service.

Approved 50 proposals made by U.S. for remote sensing by satellites. Set aside frequencies for both near-earth and deep space activities.

(One fact little noted in connection with the conference's action on shortwave is that it opens to the U.S. and other countries the frequencies on which the Soviet Union has been operating "out of band" for years. What's more, since the U.S. has reserved the right to "take the necessary steps" to meet its shortwave needs [BROADCASTING, Dec. 10], it need not wait

until 1989, when the new frequencies are to become available; it can begin using them in 1982, when the final acts of the conference become effective. "The U.S. has finally caught up with Russia," said one satisfied U.S. delegate.)

Of course, the U.S. and other developed countries did not rely only on technical arguments. They, too, engaged in the kind



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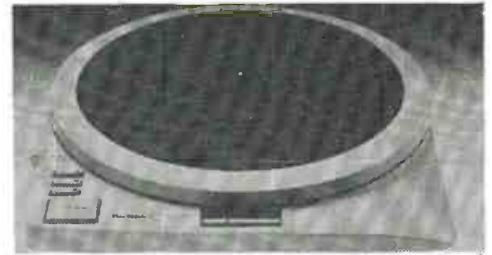
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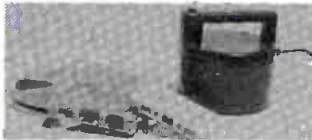


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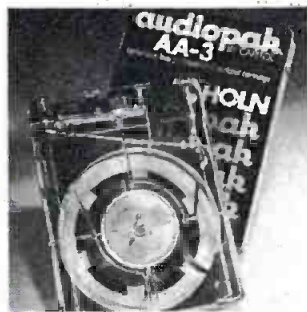
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20 sec.	3.94	3.07
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70 sec.	4.17	3.25
100 sec.	4.34	3.39
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4.5 min.	4.90	3.82

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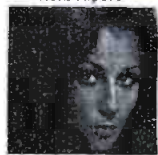
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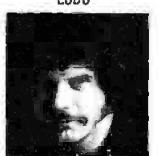
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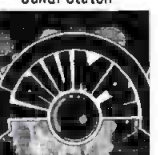
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of strategy not unknown to legislators seeking desperately to secure passage of an important bill. The U.S., for instance, recruited a developing nation, Pakistan, to play a major role in the battle for short-wave frequencies in the 6 and 7 mhz bands. It also asked European friends with contacts among the nonaligned movement (which the U.S. lacks) to seek help there. But all to no avail.

On the other hand, the U.S. managed, through heavy lobbying that involved hours of talk in lounges surrounding meeting rooms, to prevail on some issues on which it seemed backed against the wall. The case of U.S. early-warning radars in the 3400-3600 mhz band is in point; the U.S. and a number of its allies succeeded in working out a compromise with developing countries that won reversal of a committee recommendation—backed by developing nations—that radar be reduced to a secondary status in the band.

And the chairman of the U.S. delegation, Robinson (the former FCC commissioner who now teaches law at the University of Virginia), won praise from all sides for his performance. Members of the U.S. delegation said his grasp of the issues was practically universal. They also said he was good at weighing conflicting advice and cutting through to the heart of an issue and at making hard decisions. He proved to be articulate and persuasive in making lawyerlike presentations at plenary sessions. Senate staffers who visited Geneva halfway through the conference gave his leadership high marks. An ally, Donald Baptiste, of the United Kingdom, praised Robinson's judgment and said he was "a joy" to work with. Developing countries' representatives were impressed, too, by his toughness and fairness.

But for all of that, and for all of the expertise on the delegation and the considerable effort it made, times had changed. The U.S., which only once before had taken a reservation—a statement it would not be bound by a conference decision—found it necessary to take five. The cause, at least in part, was an inability to muster the support of Latin American countries. (Lack of support from that area was a factor, too, in the failure to obtain as great an expansion of

the AM band as the U.S. had hoped.) At the last general WARC, in 1959, Latin America was as reliable a source of votes for the U.S. as Chicago was for Kennedy in 1960. "One of my duties," recalls a veteran of the U.S. delegation to Geneva 20 years ago, "was to make sure the delegate from Peru showed up and voted."

Some observers caution that it may be too early to assess the results of WARC '79. Many controversial issues have been spun off to later conferences. The space conference to be held in two sessions—in 1984 and 1986—could, for instance, result in the kind of planning of the fixed satellite services that would severely in-

hibit their development. Members of the U.S. delegation, however, seemed confident that worst-case scenario could be avoided.

But no one was arguing the ITU—which has functioned successfully since its founding in 1865—has been weakened. "ITU is stronger," said Mohamed Harbi, the Algerian who was chairman of the committee on allocations. "The conference is a success. I talked to many delegates, and they did not expect the results we have achieved. We were pessimistic before the conference. But the result is in balance between developed and developing countries."

## Algeria's Harbi: calm in Third World storm

**At WARC, he was head of allocations committee, and received high marks for his tough-minded, but fair approach**

As the World Administrative Radio Conference in Geneva was beginning to wind down, a slim, dark-haired Algerian approached William Torak of the U.S. delegation in the conference center, where the sessions were being held. "Thank you so much for the speech," the Algerian said, in French-accented English. "It was very kind." "I meant every word," Torak said. "You were very fair. You did a wonderful job. I look forward to working with you again."

For those who viewed the scene, it was a snapshot of WARC '79 to be pulled from the memory file whenever concern is expressed about the difficulties Third World countries pose for the U.S. in international telecommunications conferences.

The Algerian was Mohamed Harbi, the 38-year-old director of planning and equipment for radio and television in the Algerian ministry of information and culture, who had served as chairman of the committee on allocations. And it was his conduct in that role that Torak, assistant chief of the FCC's international and operations division, who had served as U.S. spokesman on the committee, had complimented, in a committee speech.

Harbi's selection as chairman of the key

committee on allocations caused some misgivings on the part of the U.S. delegation. Algeria was not regarded as one of America's particular friends among the Third World, and Harbi himself was largely unknown.

But over the 10 weeks he headed the committee, Harbi won the respect of virtually all Americans with whom he has dealt. "He's fantastic," Torak said later. "He's absolutely objective. He never gave the impression he was being hard on any particular group of nations, but he brought things to conclusion early." Other Americans saw a bright future for him in the field of international telecommunications politics. "He could," said one, "be the next secretary general of the ITU (International Telecommunications Union)."

That he was even being casually mentioned in connection with such a position stunned Harbi. "Who? Me? No, no. Not for me. It is very good job, but I think it is not possible."

Perhaps not, but it seems inevitable more will be heard from Harbi in international telecommunications conferences. His experience in them is already extensive. He attended his first WARC conference—dealing with space matters—in 1963, shortly after he had entered the Algerian Ministry of Communications as assistant engineer in the telecommunications department. Since then, he has attended about 20 worldwide and regional conferences, including two plenipotentiaries.

At the same time, he was not only rising in government but continuing his education. In 1970 he received a degree in electronics engineering from the University of Algiers, which he attended nights and where he is now studying for his doctorate.

Harbi's ability to win and hold the respect and even affection of members of the committee on allocations is particularly remarkable in view of the heavy workload—it dealt with some 13,000 usually controversial issues—and the sometimes heavy-handed tactics Harbi used to move business along. "If he would shut off a delegate from one group of countries," Torak said, "it was nothing personal. He'd do the same with a delegate

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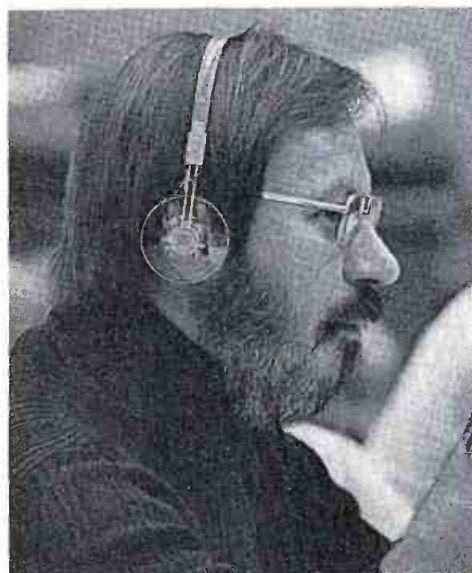
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Harbi



Torak

from another group."

To Harbi, such even-handedness was simply wise procedure. "It is difficult for a chairman to change course," he said, using his hand to indicate a position being reversed. "So I tried always to go like this"—and he brought his palms together, pointed them forward and extended them.

Among his other qualities, Harbi seems something of an optimist. After presiding over the work of one of the most contentious committees for 10 weeks, he was prepared to regard the ITU, under whose aegis the conference was held, as "stronger" and the conference itself a "success."

Even those Americans who admire Harbi caution that one Harbi is no grounds for canceling all concerns about the Third World. Delegates from developing countries proved tough in negotiations. The head of Algeria's delegation, Nouredine Bouhired, was specifically singled out by an American in that regard.

But the snapshot of Harbi and Torak suggests that one of the positive accomplishments of WARC may have been the planting of seeds of friendship and mutual respect among the U.S. and some Third World countries.

## In4Sync

**All points bulletin.** National Cable Television Association is calling for papers, topics and suggestions for organization's 29th annual convention, slated for May 18-21 in Dallas. Persons interested in preparing paper for technical sessions should submit one-page, 150-word abstract no later than Jan. 15 to Chris Weaver at NCTA's Washington headquarters.

**English/French.** Public Broadcasting Service has used its satellite capability and DATE system to simulcast in stereo over cooperating FM stations audio portion of 89 hours of programming since April. (DATE stands for Digital Audio for Television and is process for transmission of as many as four digitally encoded audio channels on video subcarrier.) PBS has now announced new use of its unusual capability—bilingual broadcasting. Stations picking up five-part "Great Performance" series, *Moliere*, which premieres Jan. 9, will have several options. They may broadcast show in English and simulcast over FM station in French or vice versa. They may also broadcast shows in one language and videotape with other for play at another time. Since DATE has four-channel capability, it is possible to transmit programming with soundtracks in four different languages in addition to original.

**Long arm.** Cinema Products Corp., Los Angeles, has introduced new device that should expand versatility of several popular ENG/EFP cameras. Co-Ax Control system allows use of RCA-76B and Ikegami HL-77 and HL-79A with coaxial cable instead of bulkier multi-core cable. System consists of "Mini-CCU"—digital encoder and decoder that is attached to camera body.

**Compujector.** Pacer-35 35 mm projector, introduced by Pioneer Marketing Corp., is controlled by microprocessor that can be programmed to operate itself. Burbank, Calif., company says that projector can be used for television special effects videography, simulation applications, process photography, screen projection, background projection, post production viewing and high-speed film inspection. In addition to advanced electronics for control, Pacer-35 features proprietary opto/electronic film registration that replaces conventional mechanical film transport reducing wear and tear on film.

**For far northwest.** United States Tower Co., which has built two turnkey earth stations for remote Alaskan communities and signed contract to build third, has introduced new solid-state, low-noise amplifier power supply for earth station applications. BPS-1208 replaces older discrete model with same model number. New unit supplies constant voltage by solid state charging and voltage regulation and features one VU meter that reads volts and—with flip of switch—milliamps.

**Building abroad.** Ampex has begun expansion of marketing headquarters at Reading, England, for Europe, Africa and the Middle East. Reading headquarters also manufactures studios and mobile units, serves as technical training center and is spare-parts depot. Expansion is scheduled for completion in mid-1980.



**Up in the heavens.** Ray Rask, director of satellite and corporate engineering at Mutual Broadcasting System, stands before earth station at Mutual's WCFL(AM) Chicago, first earth station of Mutual's budding satellite network, and points to sky from where Mutual feeds will come via Westar starting Jan. 1. Also on hand for earth station's dedication were (l to r) Martin Rubenstein, president of Mutual; Ray Klimek, manager of technical operations at WCFL, and Orrin H. McDaniels, general manager of WCFL. Since dedication six more have been installed at Mutual affiliates in Toledo, Ohio; Detroit; Buffalo, N.Y.; Rochester, N.Y.; Cleveland, and Philadelphia. Earth stations are being packaged by California Microwave, which supplies most of electronics but buys antennas from Scientific-Atlanta and Prodelin Inc. WCFL antenna is one of approximately 65 S-A 4.6-meter dishes that will be used in network. Rest of 650 earth stations will get three-meter and two-meter dishes.

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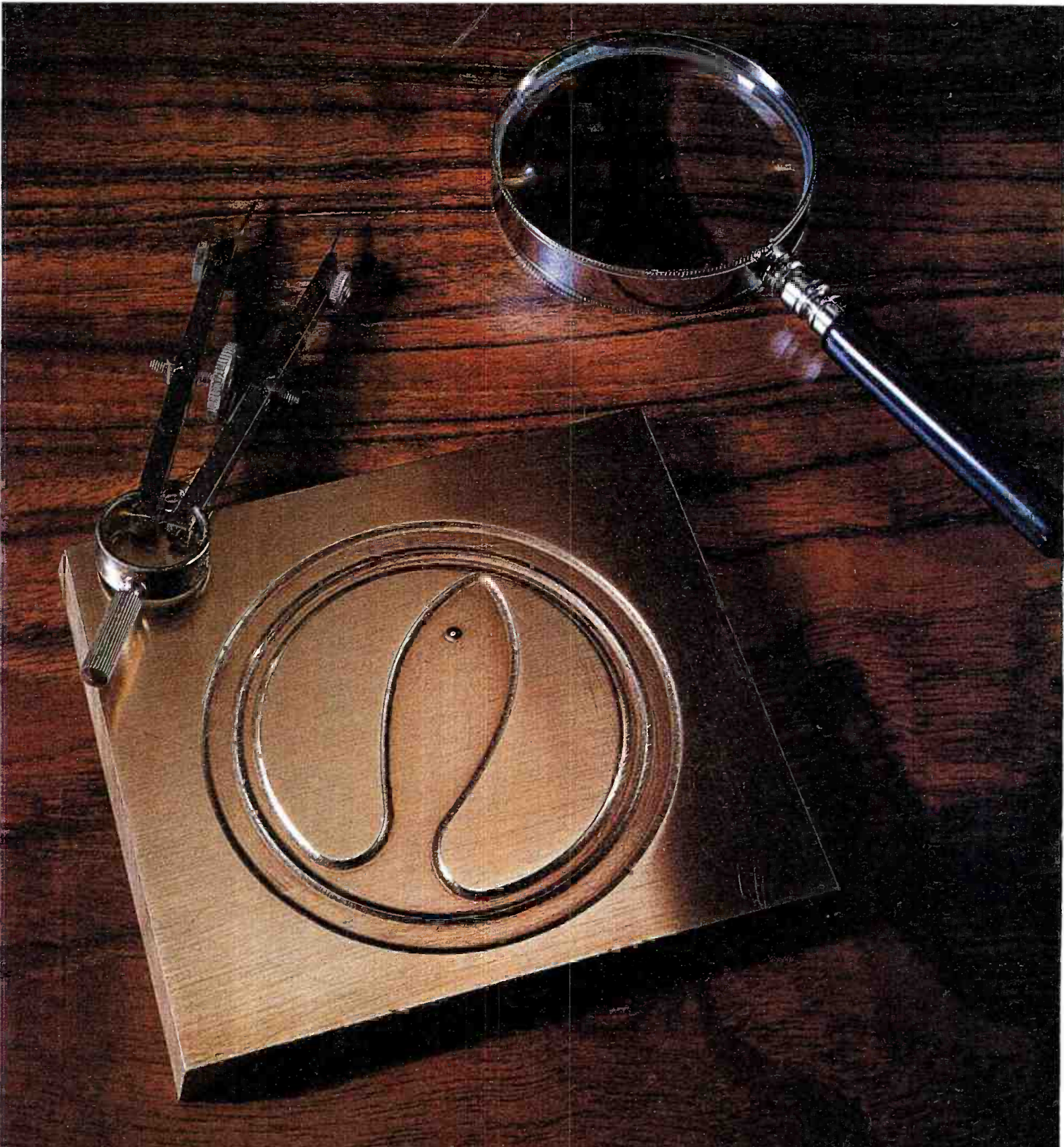
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## Gannett gathering attracts candidates

**Connally, Baker and Kennedy address executives, complain of the advantages of incumbency**

The Gannett Co.'s decision to hold its year-end executives meeting in Washington on the eve of a presidential election year reflected the newsman's judgment of where the news was likely to be made. The executives were not disappointed.

Republican presidential candidate John Connally took advantage of the invitation to address the gathering of media people to read and elaborate on an announcement he made earlier regarding his strategy for overcoming what he considers the advantage incumbents have over those seeking to run against them.

He would take "appropriate action through legal channels to secure reasonable access to network television time."

And he was advising the Federal Election Commission that his campaign committee would forgo federal matching funds—and thus not be bound by federal spending limits. He would rely entirely on volunteer citizen contributions to finance his campaign, he said.

On the Democratic side, Senator Edward M. Kennedy (D-Mass.) surprised his hosts by showing up in time to make some remarks at lunch on Wednesday. He had previously turned down an invitation.

Connally's statement reflected frustration over a system he suggests has him at a disadvantage in his race for the Republican presidential nomination. He noted that his efforts to buy a half hour of network television prime time had been almost totally rejected. CBS had made two five-minute programs available. "The failure of the networks to make meaningful time available to me is tantamount to supporting and enhancing the advantage of my opponents," he said.

"Spending limitations, the bulk of which goes for communications, are designed by Congress to protect incumbents," he added. Because of the coverage they have received, he said, Kennedy and Ronald Reagan (whom he considers his principal rival for the nomination) "enjoy the same status as an incumbent denying a challenger the opportunity to take his message to the public."

Now, by rejecting federal money, Connally will be free to outspend his opponents in the prenomination contests, each of which has a different limit. He need not, for instance, be limited to the \$280,000 ceiling in New Hampshire. All told, candidates receiving federal matching funds can

spend a total of some \$18 million each, by the time of the convention—a figure Connally said he doubted he could reach.

Connally appeared to blame his disappointing showing in the Florida straw-balling last month on his inability to buy network time. "I needed [the network time] in September and October," he said. "I have to penetrate the consciousness of people. Surveys show that people get most of their information from the evening news." Connally was not shut out of television in Florida; his committee had an active campaign on local stations.

Connally did not elaborate on the "appropriate action" that would be taken to obtain time on the networks. His headquarters said "several courses of action" are being considered, "including an approach to the FCC."

The Carter-Mondale Committee's complaint to the commission on the same issue resulted in an order holding that the networks had been unreasonable in refusing the committee's request to buy 30 minutes of prime time earlier this month in connection with the President's announcement of his candidacy for re-election. The U.S. Court of Appeals in Washington stayed the order, however, and will hold an oral argument in the case on Jan. 10.

Connally did not receive support on his complaints from Senator Howard Baker (R-Tenn.), the only other Republican presidential hopeful who attended the meeting. (Reagan and George Bush had also been invited.) Baker said that obtaining time "is not such a problem in the first part of a campaign." He said that "buys will be available," and that his campaign will proceed as planned by Bailey & Dardourff, his media and campaign committee consultants (BROADCASTING, Nov. 5).

Baker turned aside a Connally challenge to all candidates to forgo federal matching funds. Connally, he quipped, "stimulates my Bolshevik instincts. If John will share his war chest with me, we might make a joint decision because, in a two-man race, under those circumstances, I'll whip his tail."

The candidates' problems in gaining access to the media were not the only communications-related issue on the minds of the Gannett people. One questioner drew from Baker some of his views on deregulation. He is for it, he said, but wouldn't rush into anything.

In broadcasting, he would begin with radio, because of the large number of stations. Television deregulation, he added, would not come "until the next era—the era of cable television—" when there will be far more channels of communications. "Until the country is wired—and it will be, sooner or later," he said, "I don't see

much of a chance of deregulation of V's and U's."

Kennedy showed up in the midst of a luncheon discussion between Representative Morris Udall (D-Ariz.) and former FCC Commissioner Lee Loevinger, now a partner in the Washington firm of Hogan & Hartson, on the question of concentration of media ownership. (As it turned out, there was less difference between them than it seemed. Loevinger hammered away at this theme that there is a multiplicity of media voices in the country and that the only monopoly threat to be feared is that of government. Udall did say he would like to see a limit on the size of communications companies, but he was not calling for a breakup of conglomerates. Rather, he was speaking in behalf of his proposal to amend the tax laws to make it easier for owners of independent newspapers to hold on to them rather than sell out to chains. And Loevinger agreed present tax and antitrust laws favor mergers.)

Kennedy used the opportunity to remind the news executives that once the Iranian situation "is behind us," there will be a return to issues of concern—the economic ones on which he had launched his bid to displace Carter as the Democratic nominee.

But he, too, was asked about the Connally complaint. Yes, he thought the FCC was correct in its ruling on the Carter-Mondale complaint. And as for his own media plans, his commercials, he said, would be seen beginning in "early January."

He wasn't the last candidate the Gannett executives saw during their stay in Washington. President Carter spent some 30 minutes with them, on Thursday.

## Information source

**SRA issues first in a series of reports to keep members up to date on important matters; initial study discusses deregulation of radio, TV, cable**

The Station Representatives Association has made available the first in a series of reports on issues of importance to reps and stations.

The project was introduced by Al Masini, president of SRA, at the annual Television Bureau of Advertising meeting in Atlanta Nov. 13, and it is hoped the reports—which will run the gamut of broadcast issues—will keep members apprised of major matters affecting them.

The frequency of the reports is not yet certain, but the format will identify key issues and present "action alternatives." The first report—on deregulation—looks

not only at the over-all topic, but also deals specifically with television, radio and cable.

The report says that deregulation is "the current vogue" at the FCC, and it suggests that members keep on top of congressional actions.

"Urge congressional support for and pressure on the FCC to practice regulatory forbearance in all areas whenever possible," it says. "Commissioners need congressional assurance that, when they forbear to regulate, they will not later be charged with dereliction of duty."

Another action alternative states: "In the context of deregulation, the issues raised by cable television are better presented to Congress, in the context of perpetuating effective local free broadcasting service, than to the FCC."

Although there are a wide variety of action alternatives outlined, the report notes that the purpose of the series is education, rather than persuasion. "The purpose of this and subsequent SRA Issue Reports is and will be to be objective and analytical and to provide understanding and perspective, not to advocate a point of view. SRA Issue Reports are to inform, not persuade, us, so that we—reps and stations—can reach our own action conclusions."

In the radio section, the report says that even though congressional broadcasting deregulation proposals appear dead for the moment, "there is a substantial reservoir of support for radio broadcasters, and

sympathy for their regulatory problems, in Congress. This support should be husbanded and nurtured."

Although radio broadcasters have stressed that deregulation of the medium is important in terms of reducing the paperwork burden now placed on them, the report offers a different perspective.

"As profitability in the radio industry increases and the value of radio stations grows, the interest of the Department of Justice and of competing applicants, presently focused on television, is likely to increase. Radio licensees should be aware of this fact. In evaluating deregulation proposals, license security considerations may become increasingly important, and paperwork and other regulatory cost considerations relatively less important."

With cable, the report says that deregulation is on its way, and opposition to the FCC's eliminating distant signal im-

portation and program exclusivity rules may not be productive, since "the FCC seems to have made up its mind." It suggests, then, that slowing down cable deregulation will be more effectively addressed to Congress than the commission.

With television, the report suggests that TV broadcasters not tie their deregulatory efforts to those of radio. "The net result of packaging television and radio deregulatory efforts together may be to impair radio deregulation, with no corresponding gain to television. It does not appear that such congressional and FCC support as exists for radio deregulation can be carried over, in the present environment, to television."

Finally, it says that TV licensees continue to demonstrate their dedication to local service, and suggests that serious consideration be given to filing comments in the FCC's children's television inquiry.

## Changing Hands

PROPOSED

■ WCMQ(AM) Miami-wcmq(FM) Hialeah, Fla.: Sold by Great Joy/Radio WCMQ Inc. to American Radio and Television Inc. for \$4.5 million. Seller is owned by Herbert S. Dolgoff, who has no other broadcast interests. Buyer is owned by Michael F.

Leone (90%) and Joy S. Davis (10%). Leone is president and 90% stockholder (Davis owns remaining 10%) of American Financial Resources, an investment management company; president and director of American Cinema Corp., a motion picture management firm; president and director of American Energy Products, a manager of oil and gas properties. Davis is director of American Cinema and director and senior vice president of American Energy Products. WCMQ(AM) is 250 w daytimer on 1220 khz. WCMQ-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ WZZD(AM) Philadelphia: Sold by Fairbanks Broadcasting Co. of Pennsylvania to Communicom Corp. of America for \$4.025 million. Seller is principally owned by Richard M. Fairbanks (82.7%) who is also president and treasurer of the company. Fairbanks also owns WIBC(AM)-WNAP(FM) Indianapolis; KVIL-AM-FM Highland Park-Dallas, Tex.; WKOZ(AM)-WVBF(FM) Framingham, Mass.; WJNO-AM-FM West Palm Beach-Palm Beach, Fla. Buyer is owned by Kenneth E. Palmer, who is chairman of Communicom and also owns WWDJ(AM) Hackensack, N.J. WZZD is on 990 khz with 50 kw day, 10 kw night.

■ KBEZ-FM Tulsa, Okla.: Sold by Mark-Way Inc. to Mid America Media of Kankakee for \$3 million. Seller (owned by Mr. and Mrs. S. Carl Mark) owns KAKC(AM) Tulsa and KFUN-AM-FM Las Vegas, N.M. Buyer is group broadcaster owning six AM's and four FM's. Burrell L. Small is president of Mid America. KBEZ is on 92.9 mhz with 100 kw and antenna 678 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ WRNB(AM)-WAZZ(FM) New Bern, N.C.: Sold by 1st Capital Radio Inc. to Interstate Communications Inc. for \$790,000 including assumption of liabilities and noncompete agreement. Seller is principally owned

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12/17/79

by Theodore J. Gray Jr. who also owns 94% of WKDE-AM-FM Altavista, Va; 100% of WTX-AM-FM Appomattox, Va., and 100% of WRHI(AM) Rock Hill, S.C. Buyer is owned by L. Brent Hill, who is currently an officer and director of Cosmos Broadcasting Corp., group owner, and has submitted resignation to take effect next Jan. 4. WRNB is 1 kw daytimer on 1490 khz. WAZZ is on 101.9 mhz with 100 kw and antenna 580 feet above average terrain.

■ **KPHX(AM) Phoenix:** Sold by Riverside Amusement Park Co. to Continental Broadcasting Corp. of Arizona for \$650,000. Seller is owned by C.L. Hite, who has no other broadcast interests. Buyer is owned by Jose Molina, who has 8% interest in application to purchase KSBA-TV Guasti, Calif. Molina owns 50% of ULC Reps, Hollywood, station representative. KPHX is 1 kw daytimer on 1480 khz.

■ **KGOW(FM) Broken Arrow, Okla:** Sold by Proud Country Entertainment Inc. to Broadcast Investors Inc. for \$520,000 including noncompete and consultancy agreements. Seller has sold only other broadcast interest, KTOW(AM) Sand Springs, Okla. ("For The Record," Nov. 19). Buyer is owned by George Beck (22%), Carl Williams (17.5%), Walter Gary (10%), Bob Harp (15%), Christopher Beck (5%) and six others. George Beck is chairman, son Christopher is vice president and treasurer. George Beck is senior vice president of Williams Brothers Engineering Co., Tulsa, Okla., engineering consulting firm. Williams and Gary are physicians. Harp is vice president of Williams firm. KGOW is on 92.1 mhz with 3 kw and antenna 235 feet above average terrain.

■ **WLOW-AM-FM Aiken, S.C.:** Sold by Briar Creek Broadcasting Inc. to Air South Broadcasting Corp. for \$375,000. Seller is principally owned by A. Mills Fitzner who has purchased WHGI(AM)-WAUG-FM Augusta, Ga., subject to FCC approval. Buyer is owned equally by John F. Foskett and wife, Diane. Foskett is former advertising manager of Riegel Textile Corp., Johnston, S.C. His wife is part-time teacher. WLOW is 500 w daytimer on 1300 khz. WLOW-FM is on 95.9 mhz with 3 kw and antenna 200 feet above average terrain.

■ **WQIK(AM) Jacksonville, Fla.:** Sold by Rowland Broadcasting Co. for \$250,000. Seller is owned by Marshall Rowland and wife, Carol, who also own WQIK-FM Jacksonville, WKOQ-AM-FM Gordon, Ga., and are applicants for FM in Lawrenceburg, Tenn. Buyer is owned by Gary Acker who also owns KWAS(FM) and KJTV-TV (not on air—CP granted March 9; see "For The Record" April 2), both Amarillo, Tex.; KLFJ(AM) Springfield, Mo., and has contracted to purchase KEPT(FM) Shreveport, La. WQIK is 1 kw daytimer on 1050 khz. Broker: Reggie Martin & Associates.

■ Other proposed station sales include: KTCB(AM)-KMAL(FM) Malden, Mo. (see "For the Record," page 76).

APPROVED

■ **WGBS(AM)-WLYF(FM) Miami:** Sold by Storer Broadcasting Co. to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., for \$12.5 million. Storer, publicly traded group, is selling its radio properties. Buyer is wholly owned subsidiary of Jefferson-Pilot Corp., insurance company, and owns five AM's, four FM's and two TV's. Wallace J. Jorgenson is president, and Cullie M. Tarleton is vice president for radio. WGBS is on 710 khz with 50 kw full time. WLYF is on 101.5 mhz with 100 kw and antenna 810 feet above average terrain.

■ **WSRF(AM)-WSHE-FM Fort Lauderdale, Fla.:** Sold by Van Patrick Broadcasting Inc. to T-K Communications Inc. for \$5 million. Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEWI(AM)-KSWT(FM) Topeka, Kan. WSRF is on 1580 khz with 10 kw day and 5 kw

night. WSHE-FM is on 103.5 mhz with 100 kw and antenna 570 feet above average terrain.

■ **WVEZ(FM) Louisville, Ky.:** Sold by Stoner Broadcasting to Multimedia Broadcasting for \$1.5 million plus Multimedia's WBIR-AM-FM Knoxville, Tenn. Seller also owns KHAK-AM-FM Cedar Rapids and KSO(AM)-KGGO(FM) Des Moines, both Iowa; WBNF(AM)-WQYT(FM) Binghamton, N.Y., and WGNT(AM) Huntington, W. Va. Buyer is publicly traded publishing-broadcasting group whose portfolio includes WAKY(AM) Louisville. Walter E. Bartlett is president of Multimedia broadcast group. WVEZ is on 106.9 mhz with 24.5 kw and antenna 670 feet above average terrain.

■ **KULA(FM) Waipahu, Hawaii:** Sold by Royal Hawaiian Radio Co. to Heftel Broadcasting Corp. for \$482,000 plus \$180,000 for consultancy agreement and \$20,000 for agreement not to compete. Seller is owned by Russell Withers Jr., who also owns WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W.Va., and KAUS-AM-FM Austin, Minn. He has sold, subject to FCC approval, KAHU(AM) Waipahu (BROADCASTING, Sept. 24). Buyer, principally owned by Representative Cecil Heftel (D-Hawaii) and family, owns WXKS-AM-FM Medford, Mass.; WLUP(AM) Chicago; WIKS(AM) Greenfield, Ind., and KGMB(AM) Honolulu and KGMD-TV Hilo,

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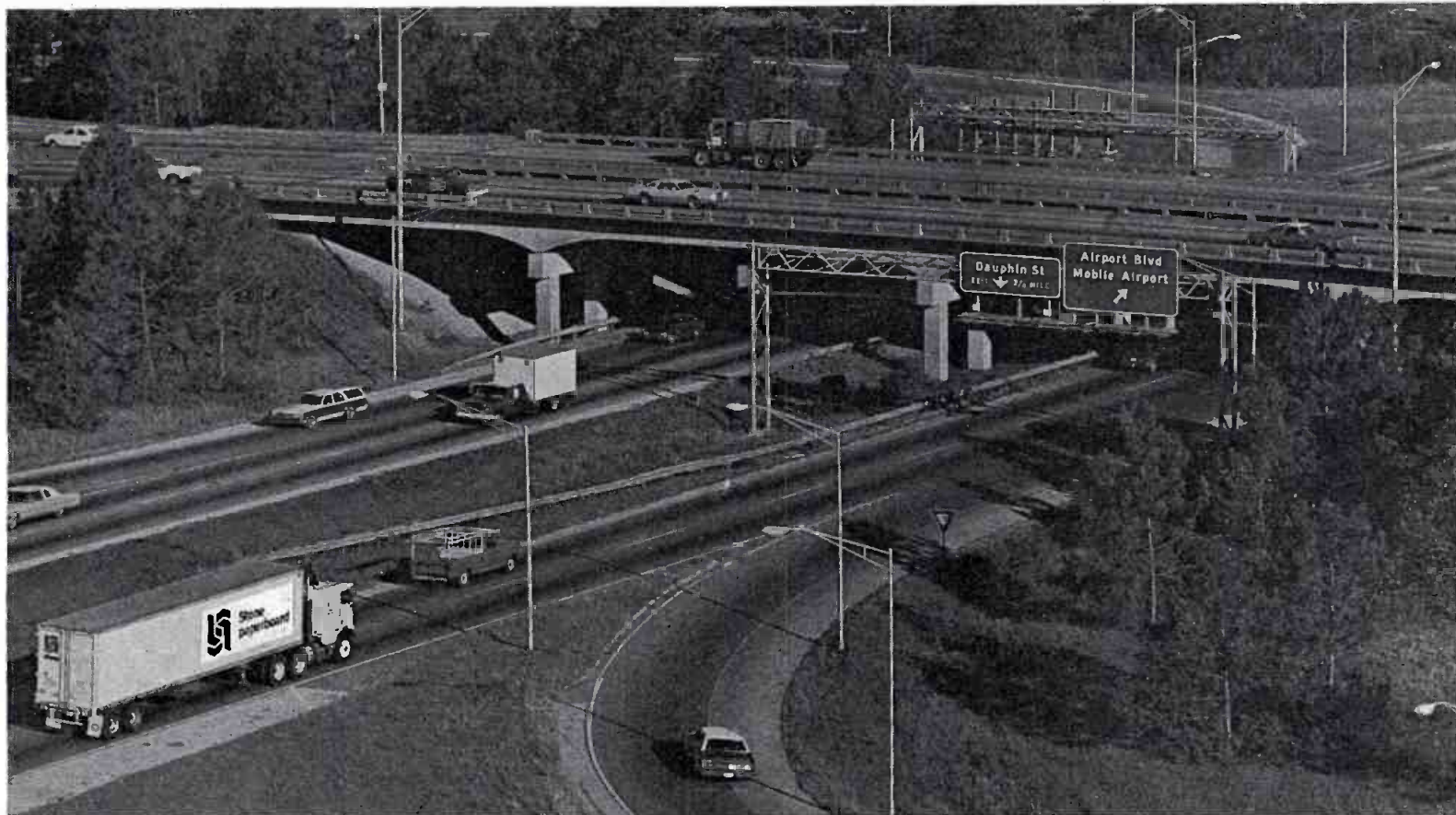
**MARYLAND**  
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\$580,000

**NEW YORK**  
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**MICHIGAN**  
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For years highway users have been paying taxes into the Highway Trust Fund established by Congress to construct the Interstate System. Motorists pay an average of \$38 a year into the Fund. Trucks which comprise 19.3% of the vehicles on the road, pay 45.9% of the taxes that go into the Fund. Let's continue to put this money to the use for which it was collected. It'll make motorists happy and help alleviate our critical fuel problem at the same time.

