Hollings shows his hand on 'renovation'
Status report on the new TV season

People turn us on!

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

GAYLORD
Broadcasting Company
One of America's largest privately owned groups of radio and television stations.
ANNOUNCING
A DRAMATIC ACHIEVEMENT IN
FAMILY PROGRAMMING
MILES TO GO
A ONE-HOUR "THIS IS THE LIFE"
TELEVISION SPECIAL FOR PRIME OR FRINGE
AVAILABLE BEGINNING JANUARY 15, 1979
NEW FROM LUTHERAN TELEVISION
FIND OUT MORE ABOUT THIS COMPELLING HUMAN
DRAMA, WHY IT PROMISES TO BE AN IMPORTANT
FAMILY EVENT, AND HOW IT CAN HELP BUILD
VIEWER SUPPORT FOR YOUR STATION
CALL JAN NAJI AT 314/647-4900

LUTHERAN TELEVISION
A SERVICE OF THE INTERNATIONAL LUTHERAN LAYMEN'S LEAGUE
2185 HAMPTON AVENUE, ST. LOUIS, MISSOURI 63139
The Week in Brief

A SECOND FRONT  Hollings endorses the idea of a license fee, but in his “renewal” of communications law, there won’t be deregulatory trade-offs. Meanwhile, Thurston counterattacks Van Deelen’s charges that NAB is not doing its best by radio, and Broyhill, likely successor to House Communications Subcommittee ranking Republican Frey, sounds like a strong rewrite ally for his chairman. PAGE 23.

LET’S TRY IT  The FCC is for an experimental deregulation. PAGE 25.

WESH-TV STRATEGY  Ti full-bench rehearing of th begins work on a new pol that the commission hope PAGE 26.

WIDER NETWORK INQUIRY going with the proceeding include not only the present but alternatives. PAGE 27.

THE STANDINGS, MONTH OF followed fairly closely by a and trailed distantly by CE chiefs discuss where the.

PARTING SHOTS  FCC ( soon to depart the agency Chairman Charles Ferris deregulatory sheep’s clot.

UPPING THE ANTE  Viacom offering for Sonderling st worth nearly $31 million. PAGE 34.

PAYING BACK THE PIPERS  Broadcasters and citizen groups line up, characteristically, on opposite sides on the issue of FCC reimbursements. PAGE 34.

FE Requires a FACILITY  Group dominated by women is involved in the competition for a Hartford UHF. PAGE 39.

NO NEWS IS GOOD NEWS  Broadcast lobbyists rate the just-adjourned 95th Congress a good one because of what legislation didn’t emerge from it. PAGE 40.

WHO’S GOING TO PLAY  The ANPA plays cat and mouse with the FTC over the commission’s media-ownership seminar, while the NAB indicates it’ll participate. PAGE 48.

BATTING FROM BATTLE CREEK  Kellogg uncovers a memo from FTC Chairman Michael Pertschuk that, it says, is reason aplenty to remove him from the children’s ing because he has prejudged.

PEOPLE  These are the two most -$SAG will tread with AAAA-ANA as g a new contract. PAGE 52.

r. 7  Plans are set for special night at the networks. PAGE 54.

3PB-sponsored research finds that ching public television is “work,” make the effort. PAGE 57.

WINTER GAMES  ABC Sports ’80 Olympics to affiliates; the TV 0 hours of coverage, an increase ’76 events. PAGE 58.

Warner signs 10-year contract for delivery of its Star Channel pay cassette system. PAGE 58.

HOME  New roof-top antennas n markets from New Orleans to of pay TV programing. But the FCC ifal interference problems. PAGE 59.

SMPTE HEADS FOR NEW YORK  It will be SRO at the Americana hotel in New York next week for both engineering delegates and exhibitors. PAGE 60.

IN SYNC  This week’s column features several perspectives on the blanking problem, a look at energy-saving stations and an update on home VCR sales. PAGE 65.