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both Hawaii. Hefstel and his wife, Joyce, also own KIQY(FM) San Diego and KGMV(TV) Maui, Hawaii. KULA is on 92.3 mhz with 100 kw and antenna 163 feet above average terrain.

■ KOLS(AM)-KKMA(FM) Pryor, Okla.: Sold by Communication Marketing Consultants Inc. to Earl P. Butler (33.3%) and his wife, Margaret (16.67%), and Don L. Gould (33.3%) and his wife, Toni (16.67%) for \$550,000. Sellers are R. M. Candlin, J.C. Carnahan and J.W. Rhea, who have no other broadcast interests. Earl Butler owns Parsons, Kan., automobile dealership, where Don Gould is sales manager. Margaret Butler is housewife and Toni Gould is Moran, Kan., schoolteacher. KOLS is 1 kw daytimer on 1570 khz. KKMA is on 104.5 mhz with 100 kw and antenna 320 feet.

## CTAM prologue to Western Cable Show

### CA TV officials meet for workshops and a talk by Ted Turner

"I think it was the networks who shot the satellite down. We'll just have to keep building them as fast as they can shoot them down."

So said Ted Turner last week in a tongue-in-cheek appraisal of the effect on



Turner

his new Cable News Network of the loss of RCA-Americom's Satcom III satellite, (see "Top of the Week") which was set to relay the signal of the news service when it begins operating next June. Turner, speaking at a luncheon meeting of the Cable Television Administration and Marketing Society last Tuesday in Anaheim, Calif., showed obvious concern over the satellite mishap, but, recalling some dangerous sailing situations of his career, the winner of the America's Cup seemed to look on the Satcom problem as a surmountable obstacle.

"Maybe I just lived until now so I could go now," he said, comparing the Satcom situation with a yachting race last August off the coast of Ireland when 19 of the world's foremost sailors died in unusually heavy winds. "We've all got to go some



**Stylish.** The National Association of Broadcasters' radio and television boards have adopted new logos. The logos, designed by Washington graphics artist Paul Arlt, incorporate the NAB logo and depict the service they represent. They were adopted at the November board meeting, and stations have begun using them.

time."

More seriously, Turner said that he hoped that Satcom's demise would not delay the start-up of CNN, but that as of last Tuesday it was still far too early to know the impact of the accident. He said that he fully expected to be able to work out an arrangement with some other satellite service to use a spare transponder on an existing satellite—at least until Satcom IV is launched, possibly in about a year.

"We'll figure out something," Turner said. "We'll get a transponder from somewhere."

Turner has invested an estimated \$24 million in CNN, and as of last week systems with more than two million subscribers had signed up for the new service. It is believed, according to Turner Broadcasting System officials, that the network will need seven million subscribers to reach the break-even point. Revenues will come from national advertisers as well as from subscriptions.

"I've got everything I've got on the line," Turner said last week. "The worst thing that can happen is I'll fail."

Turner's audience of 130 was in Anaheim to attend a regional CTAM meeting held just prior to the Western Cable Show (see "Top of the Week"). The

four-year-old society, according to its president, Tom Johnson of Daniels & Associates, is an educational society devoted to the "sharing of ideas" about the cable television business. The group is primarily interested in programing and marketing, Johnson said.

CTAM has held annual meetings in the past, and it will be holding another on Aug. 3-6, 1980, at the St. Francis hotel in San Francisco. Lucille Larkin is executive director. According to Johnson, the membership is composed of top-level management in all phases of the cable business. The regional meetings, however, are attended largely by middle management people who go to workshops to explore new approaches to the cable business.

Two of last week's sessions were described by many in attendance as especially helpful.

■ One, "Advertising on Cable," conducted by Trygve Myhern, vice president for marketing of American Television Communications Corp., demonstrated just how far cable still must go before it will become an advertising medium competitive with broadcasting, newspapers or magazines.

Much of the 90-minute meeting was devoted to instruction in basic principles of advertising—what ratings and shares

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**Send a message.** The feelings of listeners addressed to Communications Properties stations about the detention of American hostages in Teheran were brought directly to the attention of the White House Dec. 7. Sparked by the idea of CP's KFGO(AM) Fargo, N.D., the rest of the Midwest station group also asked their listeners to be co-signatories to the protest letter to the Iranian mission at the UN (BROADCASTING, Dec. 10). The response totaled more than 25,000 names. A copy of the presentation was made in Washington by a Minnesota delegation to Vice President Walter F. Mondale, a Minnesotan, who immediately arranged for acceptance of the material by President Carter. At the ceremony (l-r): Vice President Mondale; Mayor O.H. (Buzz) Hagen of Albert Lea, Minn.; Dennis Martin, station manager of CP's KATE(AM)-KCP1(FM) Albert Lea; President Carter; Mrs. Tom Nelson; Minnesota State Senator Tom Nelson, and Mark Warren, special assistant to the Vice President.

ble News Network, ESPN and UPI Newstime. Channels that would not immediately lend themselves to advertising were: local affiliates, distant independents and children's and religious channels.

■ According to Gregory J. Liptak of Times-Mirror Communications, the next big area of growth for cable will come with the full-scale introduction of tiered services. Especially as many of the nation's older, 12-channel systems rebuild and add new channels, many services now offered free of charge will be marketed as new, second-tier services requiring subscribers to pay an extra monthly fee. The session was "Tiered Marketing."

Some tiering works well, he said, while other forms don't. He has found, for example, that when a system offers tiers of pay services certain combinations of programming do not attract subscribers. Second-tier movie packages comprising G-rated or PG-rated movies generally cannot be introduced by a system already offering a full pay-cable service. R-rated or X-rated movie packages do attract second-tier subscribers, however.

Tiering works best in new-build situations, Liptak said, because subscribers tend to sign up for a system's complete programming package in their first few months of cable sampling. There is a problem with subscribers not renewing some services in the first year, however.

According to Liptak, in a new-build situation an operator can offer basic cable, a mini-pay service and a maxi-pay service and have sufficient subscriber response.

mean, the meaning and significance of cumulative audience measurements or the definition of "homes-using-television."

According to Myhern, cable should begin thinking of itself as an advertising medium with more in common with special-interest magazines than with mass-audience television. A number of services

are currently offered by cable that could use advertising, he noted, and operators must now learn how to sell advertisers on their service.

Among other channels cited as potentially good advertising buys were: local origination channels, the Madison Square Garden sports channel, the upcoming Ca-

## Business

### Some sobering sentiments on the future

**Speakers at Paine Webber conference on media future see next decade offering challenges for broadcasting in slower economy and viewer competition from new technology**

There were a wealth of financial and futurist data presented at last week's seventh annual Conference on the Outlook for the Media, sponsored by the investment firm of Paine Webber Mitchell Hutchins Inc. The audience, composed chiefly of securities analysts who follow broadcasting and print companies, heard speakers discuss the long-term challenges of new technologies and voice caution about the short-term challenge of next year's economy. Moreover, a luncheon presentation by Ogilvy & Mather provided a sobering picture of a 1980's American

society with a sharp and growing division between affluent "have's" and disenfranchised "have-not's."

But along with the caution signals there were also plenty of indications of how the companies participating in the various media intend to meet those challenges and adapt to the changing world of the future.

J. Kendrick Noble Jr. of Paine Webber hosted the conference, held in the auditorium of McGraw Hill's New York headquarters. His introductory remarks pointed to the slowing market performance of most media stocks, and raised the question of whether that trend will continue. Conferees were then given an overview of general advertising trends, with addresses by Robert Coen of McCann-Erickson, Philip H. Geier Jr. of The Interpublic Group of Companies, J. Walter Thompson's Frank Tomeo and Doyle Dane Bernbach's Michael Drexler.

Coen first reviewed 1979 national advertising figures, listing the following percentage changes over the year earlier: network television, up 14%; spot TV up 12%; radio, up 11%; magazines, up 13%; a "big surprise"—the "exceptional" 17% jump

in newspaper spending, and other media showing a 12% climb. Local newspapers and television were both up 14%, he said. Comparing those figures with his predictions a year earlier, the actual figures proved to be above Coen's expectations; national broadcast's total rise being 13%, not 11%, and national print 14%, not 12%.

Recognizing that the economic outlook for 1980 "is certainly not bullish," Coen discussed historical advertising trends in attempting to reach a sense of what might happen next year. In recent recession years, he noted, advertising growth didn't do well compared with growth in the gross national product. But there were other factors affecting advertising in those years, he said, such as wage-price constraints and the cigarette ban for television. Going back to post-World War II recessions, Coen indicated that advertising in those periods grew faster than GNP. He expects 1980 to be "somewhere in between" those two categories, and to be buoyed by extra stimulus of Olympics/elections inventory restrictions and election spending.

Coen's figures for next year put national broadcast up 13%, national print up 10%,

with total national advertising up 11.4% and total local up 10.4%.

Gazing into the future, Coen estimated United States advertising, which was at \$20 billion in 1970, will hit \$55 billion by 1980 and soar to \$135 billion in 1990. Plotting high growth categories of advertising, Coen said the two fastest growing are spending by media and government advertising.

Interpublic's Geier predicted that 1980 will be a good year for advertising agencies, believing that they won't be "particularly affected by an economic downturn next year." Advertising, in his words, has become "the bridge between manufacturers and the consumer," an essential link in the sales process. The advertising growth potential in foreign markets, something Coen had also alluded to, will be an important beneficial factor for agencies, according to Geier. At the same time, inflation itself has been profitable for agencies, in his estimation.

Tomeo and Drexler concentrated on media selection trends by advertisers, both current and projected, into the coming decade. Tomeo pointed to the dominance of television over Americans' leisure time, its command of 50% of total media dollars and how network affiliates currently capture 84% of total viewers. "Despite agency kicking and screaming" he said, they're still spending for television, although perhaps for shorter flights. His was the first of several references at the conference to the belief that television is underpriced, which he uncritically attributed to network managements.

Tomeo believes network prices will be up 13% to 15% next year, with the price increases in the 1980-81 season moderating to about 10% or 11%. The JWT executive said the networks will continue to maintain their dominance "for many years to come," with other media left "so far down the road." Challenging a commonly held assumption, that cable will be a viable advertising medium when it achieves 30% penetration, Tomeo asserted that it will need 50% to 60% penetration "before advertisers will plunk down money." That's something he feels has already been demonstrated in the television barter syndication market. However, he did note that syndicated specials have done well, in some cases providing advertisers 30% to 40% lower costs against comparable network ratings.

Doyle Dane's Drexler sounded a theme that was repeated by others during the three-day meeting. Whatever happens to media in the coming decade "will be evolutionary," with change occurring slowly, and without major shifts in media trends or allocations in the next several years. Television, in its various forms, will dominate the decade, Drexler said, with a common trend for newspapers, magazines, radio, cable and recorded video being an emphasis on targeting to specific audiences.

Subsequent panels at the conference examined the specific outlooks for the various media. The broadcasting panel was composed of CBS Inc.'s Martin Ewens-

tein, Outlet Company's David E. Henderson, Capital Cities' Joseph Dougherty, Edward Bleier of Warner Communications, and Walter E. Bartlett of Multimedia.

Ewens-tein said his company looks for "all to go well" on the supply and demand front next year, thanks to the Olympics and the elections. For the long term, he expects that cable, pay formats and recorded video will all become viable industries. "Sprouting by 1985," he sees 1990 with 40 million cable television homes, 16 million of them taking pay cable, and 12 million video players. Combined, they will steal a percentage point a year from network television, reducing network viewing from 86% to 78% by the end of the decade. That loss will be spread among the new technologies "in roughly equal proportions," according to Ewens-tein, with the networks' side compensated for the loss by growth in television households, viewing per household and cost per thousands to advertisers.

"Solid gains in 1980" will be felt by network affiliates, said Outlet's Henderson, with any shortfall hitting independents. He's looking for the "major prescheduled and non-deferrable" events of the Olympics and elections to make the essential contribution. Olympics packages are being sold at 30% to 50% better prices than the time they're replacing, and are being "well received" by advertisers, according to Henderson. Citing TVB figures, Henderson said next year will see \$100 million in non-network television spending for the elections, money that will benefit local stations.

Henderson called the conferees' attention to what he termed "the unrealized potential" of retail advertising for local broadcasters, saying that to this point they'd "only scratched the surface" of the field. However, he injected a note of caution with his reference to the "disappointing" fourth quarter of this year, saying that while it's "no disaster," sales in the period have shown that "television is not insulated" from the general economy. For 1980, he's forecasting Outlet's revenues up 15-18% with affiliates in general up 15%.

Dougherty of Capital Cities stressed that "the important thing for a group operator is to work on the things you can control." He identified them as market share, costs, and where a company is positioned for the 1980's and beyond. He was another broadcaster who stressed local advertising, and looks for it to play an increasing role in the next decade. Dougherty discussed some of the difficulties of cost control, saying it would be "morally unethical" to fire 10% of a staff to cut costs. Capital expenditures for ENG equipment and tape also have to be looked at carefully, with local news a highly competitive program block and one that's responsible for 10% to 20% of a local operation's revenues.

Similar thoughts were voiced by Multimedia's Bartlett, in his description of "The Bottom Line" for broadcasters. Local television advertising, he said, continues to grow in importance at the ex-



**No. 1** in  
**HARTFORD**

**18**  
RATING

**33**  
SHARE

**15%**  
More homes  
than a year ago!

**WFSB-TV**  
**7:30 PM**

**THE NUMBER ONE  
ANSWER FOR ACCESS**

**GROUP W PRODUCTIONS**  
INC. / WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct 1978, Oct 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

pense of national spot, and might ultimately approach newspaper retail shares of 75% to 80% of revenues. Bartlett anticipates that "by 1983 local will pass 60% of our total revenues." For the next five years, he's looking for an average sales revenue increase of 13% to 14%, with costs held to 10%-11% increases and operating profit growing 12%-14%.

With TVB figures showing 1978 and 1979 as the strongest two-year growth period for the decade, Bartlett pointed to Multimedia's own statistics for that period: total television revenue up 13% in 1979, 20% in 1978, with 8% growth in national, 19% in local and 17% in network.

Recent figures show a weakness in national spot for Multimedia stations in the last quarter, up only 8% for the full quarter, 4% in December. Bartlett sees a weak first quarter in 1980, "mediocre" second, but "very strong" third and fourth, and he's projecting the year will see national up 12%, local up 16% for a 14% total gain.

On the cost side, Multimedia research shows syndication costs on the average station jumping 25% to 40%, thanks to "panic" buying in the last several years, caused by what Bartlett termed the inaccurate forecast from program experts of product shortage for 1979 through 1981. However, post-1980 he thinks syndication

costs will level off at perhaps 12% annual growth, after averaging 16% from 1974 through 1980.

Bartlett called news production the second major factor in television cost increases, one that's growing 20% a year, adding 1.1% annually to total station costs, and which he said would pass syndication costs in three years.

Warner Communications' Bleier opened his talk with a challenge to the cable penetration figures presented earlier by Ewenstein. Pay service, he said, "is the engine driving cable in cities" and when cable has achieved 40 million penetration, 30 million of those homes will be taking pay, not the 16 million Ewenstein had claimed. Audiences will be fractionalized in the future, Bleier conceded, but he maintained that network television is still the only medium that is "really efficient and can intrude" where major advertisers are concerned. Brand advertising, he said, is growing faster than fractionalization, constantly adding new advertising categories to television.

While saying he remained "bullish" on networks and affiliates, Bleier observed that the competition to be first is producing a situation where the cost outweighs the price, particularly when the costs of failures have to be factored in the price of hits. Some of the programming news of the

year as Bleier saw it was the decline in the potency of miniseries, and features outrating made-for-TV product. The latter, he said, offered some small potential for cost savings, with made-for-TV having a higher promotional cost, and program suppliers such as Warner now offering features at the prices of two years ago.

Luncheon sessions at the conference explored various aspects of what the future holds for the media. Philip Levine of Ogilvy & Mather premiered a new presentation by the firm that showed an America of the 80's marked by significant demographic changes, a technological "evolution" leading to increasingly complex, specialized and expensive media, and more discerning and skeptical consumers—an America in which the challenge for advertisers will be to "produce cost effective campaigns."

According to Ogilvy & Mather, America has experienced mid-decade changes in "ethos" since World War II, with the 1975-86 period one of inflation, declining confidence, and concern for the future. By the end of the next decade, the country could well have a 25% minority population, with Hispanics outnumbering blacks, according to O&M's research. At the same time, there will be a shrinking middle class, increasing economic polarization, and generally less affluent consumers.

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

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton Corp.	9 mo. 9/30	\$101,208,000	+ 29.2	\$3,544,000	+ 12.8	1.34	\$78,309,000	\$3,140,000	1.18
Adams Russell	year 9/30/79	28,387,000	+ 17.7	1,807,000	+ 9.8	1.07	24,111,000	1,735,300	.84
Amplex	6 mos. 10/27	218,006,000	+ 20.1	17,368,000	+ 38.8	1.52	179,728,000	12,525,000	1.10
Chris Craft	year 8/31/79	105,247,000	+ 21.8	7,932,000	+ 18.9	2.03	86,395,000	6,686,000	1.28
Columbia Pictures	3 mo. 9/29	132,687,000	+ 10.9	8,967,000	- 20.0	.91	119,622,000	11,195,000	1.16
Comcast	9 mo. 9/30	15,854,000	+ 35.5	1,267,000	+ 39.3	.74	11,545,000	909,000	.56
Compact Video Systems	6 mo. 10/31	13,473,000	+164.6	934,000	+239.4	.50	5,091,000	390,000	.34
Conrac	9 mo. 9/30	100,574,000	+ 15.8	-745,000	*	-50	86,983,000	2,906,000	1.29
Cowles Communications	9 mo. 9/30	11,532,000	+ 11.3	3,916,000	+ 13.4	.99	10,361,000	3,452,000	.87
Doyle Dane Bernbach	9 mo. 9/30	70,764,000	+ 18.8	5,063,000	+ 28.7	1.90	59,543,000	3,935,000	1.48
Foots, Cone & Beidling	9 mo. 9/30	86,507,000	+ 21.3	6,675,000	+ 9.6	2.56	78,526,000	6,075,000	2.37
Fuqua Industries	9 mo. 9/30	1,548,678,000	+ 28.9	47,816,000	+118.4	3.65	1,200,638,000	21,973,000	1.66
Gray Communications	3 mo. 9/30	8,191,261	+ 66.0	880,654	+ 66.0	1.36	4,933,522	363,443	.74
Gray Advertising	9 mo. 9/30	421,584,000	+ 18.4	3,973,000	+ 25.4	6.39	356,058,000	3,188,000	5.07
Harris	3 mo. 9/28	249,008,000	+ 13.9	16,220,000	+ 19.7	.82	218,556,000	13,540,000	.54
Gulf & Western	year 7/31/79	5,288,247,000	+ 22.6	227,438,000	+ 25.9	4.82	4,311,956,000	180,516,000	3.53
Jefferson-Pilot	9 mo. 9/30	554,804,000	+ 10.2	73,322,000	+ 9.6	3.25	502,921,000	66,858,000	2.89
Marvin Josephson	3 mo. 9/30	9,065,700	- 5.2	961,100	- 62.2	.37	9,560,200	1,543,800	.61
Lee Enterprises	year 9/30/79	115,805,000	+ 10.6	15,393,000	- 3.3	2.13	104,690,000	15,914,000	2.16
LIN Broadcasting	9 mo. 9/30	41,266,000	+ 13.7	9,328,000	+ 21.8	3.39	36,288,000	7,655,000	2.74
M/A-Com	year 9/29/79	123,981,000	+ 24.8	8,368,000	+ 37.2	1.48	99,317,000	6,095,000	1.10
MCA	9 mo. 9/30	878,393,000	+ 11.5	134,257,000	+ 40.2	5.75	787,858,000	95,362,000	4.10
MCI Communications	8 mo. 9/30	83,110,000	+ 48.2	4,813,000	104.4	.09	43,166,000	2,256,000	.10
MGM	year 8/31/79	491,270,000	+ 22.3	61,801,000	+ 21.8	2.02	401,406,000	49,341,000	1.61
MovieLab	9 mo. 9/29	25,010,745	+ 17.1	1,398,018	+161.9	.93	21,343,516	533,691	.37
New York Times Co.	9 mo. 9/30	488,998,000	+ 24.9	24,781,000	+ 89.6	2.09	375,392,000	13,067,000	1.11
Oak Industries	9 mo. 9/30	202,181,000	+ 47.3	7,649,000	+147.5	2.00	137,187,000	3,090,000	.96
Outlet Co.	9 mo. 10/31	204,816,000	+ 2.5	253,000	*	(.15)	199,709,000	4,093,000	1.38
Reeves Teletape	3 mo. 9/30	6,997,000	+ 30.6	303,000	+ 62.9	.13	5,354,000	186,000	.08
Sonderling	9 mo. 9/30	31,402,000	+ 4.5	2,610,000	+ 1.9	2.33	30,032,000	2,560,000	2.29
Technical Operation	year 9/30/79	136,508,000	+ 48.3	1,858,000	+ 95.7	1.32	92,017,000	949,000	.71
Tele-Communications	9 mo. 9/30	60,149,000	+ 50.3	27,844,000	+550.0	2.47	40,013,000	4,283,000	.37
Teleprompter	9 mo. 9/30	123,382,000	+ 18.2	10,790,000	+ 5.4	.84	104,321,000	10,223,000	.80
Warner Communications	9 mo. 9/30	1,238,918,000	+ 38.9	75,352,000	+ 26.4	3.66	904,427,000	59,579,000	3.01
Westinghouse Electric	9 mo. 9/30	5,291,500,000	+ 8.4	43,000,000	*	.49	4,880,600,000	166,300,000	1.94
Wrather Corp.	9 mo. 9/30	38,180,000	+ 16.8	71,000	*	.03	32,684,000	1,984,000	.86

\* - Loss percent too great to be meaningful



## Multimedia survey finds ad executives optimistic about 1980 expenditures

**Lessons learned, says Wearn, should prevent cutbacks, although it's said Olympics and elections will be somewhat offset by the economic climate next year**

The outlook of 1980 for advertising in general and network television in particular was portrayed in generally bullish terms last week even though the general economy may be in or heading for a mild recession.

This projection was made by Wilson C. Wearn, president and chief executive officer of Multimedia Inc., Greenville, S.C., before a session of the seventh annual media conference of Paine Webber Mitchell Hutchins Inc. in New York.

Wearn based his projections for a satisfactory media year on a survey commissioned by Multimedia and its national representative, The Katz Agency Inc., New York ("Closed Circuit," Dec. 10). The firms retained Towers, Perrin, Forster & Crosby, a New York marketing consulting company, to sample the views of top advertiser and agency officials. The survey was conducted between Nov. 14 and Dec. 5.

Although those interviewed felt the nation was in a minor recession, they said they did not plan to pare budgets as they did during a similar business downturn in 1974-75. Wearn said the executives reported they had learned from 1974-75 that drastic cuts in advertising often result in declines in market shares.

On the other hand, the executives made the point that although 1980 is not 1974, it is not 1976 either. Wearn said they cautioned that even though 1980 is an Olympic and a presidential election year, the advertising growth pattern may not accelerate as much as it did in 1976. Among the reasons the advertising officials cited: In 1976 small-budget brands could still comfortably afford network television; energy



Wearn

costs and supply were not a major factor and the world political climate was dramatically different.

Wearn reported that it was the belief of the interviewed officials that TV network growth in 1980 would be the strongest of all media, with one advertiser venturing a 15% to 20% gain. Wearn said that spot TV can also anticipate "positive results" in 1980, although it will be "somewhat soft" for the first two quarters and rise significantly for the full year.

Radio is expected to profit both directly and indirectly from tight TV network inventory, Wearn said. He noted that both advertisers and agencies in the sample suggested "good possibilities" for both spot and network radio next year, in part because of the Olympics and the national elections.

There were mixed opinions about magazine advertising plans among the executives interviewed. Wearn said this could suggest "only moderate growth" for magazines next year. As for newspapers, the survey participants felt there would be steady spending in newspapers in 1980 and investment by national advertisers would be up slightly over 1979.

## Eight ways of looking to the future

**Media firms address Paine-Webber conference, outline their fiscal and technological outlooks for '80**

Eight media companies with broadcasting involvement made individual presentations to the analysts at Paine Webber Mitchell Hutchins' media conference last week and a general conclusion appeared to be that next year would be a good year, but not tremendous. At the same time there was a heavy emphasis on how each company views the future and intends to participate in coming technological changes. To some extent, those at the conference heard eight different versions of "we've seen the future, and it is us."

Emanuel Gerard of Warner Communications looks for three major areas of growth for his company: producing software for videodisk and tape players, manufacturing and selling video games and personal computers through the company's Atari division, and developing cable television, particularly Warner's Qube system. The idea behind selecting those three was that they are all software-related and use the home television as a display terminal. Discussing WCI's cable involvement, he called the proposed Warner/Amex Cable joint venture "a classic two plus two equal five deal" that will allow the operation to build all the franchises it realistically can get.

Multimedia's Wilson C. Wearn opened his presentation with a report on a study of advertising the company commissioned (see this page) and went on to say that Multimedia had an "exceedingly good year" in 1979, and anticipates a 20% in-

# evening MAGAZINE

**No. 1 in  
BOSTON**

**16  
RATING**

**32  
SHARE**

**Strong No. 1  
in every  
category!**

**WBZ-TV  
7:30 PM**

**THE NUMBER ONE  
ANSWER FOR ACCESS**

**GROUP W PRODUCTIONS**  
INC./WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

## Bottom Line

**New name, happy tidings.** Reeves Teletape Corp., New York, is now Reeves Communications Corp. "to more accurately reflect our broadly based involvement in the entertainment and communications industry," according to Marvin H. Green, president. Ninety percent of Reeves Communications' revenues result from development, acquisition, production and distribution of programs and motion pictures for TV and theaters, he explained. Green also said that company's earnings for six months ending Dec. 31 are expected to approximate \$1.46 million, or 61 cents per share, on revenues of \$19.3 million. This compares with earnings of \$856,000, or 38 cents per share, on revenues of \$12.2 million in first half of last fiscal year.

□

**B&S in satellite field.** Burnup & Sims, Fort Lauderdale, Fla., cable TV service company with diversified soft-drink bottling, printing, electrical and movie theater operations, has acquired Gardiner Communications Corp., Houston. Clifton H. Gardiner is president of the new B&S subsidiary, pioneer marketer of satellite receiving stations that says it has over 30% of earth-station business with cable TV industry.

□

**Buy-back.** Capital Cities Communications, New York, said it will buy approximately 600,000 shares of its common stock from time to time on open market, at then-prevailing prices. Stock, currently valued at about \$28 million, will be retained as treasury shares available for issuance under employee incentive plans and for acquisitions. Company currently has 13,054,263 shares outstanding.

crease in per-share earnings to \$2.80.

The direction the company intends to take into the 80's was mirrored in its recent \$70-million acquisition commitments, a major chunk of which was devoted to establishing a separate cable division within the company. Plans are to have 100,000 subscribers served by currently contemplated Kansas and Oklahoma systems within two or three years. Some \$33 million of the \$70 million is earmarked for broadcasting and newspapers, and Wearn says Multimedia is looking carefully at programming for cable. (The company is the producer of *Donahue*, among other shows.)

Lee Enterprises, Harte-Hanks Communications and Knight-Ridder all indicated intentions to participate to varying degrees in electronic communications.

Lee's Lloyd Schirmer said the company will continue to concentrate its major acquisitions in broadcasting and newspapers, but noted that the information systems it is establishing at its papers will have electronic transfer capabilities allowing data to be easily sold to customers who

might develop down the line. The company views next year as a time of consolidation, giving it a chance to develop recent acquisitions that include KGMB-TV Honolulu and KOIN-TV Portland, Ore.

John Stenlar of Lee, reviewing the company finances, said broadcasting revenues for 1978-79 were up 17.5%, and that he expects a "good year" next year, with broadcast revenues up 10-12%.

Harte-Hanks's Robert Marbut made it clear in both his talk and a multimedia presentation that the company views its place in the 80's as that of an "information provider for information consumers," participating in that field through various formats. The company sees a future of increasing market segmentation, with electronic data processing equipment permitting marketers to discretely target advertising and products (helped by such specialists as Harte-Hanks's Consumer Direct Marketing wing). The intention at Harte-Hanks is to participate in a growing home data base market as a supplier of its product, information, to data systems.

The company's Larry Franklin de-

scribed it as having had an outstanding year in 1979, and expressed confidence that Harte-Hanks will "get through this recession with respectable earnings growth." Broadcasting operations revenues were up 12% to 16%, and that figure includes what is currently a small contribution from cable operations. Marbut said the company intends "to move faster than in the past" in adding to its cable compliment.

Knight-Ridder's broadcasting division had an "outstanding" 1979, according to Robert Singleton, who also noted that his company's Viewtron data system test in Miami is proceeding on schedule and under budget. (It's a joint venture with AT&T). Still, the company intends to remain "principally newspaper" oriented for some time, even though it would like to have a television station in the top 20 markets.

Gannett's Allen Neuharth expressed a similar sentiment for his firm, despite its acquisition of Combined Communications. In response to one analyst's question, he threw some light on the recent departure of Combined's Karl Eller from the merged company. "Both of us wanted to run the company," Neuharth said, "but there was only room for one and that job was filled." Still, Eller's was a "friendly, orderly departure" according to Neuharth. Gannett, he said, will top \$1 billion in sales this year, with earnings per share closer to the \$3.70 expected by some analysts than the \$3.60 predicted by others. Gannett's Douglas McGorkindale is anticipating a "very good year" in 1980 for its broadcasting operations, with revenues up 20% or more, and substantial radio improvement after a soft 1979.

McGraw-Hill, which expects 1979 to be a fourth year of 20%-plus increases in earnings, concentrated its discussion on the data-base information systems being utilized throughout its various divisions. McGraw-Hill's intention is to have six major data centers, linked by a private network that would be established with vendor facilities.

Media General's 1980 forecast includes an expectation of profit growth from its broadcasting operations, based on Olympic bookings on its NBC affiliate WFLA-TV Tampa, and substantial revenues expected from election spending in that "political hotbed."

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"...we have been most pleased with our nine year association with CMS."

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Indianapolis, IN 46220  
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## Ever vigilant at the ANA

Association outlines efforts to ward off government, educate public and industry

In a position paper entitled "ANA Objectives, 1979-80," the Association of National Advertisers has pledged to "sustain the right to truthfully advertise legal products by defending against further unwarranted government intrusion." The association also set as its goals the education of the public about the value of advertising

and the education of the industry about its responsibilities.

The paper, released at the ANA convention in West Palm Beach, Fla. (BROADCASTING, Dec. 10), enumerated 35 problems for the association—15 specifically dealing with the broadcast media—and described ANA's past and future actions on these issues.

The top trouble spot under the general heading "Defending Against Further Unwarranted Government Intrusion" was the Federal Trade Commission's proposal to ban advertising to children. This proposal amounts to "governmental censorship" and "1980 promises to be a crucial year for the eventual outcome" of this rulemaking, the ANA report said. It also noted the FCC's inquiry into children's television, and said that although that proceeding does not now directly involve advertising, the ANA will be filing comments with the commission.

In other areas, the ANA position paper noted these issues and cited the association's tactics:

**TV clutter**—The association said that intra-industry efforts in this area are now on a "wait-and-see" status because of the Justice Department antitrust suit against the National Association of Broadcasters television code.

Double billing and false billing in coop-

erative advertising—ANA reported that a "workable system has been established for the first time" that involves the cooperation of ANA, the Television Bureau of Advertising, the Radio Advertising Bureau and the Newspaper Advertising Bureau, and it will continue.

**TV ratings**—ANA said "hypoing" is a "major concern" and that the solution is 52-week local ratings. But that's "probably not economically feasible," it continued, while saying "some increase in the number of rating sweeps during the year must be achieved."

**Media payments**—ANA cited the financial difficulties of "a major media buying service"—presumably Media Corp. of America—and said this situation "has again raised the challenge to the traditional concept that media will hold the agency solely liable for payment." ANA recommended continuing dialogue with the media and the American Association of Advertising Agencies.

**New technologies and a changing TV environment**—"It is becoming increasingly clear," ANA said, "that new technology will change television as we know it today." The development of satellites, cable TV, superstations and home video recorders has led ANA to appoint a Task Group on TV Futures to "stay on top of these areas."

## Law & Regulation

### Holiday package from Van Deerlin

**He introduces two bills: revisions for common carrier, partial lifting of 315 requirements**

Representative Lionel Van Deerlin (D-Calif.) last week gave his Communications Subcommittee colleagues plenty to mull over during Christmas recess: two new pieces of legislation that Van Deerlin hopes will receive consideration soon after Congress returns in late January.

As had been expected (BROADCASTING, Dec. 10) Van Deerlin unveiled a new bill that would amend the Communications Act. Unlike earlier comprehensive "rewrite" proposals, however, the new legislation deals exclusively with common-carrier issues and does not touch on broadcast or cable provisions.

His other bill that was introduced last week would eliminate equal-time requirements for broadcasters when they offer nonpaid time—debates, documentaries and other special programming—for presidential and vice presidential campaigns. This bill would only partially repeal Section 315 of the Communications Act, as it would not waive equal-time obligations for other federal, state or local candidates, nor

would it change paid-time requirements. He said he hoped to begin action on the bill as soon as possible upon Congress's return because the presidential campaigns will soon be in full swing.

In announcing the introduction of both bills at a breakfast with reporters, Van Deerlin said the need for changes in Section 315 is obvious, since there is "a dreadful irregularity between print and broadcast journalism." As it stands now, he added, the law takes away from broadcast journalists the right to exercise independent editorial judgment.

Van Deerlin predicted that a change in the law would enable news departments to expand election coverage, as they would not have to worry about affording equal time to a large number of minor candidates who don't stand "a mathematical chance" of being elected. But he said that if he really had his way, Section 315 would be eliminated completely.

Although the equal-time provision was suspended for the 1960 Nixon-Kennedy debates, Van Deerlin said he would try for amendment of the measure, rather than another suspension. But he said that amendment might run into trouble in the Senate, where a suspension of the section may again be preferred. He noted, for example, that Senator Ernest Hollings (D-S.C.), chairman of the Communications

**P.M.**  
MAGAZINE

**No. 1 in  
DALLAS**

**16  
RATING**

**32  
SHARE**

**52%  
More homes  
than a year ago!**

**WFAA-TV  
6:30 PM**

**THE NUMBER ONE  
ANSWER FOR ACCESS**

**GROUP W PRODUCTIONS**

INC./WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

Subcommittee, has said suspension would be sufficient.

As for his common carrier bill, H.R. 6121, Van Deerlin expressed optimism that the telecommunications industry and subcommittee members would accept the language, and he could mark up the legislation in January.

By the time Van Deerlin introduced the bill Thursday afternoon (Dec. 13), the entire membership of the subcommittee had signed on as co-sponsors, and Van Deerlin had announced that the mark up would begin January 23.

Provisions in the bill include opening all intercity markets and services to competition, and requiring AT&T to establish fully separated subsidiaries for offering any unregulated service or product.

Van Deerlin said that a conscious decision was made to keep broadcasting and cable issues separate, to avoid jeopardizing passage of the common-carrier provisions. Once the subcommittee started on an issue such as cable, he said, issues such as retransmission consent invariably come up, and then "you're bogged down."

Van Deerlin said a good deal of his bill was based on language suggested by the National Telecommunications and Information Administration, adding that he was indebted to NTIA chief Henry Geller and his staff.