ABILITY COUNTS  The fact that Jane Cahill Pfeiffer is broadcasting’s highest-ranked women gets pushed into the background by her associates’ testimony to her prowess as an executive. PAGE 89.
WGAL-TV is a power in PEACH BOTTOM

Power is a by-word in this York County community, site of one of seven major power generating facilities in the Susquehanna River basin. And power provides the strong and consistent coverage which WGAL-TV delivers to the TV homes in Peach Bottom, as well as to hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1977 County Coverage Report

WGAL-TV
STEINMAN TV STATION
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

Another Steinman TV Station WTEV Providence, R.I.-New Bedford-Fall River, Mass.
New arena?

Expected hiring of former Senate Commerce Committee aide, Ed Merlis, to be staff director for Senate Judiciary Committee under Edward Kennedy (D-Mass.) next year fuels speculation that Judiciary Committee may become involved in advertising and other broadcast-related matters. Hill observers note that Mr. Merlis, currently working on Appropriations Committee staff, spent seven years working on advertising and Federal Trade Commission matters for Commerce Committee when Warren Magnuson (D-Wash.) was chairman. He counts current FTC Chairman Michael Pertschuk, former Commerce Committee chief counsel, close friend.

It hasn't been forgotten either that broadcasters' closest brush with congressionally imposed broadcast advertising ban since cigarettes were ruled off air was spearheaded last year by Senator Kennedy, who sought restrictions (unsuccessfully) on saccharin advertising.

Geneva Jitters

Qualified observers are predicting dire results for U.S. and Western nations at World Administrative Radio Conference of 1979 unless U.S. delegation comes up with solid projects to offset what are forecast as unreasonable demands of developing nations, backed by Communist bloc, to redistribute communications facilities. Preview of international line-up may be seen at UNESCO meetings starting this week in Paris, where resolutions to place flow of information in governmental hands will be at stake (see page 48).

U.S. proposals must be transmitted to International Telecommunications Union in Geneva by end of next January. Some experts question whether there's enough time to package U.S. proposals with adequate evidence and argument. At WARC '79 1,100 delegates from 140 nations are expected. Allocations for terrestrial and celestial communications will be set for next 20 years.

UHF sharing

FCC will have some troubling news for UHF broadcasters. It reached "tentative" decision, at closed meeting last week on preparations for World Administrative Radio Conference, to propose making channels 14-83 available for sharing with land mobile. Decision could be changed in subsequent meetings before final position is set. And even if adopted at WARC, sharing could not be accomplished without rulemaking. But decision indicates commission is concerned with "flexible approach"—one that would permit future commissions to open UHF to land mobile stations, if necessary.

Commission also made "tentative" decision on AM matter. It decided to propose expanding AM band above 1065 khz—1800 khz. However, it turned down proposal to make 115-190 khz band available for AM.

Dear dealist

Ratings authorities are braced for rash of "diary promotions" by stations during Arbitron Radio's fall sweeps, which started Thursday. Some if not all of Marriott family's First Media Corp. stations—in Atlanta, Morningside, Md. (Washington), Scottsdale, Ariz. (Phoenix), and Provo, Utah—had been carrying announcements urging keepers of ratings-service diaries to fill them out fully and accurately, and both Arbitron Radio and Broadcast Rating Council officials spent a lot of time urging them to stop. But they refused. BRC and Arbitron contend such promotions may bias survey results.

One First Media official said stations were doing it because ratings have big influence on both programing and sales and that diary keepers too often are lackadaisical. All that announcements were intended to do, he said, was to urge them to be conscientious, without influencing them in any other way. Arbitron officials say stations doing such promotions will be "flagged" in next report.

Shopping early

Three foundations, headed by 20th Century Fund, have scheduled series of conferences expected to lead to recommendations regarding structure of future presidential debates. Initial meeting was quietly scheduled for last weekend at Wye Island near St. Michael's, Md., with Douglass Cater, Aspen Institute consultant and fellow, presiding. Aspen maintains Wye think tank. In addition to 20th Century Fund, underwriters are Markle and Benton foundations.

Besides Chairman Cater, group includes Douglas Bailey, Washington, election consultant; James David Burke, Duke University professor; Liz Carpenter, Lyndon Baines Johnson Library, Austin, Tex.; William Donaldson, Yale School of Organization and Management; Richard Hatcher, mayor of Gary, Ind.; Norman Lear, television producer; former Senator John O. Pastore (D-R.I.); Gene Pokorny, Cambridge Reports, polling company; Roland Nachman, lawyer, Montgomery, Ala.; Herbert Schmertz, vice president, Mobil Oil, and Bill Small, vice president, CBS, Washington.