In addition to his legislation, Van Deerlin said he expected to take up other bills after the break. One of these, which he predicted would be passed easily, deals with the House broadcast system, C-SPAN. Under the rules, Van Deerlin said, a member of Congress can't use footage of himself from the House system for his own campaign purposes, but others can. A floor speech that might embarrass a member could conceivably be used by an opponent in a political campaign commercial, and Van Deerlin said he expected repeal of that rule would have clear sailing in the House.

On an unrelated topic, Van Deerlin took a swipe at his colleagues for their handling of the Federal Trade Commission's authorizations bills. "I'm getting a little skittish about Congress's proclivity to undercut regulatory agencies," he said. He added that a vote by the House to keep the funeral industry immune from an FTC rule made it "look dreadful."

Van Deerlin's subcommittee will now wait for reaction on both proposals. There was immediate praise from the National Association of Broadcasters on the equal-time changes. Donald Zeifang, NAB senior vice president for government relations, gave the idea high marks, although he said he would like to see it go further. "This bill is a step in the right direction, but broadcasters need even broader relief from the restrictive equal-time provisions as they apply to all political races," Zeifang said. "Radio and television news departments would give better and more political coverage if they did not have to offer equal time to the scores of candidates sometimes involved in a single campaign."

## FEC moving toward opening doors to debates arranged by media organizations

**Broadcasters, newspapers and magazines, under new proposals, would be allowed to run show; plans for Iowa confrontations are moving ahead in any case**

The Federal Election Commission appears to be backing off from its controversial position on the issue of the staging of non-partisan candidate debates. The commission has instructed the staff to draft new regulations that would permit broadcast stations, newspapers, magazines and periodicals to sponsor such debates.

The action came some five weeks in advance of the joint appearances of Republican and Democratic presidential candidates to be held in Des Moines, Iowa, under the sponsorship of the *Des Moines Register and Tribune*.

An earlier draft regulation that was vetoed by the Senate was interpreted by many observers as barring media corporations from sponsoring political debates. FEC members said they had no intention of interfering with media's normal operations. The regulation was aimed at carving out an exemption from existing law to enable corporations and labor unions to help the League of Women Voters and other nonprofit organizations sponsor political debates.

The instructions given the FEC staff were based on a staff-offered suggestion that the provision in the Federal Election Campaign Act exempting news stories, commentaries and editorials from the ban on corporate contributions to political campaigns be extended to include candidate debates staged by media corporations.

The staff also suggested that the commission not prescribe the conditions under which such a debate would be permissible. But, the staff added, the commission

**Money-back study.** This week the FCC is likely to adopt a notice of rulemaking on reimbursement of expenses for public participation in FCC proceedings. The staff will recommend a rulemaking after analyzing the comments received in the commission's notice of inquiry issued June 30, 1978, which outlined three areas for comment: (1) whether the FCC should establish a reimbursement program for public participants in FCC proceedings, (2) whether it possesses legal authority to do so, and (3) what form such a program should take, if the FCC approves it. Not surprisingly, industry comments ran counter to such a program while public interest groups supported the idea. The staff recommendations will include ceilings and limits on the number and type of groups that can apply.

should define the term "candidate debate." A possible definition, it said, could include joint candidate appearances in which candidates exchange views on issues either directly or through a moderator.

Meanwhile, plans are going forward for the joint appearances of Republican and Democratic presidential hopefuls in Des Moines, both of which are to be held in prime time and nationally televised, at least by NBC and CBS. (CBS's decision could change if the list of participants changes.) ABC has not indicated whether it will cover them.

Republicans John Connally, George Bush, Senator Howard Baker (R-Tenn.), Representative Philip Crane (R-Ill.), Senator Robert Dole (R-Kan.), and Representative John Anderson (R-Ill.) will appear in a *Candidate Forum* at Des Moines's Civic Center on Jan. 5. Ronald Reagan declined to participate. The time period was shifted from the afternoon after Connally complained that different time periods attract different audiences.

The joint appearance involving President Jimmy Carter and Senator Edward M. Kennedy (D-Mass.) and Governor Edmund G. (Jerry) Brown of California—is scheduled for Jan. 7.

## Skeleton in the closet

The FCC has released a report that cites former Chairman Rosel Hyde and former Commissioners Benjamin Hooks and Charlotte Reid for acting improperly in the issuance of amateur radio call signs.

The report, adopted after a three-year investigation, cites the commissioners and several other FCC officials as having granted themselves or friends licenses or special call signs—for which they were not qualified.

The commission began the inquiry into the alleged improprieties in October 1977, after an FBI investigation led to the conviction of Richard Zeigler, then chief of the commission's Special Licensing Section at Gettysburg, Pa., on charges of accepting \$100 payments from four licensees in connection with the issuance or reservation of specific call signs.

The FBI, in an investigation in Indianapolis, also found that Robert Kirkham, a local amateur radio licensee, had arranged for improper issuance of licenses through Zeigler. Kirkham received "favors" for passing the licenses on to friends. Kirkham testified that none of these "favors" were passed along to Zeigler.

Zeigler said he began doing "favors" on his own after he discovered that James E. Barr, chief of the Special Radio Services Bureau from 1963 to 1973, had a license issued to himself without passing the required exam.

Carlos Roberts, the present chief of the bureau, said the report is a matter of "applying a new morality to an old situation." Roberts explained that years ago it was an accepted fact that commissioners and staff

## Washington Watch

**Keeping track.** FCC has issued its first report on cable television complaints, comments and inquiries—with total of 2,043 public entries made during January to September 1979 period. According to report, 22% of contacts made related to FCC's signal carriage rules, while 17% concerned syndicated program exclusivity rules. Complaints of poor picture quality as delivered by CATV system operator accounted for 17% and individual's inability to get CATV service accounted for 6% of contacts. In future, report will be released on quarterly basis.

**Court delay.** Trial of billion-dollar antitrust suit brought by Washington-based MCI Communications Corp. against American Telephone & Telegraph has been delayed two months. Suit, filed in Chicago in 1974, says Bell subsidiaries refused to provide access to local interconnections that would have made MCI competitor, then overcharged for other connections. Judge in case worried about selection of impartial jury.

**Don't stop now.** National Association of Broadcasters has taken strong stand against FCC proposal to abolish case-by-case UHF-radio crossownership exception to its one-to-a-market and regional concentration rules. In comments filed with commission, NAB said UHF-radio crossownership has contributed to growth of UHF and claimed its future potential to increase number of UHF's is substantial.

would give call signs to friends. "They really saw nothing wrong with it. But our rules were changed in 1976, and that is not possible any more. It's sort of like a post-Watergate mentality as opposed to a pre-Watergate mentality," he said.

William S. Grenfell, who was chief of the rules and legal branch, testified that on March 24, 1969, he was called to the office of then Chairman Rosel Hyde, who asked him to issue upgraded licenses to three friends.

Hyde said he was called by an investigator in 1978 about the matter, and told him that all the three individuals wanted was "something with my signature, sort of a souvenir." Hyde said he had asked Grenfell's advice on how to go about getting documents with his signature, and that he had no intention of violating any rules.

### Open books in Alaska

The FCC has overturned a Broadcast Bureau ruling and granted Alaskans for Better Media access to the 1974-1978 financial reports of two television and three radio stations owned by Northern Television Inc.

The licenses of Northern's KTVA-TV, KBYR(AM) and KNIK-FM, all Anchorage, and KTVF-TV and KFRB(AM), both Fairbanks, are up for renewal. ABM is opposing the renewal and charges the stations engage in network clipping, extended station breaks and poor program performance.

ABM had asked for access to financial records for the last five years, claiming that Northern made its financial condition an issue with references to financial difficulties it had experienced.

The Broadcast Bureau had denied the original request on April 20, and ABM asked for commission review.

The Freedom of Information Act does not require the FCC to release financial reports because they contain information that could expose stations to competitive

disadvantages. However, the commission has disclosed financial reports previously when a licensee placed its financial condition at issue and when the issue is relevant to a public interest determination.

The FCC, in issuing the new ruling Dec. 4, said: "The license made assertions in the instant case which went beyond a description of general market conditions and which alluded to its own financial status." "By Northern's voluntary choice," the FCC added, "its financial condition has become relevant and material to our consideration of the petition to deny."

### Clover Park settled

The FCC has rejected attempts to block the conversion of a Tacoma, Wash., educational TV station into a commercial facility. The station, KCPQ-TV, has been operating on a commercial allocation.

The current licensee is the Clover Park School District, which has held the station for four years but now wants to realize its equity in the facility to finance capital improvements to the school system. It has contracted to sell the station to Kelly Broadcasting Co., which owns KCRA-TV Sacramento, Calif.

Save Our Station 13, a group made up mostly of former members of Clover Park's TV advisory board, had filed a petition to reserve the station for noncommercial use and to deny the transfer. SOS13 claimed that KCPQ-TV has a unique format, that it misrepresented itself to the commission in renewal applications, and that the sale possibly constituted trafficking.

The FCC last week concluded, however, that there is enough other noncommercial service in the Seattle/Tacoma area and that the station was a burden on Clover Park's budget. The commission also found no prima facie evidence of trafficking, since the station had been held for one year beyond the minimum three.

evening  
MAGAZINE

No. 1 in  
PITTSBURGH

19  
RATING

35  
SHARE

30%  
More homes  
than a year ago!

KDKA-TV  
7:30 PM

THE NUMBER ONE  
ANSWER FOR ACCESS

GROUP W PRODUCTIONS  
INC. / WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

## Another setback in CBS fight against Justice antitrust suit

### Supreme Court refuses to take on NBC consent arrangement

For the second time in two months, a CBS effort to attack the Justice Department's settlement of an antitrust suit against NBC was rebuffed by the Supreme Court.

The high court last week rejected CBS's petition for review of a lower court's order

denying the network's motion to intervene in the consent-decree proceeding.

In October, the court turned down CBS's petition for review of the order of a U.S. district court in Los Angeles approving the consent decree (BROADCASTING, Oct. 8).

The consent decree was approved by the court in 1977, five years after the Justice Department originally filed virtually identical antitrust suits against the three networks. The suits alleged that the networks monopolize and restrain trade in prime time entertainment programming.

The agreement that NBC reached with Justice in November 1976 bars the network from a number of practices Justice

had contended in its suit were illegal. Among other things, the agreement limits for 10 years the amount of television programming NBC could produce for its use, and during that time prohibits it from engaging in reciprocal program arrangements with ABC and CBS (BROADCASTING, Nov. 22, 1976).

Justice's suits against ABC and CBS are still pending. And the provisions of the consent decree do not become effective unless the same terms are imposed on the other networks.

Besides CBS's suit, the Supreme Court last week rejected a petition by Columbia Pictures and four other program producers that sought to intervene in the NBC case.

# Programing

## Deja vu

### CBS is back as number one for latest ratings week, but ABC is only half a point behind

CBS-TV was able to claim victory in the prime-time ratings for the week ended Dec. 9. But the close contest between CBS and ABC-TV continued, with NBC-TV offering little competition.

As in the week before (when ABC won), less than a rating point separated the networks in first and second place. CBS earned a 19.8 rating and 31.4 share and ABC scored a 19.3/30.8 while NBC managed a 16.5/26.3.

CBS's strength on Sunday night remained formidable (27.1/40) and it also won Wednesday, Thursday and Friday. ABC had a few close seconds but came out on top only on Tuesday. NBC won Monday and Saturday but on other days wasn't even close to victory.

Of the week's top-10 prime-time programs, CBS had six series (five from Sunday) and one special. ABC had the remaining three. NBC didn't show up on the card until a 16th place *Little Rascals Christmas Special* (22.4/33).

From the top, it was CBS's *Alice* (30.0/42), featuring a guest appearance by Art Carney; then CBS's *60 Minutes* (29.5/45); ABC's *Three's Company* (28.8/44); CBS's *One Day at a Time* (28.6/41), and *The Jeffersons* (28.0/40); ABC's *Taxi* (25.9/41); CBS's "Hallmark Hall of Fame" presentation of *Aunt Mary* with Jean Stapleton (24.9/39); ABC's *Mork & Mindy* (24.5/36), which inched passed its head-on CBS competition, *Archie Bunker's Place* (24.2/36), and then CBS's *M\*A\*S\*H* (23.8/35).

The November ratings sweeps had passed with the month but specials continued. According to ABC, the three networks devoted 29% of their schedules to special programming. Many of these

specials, however, were programed early in the evening to attract young audiences. Sweeps specials generally were later and adult-oriented.

Most came with the season—Christmas, that is. The holiday-fare leader was ABC's *John Denver & the Muppets: A Christmas Together* (23.2/36). NBC won its time periods with the animated *Rascals* (22.4/33) followed by *The Berenstain Bears' Christmas Tree* (21.7/33). A repeat of *Rudolph the Red-Nosed Reindeer* provided a winning 21.5/33. On Thursday at 9 p.m., it was CBS's *Johnny Cash Christmas* (21.3/32) over NBC's *Bing Crosby Christmas* (15.9/24) but both lost to ABC's regularly scheduled *Barney Miller* (22.2/34) and *Soap* (22.5/34).

Lowest rated among the Christmas fare

**Short stay.** Major changes in the executive offices of NBC Entertainment, Burbank, Calif., were announced last week. Jerry Golod, who joined the network last April as vice president-national programming and variety development, will be leaving NBC. He had left the position of vice president for children's programming and variety development at CBS Entertainment to take the NBC post. Also leaving NBC will be Jane Deknstel, who became vice president for motion pictures for television and miniseries last September. No future plans for either were announced. Perry Lafferty, senior vice president for programs and talent and highest-ranking division executive on the West Coast, has taken on additional responsibility for variety programs. Irv Wilson, vice president for special programs, New York, is to take over long-form dramatic films and dramatic specials. And Ethel Winant, vice president for talent, will be in charge of the newly created special projects post and oversee miniseries.

was ABC's *Pat Boone & Family Christmas Special* (14.2/24) and NBC's "Big Event"—*Mary & Joseph: A Story of Faith* (14.3/21).

The week's other specials, not keyed to the upcoming holidays all made it above the 30-share mark. Hallmark's *Aunt Mary* on Wednesday on CBS was the highest scoring special with a 24.9/39; ABC's *Barbara Walters Special* competing against the last hour of *Aunt Mary*, earned a 19.5/32, CBS's *Salute to Ingrid Bergman* closed out an entire evening of specials on that network with a 18.7/31, slightly behind *20/20's* winning 19.0/32 for ABC.

On other ratings fronts, CBS won the week but didn't experience success with its new time periods for *Hawaii Five-O* (13.7/21) and *Paris* (12.1/22)—Tuesday from 9 to 11 p.m. Its new Wednesday opener, *Young Maverick*, also has yet to show strength, scoring only a 14.3/22. And the time bought on CBS by the President Carter campaign scheduled from 8:54 to 9 p.m. on Tuesday—brought only a 10.4/16. That was the second-lowest score of the week; the lowest was its lead-in, *California Fever* (9.2/14).

Over-all, it was lower-than-usual week for the three networks in terms of cumulative ratings. Together the networks averaged a 55.6 rating. The three earlier weeks had been 58.5, 56.9 and 58.3 respectively.

Blockbuster programming such as ABC's "Jaws" (39.0/57) on Nov. 4 can pull up the ratings and the reverse can occur when a miniseries like ABC's *French Atlantic Affair* (13.4/22, 9.7/17 and 16.2/24) in mid-November bombs. All this especially proves true during sweeps stunting.

With the sweeps over, ratings are expected to decline. However, at ABC, researchers also were pointing to syndicated programming as a cause for the lower ratings total for the week ended Dec. 9. Cutting into network clearance were said to be both Billy Graham and Operation Prime Time's *The Seekers*.

## Monitor

**Tit for tat.** CBS-TV and NBC-TV have stopped exchanging taped highlights of their National Football League games. Geoff Mason, executive vice president of NBC Sports, said he and his people put embargo on CBS's use of NBC highlights after Neal Pilson, business affairs vice president of CBS Sports, rejected NBC Sports request for material from "10 or 11" CBS events for inclusion in NBC Sports year-in-review program (scheduled Dec. 22 at 4-6 p.m. NYT). Pilson said he turned it down because it was "an extraordinary request" not just for highlights but for material that would form body of program. Mason said he hadn't expected to use more than four or five minutes of CBS material in two-hour show anyway—and that ABC had honored similar request for material from NBC without question. ABC Sports also is planning sports year-ender, covering the decade, and Mason said NBC was furnishing material ABC requested for that. CBS sources said ABC hadn't asked them for anything but had done what the CBS sources considered right thing: "They went out and bought the film they needed."

**One fewer.** Chuck Barris's syndicated *Three's a Crowd* may have been doing well at Post-Newsweek's wov(tv) Detroit, but station will replace it with Barry Enright's *Joker's Wild* as of Dec. 21. Wov spokesman said station had received assurances that humor base would be broadened, with fewer double entendres—but wasn't willing to wait couple of months for change. Local women's groups had been meeting with station. Distributor, Firestone Program Syndication, said there had been "just a couple" of other such drop-outs, but wouldn't name them.

**Gamesman.** Metromedia Producers Corp. has signed Bob Stewart Productions to exclusive co-production and distribution deal. First co-production pilot, half-hour game strip, *Punchline*, will be taped Dec. 26 and be available at National Association of Television Program Executives convention in San Francisco in February. Among Stewart's past credits are *Password*, *The Price is Right*, *To Tell the Truth*, and *Pyramid*.

**In the marketplace.** Group W Productions is distributing *Clever Jack*, children's special, available as hour or two half hours. It's performed by First All Children's Theater Co., with Lucie Arnaz as host. Fish Communications is producer in association with wcbstv New York, Meredith Broadcasting, and Corp. for Entertainment and Learning. . . . Latest on Gold Key Entertainment domestic distribution list is 28 "Blondie" features (75 minutes each) from King Features Syndicate. . . . ARP Films Inc., syndicator of such "Marvel Superheroes" as Captain America and Incredible Hulk, has added *New Fantastic Four* off-network series to its animated offerings. . . . Hairstylist Vidal Sassoon will host new half-hour daily magazine, *Your New Day*. Shooting was to begin this month at Metrotape West, Hollywood, with SFM Media Corp. handling distribution of New Day Productions project. . . . Clarence Greene's Tower Productions, Hollywood, has begun \$4.5-million production of *The Year of the French*—six-hour miniseries for Radio Telefis Eireann, Ireland's television network. Series is to be released for U.S. syndication. . . . WUAB(tv) Cleveland has become 40th station to buy Samuel Goldwyn Co.'s feature package, *Best of Goldwyn*. Titles include "The Best Years of Our Lives," "Guys and Dolls" and "Hans Christian Andersen." . . . Filming has begun on MCA-TV/Universal's *The Gossip Columnist*, Operation Prime Time project set for airing March 1980 as either two-hour feature or as five half hours.

**Signing for software.** ABC Inc. has joined forces with film producer-director Robert Altman and his firm, Lion's Gate Films, and Shubert Organization Inc., to develop, produce and market films or tapes of theatrical productions for videocassette market. Under joint undertaking, ABC Video Enterprises would market programming of Broadway, off-Broadway and regional theater properties in which Altman and his firm would be used to transfer presentations to film or tape. Shubert Organization is said to be largest theatrical organization of its kind, engaged in operations of legitimate theaters and production of plays. It operates 22 theaters in five major U.S. cities.

**ABC pulls away.** ABC Radio Network has signed three-year contract for live broadcast of Kentucky Derby horse race classic, starting in 1980. CBS Radio had held rights to May event for 29 years. ABC Sports holds television rights to Derby.

**Into the fray.** Barry & Enright Productions and Colbert Television Sales are entering afternoon talk-variety syndication market with new *The Bert Convy Show*, set to be company's primary attraction at February's National Association of Television Program Executives convention in San Francisco. Dick Colbert has admitted that company expects loss on show during its first year and as consequence B&E will be retaining two 30-second spots for its own commercial sales. *Convy* is 90-minute daily production that will also be available in 60-minute version. Retained spots are in first two half hours. B&E has built reputation on syndicated game shows (*The Joker's Wild*, *Tic Tac Dough*, *Joker! Joker!! Joker!!!* and newest *Play the Percentages*), and new venture marks significant departure for firm. *Convy* will be available for airing beginning next September.

**PM**  
MAGAZINE

**No. 1** in  
**MINNEAPOLIS**

**14**  
RATING

**32**  
SHARE

**57%**  
More homes than  
year-ago  
programming!

**WCCO-TV**  
**6:30 PM**

**THE NUMBER ONE  
ANSWER FOR ACCESS**

**GROUP W PRODUCTIONS**  
INC./WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BLVD. LOS ANGELES, CA 90036

Source: ARB Oct. 1978, Oct. 1979. Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

## News media hoping for turnaround in Gannett case

**Press organizations file amicus brief urging Supreme Court to reverse decision allowing closing of pretrial proceedings**

Ten media organizations last week urged the Supreme Court to reverse itself in the case of *Gannett vs. DePasquale* in which the court sanctioned the closing of pretrial proceedings in criminal cases. The organizations say that the decision has generated considerable confusion as to what the court intended—and has led to the closing of trials as well as pretrial proceedings. The organizations say 109 orders closing proceedings have been issued since the Gannett decision in July, and that 61 have been enforced or affirmed on appeal.

The organizations made their arguments in friend of the court briefs filed in behalf of Richmond Newspapers, which is seeking to overturn a Virginia Supreme Court ruling closing a murder trial. The state court's decision was based on the Gannett decision.

The media organizations' briefs urge the Supreme Court to hold that, unless there is proof "of a direct, immediate and irreparable injury to the administration of justice," criminal trials must remain open. They say the same criteria should apply to the closing "of all judicial proceedings."

One brief was filed by the Reporters Committee for Freedom of the Press along with the National Association of Broadcasters, the Radio-Television News Directors Association, the Associated Press Managing Editors, the National Newspaper Association, the National Press Club, the Society of Professional Journalists, Sigma Delta Chi, and the Virginia Press Association. The other was filed by the American Newspaper Publishers Association and the American Society of Newspaper Editors.

## RKO's latest line-up

**New network signs 48 stations outside own group, coverage of U.S. said to be 62% so far**

RKO Radio Network, currently servicing only RKO's 12 owned stations, last week announced its first formal affiliate list—48 stations including groups such as Southern Broadcasting Co., Chartcom Inc., Mann Media, Great Trails Broadcasting Corp.,

Gaylord Broadcasting Co. and Swanson Broadcasting Inc.

The new affiliates, expected to be on line by the first of the year, are said to represent 62% U.S. coverage, with 48 million households or 109 million persons 12 years and older. RKO added that the numbers translate to a total weekly come of 13.2 million persons aged 12-plus and 8.1 million adults 18-49.

RKO-owned stations are WOR(AM)-WXLO(FM) New York; WFYR(FM) Chicago; KHJ(AM)-KRTH(FM) Los Angeles; WRKO(AM)-WROR(FM) Boston; KFRC(AM) San Francisco; WGMS(AM) Bethesda, Md.-WGMS(FM) Washington; WAXY(FM) Fort Lauderdale (Miami) and WHBQ(AM) Memphis. Of these, talk WOR and classical WGMS-AM-FM will take only the commercials but not the network programming, which is geared toward a young-adult audience.

RKO says it will program 124 commercial minutes a week, no more than one an hour. Major-market stations are to receive compensation described as "competitive with the industry."

Independently owned stations in the

ranks so far are WDRQ(FM) Detroit; KFJZ-AM-FM Fort Worth (Dallas); KULF(AM) Houston; KSLQ(FM) St. Louis; WFFM(FM) Braddock, Pa. (Pittsburgh); WLPL(FM) Baltimore; WRBQ(FM) Tampa, Fla.; KJJJ(AM) Phoenix; KXTC(FM) Glendale, Ariz. (Phoenix); WXGT(FM) Columbus, Ohio; KALL-FM Salt Lake City; WSGN(AM) Birmingham, Ala.; WCMS-AM-FM Norfolk, Va.; WKY(AM) Oklahoma City; WOLF(AM) Syracuse, N.Y.; WHLY(FM) Leesburg, Fla. (Orlando); KRAV(FM) Tulsa, Okla.; KOIL(AM)-KEFM(FM) Omaha; WZZR(FM) Grand Rapids, Mich.; WKIX(FM) Raleigh, N.C.; KMGX(AM) Tucson; KROD(AM) El Paso, Tex.; WKGN(AM) Knoxville, Tenn.; WHYL(FM) Harrisburg, Pa.; KEYN-AM-FM Wichita, Kan.; WCSC(AM) Charleston, S.C.; KUDO(FM) Las Vegas; KEYS(AM) Corpus Christi, Tex.; WAAL(AM) Binghamton, N.Y.; KTYD-FM Santa Barbara, Calif.; WKFR-FM Battle Creek (Kalamazoo), Mich., and WAJX(FM) Titusville (Orlando), Fla.

The RKO network now programs portions of each hour from 6:30 a.m. to 8:30 p.m. and plans to go around the clock beginning Feb. 1.

## NewsBeat

**Farber guidelines.** New Jersey Senate approved and sent to Governor Brendan Byrne bill outlining procedure to be used in court when journalists refuse to divulge sources. Measure was prompted by case last year involving M.A. Farber, *New York Times* newsman who was jailed for several weeks after he refused to reveal news sources in murder trial. Bill would stipulate that reporter not be ordered to reveal sources of confidential information unless it was shown that information was necessary to defendant, that it could not be obtained from any "less intrusive force" and that value of information as to innocence or guilt outweighed value to society of permitting reporters to maintain confidentiality of sources.

**Kicked out.** AP correspondent Alexander Efty has been expelled from Iran for what Ministry of National Guidance termed "provocative and utterly false" reporting of events there. He had been covering disturbances in city of Tabriz. AP said it would seek immediate accreditation for replacement.

**CNN recruits.** Cable News Network, Atlanta, has signed syndicated columnists Dan Dorfman and Richard Reeves to do columns on finance and politics, respectively, for CNN when it commences operations June 1.

**Pessimists outnumbered.** Eighty-four percent of radio news directors queried by Radio-Television News Directors Association feel that station owners will not decimate news staffs and reduce radio news programming if FCC ends radio regulation. Seven percent felt station would put more effort into news under such circumstances, while 8% predicted some cutbacks. Gloomy predictions of complete news shutdowns came from 1%.

**Growing stronger.** Independent Television News Association (ITNA), which already counted New York's WPIX(TV) and WNEW-TV as clients as well as Los Angeles's KTTV(TV) and KTLA(TV), last week added another in each market: WOR-TV in the East and KHJ-TV in the West. When WFFT-TV Fort Wayne, Ind., goes aboard Jan. 1, that will bring over-all tally to 24 stations.



# The Broadcasting Top 100 1979



Everybody went disco: Gloria Gaynor, Rod Stewart, Donna Summer and Blondie.

## Contemporary

Disco took American contemporary radio by storm in 1979. That music makes up more than one fourth of Broadcasting's Top 100 records for the year, including the number one and two positions, which went to Gloria Gaynor's *I Will Survive* (Polydor) and Rod Stewart's *Do Ya Think I'm Sexy?* (Warner Bros.). Herb Alpert rode the disco tide to a successful comeback with this year's number three record, *Rise* (A&M). And traditional supergroups—The Doobie Brothers, Earth, Wind & Fire and Electric Light Orchestra—experimented with disco singles which finished at 6, 56 and 84, respectively.

Primarily a musical form rather than a movement, disco found its most popular expression in the group, Chic, who in their first year together, achieved three positions in the Top 100. Their *Le*

*Freak* (15), *Good Times* (17) and *I Want Your Love* (67) (all Atlantic) distinguish Chic as perhaps the only artists to survive a movement which is said to be dying because it failed to develop significant talent.

Summer 1979 brought a disco-backlash and the birth of *The Knack*, whose back-to-basics rock 'n' roll won them the 16th and 76th positions with *My Sharona* and *Good Girls Don't* (both Capitol).

Disco or no disco, Donna Summer ends the year with four titles in the Top 100. Her *Hot Stuff* (4), *Bad Girls* (8), *Heaven Knows* (29) and *Dim All the Lights* (35) attest to her evolution from queen of the disco to one of America's most popular singers.

- |  |   |   |
|--|---|---|
| <p>1 <b>I Will Survive</b><br/>Gloria Gaynor—Polydor</p> <p>2 <b>Do Ya Think I'm Sexy?</b><br/>Rod Stewart—Warner Bros.</p> <p>3 <b>Rise</b><br/>Herb Alpert—A&amp;M</p> <p>4 <b>Hot Stuff</b><br/>Donna Summer—Casablanca</p> <p>5 <b>Sad Eyes</b><br/>Robert John—EMI/America</p> <p>6 <b>What A Fool Believes</b><br/>Doobie Bros.—Warner Bros.</p> <p>7 <b>Reunited</b><br/>Peaches &amp; Herb—Polydor</p> <p>8 <b>Bad Girls</b><br/>Donna Summer—Casablanca</p> <p>9 <b>Heart of Glass</b><br/>Blondie—Chrysalis</p> <p>10 <b>Heartache Tonight</b><br/>Eagles—Elektra</p> <p>11 <b>Babe</b><br/>Styx—A&amp;M</p> <p>12 <b>I'll Never Love This Way Again</b><br/>Dionne Warwick—Arista</p> <p>13 <b>Still</b><br/>Commodores—Motown</p> <p>14 <b>Tragedy</b><br/>Bee Gees—RSO</p> <p>15 <b>Le Freak</b><br/>Chic—Atlantic</p> <p>16 <b>My Sharona</b><br/>The Knack—Capitol</p> <p>17 <b>Good Times</b><br/>Chic—Atlantic</p> <p>18 <b>YMCA</b><br/>Village People—Casablanca</p> <p>19 <b>Logical Song</b><br/>Supertramp—A&amp;M</p> | <p>20 <b>Knock on Wood</b><br/>Amii Stewart—Ariola</p> <p>21 <b>Too Much Heaven</b><br/>Bee Gees—RSO</p> <p>22 <b>Ring My Bell</b><br/>Anita Ward—TK</p> <p>23 <b>After the Love Has Gone</b><br/>Earth, Wind &amp; Fire—Columbia</p> <p>24 <b>Don't Stop Til You Get Enough</b><br/>Michael Jackson—Epic</p> <p>25 <b>Fire</b><br/>Pointer Sisters—Planet</p> <p>26 <b>Lady</b><br/>Little River Band—Harvest</p> <p>27 <b>Pop Muzik</b><br/>M—Sire</p> <p>28 <b>Ain't No Stoppin' Us Now</b><br/>McFadden &amp; Whitehead—Phila. Int'l.</p> <p>29 <b>Heaven Knows</b><br/>Donna Summer—Casablanca</p> <p>30 <b>Shake Your Groove Thing</b><br/>Peaches &amp; Herb—Polydor</p> <p>31 <b>Sail On</b><br/>Commodores—Motown</p> <p>32 <b>You Decorated My Life</b><br/>Kenny Rogers—United Artists</p> <p>33 <b>Lonesome Loser</b><br/>Little River Band—Capitol</p> <p>34 <b>She Believes in Me</b><br/>Kenny Rogers—United Artists</p> <p>35 <b>Dim All the Lights</b><br/>Donna Summer—Casablanca</p> <p>36 <b>Shake Your Body</b><br/>Jacksons—Epic</p> <p>37 <b>A Little More Love</b><br/>Olivia Newton-John—MCA</p> | <p>38 <b>We Are Family</b><br/>Sister Sledge—Cotillion</p> <p>39 <b>When You're in Love</b><br/>Dr. Hook—Capitol</p> <p>40 <b>Main Event</b><br/>Barbra Streisand—Columbia</p> <p>41 <b>Lead Me On</b><br/>Maxine Nightingale—Windsong</p> <p>42 <b>September</b><br/>Earth, Wind &amp; Fire—Columbia</p> <p>43 <b>My Life</b><br/>Billy Joel—Columbia</p> <p>44 <b>Goodnight Tonight</b><br/>Wings—Columbia</p> <p>45 <b>Ships</b><br/>Barry Manilow—Arista</p> <p>46 <b>In the Navy</b><br/>Village People—Casablanca</p> <p>47 <b>Disco Nights</b><br/>G.Q.—Arista</p> <p>48 <b>I Want You To Want Me</b><br/>Cheap Trick—Epic</p> <p>49 <b>Sultans of Swing</b><br/>Dire Straits—Warner Bros.</p> <p>50 <b>Keep on Dancin'</b><br/>Gary's Gang—Columbia</p> <p>51 <b>Stumblin' In</b><br/>Suzi Quatro &amp; Chris Norman—RSO</p> <p>52 <b>Tusk</b><br/>Fleetwood Mac—Warner Bros.</p> <p>53 <b>No More Tears</b><br/>Streisand/Summer—Columbia/Casablanca</p> <p>54 <b>Hold the Line</b><br/>Toto—Columbia</p> <p>55 <b>Got to Be Real</b><br/>Cheryl Lynn—Columbia</p> |
|--|---|---|

- 56 **Boogie Wonderland**  
Earth, Wind & Fire/Emotions—Columbia
- 57 **Chuck E's In Love**  
Ricky Lee Jones—Warner Bros.
- 58 **Music Box Dancer**  
Frank Mills—Polydor
- 59 **Livin' It Up Friday Night**  
Bell & James—A&M
- 60 **He's The Greatest Dancer**  
Sister Sledge—Cotillion
- 61 **Don't Bring Me Down**  
Electric Light Orchestra—Epic
- 62 **Makin' It**  
David Naughton—RSO
- 63 **Everytime I Think of You**  
Babys—Chrysalis
- 64 **You Take My Breath Away**  
Rex Smith—Columbia
- 65 **Escape**  
Rupert Holmes—Infinity
- 66 **You Can't Change That**  
Raydio—Arista
- 67 **I Want Your Love**  
Chic—Atlantic
- 68 **Take The Long Way Home**  
Supertramp—A&M
- 69 **Just When I Needed You Most**  
Randy VanWarmer—Warner Bros.
- 70 **Lovin' Touchin' Squeezin'**  
Journey—Columbia

- 71 **Broken Hearted Me**  
Anne Murray—Capitol
- 72 **Lotta Love**  
Nicolette Larson—Warner Bros.
- 73 **Devil Went Down To Georgia**  
Charlie Daniels Band—Epic
- 74 **Love You Inside Out**  
Bee Gees—RSO
- 75 **Gold**  
John Stewart—RSO
- 76 **Good Girls Don't**  
The Knack—Capitol
- 77 **Is She Really Going Out With Him?**  
Joe Jackson—A&M
- 78 **You're Only Lonely**  
J.D. Souther—Columbia
- 79 **Don't Cry Out Loud**  
Melissa Manchester—Arista
- 80 **What You Won't Do For Love**  
Bobby Caldwell—Cloud
- 81 **You Don't Bring Me Flowers**  
B. Streisand & N. Diamond—Columbia
- 82 **I Don't Know If It's Right**  
Evelyn "Champagne" King—RCA
- 83 **Take Me Home**  
Cher—Casablanca
- 84 **Shine A Little Love**  
Electric Light Orchestra—Epic
- 85 **I Just Fall In Love Again**  
Anne Murray—Capitol

- 86 **Soul Man**  
Blues Bros.—Atlantic
- 87 **I Got My Mind Made Up**  
Instant Funk—Salsoul
- 88 **Bad Case Of Lovin' You**  
Robert Palmer—Island
- 89 **Big Shot**  
Billy Joel—Columbia
- 90 **Every 1's A Winner**  
Hot Chocolate—Infinity
- 91 **Mama Can't Buy You Love**  
Elton John—MCA
- 92 **All My Love**  
Led Zeppelin—Swan Song
- 93 **Crazy Love**  
Poco—MCA
- 94 **Let's Go**  
Cars—Elektra
- 95 **We've Got Tonight**  
Bob Seger—Capitol
- 96 **Half The Way**  
Crystal Gayle—Columbia
- 97 **Sharing The Night Together**  
Dr. Hook—Capitol
- 98 **I Love the Night Life**  
Alicia Bridges—Polydor
- 99 **Ooh Baby, Baby**  
Linda Ronstadt—Asylum
- 100 **Heaven Must Have Sent You**  
Bonnie Pointer—Motown

## Country Top 50

Today's country music has been called tomorrow's MOR, and the big names from that part of the musical spectrum—such as Kenny Rogers, Crystal Gayle, Dolly Parton and Willie Nelson—are known to more people now than ever before.

Kenny Rogers had two highly successful crossover singles in 1979, with *She Believes In Me* (United Artists) finishing at 11 on the country list and 34 on contemporary and *You Decorated My Life* finishing at 47 country and 32 contemporary.

Crystal Gayle's *Half the Way* (Columbia), which captured the 49th place on the country list, took 96th on contemporary.

Duets were highly popular this year on country radio. Kenny Rogers and Dottie West took sixth and 32d place with *Til I Can*

*Make It On My Own* and *All I Ever Need Is You* (both United Artists). Jim Ed Brown and Helen Cornelius also scored a double victory with *Fools* (20) and *Lying In Love With You* (45) (both RCA). And the team of Willie Nelson and Leon Russell took 36th place with *Heartbreak Hotel* (Columbia).

John Conlee was 1979's most successful country artist. His *Before My Time* (MCA) took the year's number-one position, while his *Back Side of Thirty* took 39th and *Lady Lay Down* 40th (all MCA).

Along with Conlee, Ronnie Milsap, the Oak Ridge Boys and Eddie Rabbitt all scored multiple successes on this year's Country Top 50.

- 1 **Before My Time**  
John Conlee—MCA
- 2 **Dream On**  
Oak Ridge Boys—MCA
- 3 **Every Which Way But Loose**  
Eddie Rabbitt—Elektra
- 4 **Back On My Mind**  
Ronnie Milsap—RCA
- 5 **Why Have You Left**  
Crystal Gayle—United Artists
- 6 **Til I Can Make It On My Own**  
Rogers & West—United Artists
- 7 **In No Time At All**  
Ronnie Milsap—RCA
- 8 **Come On In**  
Oak Ridge Boys—MCA
- 9 **It Must Be Love**  
Don Williams—MCA
- 10 **Blind In Love**  
Mel Tillis—Elektra
- 11 **She Believes In Me**  
Kenny Rogers—United Artists
- 12 **You Ain't Whistlin' Dixie**  
Bellamy Bros.—Warner Bros.
- 13 **Sweet Summer Lovin'**  
Dolly Parton—RCA
- 14 **Amanda**  
Waylon Jennings—RCA
- 15 **I May Never Get To Heaven**  
Conway Twitty—MCA
- 16 **I Just Fall In Love Again**  
Anne Murray—Capitol
- 17 **Devil Went Down To Georgia**  
Charlie Daniels Band—Epic

- 18 **Shadows In The Moonlight**  
Anne Murray—Capitol
- 19 **You're The Only One**  
Dolly Parton—RCA
- 20 **Fools**  
Brown & Cornelius—RCA
- 21 **Suspicious**  
Eddie Rabbitt—Elektra
- 22 **Nobody Likes Sad Songs**  
Ronnie Milsap—RCA
- 23 **Sail Away**  
Oak Ridge Boys—MCA
- 24 **Texas (When I Die)**  
Tanya Tucker—MCA
- 25 **I Don't Want To Be Right**  
Barbara Mandrell—MCA
- 26 **If I Said You Had A Beautiful Body**  
Bellamy Bros.—Warner Bros.
- 27 **Coca-Cola Cowboy**  
Mel Tillis—MCA
- 28 **Whiskey River**  
Willie Nelson—Columbia
- 29 **When I Dream**  
Crystal Gayle—United Artists
- 30 **Baby I'm Burnin'**  
Dolly Parton—RCA
- 31 **My Silver Lining**  
Mickey Gilley—Epic
- 32 **All I Ever Need Is You**  
Rogers & West—United Artists
- 33 **Your Love Had Taken Me That High**  
Conway Twitty—MCA

- 34 **Pick The Wildwood Flower**  
Gene Watson—Capitol
- 35 **Golden Tears**  
Dave and Sugar—RCA
- 36 **Heartbreak Hotel**  
Nelson/Russell—Columbia
- 37 **Where Do I Put Her Memory**  
Charley Pride—RCA
- 38 **Save The Last Dance**  
Emmylou Harris—Warner Bros.
- 39 **Back Side Of Thirty**  
John Conlee—MCA
- 40 **Lady Lay Down**  
John Conlee—MCA
- 41 **Don't Take It Away**  
Conway Twitty—MCA
- 42 **Tulsa Time**  
Don Williams—MCA
- 43 **Someone Is Looking For Someone**  
Gail Davies—Lifesong
- 44 **I Just Want To Love You**  
Eddie Rabbitt—Elektra
- 45 **Lying In Love With You**  
Brown & Cornelius—RCA
- 46 **I'll Wake You Up When I Get Home**  
Charlie Rich—Elektra
- 47 **You Decorated My Life**  
Kenny Rogers—United Artists
- 48 **Foiled By A Feeling**  
Barbara Mandrell—MCA
- 49 **Half The Way**  
Crystal Gayle—Columbia
- 50 **(Ghost) Riders In The Sky**  
Johnny Cash—Columbia

# The Broadcasting Playlist™ Dec 17

## Contemporary

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
2 1	<i>Escape</i> □ Rupert Holmes	Infinity
1 2	<i>Babe</i> □ Styx	A&M
5 3	<i>We Don't Talk Anymore</i> □ Cliff Richard	EMI/America
3 4	<i>Still</i> □ Commodores	Motown
4 5	<i>No More Tears</i> □ Strosland/Summer	Columbia/Casablanca
6 6	<i>Rock With You</i> □ Michael Jackson	Epic
7 7	<i>Take the Long Way Home</i> □ Supertramp	A&M
12 8	<i>Do That To Me</i> □ Capt. & Tennille	Casablanca
15 9	<i>The Long Run</i> □ Eagles	Elektra
9 10	<i>Ladies' Night</i> □ Kool & The Gang	De-Lite
13 11	<i>Head Games</i> □ Foreigner	Atlantic
19 12	<i>Jane</i> □ Jefferson Starship	Grunt
10 13	<i>Please Don't Go</i> □ KC & Sunshine Band	TK
18 14	<i>Cool Change</i> □ Little River Band	Capitol
16 15	<i>Cruisin'</i> □ Smokey Robinson	Motown
11 16	<i>You're Only Lonely</i> □ J.D. Souther	Columbia
8 17	<i>Heartache Tonight</i> □ Eagles	Elektra
20 18	<i>Coward of the County</i> □ Kenny Rogers	United Artists
17 19	<i>Send One Your Love</i> □ Stevie Wonder	Tamla
14 20	<i>Ships</i> □ Barry Manilow	Arista
24 21	<i>Better Love Next Time</i> □ Dr. Hook	Capitol
26 22	<i>Don't Do Me Like That</i> □ Tom Petty	Backstreet
21 23	<i>This Is It</i> □ Kenny Loggins	Capitol
29 24	<i>I Wanna Be Your Lover</i> □ Prince	Warner Bros.
25 25	<i>Deja Vu</i> □ Dionne Warwick	Arista
30 26	<i>Forever Mine</i> □ O'Jays	Phila. Int'l.
28 27	<i>Third Time Lucky</i> □ Foghat	Bearsville
35 28	<i>Sara</i> □ Fleetwood Mac	Warner Bros.
37 29	<i>Yes I'm Ready</i> □ Teri Desario/H.W. Kasey	Casablanca
23 30	<i>I Want You Tonight</i> □ Pablo Cruise	A&M
31 31	<i>Half the Way</i> □ Crystal Gayle	Columbia
38 32	<i>Wait For Me</i> □ Hall & Oates	RCA
43 33	<i>Romeo's Tune</i> □ Steve Forbert	Nemperor
40 34	<i>Don't Let Go</i> □ Isaac Hayes	Polydor
— 35	<i>Crazy Little Thing Called Love</i> □ Queen	Elektra
45 36	<i>Savannah Nights</i> □ Tom Johnston	Warner Bros.
— 37	<i>Voices</i> □ Cheap Trick	Epic
39 38	<i>Damned If I Do</i> □ Alan Parsons Project	Arista
44 39	<i>On the Radio</i> □ Donna Summer	Casablanca
36 40	<i>Rise</i> □ Herb Alpert	A&M
34 41	<i>Tusk</i> □ Fleetwood Mac	Warner Bros.
41 42	<i>I Need a Lover</i> □ John Cougar	Riva
33 43	<i>You Decorated My Life</i> □ Kenny Rogers	United Artists
46 44	<i>I'd Rather Leave</i> □ Rita Coolidge	A&M
27 45	<i>Dim All The Lights</i> □ Donna Summer	Casablanca
47 46	<i>Chiquitita</i> □ Abba	Atlantic
42 47	<i>If You Remember Me</i> □ Chris Thompson	Planet
— 48	<i>Longer</i> □ Dan Fogelberg	Epic
22 49	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
— 50	<i>You Know That I Love You</i> □ Santana	Columbia

## Playback

**Queen impersonates the king.** Instantaneous success is the verdict on *Crazy Little Thing Called Love* (Elektra), a single released only two weeks ago by Queen, who've put aside their traditional hard-rock sound for a combination of Elvis-sounding vocals and production techniques. Entering "Playlist" this week with a bolt at 35, the single has been enthusiastically received by programers, who describe it as "very different, immediately likeable and very mass appeal." **Wedding song.** Ken Warren, program director at WING(AM) Dayton, Ohio, describes the LP, *Phoenix* (Epic) as, "beautiful, acoustically sensitive and probably Dan Fogelberg's best." *Longer*, the first single drawn from the LP, enters "Playlist" this week at 48. "It may take a while to break," comments John Young, program director at WZGC(FM) Atlanta, "but this may be the perfect love song for the 80's." Young, who predicts the song will be widely-used at weddings, says, "It's been a long time since we've had a sentimental love song with strong lyrics." Curt Hansen, music director at WKCT(FM) New Haven, Conn. reports listener reaction to *Longer* has been, "instant phones ... always the sign of a truly great record." **Entering the race.** Entering "Playlist" just under the wire at 50 this week is *You Know That I Love You* (Columbia), a single drawn from Santana's latest LP, *Marathon*. Ed Alexander, program director at KTKT(AM) Tucson, Ariz., describes it as "a catchy, three-and-a-half minute record that doesn't rely on gimmicks" as do "so many other records that are successful right now." And Jim English, program director at WRDC(AM) Hartford, Conn., calls it, "the first single from Santana I've felt could do really well on AM radio."

## Country

<u>Last This</u> <u>week week</u>	<u>Title</u> □ <u>Artist</u>	<u>Label</u>
3 1	<i>Broken Hearted Me</i> □ Anne Murray	Capitol
4 2	<i>Coward of the County</i> □ Kenny Rogers	United Artists
8 3	<i>Happy Birthday Darlin'</i> □ Conway Twitty	MCA
2 4	<i>Pour Me Another Tequila</i> □ Eddie Rablitt	Elektra
1 5	<i>Missing You</i> □ Charley Pride	RCA
9 6	<i>Whiskey Bent &amp; Hell Bound</i> □ Hank Williams Jr.	Elektra
13 7	<i>My World Begins</i> □ Dave & Sugar	RCA
17 8	<i>How I Miss You Tonight</i> □ Jim Reeves	RCA
11 9	<i>I Cheated Me Right Out Of You</i> □ Moe Bandy	Columbia
6 10	<i>I've Got a Picture Of Us</i> □ Loretta Lynn	MCA
10 11	<i>Rusty Old Halo</i> □ Hoyt Axton	Jeremiah
5 12	<i>Blind In Love</i> □ Mel Tillie	Elektra
22 13	<i>Holding the Bag</i> □ Moe & Joe	Columbia
21 14	<i>Crazy Blue Eyes</i> □ Lacy J. Dalton	Columbia
7 15	<i>Lady In the Blue Mercedes</i> □ Johnny Duncan	Columbia
— 16	<i>Tell Me What It's Like</i> □ Brenda Lee	MCA
18 17	<i>Come With Me</i> □ Waylon Jennings	RCA
20 18	<i>Nothing As Original As You</i> □ Statler Bros.	Mercury
14 19	<i>Help Me Make It Through the Night</i> □ Willie Nelson	Col.
— 20	<i>You Pick Me Up</i> □ Dottie West	United Artists
15 21	<i>Mississippi</i> □ Charlie Daniels Band	Epic
19 22	<i>You Show Me Your Heart</i> □ Tom T. Hall	RCA
16 23	<i>Half the Way</i> □ Crystal Gayle	Columbia
— 24	<i>I Hate the Way I Love It</i> □ Rodriguez/McClain	Epic
— 25	<i>Wish I Was Crazy Again</i> □ Cash/Jennings	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.

# For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 3 through Dec. 7.

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—presurise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New Stations

### FM application

■ Cortez, Colo.—Rex K. Jensen seeks 98.7 mhz, 100 kw, HAAT: 440 ft. Address: PO Box 8080 Missoula, Mont. Estimated construction cost: \$73,200; first year operating cost: \$30,069; revenue: \$25,000. Format: CW. Principal: Rex K. Jensen (100%), who owns Jensen Broadcasting which has 52% interest in KDXT-FM Missoula. Jensen is GM of KDXT-FM and has 33% interest and Calnevar Broadcasting, applicant for new FM in Needles Calif., along with two brothers, Jack H. and Lamont N. Ann. Nov. 15.

### FM grants

■ Montrose, Colo.—Sierra Linda Broadcasting Inc. granted CP for 96.1 mhz, 65 kw, HAAT: 1,679 ft. Address: PO Box 46, Montrose. Estimated construction cost: \$112,895; first year operating cost: \$25,240; revenue: \$133,500. Format: Standard pops/CW. Principals: Rafael A. Gomez and Daniel R. Casias 50% each. Gomez is president of Sierra Linda Broadcasting. Casias is attorney and director of Casias Enterprises Inc., a building contractor. There are no other broadcast interests. Action, Oct. 9.

■ Marietta, Ga.—Southern Technical Institute granted CP for 102.5 mhz, 16.5 w, HAAT: 160 ft. Address: 534 Clay, Marietta, Ga. 30060. Estimated construction cost: \$3,150; first year operating cost: \$6,170. Format: Educational. Principal: Southern Technical Institute, a unit of the Georgia Institute of Technology, which owns one other FM station, WREK Atlanta. Action Nov. 30.

■ Council Bluffs, Iowa—Iowa Western Community College granted CP for 89.7 mhz, 100 kw, HAAT: 1013 ft. Address: 2700 College Rd., Council Bluffs. Estimated construction cost: \$362,400; first year operating cost: \$196,580. Format: Educational. Principal: Iowa Western Community College which is a public, state supported institution. There are no other broadcast interests. Action Nov. 15.

■ Wiakoa-Pulehu, Hawaii—per request of applicant Broadcast Bureau dismissed application of Communico Honi Corp. for 94.3 mhz, 10 w, HAAT 5930 ft. P.O. address: 741 Bishop St., Honolulu 96313. Estimated construction cost: \$4,475; first year operating cost: \$500. Revenue not given. Format: Contemporary. Applicant is wholly owned by Communico Inc., principally owned by Frederic W. Constant (61.11%), D. Scott Harrison (10.62%) and 11 others. Communico is group owner with one AM and two FM's. Action Nov. 30.

■ Butte, Mont.—Mountain Sky Broadcasting granted CP for 95.5 mhz, 50 kw, HAAT: 1780 ft. Address: 1100 Connecticut Ave. NW Washington, DC 20036. Estimated construction cost: \$67,230; first quarter operating cost: \$24,750; first quarter revenue: \$24,000. Format: Contemporary. Principals: Jack H. Jensen and brother, Lamont N., 50% each. Along with brother Rex

(who owns Jensen Broadcasting but has no partnership interest in Mountain Sky), the Jensens have interest (Jack 34% and Lamont 33%) in Calnevar Broadcasting; applicant for new FM station at Needles Calif. Lamont is salesman for IFECO, Inc., Boise, Idaho, a leasor and seller of mobile homes. Action Nov. 27.

■ Guayama, P.R.—Ministerio Radial Cristo Viene Pronto. Inc. granted CP for 88.1 mhz, 32 kw, HAAT: —219 ft. Address: 1225 Connecticut Ave. NW Box 400 Washington, D.C. 20036. Estimated construction cost: \$53,951; first year operating cost: \$27,920. Format: Educational/Religious. Principals: Ministerio Radial is non-profit religious organization. Eugenio Rodriguez-Lopez (minister) is president and member, board of directors as is Juan M. Ortiz Sr. who also serves as vice president. Ortiz is president and owner of WHOY Salinas, P.R. There are no other broadcast interests. Action Oct. 5.

■ Pierre, S.D.—Broadcast Bureau granted Pierre Radio Inc. 95.3 mhz, 2.7 kw, HAAT: —197 ft. Address: Star Route 2, Box 6, Gann Valley, S.D. 57341. Estimated construction cost: \$5,000; first quarter operating cost: \$3,200 and revenue: \$50,000. Format: contemporary. Principals: William P. Turney and his wife, Lanelle R., (85%) and Jerry L. Woledge and his wife, Merrilee (15%). Woledge is farmer in Gann Valley, S.D., where his wife is teacher. Action Nov. 20.

■ Crozet, Va.—Broadcast Bureau granted McClenahan Broadcasting Corp. 102.3 mhz, 3 kw, HAAT: 300 ft. Address: PO Box 8, Crozet 22932. Estimated construction cost: \$78,090; first year operating costs: \$42,000; revenue: \$45,000. Format: Country. Principal: W. Edward McClenahan and family. They also own WPED(AM) Crozet, Va. Action Nov. 20.

■ Worland, Wyo.—KWOR Inc. granted CP for 95.9 mhz, 3 kw, HAAT: 397 ft. Address: Rt. 2, Worland 82401. Estimated construction cost: \$45,027; first year operating cost: \$3,600; revenue: \$30,000. Principals: Tony Kehl (38.5%), president, KWOR Inc., Kermit Kath (38.5%) vice president of same and Kenneth R. Brown (23%). KWOR Inc. owns KWOR(AM) Worland. Kehl is 52% owner of KVOW(AM)-KTAL-FM Riverton, Wyo., and 60% owner of KBMN(AM) Bozeman, Mont. Kath is 100% owner of KGOS(AM)-KERM-FM Torrington, Wyo. and 50% owner of both KVSH(AM) Valentine and KCSR(AM) Chadron, both Nebraska. Action Oct. 9.

### TV applications

■ Mobile, Ala.—Alabama Orion Inc. seeks ch. 21; ERP 1240 kw vis., 94 kw aur., HAAT: 620 ft.; ant. height above ground: 579 ft. Address: 725 S. Floyd St. Louisville, Ky. 40203. Estimated construction cost: \$2,553,500 first quarter operating cost: \$375,000; revenue: undetermined. Legal counsel: Covington and

Burling, Washington, D.C. consulting engineer; A.D. Ring and Assoc. Principals: Jane Morton Norton, honorary chairman and principal stockholder, 48.48% outright, as well as the voting rights to deceased husband's (George N.) 42.92% which is being held in trust by Louisville, Ky. bank for deceased's daughter Mary Norton Shands, (chairman of the board of Orion) and her 3 children Jane N., Robert W. and Margaret M. Duianey. T.B. Morton Jr., nephew of Jane M. Norton is president and 2.96% owner of Orion. Orion is licensee of WAVE-AM-TV Louisville, WFIE-TV Evansville, Ind., WFRU-TV Green Bay, Wis. and WJMN-TV Escanaba, Mich., WMT-AM-FM-TV Cedar Rapids, Iowa and 4 translator stations in Iowa and Illinois.

■ Omaha, Neb.—Katz Broadcasting Corp. of Omaha seeks ch. 15; ERP 3020 kw vis., 225 kw aur., HAAT: 1316 ft.; Address: One Dag Hammarskjold Plaza N.Y., N.Y. 10017. Estimated construction cost: \$3,231,000 first quarter operating cost: \$387,000; revenue undetermined. Legal counsel: Shrinky & Eisen, P.C. Washington, D.C. Principals: The Katz Agency Inc. (100%), of which James L. Greenwald is president and chairman of the board, is a TV-radio representative with numerous broadcast interests, including WSIX-AM-FM Nashville, a spin-off purchase from the GE-Cox merger. Ann. Oct. 20.

## Licenses

### AM Grants

■ WKEN(AM) Dover, Del.—Granted license covering changes (BL14,484). Action Nov. 26.

## Ownership changes

### Applications

■ KPHX(AM) Phoenix, Ariz. (1480 khz, 1 kw)—seeks assignment of license from Riverside Amusement Park Co. Inc. to Continental Broadcasting Corp. of Ariz. Inc. for \$650,000. Seller is owned by C.L. Hite. He has no broadcast interests. Buyer is owned by Jose Molina who has 50% interest in applicant for new FM in Ventura, Calif., and 8% interest in applicant to purchase UHF ch. 46 in Guasti, Calif. (See "Changing Hands," page XX).

■ WCMQ(AM) Miami, Fla. (1220 khz; 3 kw)—seeks assignment of license from Radio WCMQ Inc. to American Radio and Television Network for \$3,150,000. Seller is owned by Herbert S. Dolgoff who is also selling WMCQ-FM to same buyer (see above). Buyer is principally owned by Michael F. Leone (90%) and

## Summary of broadcasting

### FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	80	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

\*Special temporary authorization

\*\*Includes off-air licenses

Joy S. Davis (10%). Buyer has no other broadcast interests. (See "Changing Hands," p. 58).

■ WCMQ-FM Hialeah, Fla. (92.1 mhz; 3 kw)—seeks transfer of control from Herbert S. Dolgoff (100% before; none after) to American Radio and Television Network (none before; 100% after) for \$1,350,000. Seller also owns WCMQ(AM), which is being sold in same deal. Buyer is principally owned by Michael F. Leone (90%). Joy S. Davis owns remaining 10%.

■ KTCB(AM)-KMAL(FM) Malden, Mo. (AM: 1470 khz; 1 kw-D; FM: permittee only on 92.7 mhz)—seeks transfer of control from Richard J. Weithan (33.3% before; none after) to Donald and Shelby Jones (33.3% before; 50% after) for \$57,000. Seller is retiring. Buyer Donald is president of Tri County Broadcasters, licensee of station and wife Shelby is secretary. Donald's mother Mary owns 1/6 while his aunt Mabel owns 1/3 of station. Buyer has no other broadcast interests.

■ WRNB(AM)-WAZZ(FM) New Bern, N.C. (AM: 1490 khz, 1 kw-D; 250 w-N; FM: 101.9 mhz, 1 kw)—seeks assignment of license from 1st Capital Radio Inc. to Interstate Communications Inc. for \$790,000 including assumption of liabilities and non-compete agreement. Seller is principally owned by Theodore J. Gray Jr. who also owns 94% of WKDE-AM-FM Altavista, Va.; 100% of WTTX-AM-FM Appomattox, Va. and 100% of WRHI(AM) Rock Hill, S.C. Buyer is owned by J. Brent Hill, who is currently an officer and director of Cosmos Broadcasting Corp. which is licensee for WIL-AM Columbia, S.C.; WSRZ-FM Sarasota, Fla.; WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio; and WDSU-TV New Orleans. Hill has submitted resignation to take effect Jan. 4, 1980.

■ KGOW(FM) Broken Arrow, Okla. (92.1 mhz; 3 kw)—seeks assignment of license from Proud Country Entertainment Inc. to Broadcast Investors Inc. for \$520,000 including noncompete and consultancy agreements. Seller has sold only other broadcast interest KTOW(AM) Sand Springs, Okla. which FCC granted Nov. 7 (BAL790918EK). Buyer is owned by George Beck (22%); Carl Williams (17.5%); Walter Gary (10%); Bob Harp (15%); Christopher Beck (5%) and 6 others. George Beck is chairman, son Christopher is vice president and treasurer. Buyer has no other broadcast interests. (See "Changing Hands," page 58).

■ WZZD(AM) Philadelphia (990 khz; 50 kw-D; 10 kw-N)—seeks assignment of license from Fairbanks Broadcasting Co. of Pennsylvania Inc. to Communicom Corp. of America for \$4.025 million. Majority stockholder of seller is Richard M. Fairbanks (82.7%) who is also president and treasurer of the company. Fairbanks Broadcasting also owns: WIBC(AM)-WNAP-FM Indianapolis; KVIL(AM)-KVIL-FM Highland Park-Dallas, Tex.; WKOX(AM)-WVBF(FM) Framingham, Mass.; WJNO-AM-FM West Palm Beach-Palm Beach, Fla. Buyer is owned by Kenneth E. Palmer who is chairman and vice president of Communicom. Buyer also owns WWDJ(AM) Hackensack, N.J.

■ WLOW-AM-FM Aiken, S.C. (AM: 1300 khz, 500 kw-D; FM: 95.9 mhz, 3 kw)—seeks assignment of license from Briar Creek Broadcasting Inc. to Air South Broadcasting Co. for \$375,000. Seller is principally owned by A. Mills Fitzner who has purchased WHGI/ WAUG-FM Augusta, Ga. pending FCC approval. Buyer is owned equally by John F. Foskett and wife Diane M. Foskett, who have just recently formed Air South to own and operate stations. They have no other broadcast interests.

#### Actions

■ KULA(FM) Waipahu, Hawaii (92.3 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Royal Hawaiian Radio Co. to Hefel Broadcasting Corp. for \$482,000 plus \$180,000 for consultancy agreement and \$20,000 for agreement not to compete. Seller is owned by Russell Withers Jr., who also owns WMIX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, W.Va., and KAUS-AM-FM Austin, Minn. He has sold, subject to FCC approval, KAHU(AM) Waipahu (BROADCASTING, Sept. 24). Buyer, principally owned by Representative Cecil Hefel (D-Hawaii) and family, owns WXKS-AM-FM Medford, Mass.; WLUP(AM) Chicago; WIKS(AM) Greenfield, Ind., and KGM(AM) Honolulu and KGMD-TV Hilo, both Hawaii. Hefel and his wife Joyce, also own KJQY(FM) San Diego and KGMV(TV) Maui, Hawaii. Action Nov. 30.

■ WSRF(AM)-WSHE-FM Fort Lauderdale, Fla.

(AM: 1580 khz; 10 kw-D, 5 kw-N; FM: 103.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Van Patrick Broadcasting Inc. to T-K Communications Inc. for \$5 million (T-K must also pay broker's fee) ("In Brief," July 30). Seller is owned by Gene Milner and estate of Van Patrick (45% each) and Brian Chaplow (10%), who have no other broadcast interests. Buyer is owned by Robert Weary (32%), John Tenaglia (20%), Fred Reynolds (11%) and three others. Weary owns cable systems in Kansas. Tenaglia is executive vice president of General Cinema Communications, owner of three radio stations. Reynolds is owner of KEW1(AM)-KSWT(FM) Topeka, Kan. Action Nov. 30.

■ WGBS(AM)-WLYF(FM) Miami (AM: 710 khz; 50 kw; FM: 101.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Storer Broadcasting Co. to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., for \$12.5 million. (Seller had asked \$14 million for stations after it announced plans to sell off all radio stations [BROADCASTING, Dec. 10]). It is also selling WHN(AM) New York and WSPD(AM) Toledo, Ohio, and will sell WLAK(FM) Chicago, purchased in April 1978, after fulfilling three-year ownership requirement of FCC rules. Buyer is wholly owned subsidiary of Jefferson-Pilot Corp. Parent and subsidiary together now own five AM's, four FM's and two TV's. Wallace J. Jorgenson is president and Cullie M. Tarleton is vice president for radio. Action Nov. 30.

■ WVEZ(FM) Louisville, Ky. (106.9 mhz, 24.5 kw)—Broadcast Bureau granted assignment of license from Stoner Broadcasting to Multimedia Broadcasting for \$1.5 million and Multimedia's WBIR-AM-FM Knoxville, Tenn. Seller owns KHAK-AM-FM Cedar Rapids and KSO(AM)-KGGO(FM) Des Moines, both Iowa; WBNF(AM) and WQYT(FM) Binghamton, N.Y. and WGNT(AM) Huntington, W.Va. Buyer is publicly traded publishing-broadcasting group whose portfolio includes WAKY(AM) Louisville. Action Nov. 27.

■ KOLS(AM)-KKMA(FM) Pryor, Okla. (AM: 1570 khz, 1 kw; FM: 104.5 mhz, 100 kw)—Broadcast Bureau granted assignment of license from Communication Marketing Consultants Inc. to Earl P. Butler (33.3%) and his wife, Margaret (16.67%), and Don L. Gould (33.3%) and his wife, Toni (16.67%) for \$550,000. Sellers are R.M. Candlin, J.C. Carnahan and J.W. Rhea, who have no other broadcast interests. Earl Butler owns Parsons, Kan., automobile dealership, where Don Gould is sales manager. Margaret Butler is housewife and Toni Gould is Moran, Kan., schoolteacher. Action Nov. 30.

## Facilities Changes

#### AM Grants

■ WMJK(AM) Kissimmee, Fla.—Granted CP to relocate SL and remote control location to 1200 Central Avenue, Kissimmee; change type trans. and make changes in ant. system (BP-21,006). Action Nov. 23.

■ WBSG(AM) Blackshear, Ga.—Granted CP to increase power to 2.5 kw; install new trans. (BP790301AF). Action Nov. 26.

■ WPOE(AM) Greenfield, Mass.—Granted mod. of CP make changes in ant. system; change TL to 346 Chapman Street, Greenfield, Mass.; change type trans. and increase height of tower (BMP790628AA). Action Nov. 19.

■ WJIC(AM) Salem, N.J.—Granted CP to increase power to 2.5 kw; install DA-3; change trans.; conditions (BP781025AA). Action Nov. 20.

■ KEED(AM), Eugene, Ore.—Granted CP to make changes in ant. system; change TL to Foodpasture Island Road, Tax Lot 200, Eugene; increase tower height (BP790222AM). Action Nov. 19.

#### FM Grants

■ KFMR(FM), Stockton, Calif.—Granted mod. of CP to change TL to .58 mile W of Hwy 99 on Hammer Lane, Stockton; change SL to 555 Benjamin Hold Drive, Stockton; operate by remote control from 10 West Locust St., Lodi, Calif. (BMPH791004AG). Action Nov. 26.

■ WQXM(FM), Clearwater, Fla.—Granted CP to make changes in ant. system; change type trans. and ant.; increase ERP: 100 kw (H&V); ant. height: 600 ft. (H&V); change TPO (BPH790327AJ). Action Nov. 19.

■ WGBH(FM), Boston, Mass.—Granted mod. of CP

to change type trans. and ant.; increase ERP: 100 kw (H&V); change TPO (BMPED790919AM). Action Nov. 23.

■ WGCL(FM), Cleveland, Ohio—Granted CP to make changes in ant. system; change type trans. and ant. decrease ERP: 11 kw (H&V); increase ant. height: 960 ft. (H&V); change TPO (BPH790502AD). Action Nov. 23.

■ \*WBCT(FM), Columbia, S.C.—Forfeited CP, and deleted call letters since the CP expired Oct. 27 and a reinstatement application was not filed within 30 days of expiration. Action Nov. 27.

■ \*KVTT(FM), Dallas, Tex.—Denied application requesting waiver of Section 73.1201(b)(2) of the rules to identify as Dallas-Fort Worth, Texas. Action Nov. 26.

#### TV Grants

■ WRHT(TV) CH-31, Ann Arbor, Mich.—Granted mod. of CP to extend completion date to May 28, 1980 (BMPCT790725KF). Action Nov. 28.

■ WSTE-TV Fajardo, P.R.—granted mod. of CP to relocate TL from Sardinero Barrio, P.R., to Jimenez, 9 miles north of Fajardo, conditioned on implementation of its television translator permit for channel 56 to correct any signal strength deficiencies at the Jimenez site. Action Dec. 4.

## In Contest

#### FCC decisions

■ FCC has denied an application by Let's Help Florida Committee for review of Nov. 3, 1978 ruling by Broadcast Bureau rejecting Committee's complaint that WCKT(TV), Miami, Fla. violated the Fairness Doctrine and personal attack rule. The Committee has contended that Sunbeam Television Corp., licensee of WCKT, failed to meet obligation during its coverage of Proposition 9, a ballot issue in the Nov. 7, 1978 statewide election, because it had presented far more programming against Proposition 9 than in favor of it. It said WCKT also failed to comply with obligations under the personal attack rule (Section 73.1920) by not affording the committee an opportunity to respond to certain "editorial" remarks prior to election in which station anchorman referred to proponents of Proposition 9 as "wheeler dealers," "hired shills," etc. Action Nov. 20.

■ FCC has found that San Francisco Bay area newspaper publisher who proposed to start publishing one of his papers daily while retaining a 10 percent ownership share with no voting rights or management responsibilities in a radio station licensee would not be violating FCC multiple ownership rules. The decision allowed Thomas L. Berkley, owner and publisher of the *Oakland Post*, *Berkeley Post*, *Richmond Post* and *San Francisco Post*, which have been publishing three times weekly with a combined circulation of 94,000, to publish the *Oakland Post* daily while retaining his minority shareholding in Inner-City Broadcasting Corporation at Berkeley, licensee of stations KRE(AM) and KBLX(FM) in that city. The FCC policy and rules which prohibit common ownership, operation or control of more than one broadcasting station or one station and a daily newspaper in the same market area do not apply to newspapers publishing three days a week or less. Action Nov. 20.

■ FCC has requested Committee Management Secretariat of the National Archives and Records Service (GSA) to approve creation of "Advisory Committee on AM Broadcasting in Region 2." The Committee will provide advice to FCC representatives responsible for participating in preparatory and plenary sessions of Region 2 Administrative Radio Conference on AM broadcasting, and in implementation of agreements which may be prepared by conference concerning use of AM broadcast spectrum by nations of western hemisphere. Action Nov. 20.

■ FCC has conditionally approved agreement between WTAR Radio-TV Corp., applicant for renewal of license for station WTAR-TV, Channel 3, Norfolk, Va., and Hampton Roads Television Corp. for dismissal of Hampton Roads' mutually exclusive application for new TV station on Channel 3 in Norfolk. Approval was conditioned on Hampton Roads filing more specific information on legal expenses incurred in prosecuting application. FCC directed that a letter be issued requesting the additional information regarding legal expenses. Action Dec. 4.

■ FCC has denied American Express Company

(Amexco) and Warner Communications, Inc. (WCI) waiver of FCC's cable TV-broadcast crossownership rules barring Amexco's purchase of 50 percent of stock of WCI's wholly-owned subsidiary Warner Cable Corporation (WCC). WCC is fourth largest cable company in U.S., serving 575,733 subscribers in 120 localities as of May 31, 1978. FCC said acquisition and formation of Warner Amex Cable Communications, Inc. (WAC) was inconsistent with Section 76.501 of rules because former Governor of Pa. William W. Scranton and Henry H. Henley, two of directors of Amexco, are directors of New York Times Co. and GE, respectively, which control television stations that place predicted Grade B or better contours over 10 communities currently served by cable systems operated by WCC. Action Dec. 6.