Windfall

Best clue yet to what New York's current newspaper strike has meant to New York television stations comes from subscriber's analysis of Broadcast Advertisers Reports data, based on monitoring. This indicates department-store spending in TV during September was 74% higher than in nonstrike September 1977: $1,098,450 versus $631,371. Comparable radio data isn't available, but there seems general agreement that radio has done as well as TV, if not better (BROADCASTING, Oct. 16).

Social note

FCC Chairman Charles D. Ferris and wife entertained other members of FCC and spouses at dinner Saturday, Oct. 14, at their Mount Vernon, Va., home—with one outsider couple present, Mr. and Mrs. William Small. Turns out Mr. Small, newly designated CBS Inc. Washington vice president, is old friend of Mr. Ferris. Two became acquainted years ago when Mr. Small was running CBS News bureau in Washington and Mr. Ferris was aide to Senate majority leader.

All commissioners but Margita White were at Ferris dinner. Mrs. White was in Foxboro, Mass., addressing meeting of American Radio Relay Association.

Faster action

Year ago station brokers were complaining about delay in FCC processing of station transfer applications ("Closed Circuit," Sept. 26, 1977). Not so any more. Transfer branch is grinding out routine "clean" applications, some in two months after applications are accepted for filing. But that never was main problem—though when Roy Stewart took over branch four years ago, backlog was nine months. Hitch was in licensing division, which was taking up to three months to determine whether application could be accepted.

With addition of two more employees to one who was on job, licensing division chief, David Weston, has cut lag to three or four weeks, and with additional computer systems being provided, processing of transfers—and other applications—is expected to speed up more.
**United Artists** Film production company slates two-month TV buy for its film, "Comes A Horseman;" beginning this week. Diener/Hauser/Bates, New York, will handle spots in 70-100 markets during fringe and day time. Target: adults, 18-49, and teen-agers.

**MCA** Company arranges eight-week TV push for its TV sets starting next week. Chiat/Day, Los Angeles, will set spots in six markets during all dayparts. Target: adults, 25-49.


**Frynetics** Lifesaver smoke alarm products manufacturer arranges six-week TV campaign beginning in mid-November. Draper Daniels, Chicago, will select spots in 15 markets during late fringe and news time. Target: men and women, 25-49.

**Speidel** Division of Textron focuses on its watches in six-week TV drive beginning in mid-November. Creamer, New York, will buy spots in 100 markets during fringe and prime time. Target: adults, 25-49.

**Showerings** Subsidiary of Allied Breweries plans six-week TV flight for its alcoholic cider beverage starting in mid-November. VanSant Dugdale, Baltimore, will place spots in Detroit, Flint and Grand Rapids, Mich., during fringe and prime time. Target: men, 18-34.

**Franzia Brothers** Winery launches six-week TV drive for its table wines this week. Grey Advertising, San Francisco, will schedule spots in Chicago, Denver and Seattle during fringe and prime time.

---

**Rep appointments**

- **KIOE (AM) Honolulu: Market 4 Radio, New York.**
- **WOKI (AM) Albany, N.Y.: Selcom Inc., New York.**

Target: women, 18-49.

**General Motors** Car manufacturer starts six-week TV drive for its Chevrolet division next week. Campbell-Ewald, Los Angeles, will buy spots in California markets during fringe, prime and sports time. Target: men, 25-54.

**Skyline** Toy manufacturer prepares five-week TV campaign for its Shrinkydink toy beginning in early November. Chase/Ehrenberg & Associates, Chicago, will schedule spots during day time. Target: total teen-agers and children.

**Anheuser-Busch** Brewery highlights its seven-ounce Michelob beer in one-month TV push starting this week. D'Arcy-MacManus & Masius, St. Louis, is scheduling spots in five markets during late fringe and prime time. Target: men, 18-34.

**Richardson Mints** Division of Beatrice Foods starts four-week TV flight for its Richardson mints in early November. J. M. Korn & Son, Philadelphia, will seek spots in 15 markets during day, fringe and prime time. Target: women, 25-49.