### Procedural Rulings

- Burbank and Pasadena, Calif. (George E. Cameron Jr. Communications (KROQ) et al.) **AM and FM Proceeding:** (BC Docs. 79-65-67)—ALJ John H. Conlin granted petition by Baker-Smith Communications, Inc. and enlarged issues to determine whether Joseph Baker has capability to fulfill his financial commitment to Baker-Smith Communications, Inc. Action Dec. 3.
- Grass Valley, Calif. (Nevada County Broadcasters, Inc. and Mother Lode Broadcasting Co.) **FM Proceeding:** (BC Docs. 79-291-92)—ALJ James K. Cullen rescheduled prehearing conference from Dec. 21 to Jan. 3, 1980 at 9:00 A.M. in Washington, D.C.; and set procedures governing that conference. Action Nov. 30.
- Ontario, Calif. (Thomas Rukavina) **Revocation Proceeding:** (PR Doc. 79-314)—Chief ALJ Lenore G. Ehrig designated ALJ John M. Frysiak as presiding judge; scheduled prehearing conference and hearing for Jan. 10, 1980 at 10:00 A.M. in or near Ontario. Action Nov. 28.
- Pasadena, Calif. (KRLA, Inc.) **AM Proceeding:** (Doc. 15765)—ALJ Reuben Lozner cancelled hearing scheduled for Feb. 18, 1980 because it is legal holiday, and rescheduled it for Feb. 19, 1980 at 10:00 A.M., in Washington, D.C. Action Nov. 28.
- San Bernardino, Calif. (Faith Center, Inc. (KHOF-TV)) **Renewal Proceeding:** (BC Doc. 78-326)—ALJ Edward Luton denied request by Faith for oral argument; granted Broadcast Bureau's second motion for production of documents; ordered Faith to provide full and complete answers to Bureau's interrogatories within 14 days after release of order, and ordered that each party shall inform judge, in writing, of results of their efforts to reach agreement on mutually convenient time and place for required production of documents by Dec. 12. Action Nov. 30.
- Moline, Ill. (Werner W. Am Ende) **Renewal Proceeding:** (PR Doc. 79-299)—ALJ Joseph Stürmer rescheduled prehearing conference from Jan. 17, 1980 to Feb. 28, 1980 at 10:00 A.M. in or near Moline, Ill., and ordered that copies of all written exhibits and list of witnesses, together with statement of expected testimony shall be transmitted to other party and presiding judge on or before Feb. 11, 1980. Action Nov. 30.
- Indianapolis, Ind. (Peoples Broadcasting Corp. et al.) **FM Proceeding:** (BC Docs. 78-243-47)—ALJ Byron E. Harrison granted motion by Radio Corp. of Indiana and continued procedural dates as follows: Phase 3 reply findings of fact and conclusions of law, from Dec. 24 to Jan. 4, 1980. Action Nov. 28.
- Louisville, Ky. (Consolidated Broadcasting Company and Word Broadcasting Network, Inc.) **TV Proceeding:** (BC Docs. 79-280-81)—ALJ John H. Conlin set procedural dates as follows: Dec. 19 for exchange of exhibits and names of witnesses; Dec. 26 for notification of witnesses for cross-examination; and Jan. 2, 1980 for the hearing, at 10:00 A.M., in Washington, D.C. Action Dec. 4.
- Jackson, Miss. (Lamar Life Broadcasting Co. et al.) **TV Proceeding:** (Docs. 18845-9)—ALJ Lenore G. Ehrig granted motion by Civic Communications Corp. and withdrew "Petition to Reform and Dismiss Petition for Approval of Settlement Agreement"; granted petition by Jackson Television, Inc. and amended its application to substitute application information submitted by TV-3 on October 22, 1976, as amended; granted joint petition by applicants, approved settlement agreement and authorized reimbursement in specific amounts listed in Memorandum Opinion and Order, and granted application of TV-3, as amended, and dismissed applications of Lamar Life, Civic Com-

munications Corporation, Dixie National Broadcasting Corp. and Channel 3, Inc. Action Nov. 30.

- Las Vegas, Nev. (Radio Nevada Corp. (KDWN)) **AM Proceeding:** (BC Doc. 79-313)—ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge; scheduled prehearing conference for Jan. 28, 1980 at 9:00 A.M. and hearing for Feb. 26, 1980 at 10:00 A.M. in Washington, D.C. Action Nov. 29.
- Sparks, Nev. (E. H. "Pepper" Schultz and Beck Enterprises, Inc.) **FM Proceeding:** (BC Docs. 79-194-95)—ALJ Lenore G. Ehrig denied request by Schultz for hearing to be held in Federal Court in Reno, Nev. Action Nov. 29.
- Atlantic City, N.J. (Atlantic City Television Corp. and World's Playground Broadcasting System, Inc.) **TV Proceeding:** (BC Docs. 79-242-43)—ALJ John M. Frysiak granted motion by World and amended its motion to dismiss Atlantic's application. Action Nov. 29.
- Windsor, N.C. (Berney E. Stevens and Cashie Valley Broadcasters, Inc.) **FM Proceeding:** (BC Docs. 79-202-10)—ALJ James K. Cullen granted to limited extent motion by Stevens and ordered Cashie to produce requested documents no later than 10 days from the release of order, and denied motion by Stevens to compel answers to Stevens' interrogatories and second motion by Stevens for production of documents, both filed Nov. 6. Action Nov. 30.
- Cologah and Owasso, Okla. (Amber Productions, Inc. and John K. Major) **AM and FM Proceeding:** (BC Docs. 79-236-37)—ALJ Walter C. Miller denied motion for summary decision filed Nov. 9 by Major; granted to limited extent motion by Amber and amended its application to include financial and ascertainment data submitted by Amber; dismissed reply by Amber to opposition to petition for leave to amend. Action Nov. 28.
- Vancouver, Wash. (Rose Broadcasting Company et al.) **AM Proceeding:** (BC Docs. 78-209, 211-12)—ALJ James F. Tierney granted joint petition for approval of merger agreement and ordered that claimed expenses set out in Memorandum Opinion and Order may be disbursed; granted motions by Longwood Broadcasting Company and Rose and dismissed their applications with prejudice; granted petition by Rose for summary decision; granted petitions by Fort Vancouver Broadcasting, Inc. for leave to file amendments; granted application of Fort Vancouver and terminated the proceeding. Action Nov. 30.
- Hudson, Wis. and Zumbrota, Minn. (Cornwall Broadcasting Corp. and John I. Hanten and Carol A. Hanten) **AM Proceeding:** (BC Docs. 79-283-84)—ALJ Thomas B. Fitzpatrick granted to limited extent motion by Hanten and continued prehearing conference from Dec. 6 to Jan. 15, 1980 and hearing from Jan. 10 to Feb. 20, 1980; extended to Jan. 18, 1980 time for parties to respond to Hanten's motion to enlarge and modify issues, filed Nov. 23. Action Nov. 27.

## Allocations

### Proposal

- Broadcast Bureau took the following action involving the FM Table of Assignments:
- Marana, Ariz. In response to a petition by Steven Russell and Thomas Curley, proposed assigning 98.3 mhz to Marana, Ariz. as its first FM assignment; comments due Feb. 4, 1980 and replies due Feb. 25, 1980. (BC Docket No. 79-321, RM-3442). Action Dec. 4.

### Grant

- Thomaston, Ga. In response to petition by Sunbelt Communications, Inc., assigned 95.3 mhz to Thomaston, Ga. as its first FM assignment, effective Jan. 17, 1980. (BC Docket No. 79-177, RM-3370). Action Nov. 28.

## Translators

### Application

- Lexington and Paradise Valley, Mont.—Paradise Valley Television District seeks CP for new UHF translator on ch. 66 (TPO: 100 w, HAAT: 70 ft) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Dec. 4.

## Cable

- The following cable operators have filed service registrations:
- Liberty Television Co. Inc. for Phil and Gilden both Kentucky (KY0394,5) new system.
- Loogootee Cable TV for Loogootee, Ind. (IN0213) new system.
- Oneonta NewChannels for Davenport, NY (NY0809) new system.
- Clinton Cablevision et al for Dewitt, Iowa (IA0101) new system.
- Clinton Cablevision et al for Albany, Prophetstown, Erie, Savanna, and Morrison, all Illinois (IL0329,30,3,2,1) new system.
- Blue Ridge Cable Television Inc. for Palmyra, Pa. (PA1832) new system.
- Potsdam Newchannels for Colton, N.Y. (NY0813) new system.
- Ogdensburg Newchannels for Waddington and Lisbon, both New York (NY0810,11,12) new system.
- Golden Triangle Communications et al for Denton, Tex. (TX0580) new system.
- Cox Cable of Yakima Inc. for Yakima, Wash. (WA0302) new system.
- Great Lakes Cable Co. Inc. for Clearwater, Mich. (MI0400) new system.
- Landmark Cablevision Associates for Coleman, Tex. (TX0042) add signal.
- United Cable TV for Abilene and Sweetwater, both Tex. (TX0139, 6) add signal.
- United Cable Television for Hamlin, Tex. (TX0020) add signal.
- UA-Columbia cablevision of New Jersey for Bloomingdale, Riverdale, North Haledon, Pompton Lakes, Teaneck, South Hackensack, Saddlebrook, Rochelle Park, River Edge, Butler, Bogota, North Caldwell, Maywood, Kinnelon, Hawthorne, Hasbrouck Heights, Haledon, Hackensack, Glen Rock, Garfield, Clifton, Cedar Grove, Pequannock, Paramus, Oakland, Nutley, Little Falls, Lincoln Park, Ringwood, Ridgewood, Ramsey, Elmwood Park, Lodi, Passaic, Waldwick, Prospect Park, Westwood, West Patterson, Wayne, Washington, Wanaque, and Totowa, all New Jersey (NJ0077; 184, 215, 0035, 204, 76, 65, 315, 264, 033, 201, 181, 244, 171, 196, 331, 18, 228, 7, 45, 19, 176, 91, 226, 034, 224, 183, 5, 076, 195, 313, 341, 2, 59, 49, 33, 266, 180, 036, 271, 5, 197) add signal.
- Comcast Cablevision Corp. for Rutherford, East Rutherford, Carlstadt, Lyndhurst, North Arlington, Kearny and East Newark, all New Jersey (NJ0294, 5, 6, 7, 8, 9, 300) add signal.
- Centex Cablevision Corp. for Stamford, Tex. (TX0037) add signal.
- Franklin Cablevision Corp. for Socorro, and Moon City, both Tex. (TX0558,9) add signal.
- Western TV Cable for South San Francisco, Calif. (CA0282) add signal.
- Centex Cablevision Corp. for Haskell, Tex. (TX0035) add signal.
- Dinosaur Cable TV Inc. for Glen Rose, Tex. (TX0426) add signal.
- Louisiana CATV for Monroe and West Monroe, both Louisiana (LA0001,2) add signal.

## Other

- A total of 3,167 complaints from public was received by Broadcast Bureau in Oct., an increase of 450 over Sept. Other comments and inquiries for Oct. totaled 1,698, a decrease of 428 from previous month. The Bureau sent 1,114 letters in response to these comments, inquiries and complaints.
- Broadcast Bureau, in letter to Association of Federal Communications Consulting Engineers announced major changes in policy regarding assignment of monitoring point limits to AM directional broadcast stations. Bureau Chief Richard J. Shiben stated hope that these changes would eliminate need for many stations to conduct costly antenna proofs and file applications with FCC. Action Dec. 4.

# Professional Cards

<p><b>ATLANTIC RESEARCH CORP.</b> Jansky &amp; Bailey Telecommunications Consulting Member AFCCE 5390 Cherokee Avenue Alexandria, Virginia 22314 (703) 642-4164</p>	<p><b>EDWARD F. LORENTZ &amp; ASSOCIATES</b> Consulting Engineers 1334 G St., N.W., Suite 500 347-1319 Washington, D. C. 20005 Member AFCCE</p>	<p><b>A.D. RING &amp; ASSOCIATES</b> CONSULTING RADIO ENGINEERS Suite 500 1140 Nineteenth St., N.W. Washington, D.C. 20036 (202) 223-6700 Member AFCCE</p>	<p><b>COHEN and DIPPPELL, P.C.</b> CONSULTING ENGINEERS 1015 15th St., N.W., Suite 703 (202) 783-0111 Washington, D.C. 20005 Member AFCCE</p>
<p><b>CARL T. JONES ASSOCS.</b> (Formerly Gautney &amp; Jones) <b>CONSULTING ENGINEERS</b> 7901 Yarnwood Court Springfield, VA 22153 (703) 569-7704 AFCCE</p>	<p><b>LOHNES &amp; CULVER</b> Consulting Engineers 1156 15th St., N.W., Suite 606 Washington, D.C. 20005 (202) 296-2722 Member AFCCE</p>	<p><b>A. EARL CULLUM, JR.</b> <b>CONSULTING ENGINEERS</b> INWOOD POST OFFICE BOX 7004 DALLAS, TEXAS 75209 (214) 631-8360 Member AFCCE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> Washington, D.C. Area 8701 Ga. Ave., Silver Spring, MD 20910 ROBERT M. SILLIMAN, P.E. (301) 589-8288 1925 N. Lynn St., Arlington, VA 22209 JOHN A. MOFFET, P.E. (703) 841-0500 Member AFCCE</p>
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<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFCCE</p>	<p><b>VIR JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd.—80206 (303) 333-5562 <b>DENVER, COLORADO</b> Member AFCCE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b> Broadcast Engineering Consultants Box 220 Coldwater, Michigan 49036 Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> CONSULTING &amp; ENGINEERING 250 West 57th Street New York, New York 10019 (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b> Consulting Radio Engineers, Inc. 9616 Pinkney Court Potomac, Maryland 20854 301-299-3900 Member AFCCE</p>	<p><b>HATFIELD &amp; DAWSON</b> Consulting Engineers Broadcast and Communications 3525 Stone Way N. Seattle, Washington 98103 (206) 633-2885 Member AFCCE</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b> Consulting Engineers 6934 A N. University Peoria, Illinois 61614 (309) 692-4233 Member AFCCE</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b> STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 7801 BURFORD DRIVE McLEAN, VA 22102 Tel (703) 356-9504 Member AFCCE</p>
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# Services

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass 02138 Phone (617) 876-2810</p>	<p><b>DOWNTOWN COPY CENTER</b> FCC Commercial Contractor AM-FM-TV &amp; NRBA lists—tariff updates—search services—mailing lists, C.B., Amateur, etc. 1114 21st St., N.W., Wash., D.C. 20037 202 452-1422</p>	<p><i>contact</i> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales Manager** for established Beautiful Music FM in deep South. Good ratings. Must have successful sales background. Hard worker and able to sell city's largest banks and auto dealers. Confidential. E.O.E. Send resume with full info and references to Box K-184.

**Corporate Vice President—Marketing & Sales** Minimum 10 years General & Sales Management. Successful track record in at least three markets and three formats. Strong suit in marketing, sales strategy and training. Extensive travel required. Send resume and salary requirements to Entercom, One Bala Cynwyd Plaza, Suite 225, Bala Cynwyd, PA 19004. EOE.

**Promotion Director**—West Coast leading News/Talk Radio Station seeking an aggressive professional to direct promotion of Market's No. 1 Station. We have the tools ... bring us the know-how. Send resume, references, and salary requirements to Box M-37.

**General Manager** needed for southeastern regional rep firm. Aggressive leader with college degree and three to five years experience or equivalent as a radio or television sales manager. Rep experience very helpful. Send resume and earnings to: Personnel, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605. EOE, M/F.

**Sales Manager** for Virginia AM/FM single station market. Excellent opportunity for experienced salesperson to move up. Send resume to WFTR, Box 192, Front Royal, VA 22630. E.O.E.

**General Manager** with good sales background for full time AM and future FM. Upper North Central Area, community of 15,000-40,000 market. Prior fiscal, budget, and profit management essential. Equity participation and incentive available. Send resume to Box M-126.

**General Manager**—AM/FM in Middle Tennessee. FM is Class C and will cover Nashville with city grade service when upgraded. Super growth opportunity for right individual. Triplett Broadcasting Company, Inc., W. A. Triplett, President, 1122 E. Sandusky Ave., Route 2, Bellefontaine, OH 43311.

**FM Program Manager:** 24-hour concert music NPR station seeks experienced administrator with classical music background, programming experience. Excellent opportunity for management type with strong interest in this unique format. Send resume w/salary history to Personnel, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE (M/F).

**General Manager** for high powered full time AM. Possible FM. Single station market in one of the most beautiful sunbelt locations in the US. Market exploding. Highly sales oriented with administrative ability. Energetic young person or seasoned broadcaster with grown children. Part of growing chain. Great opportunity. EOE. Box K-215.

**Development Director, WCBU-FM.** Responsible for obtaining operating and capital financial support; will plan, administer and coordinate all station fund raising activities, grant applications. Qualifications: Bachelor's degree and two to four years related experience. Written and verbal communication skills essential. Send application to: Joel L. Hartman, WCBU FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

### HELP WANTED SALES

**Madison, WI.** Excellent career opportunity for bright young problem-solver strong on creativity with ability to write and sell imaginative campaigns. Thirteen station Midwest group seeks eager sales person, recent college grad or with 1-2 years experience. Our people earn far more and Madison living is superior. All management and stockholders drawn from within our group. WISM, Madison, WI 53701 Midwest Family Station (EOE).

**If you've been** to the Welsh Company, if you believe in selling total radio budgets ... you'll like working with us ... Send resume to Jim Nostrand, KRWC Radio, Box 267, Buffalo, MN 55313 or phone 612-682-4444.

**Your Sales Opportunity!** Full time ABC. Salary commission. Tell all. KFRO, Longview, TX 75606. E.O.E.

**Pacific Northwest radio group** interviewing salespeople interested in a career with a growing, progressive company 2-3 years experience required. Station's include KEED Eugene, Oregon; KRDR Gresham, Oregon (Portland market); KGAA Kirkland, Washington (Seattle market). All are prosperous radio markets. Contact Charles W. Banta, KRDR, PO Box 32, Gresham, OR 97030; 503-667-1230. EOE.

**Co-op specialist:** No. 1 station in major Mid South market. Responsible for all co-op activity. Must be managing co-op dept. now. Advancement potential. E.O.E. 901-726-0490.

**WHWH/WPST** top Arbitron-rated stations in Trenton-Princeton market offer tremendous income and growth opportunity to right radio sales pro. EOE. Send resume to Box 1350, Princeton, NJ 08540, or call Lewis Edge, 609-924-3600.

**Expanding FM sales staff.** Good opportunity for energetic, resourceful self-starter. Must have on-the-air and production experience. Send resume or contact Manager, KQNM-FM, 401 Coal Avenue, Gallup, NM

**Fill a vacancy.** Good account list. Beginner applications welcome. Continuous training. Midwest. Box M-90.

**Sales person** needed for an AM/FM operation on the Eastern Shore of Maryland. Call Sam Cannon, 301-228-4800.

**Experienced and successful sales person** desired as local sales manager of a major market southeastern AM. Must be able to lead and inspire. Large chain operation with opportunity for advancement. Excellent salary. EOE. Send resume to Box M-125.

**Wanted**—Salesperson or combo person for small market, 2500 watt promotion minded station. Excellent benefits including company car. Experience helpful, but not essential. Chance for advancement. Call Ron Stewart at 717-462-2759.

**Sales Rep** for local radio station. Must be experienced in advertising sales to both direct and agency accounts. Must have radio ratings knowledge. A strong personality and aggressive, ambitious attitude is a must. Good account list available with potential for high earnings. Phone 804-355-3217 between 8:30 am and 5:00 pm, Monday-Friday for an interview. Applications will be accepted through December 21st. WTVR AM/FM—An Equal Opportunity Employer.

### HELP WANTED ANNOUNCERS

**ARB rated No. 1 50 KW AM** contemp. Country station in the sunny south is looking to fill a future air opening. Experience is a must. Need great pipes and excel at production and be a stable family oriented communicator. Excellent working conditions. New facilities. Send current tape, resume, and references to Tom Williams, PD., KWKH Radio, PO Box 21130, Shreveport, LA 71120. An Equal Opportunity Employer.

**Full time announcer.** Good production. Top midwest C&W station. Good starting salary. Immediate opening. Tape & resume KHMO Radio, Box 711, Hannibal, MO 63401 314-221-3450.

**Sports Talk**—Major West Coast station seeking host for nightly sports talk program. Excellent opportunity for personality with interview, telephone, and reporting talents. Box M-46.

**Number one AOR radio station** in Southeast Texas has rare openings. Must have a minimum of 2-years experience and willing to take direction. Send tapes and resumes to: Bobbie Choate; KXOM; PO Box 336; Port Arthur, TX 77640. EOE.

**Morning Drive Announcer** for a live "Beautiful-Contemporary" format. You'll join a newsmen and staff meteorologist for three-man morning team. Must have solid experience, mature voice and be strong on production. Tape and resume to WSRS, West Side Station, Worcester, MA 01602 EOE. Our first morning opening in six years.

**WSPD, Toledo, Ohio.** Experienced announcer for choice adult contemporary air shift plus production. E.O.E. Call Bill Chambers, 419-244-8321.

**Midwest AM-FM** seeks mature, community minded air personality. Box M-93.

**Religious Middle of the Road** music and information station has opening for professional, personable announcer seeking stable employment. WNWC is part of the nine station northwestern college radio network headquartered at KTIS, Minneapolis. WNWC is definitely an equal opportunity employer. Send resume, references and tape to Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

**Expanding Country station** seeks a qualified night personality. Minimum one year experience, with good production. Aircheck/resume to: Craig Hines, KKAL, P.O. Box 220, Arroyo Grande, CA -3420. E.O.E./M-F—Qualified minority applicants are urged to apply. To Scott Slade, 408 Radio Road, Charlotte, NC 28216. Equal Opportunity Employer.

**Morning drive** personality to join leading 25-49 adult contemporary team. Minimum 5 years experience in personality radio—no beginners or time & temp button-pushers need apply. Growing, community-oriented chain with excellent salary and benefits. EOE. Tape and resume (no telephone calls) to: Gary Claus, KLMS, PO Box 81804, Lincoln, NE 68501.

**Virginia-AM-Adult Contemporary** seeking morning announcer, minimum two years experience. Send tape, resume and salary requirements to WFTR, Box 192, Front Royal, VA 22630. E.O.E.

**Producer-Announcer, WCBU FM.** Produce and announce classical music programming. Requirements: Bachelor's degree in radio or music-related field and two years experience in public or classical format radio. FCC Third class license and good on-air delivery required. Send resume, addresses and telephone number of 5 professional references and audition tape to: Joel L. Hartman, WCBU-FM, 1501 W. Bradley Avenue, Peoria, IL 61625. An affirmative action/equal opportunity employer.

**Central Pennsylvania.** A great place to live and work. We are looking for an air personality. If you are literate, well rounded and interested in being an adult communicator, let us hear from you. Experienced required. E.O.E. Tape, resume, salary requirements—first package. Manager WRTA, PO Box 272, Altoona, PA 16603.

**Your Opportunity!** Staff announcer, Production news. Full time ABC. Resume, cassette, KFRO, Longview, TX 75606. E.O.E.

**Possible future opening** for one of the nation's leading country stations. The person that we seek must be creative, entertaining, and above all ... a real personality. Show us you have the "moxie" to join the staff of the Arbitron number one rated station in this market. Send tapes, resumes, and salary requirements to Jarrett Day, KSO, 3900 N.E. Broadway, Des Moines, IA 50317. No phone calls. EOE.

**Experienced Beautiful Music Announcers:** ready for major market challenge? Send tapes now for future openings! WSSH, 470 Statter Office Building, Boston, MA 02116.

**Experienced Announcer** with creative skills in air work and production. Afternoon personality with adult contemporary music. Good working environment for person with good character. Tapes and resumes to Station Manager, WMMW, 21 Colony St., Meriden, CT 06450.



## HELP WANTED ANNOUNCERS CONTINUED

**The Voice of America**, English Division, is seeking an experienced announcer for international radio broadcasting. Position requires expert ability to voice a variety of programming: news, political analyses, drama, music, documentary readings, etc. Voice and diction must be suitable for shortwave broadcasting. Starting salaries from \$20,611 to \$24,703 annually depending on qualifications. Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171, to: International Communication Agency, Employment Branch (code PDE 83-80), Washington, D.C. 20547. Applications received by January 31, 1980 will receive first consideration. Equal Opportunity Employer

**Program Consultant** seeks talent for medium market stations. Pleasant climate. Morning personality—good pay, promotional back-up. Also newperson and all night jock. Experience required. Rush tape (cassette preferred) and resume to Program Consultant, N-39, 323 South Franklin, Suite 804, Chicago, IL 60606.

**Evening DJ needed**, minimum 6 months experience. Tapes/resumes to Harry Dierks, KBIM, Box 910, Roswell, NM 88201. EOE.

**Daytona Beach sun and surf** awaits the right person. Adult contemporary WNDB is looking for a bright, friendly, morning entertainer. Tapes and resumes to Dave Laing, WNDB, Love Park, Daytona Beach, FL 32015.

**Cape Cod Beautiful Music Station** has opening for fulltime announcing position. The right candidate will be of stable and mature character, appreciative of Cape Cod's unique lifestyle, experienced with this format and automation, and capable of doing creatively polished production. We offer new studios and equipment, top level technical standards, a professional environment and opportunity for advancement. Send beautiful music aircheck, resume and salary requirements to John W. Miller, Station Manager, WQRC, 737 West Main Street, Hyannis, MA 02601. E.O.E.

**WTKO, Ithaca, N.Y.** has immediate openings in both Programming and News. Come grow with a winner. Talented beginners considered. Send tape and resume to WTKO, Box 10, Ithaca, NY EOE.

**Good opportunity** for Announcer-Engineer to assist management at 5 kw in Missouri. 314—586-8577.

**Announcer/Sales**—West-Central North Carolina, adult contemporary, account list, salary plus commission, expenses. WQXZ, Taylorsville. Call Evenings 404—283-3084. Resume Box 443, Elberton, GA 30635.

## For Fast Action Use BROADCASTING's Classified Advertising

### HELP WANTED TECHNICAL

**Chief Engineer (AM/FM)**, directional AM-automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone: 702—385-4241. An Equal Opportunity Employer.

**Chief Engineer needed** for upper midwest 5 KW directional AM and automated FM. Salary open, free health care. Please submit financial requirements in first letter along with resume. Box K-174.

**Chief Engineer**. AM/FM. New equipment. Strong on maintenance and audio. E.O.E. Resume and salary requirements to Box M-69.

**Chief Engineer** for Midwest AM-FM. First job applications welcome. Box M-95.

**First Phone Technician** wanted in Phoenix area. Technical Training necessary. Working knowledge of microprocessors and digital desirable. Women and minorities encouraged to apply. Send resume to Bob Van Buhler, KDKB Radio, Box 4227, Mesa, AZ 85201.

**First class engineer** needed for an AM/FM operation on the Eastern Shore of Maryland. Strong maintenance. Some "on air" announcing if desired, but not required. Call Sam Cannon, 301—228-4800. Resumes to WCEM, PO Box 237, Cambridge, MD 21613. Salary open.

**Southeast VHF station** needs studio maintenance technician. Minimum 2 years experience with cameras and quads. Digital expertise helpful. Reply to PO Box 369, Columbia, SC 29202 or call D. Brown at 803—799-1010.

**Chief Engineer**—5 kw DA-2, 50 kw FM Stereo both automated. FCC. 1st required. Knowledge of automation, FCC R&R, Proofs, DA's. Women and minorities encouraged to apply. Doug McKay, Station Mgr, WTVR, 3314 Cutshaw Ave., Richmond, VA 23230. Equal Opportunity Employer.

**Growth Opportunity** for engineer at Class B, group owned FM in one of America's most desirable cities. The engineer selected will have the opportunity to replace transmission system and site and build new studios within the next two or three years. Prefer combo with first ticket for minimum amount of air time on our religious music and information formatted station. WNWC is an equal opportunity employer. Send resume, references and air check (if applicable) to: Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

**South Florida AM/FM** accepting applications for engineers. Excellent opportunity in high powered state of the art facility. Send resume and salary requirements to Chief Engineer, WINZ Radio, 4330 N.W. 207 Dr., Miami, FL 33055.

**Chief Engineer** wanted for outstanding midwest AM/FM facilities. Must be experienced in directional, automation, FM stereo and state-of-the-art audio equipment. Please submit salary requirements, resume and long range goals to General Manager, KEWI/KSWT, PO Box 4407, Topeka, KS 66604. An equal opportunity employer.

**Engineer**—For production recording and equipment maintenance. FCC first class license and some experience required. A great opportunity to join a fine professional staff. Send resume to Fred Klimes, Chief Engineer, WCBM, 68 Radio Plaza, Owings Mills, MD 21117. An Equal Opportunity Employer.

**Chief Engineer** for major market AM and FM. Applicant should be familiar with directional antennas, audio processing, FCC rules and regulations and Personnel Management. First Class license is a must. Good salary and benefits including car. All replies held in strictest confidence. EOE. Position available immediately. Box M-143.

### HELP WANTED NEWS

**Akron Opportunity**. WKNT AM/FM looking for experienced afternoon news person. Strong air delivery necessary. Join a growing communications company. Excellent pay and benefits. Contact Bill Klaus 216—673-2323. WKNT, Box 629, Kent OH 44240. EOE.

**Newsperson** for imaginative new contemporary. Exciting opportunity. FM 100, 555 W. Benjamin Holt, Stockton, CA 95207.

**Experienced broadcast journalist** to direct news operations of 100,000-watt public radio station. Some teaching involved. Salary: \$11,500-12,400. Excellent vacation and other benefits. Candidates with master's degrees preferred. Apply no later than December 31, 1979. Send resumes and audition tapes to Larry Miller, General Manager, KOSU-FM, Oklahoma State University, Stillwater, OK 74074. KOSU-FM is an Equal Opportunity/Affirmative Action Employer.

**News director needed** immediately. Must have proven track record. Excellent benefits ... salary negotiable. Contact Jerry Reed, WINR, Box 27, Binghamton, NY 13904. 607—775-4240.

**Enthusiastic Newsperson** needed now for Maryland station respected for local news coverage. Newsgathering, writing, and announcing ability required. Resume and tape to WKIK, PO Box 346, Leonardtown, MD 20650. EOE.

**News Director** ... experienced pro. Well equipped highly respected stations & group, super university city. Tape & resume, salary requirements. Jerry Larsen, KASI/KCCQ, Box 728, Ames, IA 50010 (EOE).

**WDEF AM/FM** news is accepting applications for future openings. Applicants should have prior commercial broadcast reporting and producing experience. Send resume and 3 year salary history to John Faulk, WDEF AM/FM, 3300 South Broad Street, Chattanooga, TN 37408. EOE.

**Challenging position** as News/PA Director to expand and direct AM-FM staff with heavy news-information commitment. Up to 3 years experience required. Excellent facilities and benefits. \$14-15 to start. A growing company dedicated to winning. Send tape & resume to Personnel Director, WKEE-WHTN, 623 Fourth Avenue, Huntington, WV 25724. EOE. M/F

**Looking for hard working** pro with strong news background to assume duties of news director. Tapes and resumes to Rick Scott, KKXL, Box 997, Grand Forks, ND 58201. No calls please. EOE/M-F

### HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative copywriter/production announcer**. Experienced writer-producer to join award-winning team at two top-rated, highly successful medium market stations. Send produced samples and complete resume to Jack Shuster, WHWH, Box 1350, Princeton, NJ 08540. EOE.

**Program Director** for competitive midwest AM-FM. Must be community and promotion minded. Box M-133.

**Production Person/Announcer**, Chicago. Talented announcer wanted ... with solid experience in production/mixing. Real opportunity for an idea person who is enthusiastic and wants to grow with a broadcast-oriented agency. Complete responsibility for new, modern studio. If you're good, we want to hear from you — (no calls) resume, salary requirement and tapes, please. Gamzo Advertising Consultants, Inc., 624 South Michigan, Suite 800, Chicago, IL 60605.

**Major market public fine-arts** FM station has opening for music director. Position entails music selection for approximately 12-hours of local classical music origination per day, plus coordination with large number of program syndicators, maintenance and expansion of contacts with record companies, and cataloging of extensive record collection. Applicant should possess ability to do regular on-air schedule plus remote assignments. Position requires extensive background in classical music and fine arts production and broad knowledge of classical music. Salary commensurate with experience and ability. Previous board experience desirable also. Send resume and audition tape to Russ Hammet, Assistant Manager, WQED-FM, 4802 Fifth Avenue, Pittsburgh, PA 15213. No phone calls.

### SITUATIONS WANTED MANAGEMENT

**General Manager**: 28 years radio, last 17 as general manager. Medium & major market background. Successful track record. Motivator, organizer, programmer, sales leader, team leader. Desire relocation Pacific Coast area where I am currently successful. Box M-29.

**General Manager**: Top Broadcaster wishes relocation as general manager. Experienced, mature radio veteran who loves tough challenge. Box M-32.

**General Manager** who excels in programming as well as sales available for permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box M-67.

**GM Available**—Currently employed. Experience includes 20 years in small market radio ... from announcing/sales to sales and general management. Fully aware of the meaning of the bottom line. Box M-19.

**Extremely qualified** General Manager. Excellent track record, outstanding ability to organize, hire, train, promote and sell. Box M-34.

### SITUATIONS WANTED ANNOUNCERS

**Experienced-1st** looking for contemporary station. Prefer nights or all night, but would consider days. 419—435-4111. Rollin Reetz, PO Box 1031, Fostoria, OH 44830.

## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Experienced Announcer** wants AOR, good voice, will relocate. Announcer Room 105, 9120 W. Hampton Avenue, Milwaukee, WI 53225.

**Female Announcer/News.** Excellent voice, scintillating personality. Hard working and dedicated 3rd class. Will relocate. Tape, resume. Shellie Peters, 639 Wellington No. 6, Chicago, IL 60657. 312-528-1955.

**An experienced mature MOR** or country personality. A skilled communicator, strong on production and copy. A creative, knowledgeable entertainer. All this rolled into one. Sunbelt and Southwest only. Call 813-332-7496.

**Small market Morning Drive Personality** ready to move up in the Midwest. Talent and brains! Box M-128.

**Freelance announcer copywriter** desires permanent position. Deep resonant voice for commercials, news, adult music. Third. Barry Ritenour, 208 North, Buffalo, NY 14201, 716-884-5073.

**Baseball Play by Play**... Seven year pro seeks position for upcoming season. Box M-111.

**Experienced Announcer** seeking position with rock oriented station. Strong, creative production. Will relocate. For tape and resume, write: Dan McWilliams, 204 Burning Tree Drive, Pekin, IL 61554.

**Female 5 years experience** 3rd phone—outstanding production S.E. area—Call Ramona 703-989-6901.

**Responsible young lady** looking for board, news, interviewing position. 3rd phone. Versatile with good on-air voice. Southwest preferred but will go anywhere for good-right opportunity. Willing and quick to learn and ready to broaden my experience. Responsible-dependable. Box M-129.

## SITUATIONS WANTED TECHNICAL

**Chief Engineer:** Experienced; diverse background. 1st phone. Resume available. Box M-68.

**35 years experience,** AM and FM. Construction Directionals. Audio design. Family man. Desire West Coast. Box M-146.

**5 year experienced chief** looking to relocate in Florida but will consider others. Studio, transmitter maintenance, construction etc. Box M-110.

## SITUATIONS WANTED NEWS

**Black Male** beginner seeks first air job. Wants anchor. Can DJ. College experience, some pro experience. Box M-145.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Talk is the future** of AM Radio. Let's talk about programming your station and about one of the very best talk pro doing your early morning slot for fun and profit. Or, how about a regular talk slot dealing with issues. If I can jump from a 2.5 to an 8.3 in just one year in one of the nation's most competitive top 15 markets I can do the same for you. Don't die with music. Let's talk! Box K-85.

**Black broadcaster** 14 years experience 1st phone, production, operations manager PD MD Super DJ. I will win for you! Box K-91.

**Automation Specialist:** Want to move into live, programming. Can do production and news. 3rd. FCC, endorsed. Call Ron, 316-524-7626, between 9 am and 4 pm, Wichita, KS. Ready to travel.

**Successful Programmer** of pop/adult station in competitive market of nine, seeks stable programming position with growing operation offering career advancements such as operations manager, chain programmer, or part ownership... along with monetary advancement. I offer stability, leadership, knowledge, and organization. I'm not cheap, but I am reasonable. Box M-134.

**For Fast Action Use  
BROADCASTING's  
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# TELEVISION

## HELP WANTED MANAGEMENT

**General Manager KLRN-TV/KLRU-TV.** Duties: Long range planning to include budget formulation and fund raising. Supervises Station Managers and is responsible for total operation of the stations. Represents the stations within the communities of Austin and San Antonio. Functions as a liaison between the stations' staffs and the Board of Trustees of the licensee, Southwest Texas Public Broadcasting Council, and between such Board of Trustees and The University of Texas, with which the Council has an agreement for the sharing of some facilities and for a student internship program. Minimum Requirements: Ten years experience in the broadcast industry, the last five of which should be in high level station management. Must have working knowledge in all areas of station organization and operation. Experience with PBS stations preferred. Salary: Negotiable. Position Closes: January 1, 1980. Send resume & Salary requirements to: Mr. Bob Roth, 711 Navarro, Suite 327, San Antonio, TX 78205. EOE Affirmative Action Employer.

**Television magazine reporters,** WHA-TV, Madison, Wisconsin seeks two reporters for award winning, statewide, news magazine. Each will be responsible for producing and reporting Magazine segments. Must have proven ability as on-air reporters with minimum of two years news or public affairs experience. Demonstrated knowledge of film and VTR production techniques required. B.A. preferred. Starting salary \$12,500. Send resume, videocassette and request for application to Dick Hiner, Station Manager, WHA-TV, 821 University Avenue, Madison, WI 53706. Application deadline December 21, 1979. WHA-TV is an equal opportunity/affirmative action employer.

**Corporate Director of Broadcast Standards:** Radio and Television Chain Broadcaster with interests nationwide and additional interests in Publishing, Production, Syndication and other entertainment related businesses based in Los Angeles needs Corporate Director of Broadcast Standards. Successful applicants need a minimum of five years experience in Station or Network Traffic, Operations and/or Broadcast Standards. Good knowledge of FCC Rules and Regulations. Excellent judgment, good with people. Para-Legal background helpful. College degree desired but not mandatory. This is a career opportunity with good visibility in an expanding communications/entertainment industry. Only qualified applicants need apply. Excellent salary and benefits. EOEM-F. Send resume to Box M-116.

**Growing independent superstation** in Southeast looking for conscientious person with organizational and technical skills to take charge as our "On-Air" supervisor. Responsibilities includes overseeing, scheduling and managing highly qualified master control personnel. Send resume—salary requirements to: M-130.

## HELP WANTED ANNOUNCER

**Announcer/Weathercaster**—Expanding midwest network affiliate needs good, experienced television weathercaster/commercial announcer. EOE. Send resume to Box M-88.

## HELP WANTED TECHNICAL

**Experienced TV Engineer** needed for leading NBC Affiliate in sunny South. Must have thorough knowledge of all aspects of engineering maintenance and operation. Send resume to WESH-TV, P.O. Box 1551, Daytona Beach, FL 32015.

**Studio Maintenance Engineer** for CBS affiliated VHF in 100+ market. Must have experience with quad tape, switching systems, film and studio cameras. Send resume and salary requirement to Box K-200.

**Television Chief Engineer** for growing station in 195th market. Management experience necessary. All fringe benefits, station located in beautiful southern Idaho. An equal opportunity employer. Reply to Box K-153.

**Maintenance Engineer** for combined station-production house. Help maintain WBRE-TV's state of the art equipment including TCR100, TR600, TK45, TKP46, TK76 and Grass Valley DVE and E-Mem. An EEO Employer. Write Charles Baltimore, WBRE-TV, Wilkes-Barre, PA 18773 or call 717-823-3101.

**Chief Engineer**—Strong maintenance experience required for VHF-TV Studio and transmitter Midwest station in hunting, fishing and recreation area. Offers top salary and benefits for this position. Box M-42.

**TV Chief Engineer**—Midwest network operating five TV stations. Good benefits: retirement, insurance, car. Salary commensurate with experience. Send resume c/o Glenn Bell, KARD-TV, Box 333, Wichita, KS 67201, or phone 316-265-5631. Equal opportunity employer.

**UHF-TV Transmitter Engineer** wanted for large Central California station. Strong educational background required. Minimum 3 years experience in commercial TV engineering and extensive high power transmitter maintenance. Top salary, good working conditions and excellent benefits. Send resume to Chief Engineer, KMPH TV, 2600 South Mooney Blvd, Visalia, CA 93277. Pappas Telecasting Inc is an EEO/M-F Employer.

**UHF television transmitter engineer,** and studio maintenance engineer openings in Nashville. Both positions require experience, FCC First Class license, and dedications to technical excellence. Call C.E., 1-615-385-1717 collect.

**Maintenance Supervisor** with First Class License and minimum five years experience in maintenance and installation of studio equipment. Knowledge of solid-state digital electronics, E.N.G. systems, both live and video tape and complete broadcast studio facilities required. Send resume or call Gene Gildow, Chief Engineer, WTEN/WDCD, 341 Northern Blvd., Albany, NY 12204. Telephone 518-436-4822. An Equal Opportunity Employer.

**Chief Engineer** requires 5 years experience as Chief Engineer or Engineering Manager; Degree in Electronics, Electrical Engineering or equivalent; First class FCC license; Knowledge/working grasp of digital technology. Send resume to: KCET Personnel, 4401 Sunset Blvd., Los Angeles, CA 90027, 213 667-9273.

**Maintenance Engineer:** Temporary position. Troubleshoot & repair 3/4" VTR's, microwave transmitters, video switchers, cameras, CATV distribution systems. Salary \$1379—\$1676 per month. Resume to Torrance School District, Personnel, 2335 Plaza del Armo, Torrance, CA 90509 prior to 12/28/79.

**Need controlroom operator** for video tape editing, First phones only. R. Hardie, 806-383-3321, KAMR-TV, Box 751, Amarillo, TX E.O.E.

**Maintenance Engineer** to work with latest broadcast equipment at major market TV station/Production Company. Must be a self-starter and have a FCC 1st. Salary in excess of \$20,000.00 with good fringe benefits plus overtime. EOE, M/F. Send resume to Box M-142.

**Operations Engineer** position available at public broadcast station. Four years production experience required which must include the use of the following equipment: Ampex 1200 or AVR2 tape machines, video and station production equipment. First Class License or electronic trade school preferred. Good employee benefits. Send resume to WHRO-TV/FM, Personnel Department, 5200 Hampton Boulevard, Norfolk, VA 23508. Deadline for applications is January 11, 1980. Equal opportunity employer.

**Chief Engineer** to supervise original construction and specifications for new public television station. 1220 KW E.R.P. transmitter facility. Requires first class license, some studio planning and digital circuitry. Apply by January 20, 1980. Salary \$18,600 plus benefits. Equal Opportunity Employer. Resume and references to Smoky Hills Public Television Corp., 1011 Fort Street, Hays, KS 67601.

**TV Technician** experienced in ENG maintenance. Will repair TK-76 and BVU equipment. License preferred. Bob McAvoy, WROC-TV, 201 Humboldt St, Rochester, NY 14610. 716-288-8400. EOE.

**Operating Engineers** for new VHF public station. FCC first, previous broadcast experience required. Two immediate openings. Send resume with references to John Bradley, G.M., KMOS-TV, Box 21, Warrensburg, MO 64093. EOE.

**Assistant Chief Engineer** for modern TV operation. Major east coast market. Salary mid \$20's. EOE M/F. Send resume to Box M-140.

## HELP WANTED TECHNICAL CONTINUED

**Operations Engineer.** First phone, technical school or 2 years experience in commercial TV operation. Resume/references-WIFR-TV, PO Box 239, Rockford, IL 61105, 815-967-5300. EOE.

**Senior Maintenance Engineer** ... (3)three years experience in repair and maintenance of TCR-100, TR-70, TTU-80, TK-44, etc. in commercial TV with first class license. Tidewater, Virginia's CBN-Continental Broadcasting Network Station. Call Chief Engineer ... 804-393-2501.

**Engineering Manager.** Established UHF station Illinois-Indiana area. Minimum five years Chief Engineer experience. Working background maintenance RCA Transmitter, TCR 100 tape, ENG, Chyron, latest switching equipment. Must be strong administrator. Send resume and salary requirements. Replies held confidential. Equal Opportunity Employer. Box M-137.

**Producer-Director** for public TV station. Requirements: BA; thorough knowledge of studio production, ENG and editing. Two years broadcast experience preferred. Job includes community programs, contract production and quarter-time college teaching. Salary \$11,654. Send resumes to Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843. Equal Employment Opportunity Through Affirmative Action.

**Chief Engineer** for network affiliate in SE sunbelt. Must have extensive maintenance experience in UHF, RCA Package, and ENG. Bring your No. 1 helper with you as Asst. Chief or Maintenance Engineer if you wish. Send resume and salary requirements to Jim Matthews, WECA-TV, Tallahassee, FL 904-893-3127.

**TV maintenance engineer** with five years experience for major market station. EOE, M/F. Send resume to Box M-144.

**Maintenance Engineer** wanted immediately for expanding Florida PTV station. Must have 3 to 5 years in broadcasting or related field; strong background in maintenance of color studio and transmission equipment. If you're a self-starting problem-solver with 1st Class and tech training from recognized institution, contact: Chief Engineer, WJCT, 2037 Main St., Jacksonville, FL 32206. An Equal Opportunity Employer. M/F/H.

**Maintenance supervisor** for government-owned television station on U.S. territory island in South Pacific. Heavy transmitter experience preferred. First phone preferred. Salary commensurate with experience. Send resume to Box M-85.

## HELP WANTED NEWS

**Television News Director** for growing station in beautiful West. Management experience necessary to run small department and train news reporters/anchors. All fringe benefits, station located in an equal opportunity employer. Reply to Box K-154.

**If you love sports,** show it in your field packages and anchoring, we'd like to talk with you. Work with a skilled group on a top 50 station. EEO employer. Resumes to Box K-224.

**WSJV-TV has immediate opening** for experienced television Co-anchor/Reporter. Journalism degree preferred. Send resume and tape, apply in person or call Reg Miller, N.D., 58096 CR 7, Elkhart, IN 46514 219-293-8616. EOE.

**Reporter/Anchor**—must have ENG photo and editing experience. Good entry level position. Beautiful location. Send tape/resume to Bob Nelson, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

**Wanted: Experienced News Reporter.** Primary duties will be coverage of state government and politics. Interested individuals should send application to Dick Heidt, PO Box 1738, KFYP-TV, Bismarck, ND 58501. An equal opportunity employer.

**News Broadcast Producer** with sound journalism leadership. Two years experience. Fill-in-the-blanks producers discouraged, imagination and creativity encouraged. Send resume and VTR to Jim Esser, Executive Producer, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No calls, please. An Equal Opportunity Employer.

**General Assignments Reporter** for WTRF-TV, Wheeling, WV. Two years broadcast news experience or equivalent. Send tapes and resume by December 26, 1979 to News Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. An Equal Opportunity Employer.

**Producer/Writer** with innovative style for daily newscasts in top 15 market. Contact: Tony Burden, News Director, KMSP-TV, Minneapolis, MN 55435 612-925-3300. EOE.

**Reporter to join staff** of 20 in aggressive radio-TV news department. Duties will include producing lengthy pieces for a monthly magazine program as well as general assignment reporting. Applicants should send tape and resume to News Director, WEAU-TV, PO. Box 47, Eau Claire, WI 54701. Salary approximately \$200 weekly. We are an equal opportunity employer.

**KMOM TV Monahans,** Texas is looking for new air talent in news, weather and sports. Small operation with big plans for the future. Send 2 inch VTR or audio cassette for your audition to: Ray Alloway, KMOM-TV Drawer N, Monahans, TX 79756.

**Major market, group owned, ABC affiliate** needs highest quality Executive News Producer. Must have extensive writing, producing and ENG experience, along with leadership developed as smaller market N.D. or top ten market producer. Resume only to Box M-124.

**Reporter/Producer:** We want an aggressive self-starter. This new VT/NH NBC-affiliate has made a tremendous impact. If you think you can keep pace with us, call me: Barry Clarke 802-295-3100.

**Weathercaster/Meteorologist.** Upper Midwest, medium market network affiliate wants weathercaster or meteorologist who can communicate. Send resume, salary history, references, etc. All information held confidential. All applicants will receive response. Equal Opportunity Employer. Box M-131.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Top rated station in Piedmont.** WFMY-TV, Greensboro, North Carolina needs an experienced and highly qualified ENG photographer/editor for PM show. Will work with staff of 5. Topnotch station, good benefits, good salary. Position open now. Send resume or call Personnel Manager—919-379-9369. Equal Opportunity Employer.

**Executive Producer** Major group network affiliated station in Top 10 market seeking a creative professional to produce a new 5 day morning talk show. An Equal Opportunity/Affirmative Action Employer. Forward resume and salary requirements to Box M-100.

**Producer/Director**—with minimum 4 years staff experience in top 40 mkt. We need a professional who has directed commercials, Public Affairs programs and News shows on a regular basis and who can write and produce programs and program segments. Send your resume, salary requirements and a 3/4" sample cassette (including a News show with your calls on one of the audio tracks) to Bill Piper, Production Manager, KGTV, PO Box 81047, San Diego, CA 92138. KGTV is an Equal Opportunity/Affirmative Action employer.

**Wanted:** Strong individual for No. 2 position in Promotion Department in Northeast market. Experience in film and tape production, copywriting, and pring preferred. Ability and desire to work long hard hours a must. Eventual move up to No. 1 eminent. An Equal Opportunity Employer. Send resume to Box M-65.

**Producer/Director/Switcher**—Excellent opportunity in the Top 10 market for a talented and versatile individual to direct and switch news, public affairs and entertainment programs. An Equal Opportunity/Affirmative Action Employer. Salary commensurate with experience. Send resume to Box M-103.

**Promotion Manager**—creative person. At least one year experience wanted for newly created position at WYTV. Advertising and production background a must. Also, knowledge of survey and sweep rating periods and proper utilization of research materials. Some public relations helpful. Send resume to: Program Director, WYTV, Inc. 3800 Shady Run Road, Youngstown, OH 44502. EEO.

**Program Hosts**—Unique and challenging position for talented and creative individuals to co-host a new 5-day morning talk show in the Top 10 market. Equal Opportunity/Affirmative Action Employer. Forward resume and salary requirements to Box M-105.

**Art Director.** Top ten group owned network affiliate looking for creative individual to manage 4 person department. Candidate must be strong in layout, design, communication and personnel management. EOE. Send resume to: Director of Programming, WTAE-TV, 400 Ardmore Blvd., Pgh. PA 14230.

**Television Public Affairs Producer.** Produce, research, write and host a weekly magazine format public affairs series. Responsibilities would also include supervising other producers and support staff, generating program ideas and producing other programs as assigned. Requires BA degree or equivalent with previous television production and public affairs reporting experience. Salary: Approximately \$14,000. Contact: Director of Programming, WSWP-TV, PO. Box AH, Beckley, WV 25801. EOE.

**Art Director:** Immediate opening for person with knowledge of TV graphics, lettering and photography. Send resume with minimum income requirements to: Personnel Director, WTRF-TV PO Box 6667, Wheeling, WV 26003. EOE.

**Associate producers, producers, on-air talent** for top 10 market morning studio/location show. Only the best. Equal opportunity employer. Box M-121.

**Director—2-3 years** experience, location and studio production of commercials and programs. Must possess strong positive motivation, high creativity and dedication. Excellent environment with state of the art equipment including Squeezezoom and one inch tape. Send tape and resume to: Al Marrara, KTEW-TV, 3701 So. Peoria Ave., Tulsa, OK 74105. An Equal Opportunity Employer.

**Producer-Director:** Open and closed-circuit educational, instructional, and public information programming in an active production center. Requires a professional with proven credentials and ability to deliver. Must be experienced in all phases of production technique and project control. Starting salary \$13,585 to \$16,000 depending on qualifications. Send resume to Randy Herald, Television Production Manager, Instructional Services Center, University of South Carolina, Columbia, SC 29208. Equal Opportunity Employer/Affirmative Action.

**Print Production/Publicity Specialist:** We have a new position for a Print Production/Publicity Specialist in our Promotion Department. This person will be responsible for the coordination of print media for WDTN including: conceptualizing, writing, editing and executing of print advertising for newspapers, magazines, outdoor/transit, and sales promotions, developing weekly press information package. A degree plus experience in either advertising, promotion or sales desired. Send resume to Sharon Stinnette, WDTN TV2, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F/H.

**Producer/Director** for group-owned station. Heavy commercial production. Must have at least 3 years station directing. An Equal Opportunity Employer. Send resume to Box M-113.

**Director of Development** for public television station in medium-sized market. Person we hire is presently a development director for a small or medium-sized station, or is number two department of a large-market station. Person has proven track record and is interested in moving to a station where he/she can build a department and make it go. If you are this person and can produce, we are prepared to make it worth your while, and we want you here as early in January as possible. Send resume and letter to: Dr. George E. Lott, Jr., WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. EEO/Affirmation Employer.

**Manager, Audience Information:** Excellent opportunity for experienced writer with supervisory experience at a major broadcasting network. Duties include responsibility for creating favorable public relations image through verbal and written responses to inquiries and providing evaluation of trends. Oversee Speakers Bureau. Degree with 5 years experience in Public Relations or Journalism. Excellent benefits. Send resume and salary requirements to: Box 234-SL 360 Lexington Avenue, 12th Floor, New York, NY 10017. An Equal Opportunity Employer M/F.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Art Director** with strong production knowledge for Southern ABC affiliate. Creative self-starter needed to work closely with photo, continuity, promotion and production. Room for input and creative expression. An Equal Opportunity Employer, M/F. Send resume, sample of work and salary requirements to Box M-132.

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**SITUATIONS WANTED TECHNICAL**

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**TV-FM-AM Field Engineering Service** installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

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**SITUATIONS WANTED NEWS**

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**Experienced television journalist** presently employed wants investigative reporting job in top 35 market. Reply Box M-55.

**Photographer, 11 years experience.** Familiar with ENG cameras, editing, Live shots. Film cameras, editing, processing. College grad, married. Call Doug Brandt, 319-364-0047.

**Dedicated Journalist** seeks TV position. MA journalism. Four years radio-newspaper experience. Contact Greg 313-898-7506.

**Experienced broadcast meteorologist.** AMS Seal of Approval. Box M-115.

**Small or medium market sports position.** Five years radio experience, including P-B-P; one year television. Available now! Box M-135.

**Professional Meteorologist, 24, M.S.** in Meteorology (1979). Enthusiastic AMS member seeking full-time entry level position. 6 month intern weekend weather experience with small market Midwest station. I desire to add credibility and creativity to your weathercast!! Resume and tape available upon request. Tom Magnuson, NIU, Davis Hall, DeKalb, IL 60115. 815-753-0631.

**8 Year Broadcaster** seeks entry-level: TV journalism, (2½ years, ass't-ND). William Hargreaves, 213-277-7769 (mornings).

**Anchor/reporter** top 15 market desires evening anchor. 34, 12 years experience. Box M-139.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**TV/Radio Talk Host/Producer.** Excellent interviewer. One of the top pros in talk. Available for in-person interview and audition. Money second to opportunity. Box K-82.

**Producer/Director**—Currently employed nationwide network facility. Heavily experienced in all phases and levels of production, including Production Manager. Young, hardworking, professional. Seeking long term situation minus the travel requirements of present position. Stability, growth potential outweigh market size or salary factors. Reply Box M-112.

**Italian-American Market Specialist** seeks opportunity to expand your viewership, investment considered. Box M-123.

**Award-Winning Producer-Director,** PM in top 100 affiliate seeks future with growing company. 605-996-6088.

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**ALLIED FIELDS**

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**HELP WANTED TECHNICAL**

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**TM Productions** seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VP/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

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**HELP WANTED SALES**

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**Leading Syndicator** in upper midwest desires sales person with automation experience great opportunity for self starter with strong sales background. Replies confidential. Box M-22.

**Business oriented,** successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in brokerage. Chapman Company, Inc., 1835 Savoy Drive, Atlanta, GA 30341.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Information Officer (Broadcast Journalist Type).** Gathers, organizes and distributes agency's news internally and externally. Qualifications include degree in communications, abilities in writing and media production (video tape and slides). Experience desirable. Starting salary \$13,523, good benefits. Apply with resume and list of production accomplishments by January 15 to: R. D. Gooch, Superintendent of Conservation, Forest Preserve District of Du Page County, 881 West St. Charles Road, Lombard, IL 60148.

**The Media Associates.** One of broadcasting's leading research and consulting firms is looking for an experienced research analyst. Need knowledge of survey research. Television and/or radio background important. Send letter of application stating career goals and salary requirements and resume to Terry Segat, Vice President, 1165 Empire Central Place, Suite 105, Dallas, TX 75247.

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**HELP WANTED INSTRUCTION**

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**Broadcasting Instructor:** tenure-track assistant or associate professor beginning August 25, 1980. Rank and salary determined by preparation and experience. Teach undergraduate courses in broadcast news and radio production, assist advising campus radio station. Required: doctorate in Mass Communications or related field, significant professional experience and interest in research and publication. Send resume, names and addresses of three references and a statement of research interests to Personnel Office, East Tennessee State University, PO Box 24070A, Johnson City, TN 37601. before January 15, 1980.

**Chief Engineer/Instructor.** FCC first class license essential; MEE preferred. Duties: maintenance of FM studio equipment, transmitter, and teach in broadcast curriculum. University of Central Arkansas, KUCA-FM, Conway, AR 72032. Effective date of employment: February 1, 1980. AA/EQA Employer.

**Journalism Faculty Positions** for 1980-81 school year. Tenure-track position: Teach broadcast journalism and news-editorial courses and graduate courses. Research interest required. Also, possible one-year appointment: Teach news-editorial courses, including editing and another specialty area. Must be qualified in graphics-production. Doctorate preferred, must have professional experience. Rank and salary negotiable, competitive. ACEJ-accredited news-editorial sequence, new master's program, seek to build broadcast journalism sequence. Good professional relations in state capital and media center. Apply with letter and credentials by Jan. 23 to Dr. Luther W. Sanders, Acting Chairperson, Department of Journalism, University of Arkansas at Little Rock, Little Rock, AR 72204. An Affirmative Action Employer.

**Assistant/Associate Professor** of Mass Media/Communication to teach 12 semester hours load of radio/TV/film courses, depending on interests, qualifications, experience. Would supervise media internships, graduate study projects, and direct Master's Thesis. PhD.; experience in communications field desirable. Salary commensurate with experience. Nine month contract, renewable. **Assistant/Professor** of Mass Media/Communication to teach 12 semester hours load of radio/TV/film courses, depending on interests, qualifications, experience. Emphasis in electronic news, or film helpful. PhD. preferred; experience in communications field desirable. Salary commensurate with experience. Nine month contract, renewable. Progressive department serving 450 majors in urban university of 23,000 students. Two positions available Fall, 1980. For either position send vita by February 15 with three references to: Dr. T. M. Ditzel, Chair, Search Committee, The University of Akron, Kolbe Hall 52, Akron, OH 44325. Equal Opportunity, Affirmative Action, Title IX Employer.

**Broadcast News** sequence head needed in metro market. Minimum three years professional experience with Ph.D. or equivalent mix of credentials and teaching success. Salary-rank highly competitive for top candidate. Apply Gerald Stone, Journalism Department, Memphis State University, Memphis, TN 38152 by Jan. 20, for fall, 1980.

**Vacancy opening August 1980** in a professional undergraduate journalism department. Applicants will be judged upon breadth and quality of their professional careers, ideally in print with recent emphasis in broadcast. Teaching experience and advanced degrees are important but secondary considerations. Submit applications by Feb. 1, 1980 to Robert H. Lawrence, Acting Chairman, Dept. of Journalism, University of New Mexico, Albuquerque, NM 87131. An equal employment opportunity institution.

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**WANTED TO BUY EQUIPMENT**

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**Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently need 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.)

**Moseley STL composite PCL 505** or comparable unit. Glenn Edwards, WLRG, Box 8428, Roanoke, VA 24014.

**Wanted: TV Production Truck** and/or equipment. 2 EFP cameras, 2 - 1" VTRs, Switcher, Audio, etc. Box M-136.

**Used B/W Studio** and Portable Video Origination Equipment. Any format, make or condition. Call or write K8 CATV Box 754 Kane, PA 16735. 814-837-8888 Attn: Bob Smart.

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**FOR SALE EQUIPMENT**

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**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**5" Air Hellaz 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.

**Ampex TA55B UHF Transmitter**—55 kw, Good condition, \$150,000.

**GE TT22A 35kw VHF transmitter**—Low band, fair, \$12,000.

**GE PE-400 Color Cameras**—Pedastals, Racks, like new, ea \$14,000.

**GE PE-350 Color Cameras**—All accessories, good condition, ea \$7,000.

**GE PE-240 Film Camera**—Automatic Gain & Blanking, \$8,000.

**IVC 500 Color Camera**—Lens, cables, encoder, \$8,000.

**RCA TK-27A Film Camera**—Good Conditions, TP 15 Available, \$12,000.

**Eastman 285 Projectors**—Reverse, good condition, ea \$6,000.

**RCA TVM-1 Microwave**—7GHZ, Audio Channel, \$1,000.

**RCA Hi-Band refurb. heads**—RCA Warranty, ea \$3,500.

**AMPEX VR 7000 VTR's**—1" Format, 3 available, ea \$1,000.

**AMPEX 1200A VTR's**—Loaded with Options, ea \$24,000.

**Norelco PC-70 Color Camera**—16X1 200M Lens, ea \$18,000.

**Norelco PCP-70 Color Camera**—Portable or Studio Use \$15,000.

**NORELCO PC-60 Color Camera**—Updated to PC-70, new tubes, \$12,000.

**New Videotek Monitors**—Super quality, low price.

**New Lenco Terminal Equipment**—Fast Shipment, 30 Brands of New Equipment—Special Prices. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878, Bill Kitchen or Charles McHan, Quality Media Corporation. In GA call 404-324-1271.

**1 KW AM, Gates BC-1T** Early 60's On the air Current proof of perf

**10 KW FM CCA** model 10,000 DS Less than 3 yrs. on air Exciter stereo generator.

**10 KW FM GEL, FMT-10A,** 60's model, excellent condition with proof of perf. Exciter, stereo, SCA, many spares.

**5 KW FM Collins,** 830E, 9 yrs. old, spare tubes. On the air exciter, stereo, SCA. Excellent condition. For more information on our complete product line, please call M. Cooper, 215-379-6585.

**FOR SALE EQUIPMENT  
CONTINUED**

**GE Transmitter** with attendant equipment Model TT59, 50 KW very good condition on Channel 17. Available immediately. Bargain if you move. Reasonable if I move. For details contact: E.B. Wright, 1018 West Peachtree St., Atlanta, GA 30309. 404-875-7317.

**Audio Carousels:** 5 Sono-mag model 250-RS and 252-RS, 24 position. Now on the air and playing. Also, 2 Houston-Fearless camera pan heads. Priced right for fast sale. Contact: Director Engineering, Donrey Media Group, PO Box 550, Las Vegas, NV 89101 or phone 702-385-4241.

**CMX-340X**—For Sale. Never Installed. Interfaces for: 3-Sony/RCA 1 inch machines, 1-RCA-TR-600, and Vital Switcher. All in original factory sealed cartons. Seller needs money quickly. For information write Box M-99.

**Tired of Two-Bit Headsets?** Broadcast Systems, Inc. has quality Telex headsets in stock. 800-531-5232 or 512-836-6014.

**Two RCA TK-42 chains**, two RCA effects generator, RCA switcher, RCA TR3 & 4S, Microwave equipment, Eastman 275 projector, Eidaphor large screen TV projector, priced to sell—Will take film equipment in trade. International Cinema, 305-756-0699: 6750 N.E. 4th Ct. Miami, FL 33138.

**FM Transmitters (Used)** 20 KW, 15 KW, 10 KW, 7.5 KW, 5 KW, 1 KW, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**AM Transmitters (Used)** 50 KW, 10 KW, 5 KW, 1 KW, 500 W, 250 W. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701, 314-334-6097.

**COMEDY**

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**MISCELLANEOUS**

**Artist Bio 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.

**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.

**Musical Themes** ... ad copy that sells ... video and animation work ... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-663-7372 or 716-621-6270 for free demo tape. You've tried the rest for jingles, station images, musical theme projects ... now come to the best! Call D.G. Advertising, Inc./Dynamic Recording Company today collect!

**RADIO PROGRAMING**

**From Gum Springs, Ark.** comes Sam & Jesse. Five 5-minute programs weekly. A daily misunderstanding of current events. For a cassette demo, write: Evergreen Productions, 1075 Phelps Circle, Arkadelphia, AR 71923. ph. 501-246-9858.

**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.

**FCC "Tests-Answers"** for First Class License Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Student rooms at the school, 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-6922, 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

**San Francisco, FCC License**, 6 weeks 1/14/79. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

**Build your voice!** Techniques of professional broadcasters revealed on cassette tape. \$7.95 to JAYCO. Box 8314, Waco, TX 76710.

**RADIO**

**Help Wanted Announcers**

**MORNING  
PERSONALITY**

We're a Top 10 market adult station looking for America's best morning personality. This is a station where you'll be number one. Tell us about yourself and your rating record. An Equal Opportunity Employer.

Box M-118

**Help Wanted Management**

**RADIO STATION MANAGER**

Major Market Group ownership is looking for an experienced top flight manager for one of its stations in the top 20 market. A successful track record plus the ability to build a winning team is what we're looking for. This is a tough assignment that demands the best. We are an Equal Employment Employer, Male and Female. Send resume to Box M-141.

**Help Wanted Programing,  
Production, Others**

**KODA-FM, HOUSTON**

Full & Part-time Beautiful Music openings. Tape & resume to 4808 San Felipe, Houston, Texas 77056. Qualified handicapped, disabled vets and Viet Nam vets invited to apply. EOE.

**Help Wanted News**

**Future anchor/news editor  
openings**

with opportunity for advancement in growing company. Some Capitol reporting. Horse sense more important than degree. Tape and resume to Bill Barnes, News Director, Louisiana Network, 224 Florida, Suite M-100, Baton Rouge, LA 70801.

**IMMEDIATE**

full time news anchor with eight person staff.

What we offer:

- start \$10,400
- full medical, dental
- two weeks vacation
- one week personal time
- E.O.E.
- and more

What we want:

- top voice
- excellent writing skills
- dedicated news commitment
- previous, commercial radio experience

Tape and resume, only  
News Director  
WOBM-FM  
Box 927  
Toms River NJ 08753

will start Jan. 1980

**ARE YOU  
THIS PERSON?**

Our organization is conducting a search for a unique individual to function as General Sales Manager for a major radio station in Florida. Solid experience with local retail merchants, as well as the ability to work effectively with advertising agencies will be a strong factor in our selection. Working well with people is a must as is the ability to inspire and motivate a sales staff. We are more interested in what kind of person you are and what your aspirations may be, than we are in your previous management experience. The individual selected will receive excellent compensation plus benefits, and will be involved with a growth-oriented organization. If this career opportunity interests you, write and tell us about yourself, and why you feel that you are the person we seek. We are an equal opportunity employer and our employees know of this ad.

Reply Box M-147

## Help Wanted Technical

### ASSISTANT CHIEF

For AM-FM-SCA operation. Experienced in maintenance. Mr. Williams—WSBC—4949 W. Belmont, Chicago, IL 60641 312-777-1700

### CHIEF ENGINEER

Kansas Group Owned AM-FM. Experience with Directional, Microwave, Automation helpful. Resume to Ron Krob, Box 2204, Ft. Collins, Colorado, 80522. An Equal Opportunity Employer. Female/Minority applicants encouraged.

### CHIEF ENGINEER WHUE FM/AM—BOSTON

Write (do not phone) with details re experience and background to: Frank D. Tenore, VP/GM, WHUE FM/AM, John Hancock Tower, 200 Clarendon St., Boston, MA. 02116. EOE.

## Situations Wanted Management

### Management or Assistant

to the President in broadcasting or related field. Former group vice president, successful owner, former president of group AM FM CATV, and other business activity outside of broadcasting. Same company over 20 years. 49 years old. References, resume on request. Box M-10

### SEEKS PRESIDENCY/ GENERAL MANAGERSHIP OF A GROUP OR A MAJOR RADIO PROPERTY



Jack Magan  
512/696-3413

Unparalleled credentials: "Jack Magan has to be the hardest-working station promoter/General Manager in the Southwest" (BILLBOARD Magazine, August 16, 1979); one of only twelve broadcasters from across the nation—and the only one from the Southwest—featured in BROADCASTING Magazine's special *Radio '79* edition (September 10, 1979).

## Situations Wanted Management Continued

### THREE MAN SUCCESS TEAM

Unique opportunity for individual or group broadcast owner to obtain three man team of professionals with a thorough working knowledge of all phases of broadcast management. Backgrounds include general management, sales, programming and promotion/publicity. Over sixty years combined industry experience. We have most recently tripled revenues and ratings of a medium market broadcast property. We will consider either an employment or equity participation arrangement. Strong suburban markets considered.

Reply Box M-89

## Situations Wanted Announcers

### SPORTS ONLY POSITION WANTED

Solid news, sports and talk experience. Three yrs current position hosting all nite phone show in Detroit which is heavily sports oriented. Contact Bill Douglas at (313) 534-0251 after 1 PM. Eastern Time for more info.

### Available Yesterday!!

Experienced Programmer/Jock/Promotions Director. Strong contemporary personality. Currently in Miami. Call 305-486-0004 anytime.

## Situations Wanted Programing, Production, Others

### N.J.—NYC RADIO STATIONS

30 year old pro, had to leave last position due to serious illness. Now fully recovered. I would like to find any on or off air position. 10 years experience, adult contemp personality, PD.-M.D.-Production Director. Very versatile ...

Box M-122

## TELEVISION

### Help Wanted Technical

### KTLA-TV GOLDEN WEST BROADCASTERS MAINTENANCE ENGINEER

Acquisition of new technical equipment requires addition of highly-qualified maintenance engineer.

Familiarity in all areas of television engineering essential, including Ampex, RCA tape machines; Phillips, RCA live cameras; RCA Telecine, ENG/EFP equipment; and Grass Valley switching, terminal equipment.

Position requires demonstrable experience of five or more years, FCC 1st phone, plus in-depth broadcast equipment trouble-shooting ability. Digital schooling/experience very desirable, including knowledge of DEC and DG minicomputers.

Golden West Broadcasters is a leading independent television station and production facility in Los Angeles. Excellent benefit and retirement program offered. Salary range: 28-32K

Please send complete resume with references and salary history to: Anthony R. Ciesniewski, Engineering Manager, KTLA-TV, 5800 Sunset Blvd., Los Angeles, California 90028.