**Pillsbury** Food products group features its Wheat Nuts snack food in four-week TV flight beginning in late November. The Haworth Group, Edina, Minn., will select spots in 35 markets during fringe time. Target: total women.

**Stokely-Van Camp** Food products group features its Gatorade drink in three-week TV campaign beginning in early November. Clinton E. Frank, Chicago, will select spots in 62 markets during fringe and prime time. Target: women, 25-49.

**Pacific Southwest Airlines** Airline schedules three-week TV flight beginning this week. Eiseman, Johns & Law, Los Angeles, will prepare spots in four markets during fringe and prime time. Target: men, 25-49.

**Reynolds** Metal company plans three-
Which recorder is right for you?

750 or 850?

The ITC 750 can handle many production schedules with ease. It is versatile, dependable, professional. 750 users say, “It’s unquestionably the finest recorder in its price range.”

The 850 costs more. And, for many, it’s worth every dollar! When production is heavy and complex—with extensive editing and shuttling—850 features work magic. Smooth, gentle, quiet, effortless. Users say, “The 850 reads my mind!”

Which for you? Needs, preferences, budgets, all play a role. Call us. We’ll help you make the right choice.

CALL TOLL-FREE
800-447-0414


INTERNATIONAL TAPETRONICS CORPORATION
Bloomington, Illinois 61701  Marketed exclusively in Canada by McCurdy Radio Industries, Ltd., Toronto

750
$2015 Mono
$2320 Stereo

850
$3050 Mono
$3870 Stereo

Console cabinets, stacking kits, cartridge machine optional.
Other radio reps used to laugh at our early morning quizzes.

They aren’t laughing anymore. Because that’s part of what has made Eastman Radio the hottest rep firm in the business.

It means our sales people know all the facts about the stations we rep, their markets and their competition. Whether it’s the leading country station in Indianapolis, a new format in New York or a change of ownership in Tampa, we make sure they have the latest information.

They learn how to think on their feet when facing a tough time buyer. And then get the order.

And that’s more important than anything else.
Send for free 22 x 32 full color poster of Voltus V
write E. Smardan & Associates
THE BEST PROGRAM INVESTMENT YOU WILL EVER MAKE

Strong half-hour family action/adventure situations, combining superior animation and live action in futuristic space adventures.

Compare VOLTUS V to ANY other syndicated action/adventure series...

Superior animation
Quality live action bridges
Ultra-modern graphics
Perfect lip synchronization
Vivid color

A SUPERB PRODUCTION YOU’LL BE PROUD TO TELECAST

A perfect complement to any action strip. A superior competitor to any children's program. Broad demographic appeal makes the winning solution for any late afternoon or early evening time period.

Forty episodes...Unlimited Runs...Five year license.

Delivery in time for March sweeps if you order soon.

Call for Voltus V audition cassettes NOW.
week TV recycling promotion starting in early November. Clinton E. Frank, Chicago, will schedule spots in seven markets during fringe, day and prime time. Target: total men and women.

Mrs. Smith □ Pie company plans three-week TV push starting next week. J.M. Korn & Son, Philadelphia, will seek spots in three markets during day, fringe and prime time. Target: total men and women.

Estee Lauder □ Cosmetic group plans two-week TV flight for its Aramis product beginning in early November. Warling & LaRosa, New York, will schedule spots in at least 50 markets during fringe and prime time. Target: women, 25-54.

Atlantic Records □ Record company features Rolling Stones album, Some Girls, in two-week TV push starting in early November. Corinthian Communications, New York, will place spots in six markets during fringe and weekend time. Target: adults, 18-34, and teen-agers.

Sealy □ Mattress manufacturer schedules two-week TV push beginning in late November. Martin J. Simmons Advertising, Chicago, will buy spots in 20-25 markets during all day parts. Target: women, 18-49.


Duofold □ Underwear manufacturer readies two-week TV push beginning in late November. Evans, Garber, Ligas and Paige, Utica, N.Y., will buy spots in 35 markets during day and fringe time. Target: total adults.

Tapan □ Appliance company sponsors two TV special on CBS-TV: First You Cry, Wednesday, Nov. 8 (9-11 p.m. NYT) with Mary Tyler Moore based on the best seller by Betty Rollins and Bing Crosby—The Christmas Years, Wednesday, Dec. 6 (9-10 p.m.). Wyse Advertising, Cleveland, is agency handling account.

Radio only

New England Telephone & Telegraph □ Telephone company schedules nine-week radio flight beginning next week. Harold Cabot Advertising, Boston, will plan spots in about 12 markets. Target: adults, 25-49.

Atlantic Richfield □ Oil group features its Arco graphite motor oil in six-week radio flight beginning this week. Needham, Harper & Steers, Los Angeles, will arrange spots in nine markets including Chicago and San Francisco. Target: men, 18-49.

Lionel Leisure □ Toy subsidiary of Lionel Corp. plans six-week radio push starting in early November. Ed Libov Associates, New York will schedule spots in 10 markets including Atlanta, Cleveland and Miami. Target: women, 18 and over.

Lender’s □ Bakery products group schedules four-week radio campaign starting in late November. LSF Media, New York, will handle spots in 19 markets including Boston, Chicago, Los Angeles and Milwaukee. Target: women, 25-54.

Friendship □ Dairy products group arranges four-week radio promotion beginning in mid-November in Eastern U.S. S.R. Leon, New York, will arrange spots targeted to women, 18 and over.

Liberty Orchards □ Candy manufacturer schedules four-week radio buy beginning in late November. Solkover, David & Waugh, Seattle, will arrange spots in Northwest markets and San Francisco Bay Area. Target: women, 25-54.

Foodmaker □ Jack In The Box restaurant chain begins four-week radio promotion beginning next week. Wells, Rich, Greene, Los Angeles, will pick spots in 25-30 markets including San Francisco. Target: adults, 18-34 and teen-agers.

Pay N Save □ Drug store chain slates two-week radio buy beginning in late November. Ricks-Ehrig, Seattle, will handle spots in Northern California markets including San Francisco. Target: adults, 18-49.


Accent □ Division of Wm. Underwood launches three-week radio flight for its Accent flavor enhancer starting this month. Kenyon & Eckhardt, Boston, will arrange spots in nine black markets. Target: women, 18-49.


Craig □ Company prepares one-week radio flight for its car stereos starting in late November. Western International Media, Los Angeles, will schedule spots in 69 markets including Las Vegas, New York, Miami and Dallas. Target: men, 18-24.

BAR reports television-network sales as of Oct. 1

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<th>Total dollars week ended Oct 1</th>
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<td>$40,746,100</td>
<td>$35,530,600</td>
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<td>$40,746,100</td>
<td>$35,530,600</td>
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<td>$223,875,300</td>
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Source: Broadcast Advertisers Reports

Broadcasting Oct 23, 1978

Radio and TV

Kahn’s □ Meat products group arranges six-week radio and TV campaign starting in December. Alex W. Bealer & Associates, Atlanta, will handle spots in Southern markets including Atlanta, Charlotte, Nashville and Memphis. Target: adults, 18 and over.

Stella Artois □ Wine gets three-week radio and TV promotion starting in late November. Kenyon & Eckhardt, Chicago, will seek spots in Houston and Providence, R.I. Target: men, 18-49.
mission:

Our new tower has been up a full year now and it’s more than fulfilling its promise.

It’s making more programming — more information and more television enjoyment — available to larger numbers of viewers in our expanded signal area.

And even though we realize that our programming can now be viewed in almost 100,000 more homes, we feel the job is only partly done.

Now we’ve got to work even harder to deserve the trust and loyalty of the nearly 800,000 Alabamians we serve.

One mission accomplished.

Another one continues.

WSFA-TV12 / Montgomery
Cosmos Broadcasting Corporation.
An NBC affiliate, represented by PGW.
Radio counteroffensive helps get Laker's Skytrain off to flying start

On Sept. 26, 1977, Laker Skytrain Flight 10 departed London's Gatwick airport. Six hours later, the DC 10 touched down at New York's Kennedy airport, completing the first half of its inaugural service between New York and London. Three hours later, the plane was off again on its return trip.