—KTLA is an equal opportunity employer—

## Help Wanted Technical

### ENGINEERS BROADCAST FIELD ENGINEERS

RCA Service Company has several opportunities for Field Engineers with at least 3 years experience in the maintenance and repair of VHF and UHF television transmitters, television tape and/or color studio equipment. Successful candidates should have a first class FCC radio-telephone license, plus a strong digital electronics background.

Positions offer salaries commensurate with qualifications and experience, plus outstanding benefits including:

- Free medical insurance for you and your family
- Free life insurance
- Paid vacations and holidays
- Liberal retirement program

Relocation unnecessary if you are now located near good air transportation service.

For immediate consideration, send resume, in confidence, to: Mr. R. Hasson, RCA Service Company, Building 201-2, Route 38, Cherry Hill, N.J., 08358.

# RCA

Equal Opportunity Employer

**Help Wanted Programing,  
Production, Others**

**ART DIRECTOR**

Top ten group owned network affiliate looking for creative individual to manage 4 person department. Candidate must be strong in layout, design, communication and personnel management. EOE. Send resume to:

Director of Programming, WTAE-TV,  
400 Ardmore Blvd., Pgh. PA 15230

**CREATIVE SERVICE  
PRODUCER**

Exciting opportunity for talented and versatille person with strong commercial production background. Sun Belt market TV station is setting up EFP unit for local commercial production. Person must be skilled in 1" videotape and film production. We offer good salary, excellent fringe benefits, superb facilities and a creative climate. Send resume and tape to: P.O. Box 5270, Jacksonville, Florida 32207. EEO/AA Employer.

**BASEBALL  
PRODUCER-DIRECTOR**

Must have previous major league baseball experience. Capable of coordinating complete Cleveland Indians television package including home and away feeds. Send resume and sample tape to: Ron St. Charles, Program Director, WUAB, 8443 Day Drive, Cleveland, Ohio 44129.

GAYLORD BROADCASTING CO., AN EQUAL  
OPPORTUNITY EMPLOYER.

**Help Wanted Management**

**TELEVISION  
OPPORTUNITY**

Permittee of new west coast UHF television station needs experienced manager to take charge of construction and operation of new facility. A challenging opportunity for the right person. Box M-127.

**ALLIED FIELDS  
Help Wanted Programing,  
Production, Others**

**PUBLIC  
RELATIONS  
REPRESENTATIVE**

A Northwest nuclear company is currently seeking an experienced Public Relations Representative. This company is a subsidiary of a leading national energy corporation, seeking a person who is experienced in both print production and news media relations.

Responsibilities include development of internal and external publications; speech and script writing; facilities tours; public information programs and frequent direct media contact.

Eastern Washington location in prime summer/winter outdoor recreational area. Excellent benefits, relocation assistance, salary based upon background and experience. Department of Energy contractor, U.S. Citizenship required.

Please send your resume in confidence to:

Box M-120

Affirmative Action Employer.

**Help Wanted Programing, Production, Others Continued**

**RESEARCH  
PROJECT MANAGER**

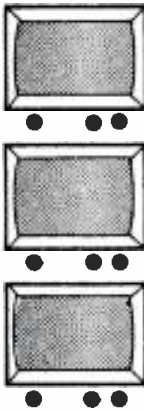
ARBITRON, one of the nation's leading radio and television audience measurement firms, needs a highly activated individual to design and execute studies of audience survey procedures.

You're the right person:

- if you have a degree.
- if you've been in the marketing/research field for at least 5 years.
- at least half that time has been in a supervisory position.

In addition you must be familiar with all aspects of survey research methodology including study design, data collections; tabulation and writing of action-oriented research required. An advanced degree and experience in communications/media a plus.

If you are looking for a challenging opportunity in survey research in a suburban Maryland location, send detailed resume with salary history to C. Poske, Personnel Administrator.



**THE ARBITRON COMPANY**

 a research service of  
CONTROL DATA CORPORATION

4320 Ammendale Road, Beltsville, Maryland 20705

An Affirmative Action Employer M/F

**Help Wanted Sales**

**BROADCAST/  
ADVERTISING  
SALESPERSON**


**Broadcast Service Sales Career Opportunity**

ARBITRON, one of the nation's leading radio & television audience measurement firms, has an immediate opening for a sales, trainee/sales support professional in our Los Angeles office. You must be willing, however, to relocate to another Arbitron office for permanent employment after a period of training.

To qualify, you should have some business experience, preferably in broadcasting, or in an agency/advertiser relationship. You should also have a college degree in a related area such as radio/TV broadcasting or communications.

We offer an excellent starting salary, attractive fringe benefits, and the opportunity for significant personal and professional achievement. To arrange a confidential interview, send your resume with salary requirements to: Lea Glazer,

**THE ARBITRON COMPANY**

 a research service of  
CONTROL DATA CORPORATION

5670 Wilshire Blvd, Suite 1920  
Los Angeles, CA 90036  
An Affirmative Action Employer m/f



# BROADCAST EQUIPMENT SALES MANAGER



Rockwell International's Collins Transmission Systems Division is a world leader in the development, manufacture and market of selected broadcast station components.

As a result of our recent accelerated business growth and promotions, we are currently seeking candidates to assume responsibility for marketing our complete line of broadcast equipment directly to Broadcast Stations in Oklahoma, Kansas, Missouri, and Southern Iowa. These components include AM/FM transmitters, antennas and other selected station supplies.

Qualified candidates should have experience equivalent to a Director of Engineering for one or more broadcast stations. This background would include a clear understanding of high power directional antenna, plus the entire maintenance/technical operation of AM and FM broadcasting stations. Direct sales experience to similar stations is also desirable.

Benefits and compensation are more than competitive, including a dental and savings plan. In addition, we offer the most competitive sales commission plans in the industry.

We are an equal opportunity employer. Minorities, women and handicapped are encouraged to apply.

If your qualifications meet the above specifications, we welcome you to submit your resume in confidence to:

**Collins Transmission  
Systems Division  
Rockwell International  
Professional Staffing 2003  
M/S 433-100, ccu 465  
P.O. Box 10462  
Dallas, Texas 75207**



**Rockwell  
International**

...where science gets down to business

## ENTERTAINMENT MARKETING DIRECTORS SOUGHT ...

... for the World's Largest Circus under the Big Top. You will conduct market research, buy advertising, generate publicity, and set up promotions in behalf of this century-old family entertainment institution. These exciting positions require travel on a full-time basis, using your own car.

send resume to:

National Marketing Director  
CLYDE BEATTY-COLE BROS. CIRCUS  
P.O. Box 1570  
Winter Park, Florida 32790

## Help Wanted Instruction

## JOURNALISM TEACHER

Columbia University Graduate School of Journalism seeks teacher of reporting and writing. Candidates should have professional background in newspapers, magazine, television, or radio—preferably more than one—and teaching experience.

Reply to: Faculty Appointments Committee, 500 Journalism, Columbia University, New York, New York 10027. Equal Opportunity/Affirmative Action Employer.

## ONLY THE BEST

... is what we are looking for. Leading broadcast equipment distributor looking for a sales person with good experience and proven track record. We offer one of the best territories in the midwest with income and incentives to match experience. Send resume or call Mr. Steve Detch, Roscor Corporation, 312-539-7700.

## Help Wanted Technical

### Engineering/Prod.

We are a major market, East coast, long-established radio, television, and film production house with major, daily, live television responsibilities.

We are seeking qualified candidates for existing and potential positions in the following areas:

- I. Engineering
  - A. Maintenance and Repair
  - B. Operation
- II. Production
  - A. Camera
  - B. Audio

Candidates for consideration must have a minimum of five years current, direct, professional broadcast experience. This is an excellent career opportunity in a challenging and rewarding professional environment. Candidates appearing to meet our professional requirements will be contacted by mail or telephone to arrange for a personal interview in their locale.

Please submit a detailed resume to M-138.

## Radio Programing



## LUM and ABNER

5 : 15 MINUTE  
PROGRAMS WEEKLY

### Program Distributors

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## SRC

SOUNDS OF FAITH

### BRING SUNDAY MORNINGS BACK TO LIFE

*Dramatic increase in Sunday listeners  
Theme personality each quarter hour  
Hours of music tailored to market  
Programming sold successfully  
Meets your religious commitment  
Immediate sponsor/audience interest  
Quarterly updated programming*

*SRC "matched-flow" music is  
for you!*

**Stereo Religious Communications, Inc.**  
Box 10323 Atlanta, GA 30319

## 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





## Employment Service

**B  
A  
L**

**BROADCASTER'S ACTION LINE**

The Broadcasting Job you want anywhere in the U.S.A.  
1 Year Placement Search \$25.00  
Call 812-889-2907  
R2, Box 25-A, Lexington, Indiana 47138

## Wanted To Buy Stations

**WANTED TO BUY STATION**

Experienced broadcast team ready to buy FM or AM/FM in 400,000 to 800,000 pop. metro. Cash or terms.  
Box M-79

## For Sale Stations Continued

NW	Small	AM	\$215K	29%
S	Medium	AM	\$575K	\$167K
W	Medium	Fulltime	\$350K	Terms
S	Metro	AM	\$200K	\$50K
S	Metro	Profitable	\$700	29%

Atlanta, Boston, Chicago  
Dallas, Los Angeles

**C** **CHAPMAN ASSOCIATES**  
nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

## TALENT HUNT

- There are stations all across the country looking for talent.
- We are a placement service which needs to update its library of all available radio and TV on-air talent for these stations.
- Please send 3/4" cassette (for TV) or 1/4" audio tape (for radio)—which cannot be returned—together with a letter specifying all pertinent information to:

JOHN BECK  
P.O. Box 99900  
San Francisco  
California 94109

## For Sale Stations

**THE HOLT CORPORATION**

APPRAISALS-BROKERAGE-CONSULTATION  
OVER A DECADE OF SERVICE  
TO BROADCASTERS

Westgate Mall, Suite 205  
Bethlehem, Pennsylvania 18017  
215-865-3775

## R.D. Hanna Company

Brokers-Appraisers-Consultants

5944 Luther Lane Suite 505  
Dallas, TX 75225  
214-696-1022

8340 E. Princeton Ave.  
Denver, CO 80237  
303-771-7675

- Powerful educational FM in Wichita. \$350,000.
- AM/FM. Fulltime. Class B. Big Town in Maryland. \$640,000.
- FM covering large Tennessee city. Ethnic group preferred. \$600,000 cash.
- Fulltime in large North Carolina city. \$1,500,000.
- Fulltime in large South Carolina city. \$2,000,000.
- Ethnic station in large Michigan city. \$1,900,000.
- Fulltime large metro area Georgia. \$925,000.
- Daytimer in East Tennessee small town. \$195,000.
- Good facility near Anchorage, Alaska. \$1,200,000.
- AM-FM in Kentucky. \$360,000. \$70,000 down payment with deferred plan.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Fulltime. Large metro area. R.E. Indiana. \$2,000,000. Terms.
- FM in Western Oklahoma. \$280,000.
- Fulltime. N.W. Coastal. \$400,000.
- Daytimer. Mass.; Large Metro. \$850,000.
- Fulltime. Dominant. Metro. TX \$1,200,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltime. Good county population. \$390,000. Terms.
- N. Central Texas. Daytimer. \$400,000.

Let us list your station. Confidential!  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

## OPPORTUNITIES - CHALLENGES

News talent specialists since 1975, the ERA NEWS PEOPLE PROJECT has expanded into news executives. The demand is growing for good producers, execs, assignment editors and directors as well as news directors and assistants. Challenging jobs with recognition and growth opportunities exist with our clients at all market levels. If you are ready, tell us your goals with a letter and resume. Completely confidential. NO FEE.

Don Fitzpatrick, Director  
NEWS PEOPLE PROJECT  
(415) 441-0586



680 Beach, #335, San Francisco, Ca. 94109

## Northern Mississippi

Fulltime AM in Growth Area. Real estate included. Principals Only.  
Write Box M-117.

## AM/FM - CATV - TV CURRENT INVENTORY SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS  
(305) 371-9335 (904) 734-9355

GORDON  
SHERMAN  
1110 Brickell Ave.  
Suite 430  
Miami, Fla. 33131

ROBERT  
BROWN  
P.O. Box 1586  
Deland, Fla. 32720

## RALPH E. MEADOR

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

## Public Notice

### CITY OF SILVER BAY

County of Lake, State of Minnesota invites application of cable communications franchise. Standard application form shall be completed and submitted in accordance with the system design and services as specified in the invitation for applications, both of which are available from the undersigned. Applications will be accepted up until 3PM February 19, 1980 and will be opened by the bid committee at 4:30 PM on the said date. All applications will be available thereafter for public inspection during normal business hours at the City Clerks Office, Municipal Building, Silver Bay, Minnesota. Each application shall be accompanied by a \$50 non refundable filing fee payable to the Clerk of the City of Silver Bay.

Two Excellent  
Small Market  
Spanish Radio Stations  
Minority Buyer Preferred

W. John Grandy  
Broadcasting Broker  
1029 Pacific Street  
San Luis Obispo, CA 93401  
805-541-1900

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES  
MEDIA BROKERS—APPRAISERS**

"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 816 - Memphis, Tn. 38157

For Sale Stations Continued

**THE KEITH W. HORTON COMPANY, INC.**

P.O. Box 948  
Elmira, N.Y. 14902  
(607) 733-7138

**FLORIDA AMs**

Major market exclusive .....	\$575,000
Medium market power .....	\$1,100,000
Medium market daytimer .....	\$390,000
Metro, fast-growth, profitable .....	\$500,000

Purchase terms available for each of these properties.

For details on these and other Florida stations, call Joe Cardinale at (813) 488-8223 or any associate of our company.

*BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.*



**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750  
East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**Fulltime radio station for sale**

Fast growing border town, southwest, \$550,000 terms, priced 2½ times revenues, real estate included, qualified buyers only.

Box M-114

**MEDIA BROKERS APPRAISERS**

**STAKEEN**  
435 NORTH MICHIGAN · CHICAGO 60611  
**312-467-0040**



TX	Metro AM	\$1,000,000	Terms
NM	AM & FM	\$375,000	Terms
NM	Small AM	\$225,000	Terms

**Bill-David Associates, Inc.**  
2508 Fair Mount St.  
Colorado Springs, CO 80909

**LARSON/WALKER & COMPANY Brokers, Consultants & Appraisers**

213/826-0365 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

**SMALL WESTERN VHF TV**

Owner desires to sell part ownership-plenty of potential.

Box M-119



Select Media Brokers

P.O. Box 5 - Albany, Georgia 31702-9107

**SELECT MEDIA BROKERS**

MI	Fulltime AM & FM	300K	Small
SC	Daytime AM	150K	Medium
FL	Fulltime AM	390K	Medium
GA	Fulltime AM	375K	Medium
PA	Daytime AM	400K	Medium
SC	Daytime AM	440K	Medium
FL	Daytime AM	330K	Medium
FL	Daytime AM	165K	Small
FL	Daytime AM	350K	Medium
AZ	Fulltime AM	360K	Small
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Daytime AM	175K	Small
SC	Daytime AM	500K	Medium
	& Fulltime FM		
NC	Fulltime AM	750K	Medium
NV	Daytime AM	800K	Metro
VA	Fulltime AM	500K	Medium
AL	Fulltime AM	175K	Small

912-883-4917  
PO Box 5, Albany, GA 31702

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes; video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rate: 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.

Rate: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD., etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Dan Hayslett**  
a associates, inc.  
**Media Brokers**  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

# Fates & Fortunes

## Media



Autry

**Gene Autry**, chairman and chief executive officer of Golden West Broadcasters, Los Angeles, has announced appointment of **John T. Reynolds**, executive VP and chief operating officer, as president and chief operating officer. Before joining **GWB** in 1970,

Reynolds was president of CBS-TV. **Anthony B. Cassara**, VP-general manager of **GWB's** KTLA(TV) Los Angeles, named president of Golden West Television division. He will continue as general manager of KTLA and will also head up Golden West Videotape division and newly formed UHF stations and syndication.



Reynolds



Cassara



Kale



Marcovsky

divisions. **Richard P. Kale**, VP of Golden West's Radio division, named president. He will be responsible for company's five AM and three FM stations, Golden West Radio Productions, Major Market Radio and Market-Buy-Market. **Michael E. Marcovsky**, formerly VP, pay TV, Walt Disney Productions, named president of company's Golden West Subscription Television division. Cassara, Kale and Marcovsky will report to Reynolds.



Fraiberg

**Lawrence P. Fraiberg**, former president, Metromedia Television, New York, named president of Group W (Westinghouse Broadcasting) Television Station Group.

**Al Parinello**, in marketing department of Warner Cable, named director of marketing and affiliate relations for Warner-Amex Satellite

Entertainment Corp., subsidiary headed by John A. Schneider ("In Brief," Nov. 12). Regional offices will be set up in Atlanta, Chicago, Denver, Los Angeles and Houston to service some 440 affiliates (cable systems) carrying Nickelodeon channel of children's programs and Movie Channel, now offered 24 hours per day. **Jordan Rost**, director of marketing research, NBC-TV, named director of research for Warner-Amex Satellite Entertainment.



Cooper

**Sheldon Cooper**, VP-director of broadcasting, WGN-TV Chicago, named president. He has been with WGN Continental Broadcasting since 1950.

**Peter B. Hickey**, publisher of Gannett Co.'s *Ithaca* (N.Y.) *Journal*, named VP-corporate operations for Gannett. **Larry F. Miller**, controller, and **Jimmy L. Thomas**, treasurer, named VP's.

**Dolly Banks**, VP and general manager of WHAT(AM)-WWDB(FM) Philadelphia, named president and general manager, replacing her late brother, William Banks. **Lita Indzel Cohen**, VP and general counsel of stations, named executive VP.

**Dick McGeary**, sales manager, KHJ(AM) Los Angeles, named general manager.

**Lemuel B. Schofield**, station manager, WROC-TV Rochester, N.Y., named general manager, succeeding **Allen Feuer**, resigned.

**David G. King**, general manager of WGAN-TV Portland, Me., elected VP of Guy Gannett Broadcasting Services, licensee of station. **Michael Coletto**, general manager of KSTT(AM)-WXLP(FM) Davenport, Iowa, elected VP of Gannett subsidiary, Quad Cities Broadcasting Co., licensee of stations.

**David Ross**, general manager of WHYI(FM) Fort Lauderdale, Fla., assumes additional duties of managing co-owned WWOK(AM) Miami, succeeding **Robert Cooper** (see page 94).

**James A. Brown**, VP of national spot development, Radio Advertising Bureau, New York, joins WLVA(AM) Lynchburg, Va., as general manager.

**H.V. (Herb) Deremer**, general manager, KXXX-AM-FM Colby, Kan., elected VP of licensee, Golden Plains Inc.

**Bob Badger**, former general manager of WABY(AM) New York, joins WANM(AM) Tallahassee, Fla., in same capacity.

**Gregory Liptak**, senior VP for marketing, Times Mirror Cable Television, Costa Mesa, Calif., named senior VP of operations. **Jerry Lindauer**, VP for new market development, named senior VP of new system development and franchising.

**Donald Gadsden**, attorney with ABC, New York, named assistant general attorney.

**Richard (Pete) Porrello**, owner of executive search and organization development consulting firm of Richardson-Porrello, New York, joins NBC as director of employment.

**Tom Belcher**, sales and marketing manager, KTEW(TV) Tulsa, Okla., and **Jack Morris**, journalist with KTEW, have resigned to form Community Development Cablevision of Tulsa. Belcher is president and chairman of board and Morris is VP-director of marketing.

New officers, Ohio Association of Broadcasters: **Dan Morris**, WCOL(AM)-WXGT(FM) Columbus, president; **Tom Moore**, WBCO(AM)-WBCQ(FM) Bucyrus, VP; **Clark Pollock**, Nationwide Communications, Columbus, corporate secretary, and **Ben McKeel**, WCMH-TV Columbus, and **Ray Colle**, WDTN(TV) Dayton, elected to fill television positions on OAB board for 1980.

New officers, Connecticut Broadcasters Association: **Craig Carragan Jr.**, WNVN(AM) Naugatuck, president; **Richard Ferguson**, WEZN(FM) Bridgeport, VP; **Michael Hanson**, WNLK(AM)-WLYQ(FM) Norwalk, secretary-treasurer, and **Perry Ury**, WTIC-AM-FM Hartford, assistant secretary-treasurer.

**Norman Gallant**, secretary-treasurer and act-



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ing executive director of Maine Association of Broadcasters, named executive director.

## Advertising

**Wayne Fickinger**, president and chief operating officer of J. Walter Thompson's operations in North America, named president and chief operating officer of agency, with all domestic and international divisions and subsidiaries reporting to him. Position of president has been vacant since January 1978 when Don Johnson was elected chairman and chief executive officer.



Fickinger



Lesser

**Michael S. Lesser**, executive VP, general manager, Norcliff-Thayer Inc., division of Revlon Inc., Yonkers, N.Y., named president of Marschalk Co., New York, effective Jan. 1. He replaces **Robert L. James**, who continues as chairman and chief executive officer of Marschalk.

**Edwin A. Kiernan**, VP-assistant general counsel and assistant secretary, Interpublic Group of Companies, New York, elected VP-general counsel and secretary of Interpublic. He succeeds J. Donald McNamara, who was named president last May (BROADCASTING, May 14). **Dr. Joseph Sisco**, president of American University, Washington, and former Under Secretary of State for Public Affairs, elected to board of directors of Interpublic.

**Kenneth Caffrey**, senior VP-media director, Ogilvy & Mather, New York, assumes over-all responsibility for media department as executive director, media operations. **Larry Cole**, senior VP-media director, named director, media services. **Reva Korda**, executive VP and creative head—U.S.A., Ogilvy & Mather, is forming her own company to be called Reva Korda & Associates. It will be independent subsidiary of O&M and will concentrate on special marketing and creative problems, and on developing new products and services.

**S. Michael Komives**, VP-management supervisor, J. Walter Thompson, joins D'Arcy-MacManus & Masius, Chicago, as VP-management supervisor. **Angela Bouillon**, and **Stephen Winkler**, media planner for DM&M in St. Louis, named media supervisors.

**Donald Walley**, VP-executive art director, Conahay & Lyon, New York, joins Compton Advertising there as VP-associate creative director.

**Robert Mounts**, VP-account supervisor and manager of Detroit office of Mace Advertising, named senior VP. **James Nichols**, account executive and manager of Mace's Los Angeles office, **Donald Lindsey**, account executive and manager of Kansas City office, and **Roy Curtiss**, account executive and manager of Chicago office, named VP's.

**Jack Snow**, from Al Paul Lefton Co., New York, and formerly with Cunningham & Walsh,

New York, rejoins C&W as account supervisor. **Richard Park Jr.**, from Manoff Geers Gfoss, New York, joins C&W as account executive. **Ken Parlato**, former president of his own advertising agency, joins C&W as coordinator of sales promotion-merchandising. **Charlene Denton**, account executive with C&W, named account supervisor. **Susan Buttitta**, assistant account executive there, named account executive.

**Rudy Baumohl**, media director, Citibank, New York, joins Winner Communications Inc., New York, as VP-media director.

**Lewis Kuperman**, agency producer at Della Femina, Travisano & Partners, New York, appointed to similar post at Foote, Cone & Belding, New York.

**Nancy Clott**, VP-media director, Home Box Office, New York, joins Ted Bates, New York, as planning coordinator, special systems. **Tom Del Priore**, network television negotiator with Ted Bates, named senior negotiator, special systems. Both will be working with division of Bates that has been monitoring cable and pay television and other systems.

**Russell Dobson**, former owner and partner in Creative Impressions, Bloomfield Hills, Mich., joins Simons Michelson Zieve Advertising, Troy, Mich., as account supervisor.

**Barry McCabe**, in production department of GKD Advertising, Oklahoma City, named account executive. **George Ghetia**, who formerly operated his own firm, Ghetia Public Relations of Cleveland, Ohio, joins creative department of GKD Advertising, Oklahoma City, responsible for preparation of print and broadcast copy.

**Larry Brennan**, director of public relations for Bellevue College in Omaha, joins Frederickson/Hounshell Associates, advertising agency in Omaha, as account executive.

**Frank McDonald**, creative group head, Rosenfeld, Sirowitz & Lawson, New York, joins Montgomery and Associates, Bala Cynwyd, Pa., as associate creative director.

**Robert Bateson**, from Wagner Corp., advertising agency in Hartford, Conn., joins Creamer Inc. there as art director.

**Wanda Rogers**, research analyst and media planner, Zimmer-McClaskey-Lewis Advertising, Louisville, Ky., named media director.

**Wendy Kruidenler**, graduate, University of Colorado, Boulder, joins Reid Advertising, Newport Beach, Calif., as account coordinator.

**Steve Mathis** and **Dick Gold**, executive VP's of Air Time International, heading company's Los Angeles office, and handling domestic syndicated sales, have resigned. Successors will be announced shortly. **Susan Gill**, research analyst in Air Time's New York headquarters, named project director.

**Jerry Stehney**, member of Detroit sales staff of Katz Radio, named sales manager of Los Angeles office. **Bob Hoffman**, media planner with J. Walter Thompson, succeeds Stehney.

**Mike Block**, account executive in Chicago office of Buckley Radio Sales, transferred to New York sales staff. **Vicki Pierce**, from Christian Broadcasting Network Sales, joins Buckley in Chicago as account executive. **Gale Perez**, from Campbell-Ewald, joins Buckley in Detroit as account executive.

**Will St. Onge**, account executive, WBZ-TV Boston, joins Christian Broadcasting Network Spot Sales as New England regional manager.

**Marjorie Johnson**, account executive, Field Spot Sales, New York, joins NBC Television Stations Division there as manager of sales presentations.

**Vivian Hunt**, former manager of advertising and promotion for WNBC-TV New York, joins KMGH-TV Denver as director of advertising and sales promotion.

**Charles High**, local sales manager, WFLA-TV Tampa, Fla., named assistant general sales manager. **Earl Welde**, account executive, succeeds High.

**Victor Marrale**, account executive, WUTV(TV) Buffalo, N.Y., named regional sales manager. **Gregory Lucas**, account executive, WKBW(AM) Buffalo, N.Y., joins WUTV as local account executive.

**John Laton**, assistant general manager and general sales manager of WJMD(FM) Washington, joins WBCN(FM) Boston as local sales manager. **Steve Berger**, from WHDH(AM) Boston, and **Tessie Collins**, former producer and public service director for WBZ(AM) Boston, join WBCN as account executives.

**Tom Hards**, general sales manager, WWJ-FM Detroit, joins WCXI(AM) there as director of co-op.

**Charles A. Newman**, formerly with Radio Advertising Representatives, Chicago, joins KQWB(AM) Fargo, N.D., as sales manager.

**Woodrow Klepfer**, account executive, WNAP(FM) Indianapolis, named sales manager for co-owned WRMF-FM Palm Beach, Fla.

**Richard Green**, account executive, KAKE-TV Wichita, Kan., named local sales manager. **Mike McClard**, account executive, KTVH(TV) Wichita, Kan., and **Mike Floodman**, sales representative, American Express, Wichita, join KAKE-TV as account executives.

**Rich Dixon**, operations and program manager, KHOT(AM)-KUUL(FM) Madera, Calif., named sales manager.

**Steve Lessman**, from WBBM-FM Chicago and co-owned CBS-FM Spot Sales there, joins WMAQ(AM) there as retail account executive.

**George (Bud) Thomas**, program director, KDJQ(AM) Mesa, Ariz. (Phoenix), named account executive for KDJQ and co-owned KDKB(FM) there.

**Bruce Fleming**, operations manager, KYLO(FM) Davis, Calif., joins KAH(AM)-KHYL(FM) Auburn, Calif., as account executive.

**Tim McBrayer**, sales representative, WSOC-TV Charlotte, N.C., named director of new business development.

**Raynor Parton**, account executive, WJKW-TV Cleveland, joins KEZX(FM) Seattle in same capacity.

**Lawrence Rosenberg**, from WCCC-AM-FM Hartford, Conn., joins WCC(AM) Bridgeport, Conn., as account executive.

## Programming

**George Paris**, VP of daytime and syndicated programs for 20th Century-Fox Television, Beverly Hills, Calif., assumes additional duties of development and production of specials for

pay television and syndicated and daytime programs. **George Sefcotte**, VP-controller, named VP-finance for television and sports divisions. **Diane Reggiani**, executive assistant in business affairs, named assistant director of business affairs.

**Ralph Franklin**, president of MCA TV International, New York, has announced his intention to retire March 1, 1980. He will serve as consultant to company for rest of year. **Bob Bramson**, administrative VP of MCA TV International division at Universal Studios, Los Angeles, named executive VP, effective Jan. 1. When Franklin retires in March, Bramson will become president of MCA TV International. **Colin Davis**, VP of MCA TV International in New York, named director of international sales, effective Jan. 1.

**Michael Gould**, VP-general manager of Taft, H-B Program Sales, Los Angeles, returns to presidency of Gould Entertainment Corp., New York. Company, program distributor, has been in operation since 1975.

**Phillip Blumberg**, executive director of literary and creative affairs for Paramount Pictures in New York, joins ABC Theatrical Motion Pictures as VP-creative affairs, based in Los Angeles.

**Rex Lardner Jr.**, manager of program administration, NBC Sports, New York, named director of program planning and development. **Kenneth Aagaard**, broadcast operations control manager, NBC Sports, named manager of operations. **Steve Kolzak**, independent casting director, Los Angeles, and **Diane Lomond**, casting director of David Gerber Productions at Columbia Pictures Television, named managers, casting, NBC Entertainment.

**Charles Tolep**, VP-operations and VP-general manager of licensing and merchandising division of Viacom, New York, relinquishes title of VP-operations to devote full time to licensing and merchandising. **Eric Veale**, who has been working with Tolep in operations department, named to new post of director, operations.

**James Cavazzini**, director of financial analysis, general manager of Star Channel and VP-program operations, Warner Cable Corp., New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as VP-affiliate marketing.

**Gordon Hellman**, Warner Bros. Television's director of advertising, promotion and publicity, Burbank, Calif., named VP.

**Beverly Brewer**, manager of media services, Show Biz Inc., Nashville, named director of marketing for Osmond Television. She will be based in Brentwood, Tenn.

**Jack Allx**, with TM Companies, Dallas, and formerly regional sales manager, WRVQ(FM) Richmond, Va., named general sales manager for TM Special Projects, one of TM companies. **Suzy O'Daniel**, from Otis Connor Productions, Dallas, joins TM Special Projects as assistant to Ron Nickell, executive VP and general manager. **Jody Gunnison**, from Katz TV Sales in Dallas, joins TM as sales consultant.

**Gary Fogel**, attorney formerly with business management of Louis Berke & Co., Los Angeles, named associate director of business affairs, Columbia Pictures Television, there. **Michael James Wallach**, director of business affairs, leaves company to open personal management firm, Michael Wallach Presents.

**Terry Kyne**, producer-director formerly with CBC-TV Toronto, named director of *Mike Douglas Show* for Group W Productions, Los Angeles.

**Annette (Sam) Thayer**, media coordinator for Martin & Benedict, Los Angeles advertising agency, named to sales staff of Westwood One, Los Angeles national radio syndication firm. **Wolf Schneider**, associate producer, appointed production coordinator, and **Michael Jordan**, chief engineer, promoted to director of studio operations. Westwood One also has opened New York office at 145 East 52d Street with **Joel Berman** as manager. (212) 751-1305.

Hollywood-based Caucus of Producers, Writers and Directors has elected officers for coming year: **Grant Tinker**, MTM Enterprises, chairman; **Bud Yorkin**, Tandem Productions, and **Ed Friendly**, Ed Friendly Productions, co-chairmen; **Alan Courtney**, Yongestreet Productions, treasurer, and **David Levy**, secretary. Producers to serve on executive committee with current officers are: **Charles Fries**, **Leonard Stern**, **George Eckstein** and **William Froug**.

**Jack Roth**, in programing and production with KRLA(AM) Los Angeles, named program director.

**Robert M. Chenault**, music director, KRUX(AM) Phoenix, joins KDJQ(AM) there as program director.

**Mark Holste**, production director, KHOT(AM)-KUUL(FM) Madera, Calif., named operations and program manager.

**Jay Quisenberry**, air personality, KLUC(FM) Las Vegas, and formerly with WCIR-AM-FM Beckley, W. Va., rejoins WCIR as program director. **Ron Hill**, air personality, WCIR, named music director. **Barry Stewart**, air personality, WLOG(AM) Logan, W. Va., joins WCIR in same capacity.

**John MacFlannagan**, air personality, KFRC(AM) San Francisco, and **Chuck Hale**, program director, KROY(AM) Sacramento, Calif., join KCBS-FM San Francisco as air personalities.

## News and Public Affairs

**Phil Nye**, news director of ABC's WXYZ-TV Detroit, named VP of news for ABC Owned Television Stations, based in New York. Successor has not been named.



Nye



Curley

**John J. Curley**, general manager of Gannett News Service, Washington, named VP-news for Gannett Co. He will continue to be based in Washington.

**Stuart L. Witt**, VP-business affairs, CBS News, New York, named foreign news manager. **Arthur Sekerak**, director of business affairs for CBS Entertainment, New York, succeeds Witt.

**Tom Bigler**, news director, WBRE-TV Wilkes-Barre, Pa., named VP-news and public affairs. **Pat Dennis**, formerly with WXYZ-TV Detroit, succeeds Bigler. **Diane Ryan**, from KITV(TV) Honolulu, joins WBRE-TV as 11 p.m. reporter and weekend co-anchor. **Mariann Tucker**, from WILK(AM) Wilkes-Barre, joins WBRE-TV as assignment desk assistant and weekend reporter. **Rick Mason**, from WBRE-AM-FM, moves to WBRE-TV as Williamsport, Pa., bureau reporter. **Hugh Flinn**, from WARM(AM) Scranton, Pa., joins WBRE-TV as weather and environmental reporter.

**Ed Turner**, news director, WDM-TV Washington, has left station. His plans have not been announced, and until successor is named, **Earl Casey**, news manager, will be temporary news director.

**Steven Antonioti**, executive producer of 11 p.m. Monday-through-Friday news, WABC-TV New York, named assistant news director.

**Sue Simmons**, anchor on NBC-owned WRC-TV Washington, named 11 p.m. co-anchor for co-owned WNBC-TV New York. Succeeding Simmons at WRC-TV on 5:30 and 11 p.m. newscasts is **Martin J. Levin**, anchor from KGTV(TV) San Diego.

**Stephanie Levinson**, anchor at WTTG(TV) Washington, appointed financial correspondent at WCBS-TV New York.

**John Prescott**, assistant news director, KMTV(TV) Omaha, joins KHAS-TV Hastings, Neb., as news director.

**Harry Horn**, assignment editor, WINK-TV Fort Myers, Fla., named news director. **Marla Weech**, weekend reporter, WTLV(TV) Jacksonville, Fla., joins WINK-TV as morning anchor and reporter. **Stan Zimmerman**, graduate, American University, Washington, joins WINK-TV as general assignment reporter.

**Laverne Berry**, public affairs program coordinator for RKO General Television's WOR-TV New York, named public affairs program director for RKO General Television, which includes four stations.

**Wayne A. Brown**, producer of weeknight early evening newscasts, KOMO-TV Seattle, named executive news producer. **Gary L. Stewart**, producer-writer and coordinator of ENG activity, succeeds Brown.

**Gerald Bryant**, producer of early news on WLKY-TV Louisville, Ky., named executive producer of news.

**Robert Allen**, former news director, WFRV-TV Green Bay, Wis., joins WDTN(TV) Dayton, Ohio, as executive producer of news. **Michael Scinto**, from WAVI(AM) Dayton, joins WDTN as assignment editor. **Donald Mill**, also from WAVI, joins WDTN as news editor.