During the past year, Laker Skytrain has proved a roaring success: daily flights—as many as four a day during peak seasons and weekends—filled with happy, comfortable, money-saving passengers.

The Laker Skytrain carried over 250,000 passengers, at an average seat load factor of 83%, in its first year of operation. During the months of May through September, there were a minimum of two flights every day, each filled to capacity.

This modern miracle of airline marketing and merchandising, pioneered by Freddie Laker, was accomplished despite an onslaught of competitive advertising and price promotion by the major trans-Atlantic carriers. All of the other airlines have done well, too. The New York-London market has increased by 40% and Laker Skytrain has captured over 60% of the total market share.

Advertising played an important part in achieving the first year's success—advertising with a sling-shot budget against the heavy artillery of the other airlines. Then too, Laker Airways was virtually unknown despite the great publicity surrounding Freddie Laker. The airline had no ticketing offices, no sales or ground personnel, no real support from travel agents.

We decided that since Freddie Laker has his name on every Laker airplane, he should be spokesman for the airline. He is an attractive, dynamic, typically English executive who speaks with great conviction and sincerity. Initially, he appeared in all television spots, radio commercials and print advertising.

Mr. Laker, in his commercials, interviewed passengers as they deplaned. There was a sense ofbelievability and sincerity in their comments, and the public responded enthusiastically to the campaign.

But Skytrain success was not that easily achieved. The Skytrain service became overpublicized, and competitive airline advertising helped create the erroneous impression that it was impossible to buy a Skytrain ticket without spending the night in line at the Laker ticket office.

A simple idea lead to the solution. Laker set up a special telephone number to give callers hourly information about seat availability. The advertising campaign was scheduled on local market radio, with the understanding that every station would telephone this special seat-availability telephone number before each commercial, went on the air. This unusual radio technique made it possible for listeners to receive hourly reports on seat availability and gave every Skytrain commercial the added interest and quality of a news story.

Radio stations were cooperative—even enthusiastic—despite the extra trouble in fulfilling the telephone requirements prior to the delivery of each commercial.

A typical 30-second live radio commercial sounded like this:

"At (11 a.m.) Laker Skytrain air passenger service still had 137 seats available on tonight's flight to London. Imagine, 137 empty seats. That means you can take off for London tonight for only $135, one-way. Experience shows no lines, no waiting and no lower price. And starting May 16th, Laker Skytrain will have two flights daily with over 500 seats available. Don't stand by. Tickets are on sale all day at the Laker Travel Center for guaranteed seats. For up-to-the-hour seat availability, call (212) 459-7323."

This radio-commercial technique was used in the greater New York metro area, then expanded to include Philadelphia, Baltimore, Washington and Boston. Even in these out-of-town markets, the radio stations agreed to make the telephone calls and insert the necessary numbers to update the "seat availability" commercials.

The public quickly learned how many seats were available at a given time of day, and passengers could then plan to pick up their tickets in time to catch the Skytrain flight that same evening. Toward the end of April 1978, every flight was sold out by midafternoon. It was then that a second flight was added every day. Two flights a day continued all summer, and as many as four flights a day were booked solid on peak weekends.

This seat-availability commercial technique is still being used today. Whenever it appears that the passenger load factor may be declining, the agency schedules a two-week or three-week radio flight, and the figures promptly show a marked increase in passenger bookings.

The selection of the radio stations used on the Laker schedule is also worthy of comment. Research has indicated that many of the passengers are from the student and youth market. Others are young marrieds. Still others are senior citizens. There is also a good amount of business and executive traffic. Therefore, it is necessary to select radio stations that reach these principal groups of travelers. Commercials were scheduled between 7 a.m. and 5 p.m. to give listeners enough advance information and enough time to make the Laker flights that night; a daily DC 10 at 11 p.m. and a daily 707 at 8 p.m.

One year to the day, Sept. 26, 1978, GK 1 took off from Gatwick on the inaugural daily direct Skytrain flight to Los Angeles. The next day, GK 2 left Los Angeles International on its daily return to London.

The same advertising technique was employed on the West Coast, with heavy broadcast and print schedules from Seattle to San Diego. And it's paying off.
America's favorite morning exercise takes just two fingers.