**Dennis Myers**, legislative affairs correspondent for *Reno (Nev.) Gazette/Journal* newspapers, joins KTVN(TV) Reno as Carson-Tahoe (Nev.) bureau chief.

**Lindsey Gedge**, reporter-producer, WMBD-TV Peoria, Ill., named Springfield, Ill., bureau chief for WMBD-TV and co-owned WCIA(TV) Champaign, Ill. **Constance Howard**, from WHO-TV Des Moines, Iowa, joins WCIA as reporter-producer.

**Bill Polish**, former news director, KEZR(FM) San Jose, Calif., named South Bay bureau chief for KCBS(AM) San Francisco, based in San Jose.

**Jim Serra**, producer of 11 p.m. news on WTVJ(TV) Miami, joins KSDK(TV) St. Louis as producer of 6 p.m. news.

**Gordon Rothman**, news producer, WLKY-TV Louisville, Ky., joins WRTV(TV) Indianapolis as producer of late evening news.

**Clinny Kennard**, reporter, WNLK(AM) Norwalk, Conn., joins WANE-TV Fort Wayne, Ind., as weekend anchor-reporter.

**Cindy Cooper**, director of information office of Minnesota Supreme Court, joins KSTP-TV St. Paul as producer of consumer investigative unit.

**Jeff Hirsch**, reporter, WDBJ-TV Roanoke, Va., joins WLWT(TV) Cincinnati in same capacity.

**Dave Rose**, from Mutual Broadcasting System, Washington, joins news staff of KOAA-TV Pueblo, Colo.

**Tom Ryan**, executive editor, WEEI-AM-FM Boston, and **Roger Norum**, newscaster and correspondent, UPI Audio Network, join RKO Radio Network, New York, as news editors. Named writer-producers: **Richard Buckley**, from WCBS-AM-FM New York; **John McConnell**, from WPLP(AM) Tampa, Fla.; **Joan Morgan**, from WBZ-TV Boston; **Judy Stoeven**, from KCBS-AM-FM San Francisco, and **Kimberly Safford**, from KFRC(AM) San Francisco. **Leslie Sawyer**, anchor and field reporter, KABC(AM)-KLOS(FM) Los Angeles, named newscaster for RKO Radio Network.

**Christopher Schaub**, weekend director at WBZ-TV Boston, named television director, responsible for directing variety of news and public affairs programs.

**Dana Whalen**, producer-host and anchor, WTIC-AM-FM Hartford, Conn., named assistant news director.

**Seth Kemble**, former president and general manager of Midwest Weather Service, and later with Commodity News Service, Kansas City, Mo., joins WIBW-AM-FM-TV Topeka, Kan., as chief meteorologist.

**Paul Cousins**, meteorologist, WSH-TV Portland, Me., joins WVIT(TV) New Britain (Hartford), Conn., as chief weathercaster.

**Gene Teibloom**, former general assignment and investigative reporter with WCIX-TV Miami, joins noncommercial WPBT(TV) there as reporter-producer. **Marla Starrels**, production assistant with WPBT, named associate producer-writer.

**Marc Sandor Woolf**, graduate, State University College, New Paltz, N.Y., joins WPXN(AM) Rochester, N.Y., as morning editor and weekend anchor. **Kimberly Ayers**, reporter and anchor, WDEL(AM) Wilmington, Del., joins WPXN as morning co-anchor and reporter.

**Jim Forsyth**, from KSMN(AM)-KLSS(FM) Mason City, Iowa, joins news team of WWVA(AM) Wheeling, W. Va.

**Marilyn Woodward**, marketing representative for Citizens National Bank, Colorado Springs, joins KOAA-TV Pueblo, Colo., as community affairs director, based at station's Colorado Springs office. **Jackie Zobeck**, copywriter in production department of KOAA-TV, named public service director.

**Edna Hendrick**, promotion manager, WHBF-AM-FM Rock Island, Ill., named public service director.

**Kenneth Fisher**, former news director,

WCNX(AM) Middletown, Conn., joins noncommercial WPBH(FM) Middlefield (Hartford), Conn., as senior news producer. **Daniel Chun**, formerly with WOMN(AM)-WPLR(FM) New Haven, Conn., joins WPBH as junior news producer. **Jay McDermott**, intern, WPBH, named producer of public affairs program and news projects.

**John Kenney**, general sales manager, WCLD-AM-FM Cleveland, Miss., joins Associated Press as broadcast executive for Arizona and New Mexico, based in Albuquerque. **Mike White**, formerly with KATU(TV) Portland, Ore., joins AP as broadcast executive for Oregon and Washington, based in Portland.

## Promotion and PR

**Doug Mauldin**, unit publicist working primarily on world premiere movies, NBC's press and publicity department, New York, named manager of press and publicity, West Coast, NBC. **Thomas Merritt**, administrator, sports information NBC, New York, named manager of sports information, NBC Press and Publicity, New York. **Paul Bailey**, photo editor for NBC Press, Burbank, Calif., named manager, photography and publicity, NBC, West Coast.



Wurfel  
public relations.

**Walter W. Wurfel**, director of information, Washington, for Gannett Co., Rochester, N.Y., named VP-corporate communications.

**Gayle Maurer**, assistant director of public relations, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named manager of

**Robert Popa**, assistant to chairman of Barkley & Evergreen, Fred Yaffe, Southfield, Mich., named VP-public relations of company's new public relations department.

**Arthur Kosatka**, former press secretary to Representative John M. Murphy (D-N.Y.), joins National Telecommunications and Information Administration as press officer. He succeeds **Richard Harland**, who has been assigned to NTIA's Office of Plans and Policy Coordination.

**James Vellela**, business and financial writer for *Pittsburgh Press*, joins Rockwell International there as manager of corporate news bureau.

**Robert O. Cooper**, general manager of Metroplex Communications' WWOK(AM) Miami, named president of new division of Metroplex, Metroplex Marketing, Cincinnati. Company will market promotions for radio.

**Dorlan Robbins**, with Air Time International, New York, named information services coordinator.

## Technology

**Gilbert Kesser**, president of Micro Consultants Inc. (MCI/Quantel), Palo Alto, Calif., elected chairman of board. **George A. Grasso**, marketing VP, elected to succeed Kesser.

**Thomas B. Keller**, director of engineering for noncommercial WGBH-FM-TV and noncommercial WGBX-TV, both Boston, and noncommercial WGBY-TV Springfield, Mass., joins Public Broad-

casting Service, Washington, in newly created position of director of engineering development.

**A. Hans Bott**, VP-engineering, Broadcast Electronics, Quincy, Ill., joins McMartin Industries, Omaha, as VP and director of engineering.

**Erik H. van der Kaay**, manager of radar assemblies division of Microwave Associates, subsidiary of M/A-COM, Burlington, Mass., named VP-general manager of broadcast division of Microwave Associates Communications Co, another M/A-COM company.

**Jim McDaniel**, chief engineer, KTEW(TV) Tulsa, Okla., becomes executive VP and chief technician of Community Development Cablevision of Tulsa, new company formed by Tom Belcher, Jack Morris and McDaniel, all former employees of KTEW (see page 91).

**Jim Klucker**, air personality, KUHL(AM) Santa Maria, Calif., named chief engineer.

## Allied Fields

**Roger D. Shaw**, VP-marketing, A.C. Nielsen Co.'s Nielsen Clearing House Group, Clinton, Iowa, elected executive VP. **Gerald Boyson**, VP-regional manager of Hackensack, N.J., office, named Eastern division marketing manager and New York regional manager for Nielsen's Marketing Research Group USA. **James Parks**, VP-manager of marketing information systems in Northbrook, Ill., office, named Western division marketing manager and Northbrook regional manager for Marketing Research Group USA. **Stuart Boulanger**, account manager in Nielsen's Northbrook client service, and **Richard Orestad**, account manager in Menlo Park, Calif., office, elected VP's and account managers of Marketing Research Group USA.

**Gary Soulsby**, senior engineer in Seattle district office of FCC, named engineer in charge of that office. He succeeds **Robert Dietsch**, who retired in September.

## Deaths



Sheen in 1950's

**Archbishop Fulton J. Sheen**, 84, whose nationwide television program, *Life Is Worth Living*, was one of most popular series in 1950's, died at his home in New York Dec. 9. His prime-time (Tuesdays, 8 p.m.) program began on old DuMont Television Network in 1952. Although

originally unsponsored, program soon drew advertising and provided strong competition to NBC-TV's Milton Berle show. It won Emmy award first year it was on air. Program shifted to ABC-TV in 1955 and remained there until 1958 when he gave it up. Subsequently two separate series were produced between 1961 and 1968 and syndicated to TV stations. Years earlier in radio, Bishop Sheen conducted *Catholic Hour* on NBC, starting in 1930.

**Carl Miller**, 60, Western division sales manager for ITC Entertainment, for past six years, died of embolism in his sleep at home in Novato, Calif., Dec. 7. He had worked in program marketing 35 years. Survivors include his wife, Constance, and two daughters.

# Stock Index

Exchange and Company	Closing Wed. Dec 12	Closing Wed. Dec 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	38 5/8	37 3/8	+ 1 1/4	+ 3.34	8	1,082
N Capital Cities	46 1/2	48 1/4	- 1 3/4	- 3.62	12	637
N CBS	51	48 1/2	+ 2 1/2	+ 5.15	7	1,433
N Cox	63	63 1/4	- 1/4	- .39	12	423
A Gross Telecasting	23 5/8	22 7/8	+ 3/4	+ 3.27	8	18
O Lin	48 1/4	48	+ 1/4	+ .52	12	132
N Metromedia	70 1/8	69 1/8	+ 1	+ 1.44	10	322
O Mooney	10 3/4	11 1/4	- 1/2	- 4.44		4
O Scripps-Howard	54	54			10	139
N Storer	26 1/4	24 1/2	+ 1 3/4	+ 7.14	14	304
N Taft	34 1/4	33 7/8	+ 3/8	+ 1.10	12	295

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	20	18 1/8	+ 1 7/8	+10.34	16	35
A Affiliated Pubs.	26 5/8	25 1/4	+ 1 3/8	+ 5.44	9	91
N American Family	10	10 1/8	- 1/8	- 1.23	4	105
N John Blair	19 7/8	20	- 1/8	- .62	4	73
N Charter Co.	32 1/2	36 5/8	- 4 1/8	-11.26	28	707
N Chris-Craft	17 1/8	17 5/8	- 1/2	- 2.83	10	73
N Coca-Cola New York	5 3/4	6	- 1/4	- 4.16	7	101
N Cowles	23	23 1/2	- 1/2	- 2.12	18	91
N Dun & Bradstreet	41 3/4	42 1/4	- 1/2	- 1.18	17	1,163
N Fairchild Ind.	40 1/4	39 3/8	+ 7/8	+ 2.22	8	229
N Fuqua	17 1/4	16 7/8	+ 3/8	+ 2.22	5	218
N Gannett Co.	47 1/4	46 3/4	+ 1/2	+ 1.06	15	1,270
N General Tire	20 5/8	20 3/4	- 1/8	- .60	4	478
O Gray Commun.	35	29	+ 6	+20.68	11	16
N Harle-Hanks	25 5/8	23 7/8	+ 1 3/4	+ 7.32	15	237
O Heritage Commun.	10 1/8	9 3/4	+ 3/8	+ 3.84		24
N Jefferson-Pilot	29 1/2	30 1/8	- 5/8	- 2.07	8	664
O Marvin Josephson	14 1/4	14	+ 1/4	+ 1.78	8	36
O Kansas State Net.	27	27 1/4	- 1/4	- .91	23	51
N Knight-Ridder	26	25	+ 1	+ 4.00	11	858
N Lee Enterprises*	22 5/8	22 5/8			12	164
N Liberty	21 1/8	17 3/4	+ 3 3/8	+19.01	9	285
N McGraw-Hill	27 5/8	27	+ 5/8	+ 2.31	11	684
A Media General	26 7/8	25	+ 1 7/8	+ 7.50	11	200
N Meredith	36	35 1/4	+ 3/4	+ 2.12	7	111
O Multimedia	31	30 3/4	+ 1/4	+ .81	13	206
A New York Times Co.	23 3/8	22 1/4	+ 1 1/8	+ 5.05	18	276
N Outlet Co.	19 1/2	19	+ 1/2	+ 2.83	5	48
A Post Corp.	18 1/4	18 1/4			8	33
A Reeves Telecom	4 5/8	4 1/2	+ 1/8	+ 2.77	51	10
N Rollins	28 5/8	29 5/8	- 1	- 3.37	14	383
N San Juan Racing	15 1/2	14	+ 1 1/2	+10.71	20	38
N Schering-Plough	31 5/8	31 3/4	- 1/8	- .39	9	1,690
A Sonderling	28 5/8	29 1/4	- 5/8	- 2.13	9	31
A Tech Operations	12	11	+ 1	+ 9.09	30	16
N Times Mirror Co.	37	36 5/8	+ 3/8	+ 1.02	10	1,256
O Turner Broadcasting	9	9				88
A Washington Post	19 1/8	20	- 7/8	- 4.37	6	304
N Wometco	22 1/2	21	+ 1 1/2	+ 7.14	10	193

<b>CABLECASTING</b>						
A Acton Corp.	12 7/8	13 3/4	- 7/8	- 6.36	9	34
O Ameco+						
O Athena Comm.	6 5/8	6 1/2	+ 1/8	+ 1.92		14
O Burnup & Sims	9 3/4	8 1/4	+ 1 1/2	+18.18	51	83
O Cable Info.*	14	(Closing 11/27; not reported in previous wks.)				
O Comcast	24 1/2	23 1/4	+ 1 1/4	+ 5.37	24	41
O Entron*	5	5			5	4
N General Instrument	47 3/4	45 3/4	+ 2	+ 4.37	13	375
O Genev Corp.	27	27 1/8	- 1/8	- .46	11	30
O Tele-Communications	27	27			33	287
N Teleprompter	22	22			29	373
N Time Inc.	45 1/4	44 3/4	+ 1/2	+ 1.11	8	1,263
O Tocom	12 1/2	12	+ 1/2	+ 4.16	27	18
O UA-Columbia Cable	37	33 1/2	+ 3 1/2	+10.44	17	124
O United Cable TV	28 3/4	26 1/4	+ 2 1/2	+ 9.52	20	117
N Viacom	36 7/8	38 1/4	- 1 3/8	- 3.59	19	140

Exchange and Company	Closing Wed. Dec 12	Closing Wed. Dec 5	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
A Amer. Intl. Pics	9 3/4	9 3/4				23
O Chuck Barris Prods.	4 3/4	4 1/2	+ 1/4	+ 5.55	2	14
A Cinema 5 Ltd.*	4 7/8	4 7/8				3
N Columbia Pictures	33 1/2	31 1/2	+ 2	+ 6.34	5	329
N Disney	42	41	+ 1	+ 2.43	13	1,361
N Filmways	10 3/4	11 3/4	- 1	- 8.51	6	57
Four Star*	1	1				10
N Gulf & Western	17 5/8	19	- 1 3/8	- 7.23	4	849
N MCA	52 1/4	54 1/8	- 1 7/8	- 3.46	9	1,215
O Medcom	3 5/8	3 1/2	+ 1/8	+ 3.57	15	6
N MGM	20 3/4	19	+ 1 3/4	+ 9.21	9	636
N Transamerica	17 5/8	17 5/8			6	1,163
N 20th Century-Fox	42 3/8	42	+ 3/8	+ .89	6	338
O Video Corp. of Amer.	5 3/8	5 3/4	- 3/8	- 6.52	18	5
N Warner	49	48 1/4	+ 3/4	+ 1.55	11	985
A Wrather	18 5/8	19 1/8	- 1/2	- 2.61	50	43

<b>SERVICE</b>						
O BBDO Inc.	34	32 1/2	+ 1 1/2	+ 4.61	8	85
O Compact Video	8 3/4	9 1/2	- 3/4	- 7.89		15
N Comsat	37 7/8	37 1/2	+ 3/8	+ 1.00	9	303
O Doyle Dane Bernbach	22	21	+ 1	+ 4.76	8	58
N Foote Cone & Belding	21 7/8	21 3/8	+ 1/2	+ 2.33	7	57
O Gray Advertising	39 1/2	38 1/2	+ 1	+ 2.59	5	24
N Interpublic Group	32 1/2	32 3/8	+ 1/8	+ .38	7	77
O MCI Communications	5 3/4	5 7/8	- 1/8	- 2.12	72	162
A MoveLab	5 1/2	5 1/4	+ 1/4	+ 4.76	10	8
A MPO Videotronics	4 1/2	4 1/4	+ 1/4	+ 5.88	4	2
O A. C. Nielsen	24 5/8	22 3/8	+ 2 1/4	+10.05	11	270
O Ogilvy & Mather	21 1/4	19	+ 2 1/4	+11.84	7	76
O Telemation	1 1/2	1 1/4	+ 1/4	+20.00	2	1
O TPC Communications	5 3/4	5 1/4	+ 1/2	+ 9.52	10	5
N J. Walter Thompson	26 3/4	25 1/4	+ 1 1/2	+ 5.94	6	70
N Western Union	22 5/8	22 1/4	+ 3/8	+ 1.68	10	343

<b>ELECTRONICS/MANUFACTURING</b>						
O Ael Industries	7 1/2	6 3/4	+ 3/4	+11.11	6	12
N Ampex	19 5/8	19 1/2	+ 1/8	+ .64	13	223
N Arvin Industries	12 1/8	12	+ 1/8	+ 1.04	4	72
O CCA Electronics*	1/8	1/8				1
A Cetec	4 7/8	4 1/2	+ 3/8	+ 8.33	10	2
A Cohu	5 1/2	5 1/2			18	9
N Conrac	18	16 1/8	- 1/8	- .77	25	32
N Eastman Kodak	48 1/4	48 5/8	- 3/8	- .77	9	7,786
B Elec Missile	2 3/8	2 1/2	- 1/8	- 5.00	34	6
O Farinon	23 5/8	21 3/4	+ 1 7/8	+ 8.62	22	116
N General Electric	47 5/8	46 3/8	+ 1 1/4	+ 2.69	9	8,790
N Harris Corp.	33 1/4	31 1/2	+ 1 3/4	+ 5.55	15	870
O Harvel Industries	6 1/2	6 1/2			17	3
O Intl. Video Corp.	3/4	7/8	- 1/8	-14.28		2
O Microdyne	25 1/2	25 1/4	+ 1/4	+ .99	27	2
N M/A Com. Inc.	33 7/8	31	+ 2 7/8	+ 9.27	44	191
N 3M	50 5/8	49 7/8	+ 3/4	+ 1.50	10	5,896
N Motorola	50 1/8	51 3/4	- 1 5/8	- 3.14	12	1,430
N N. American Phillips	28	27	+ 1	+ 3.70	5	336
N Oak Industries	39	35 1/4	+ 3 3/4	+10.63	27	164
O Orrox Corp.	5 1/4	5 3/4	- 1/2	- 8.69	8	9
N RCA	22 5/8	22 3/4	- 1/8	- .54	6	1,893
N Rockwell Intl.	44	43 3/8	+ 5/8	+ 1.44	7	1,548
A RSC Industries	3	3			17	7
N Scientific-Atlanta	38 3/8	38	- 1 5/8	- 4.27	21	162
N Sony Corp.	7 1/8	7	+ 1/8	+ 1.78	12	1,229
N Tektronix	59 7/8	59	+ 7/8	+ 1.48	15	1,077
O Texscan	8 3/4	7	- 1/4	- 3.57	40	5
O Valtec	18 1/2	16	+ 1/2	+ 3.12	35	65
N Varian Associates	28 1/2	27 1/8	+ 1 3/8	+ 5.06	158	194
N Westinghouse	19 3/8	18 1/2	+ 7/8	+ 4.72	6	1,666
N Zenith	9 3/8	9 5/8	- 1/4	- 2.59	9	176


Standard & Poor's 400 Industrial Average 120.51 120.03 +0.48

Notes: A-American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \*Stock did not trade on given day price shown is last traded price. \*\*No P/E ratio computed, company registered net loss. \*\*\*Stock split. + Traded at less than 12.5 cents.

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# Added Attractions


BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

Jan 7  BROADCASTING's annual double issue. The centerpiece: our exclusive report and analysis of **the top 100 companies in electronic communications** — a club whose membership has changed remarkably both in identity and in magnitude since BROADCASTING's first compilation of the list in 1978. New this year: a recalculation of all company revenue and earnings data to reflect **one common reporting year** — essentially, from October 1978 through September 1979.


**And that's not all.** The Jan. 7 issue also will carry a recapitulation of all **the major news stories of 1979** along with the year-beginning edition of **"Where Things Stand,"** bringing readers everywhere up to date on the major issues in electronic communications.


Plus, of course, **the full budget of news** in all the media universes that, holiday season or not, continues to preoccupy our working lives.

Jan 21  Will it be another record year in TV, AM and FM station sales? Read all about it in the annual **station trading special**, playing back the "Changing Hands" track record of 1979.

Jan 28  Annual accounting of the **top 50 agencies in broadcast billings** — just one segment in a "state of the art" report on business and advertising.

Feb 11  **Pre-NATPE.**

Feb 18  **NATPE.**

Also  As yet undated special reports on **"Broadcasting: The Next 25 Years"** and **"The New Status Quo in Radio Networking."** Along with still other extra efforts just off the edge of our drawing board.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



# Profile

## Steady as she goes: Brenda Fox of NAB

Brenda Fox races sailboats because she likes the challenge of "outmaneuvering the other guy, of keeping the boat in balance, of always being on guard, because if you're not, you capsize."

And she maintains that same perspective in her personal life as well as in her career. Fox is cautious, while having to live by her wits and think fast. Her job as assistant general counsel of the National Association of Broadcasters—the trade association that speaks for the nation's radio and television media—dictates that she speak right the first time. In her own words, "It leaves no time for second drafts."

When Fox went to the NAB from the Federal Trade Commission six years ago, she took with her an expertise in advertising matters and a sound understanding of how the regulatory system operates. But she left the government side of the regulatory equation because, she says, she found it very "disturbing and idealistic."

"You had people with good ideas but without any input as to the economic or social effects of their decisions," she says. "I now see the FTC as a social re-engineer. It takes the advertisers to task to make up for failure in other segments of society. It is not the advertisers' role to re-educate society."

Her expertise is visible in the many areas for which she is responsible at NAB. Fox advises the Code Authority on the appropriateness and legality of certain issues and advertisements. In this regard, she feels that a broadcaster has a "multiple responsibility, in balancing the interests of the audience, the advertiser and himself as a licensee." As counsel for the Code Authority, she works to maintain that balance.

Fox also works with the Broadcast Ratings Council on setting standards by which to judge the rating services.

And recently, she has been most visible in her role as legal print-woman for the children's proceedings before the FTC and the FCC. She considers these proceedings—looking to a ban on advertising to children, and to setting minimum standards for children's educational programming—a "grave" First Amendment threat.

"Broadcasters get damned for a lot of things they are not deserving of," she says. "They must serve diverse interests. They are fundamentally an entertainment medium. It is not the end all to all people... But when I get concerned is when various groups think they've got a foot in the door [because of government approval] and feel that they should now be making the decision of what programming should be



Brenda Lee Fox—assistant general counsel, National Association of Broadcasters; b. Las Vegas, Nov. 10, 1944; BA, UCLA, 1966; Washington staff to Representative George Brown Jr. (D-Calif.), 1966-67; Washington staff to Representative Frank Evans (D-Colo.), 1967-68; legislative aide to Senator Alan Cranston (D-Calif.), 1969; JD, George Washington University, 1971; trial attorney, FTC Bureau of Consumer Protection, 1971-1973; present post since 1973; m. David Wallerstein, 1975.

provided. I find that frightening. I don't like all the programs on TV; I may wish there were others. But I dislike all the more the idea that some government body or other entity is going to sit there and say we should have more of this and less of that."

She continued, "Today we have a theory that since broadcasters have so pervasive a reach and the [number and type of] systems are growing, that they should not be protected by the First Amendment. When it was first created, when there were few communications avenues, our forefathers had the good sense to realize that the government has no right to dictate what anyone could say, because they would then be dictating the thought processes of society, which benefits from many inputs."

Fox feels it is her job to protect the First Amendment rights of broadcasters, which she sees as the underlying principle in the children's and other proceedings now before the regulatory agencies and the courts. That task is complicated, she says, by the conflicting signals the NAB, and therefore broadcasters, get from govern-

ment. "On one hand you have the FCC praising the code, on the other you have the Justice Department citing it for anti-trust violations," she says. "You get mixed messages from the various arms and sometimes the same arm of government, and you don't know what kind of footing you're on."

But through it all, Fox faces it with a sense of purpose, laced with a characteristic she herself describes as "moody"—moody when under pressure to do the best job possible because this is what she expects of herself as an attorney, and as a woman. She feels there was a time when she had to prove herself as a woman communications lawyer representing the NAB. Now, she says, she wants only to prove herself as an attorney, if that's at all necessary.

Fox has warm words for her boss, Erwin Krasnow, NAB's general counsel, and credits him with much of her success at NAB. "He speaks to you on a one-to-one basis, he wants you to feel solely responsible for a project, and he has invited me to assist in making policy decisions."

Krasnow returns the compliment: "She takes on responsibility well, she is articulate and has developed a sense of confidence and assertiveness."

Fox acknowledges that there are some people in the industry who may need sensitizing to her role. But she knows she has made it on her own. She doesn't think women should be handed something on a silver platter just because they are women. But, she says, a woman must earn her way—and she must be given the chance of equal footing with men.

"When I was at the FTC I used to say, 'Why don't broadcasters do this or that?' Now I have the advantage of hindsight. I wish, if this was an ideal world, that every regulator first worked at the NAB, so as to better understand the industry."

Fox, whose blue eyes look out from under a head of thick reddish-brown hair, flecked with gray, looks something like actress Lee Grant. Like many of the roles Grant is famous for, Fox is a progressive, professional woman. She is direct, articulate and knowledgeable. And it is this image that has gained her access and acceptability in the industry she counsels.

She is also witty and adventuresome, and when she's not racing her 15-foot sailboat with her husband, David, who owns a mortgage and investment firm, she is giving skiing lessons in Pennsylvania where they share a cabin with friends.

When asked about the future, she muses, "I thought when I came to NAB six years ago, I would leave when I could go no further, when it stopped being fun. I'm still learning, and I'm still having fun."

# Editorials

## Sagacious session

Directors of the National Association of Broadcasters wisely refrained last week from proposing that the FCC establish in its rules a quota for nonentertainment radio programming as a standard for license renewal. Some had argued that a modest quota encompassing no more specific a program category than "nonentertainment" would be better than the guidelines that are now in effect for news, public affairs and "other" nonentertainment programming. Others, who prevailed, saw the endorsement of a quota as a trap that would keep closing tighter as time went on.

At this point it is improvident to predict how the FCC will come out in its misnamed deregulation of radio. At least one commissioner, Tyrone Brown, has suggested that a renewal standard involving some quantitative measurement of program performance must be retained. It is not improbable that others will vote for the formalizing of the present guidelines or something like them into rules, as a condition to the relaxation of other regulation.

If that were to happen, there might be broadcasters who would elect to test the constitutionality of rules directing radio to broadcast certain minimums of specific types of programs. A court appeal, however, would be all but foreclosed if the broadcasters had, in advance, embraced the principle of program quotas.

As has been noted on this page before, the FCC can offer only limited relief from regulation, no matter what the disposition of its members. Its deregulatory options are circumscribed by existing law and the body of court cases built upon it. The FCC may here and there pick away at paper work and the more glaring examples of overregulation, but action on a significant scale will have to come from Congress.

## Commercial ETV?

In defiance of most of the advice it has received, including that of senior U.S. senators, an FCC majority is reportedly ready to vote this week for a rulemaking on children's television programming. Among the options to be considered is a requirement that commercial broadcasters carry at least five hours a week of "educational or instructional" programming for preschool children and two and a half hours for those of school age, between 8 a.m. and 8 p.m. on weekdays. If that option remains when the vote is taken, it will mean that the FCC is also ready to defy the courts to call it on a First Amendment violation.

Both NBC and the National Association of Broadcasters have discovered serious flaws in the staff report on which the anticipated rulemaking is to be based. It is also the report on which FCC Chairman Charles D. Ferris has based his unqualified assertion that the "marketplace has failed" to provide adequate educational programming.

It is of course utterly unrealistic to expect commercial television, which presumably is what Ferris meant, to produce instructional television. No one looks to the marketplace to produce public schools.

As has been noted on this page before, the FCC is proceeding here as though the commercial television system were responsible for the function that a previous FCC specifically assigned elsewhere when it reserved 242 channels for educational and instructional television back in 1952. It was clear then, as it is clear to reasonable people now, that the commercial system by nature is unqualified and unmotivated to be a teaching machine.

In the 27 years of its development, the noncommercial system has grown into a different service from the one originally con-

templated. In prime time it is competing with the commercial system for audience. Its underwriter credits on the air and in promotional advertising bear the logos of many of the nation's biggest advertisers. If there is a dearth of educational programming for the young, the primary fault lies with the television system that was created to be noncommercial and educational and is now not much of either.

Unarguably, the commercial system's programming for children is primarily entertainment and confined to hours that are unlikely to attract much of an adult audience. It is also true, however, that there has been a measurable improvement in program quality in the time that the FCC staff says nothing happened in children's TV. At least this much may be said for a formal FCC rulemaking: It will give broadcasting a chance to straighten out a record that is now weighted to favor a predetermination that the commercial system has failed.

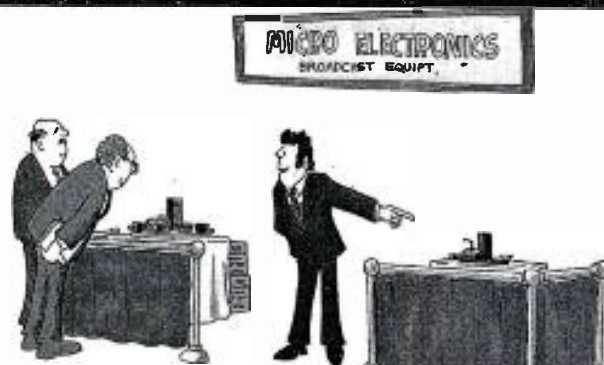
When the Federal Trade Commission opened its campaign to suppress children's television advertising, a *Washington Post* editorial writer wondered whether the agency aspired to become a national nanny. Of the FCC, it may be asked now whether it is to become a national schoolmarm.

## News in the news

The popular thing to do in Washington last week and at rival network headquarters in New York was to savage NBC News for its interview of an American hostage in Iran. This publication chooses to go against the stream.

If NBC had been less than candid in explaining the conditions under which the interview had been obtained, adverse criticism would have been valid. If anything, however, John Chancellor exceeded journalistic obligations in describing in detail, before the Iranian feed went on the air and immediately after it was over, the concessions that had been made and the discrepancies that were evident between some statements of the hostage and what is known to the U.S. government. George Lewis and Fred Francis, the NBC correspondents on the scene, were additionally meticulous in explaining what was going on. As for the inept reading of the Iranian party line by an unidentified woman on the program, it was too crude a propaganda device to be credible to anyone but a Khomeini disciple.

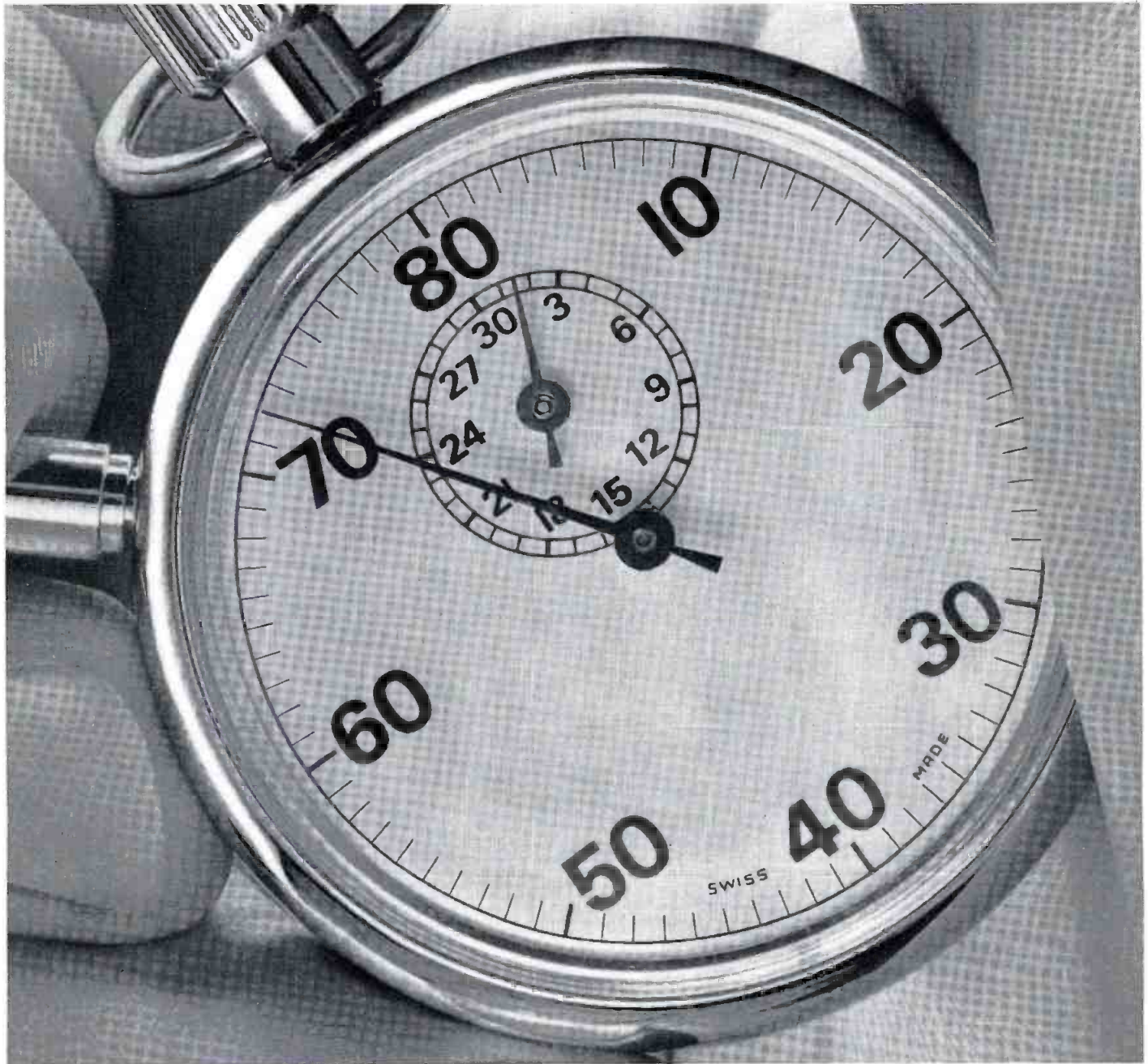
Manipulation of the media is the constant problem that television journalists face. It must be avoided when there is a possibility that the audience will be misled. In this case, NBC scored a beat—responsibly.



Drawn for BROADCASTING by Jack Schmidt

"Excuse me, gentlemen, that's the television station. The radio station is over here."

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





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Katie works with her clients at American Home Products to supply market and cost facts, so that the planning group can determine the most effective radio markets for their brands. Amy produces the latest station

information, and follows thru to get the spots on the air. Together, the buy gets made.

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