And in six out of our seven markets, they turn to Group W Radio. More than to any other station.

In Boston, WBZ. In New York, WINS. In Philadelphia, KYW. In Pittsburgh, KDKA. In Fort Wayne, WOWO. And in Los Angeles, KFWB.

More adults in these markets listen to Group W Radio than to any other station weekday mornings 6 to 10 a.m. And that's radio's most important time period.

This is a repeat performance. Six out of seven in ARB's spring 1978 report. It was the same in ARB's survey last fall.

In Chicago, WIND was number four in a 50-station market. With a change last month to a fresh news-and-talk format, exclusive to Chicago, WIND will be gaining even more strength.

Group W Radio.

The No. 1 getting-up exercise in six of America's major markets.
This week

Oct. 23-24 — South Central regional technical conference of the Society of Cable Television Engineers. Six other conferences will be held at other locations around the Country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.


Oct. 24-26 — Second annual "State of the Art" convention of the Kentucky chapter of the Society of Broadcast Engineers. Ramada Inn Bluegrass Center, Louisville, Ky.


Oct. 25-27 — Fall convention, Kentucky Broadcasters Association, Principal speaker: Senator Wendell Ford (D-Ky), member of Communications Subcommittee. Hyatt Regency Lexington.


Oct. 27-29 — Convention of San Francisco chapter of Society of Broadcast Engineers. LeBaron hotel, San Jose, Calif.


Also in October

Oct. 29-Nov. 3 — Society of Motion Picture & Television Engineers convention. Americana hotel, New York.


November

Nov. 1 — Broadcast Town Meeting for public, sponsored by National Association of Broadcasters radio and TV boards. St. Louis County Heritage and Art Center Duluth, Minn.

Nov. 2-3 — Oregon Association of Broadcasters fall conference. Janzen Beach Red Lion, Portland, Ore.

Nov. 2-5 — American Advertising Federation Western region conference. Whisklin-Sheraton hotel, Honolulu.

Nov. 3-4 — Fifth annual advertising conference of Wisconsin. Sponsored by state ad clubs, Wisconsin Newspaper Advertising Executives Association and University of Wisconsin-Extension. Wisconsin Center Madison.

Nov. 3-5 — Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by Loyola's radio stations and communications art department. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.


Nov. 8 — National Association of Broadcasters radio code board meeting. New Orleans.

Nov. 8 — Ohio Association of Broadcasters-Ohio Retail Merchants annual meeting, Neal Van Ets, NBC, Columbus, Ohio.

Nov. 8 — New-product marketing workshop of the Association of National Advertisers, Plaza hotel, New York.

Nov. 8-10 — Satellite Communications Symposium sponsored by Scientific-Atlanta. Emphasis will be given to eastern markets and video programming. Atlanta.

Nov. 9-10 — National Association of Broadcasters fall conference. Fairmont hotel, New Orleans.

Nov. 9-12 — National Association of Farm Broadcasters fall meeting. Kansas City, Mo.


Nov. 11 — Fall seminar of Radio Television News Directors Association of the Carolinas. Charlotte, N.C.


Nov. 13-16 — National Association of Regulatory Commissioners annual convention. The Communications Bureau and its impact on federal-state regulatory roles will be discussed by government and industry experts including Harry M. Shoshan III, chief counsel of House Commerce Subcommittee on Communications. Among speakers on other panels will be FCC Chairman Charles Ferris and National Telecommunication and Information Administration Assistant Secretary Henry Geller. MGM Grand hotel, Las Vegas.

Nov. 15 — Deadline for comments, on FCC's proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15.


Nov. 16 — Presentation of awards. U.S. Television Commercials Festival. Deadline for entries was Oct. 1, Chicago.

Nov. 18-19 — Arizona Broadcasters Association fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

Nov. 17-18 — Board of directors meeting, American Women in Radio and Television. Atlanta Hilton.


Nov. 22 — New deadline for comments in FCC inquiries and rule making involving broadcast of public service announcements (Docket 78-251). Old deadline was Oct. 23. Replies are due Dec. 22.


Charlie's Angels started their third smash season on ABC with a two-hour special that reached a heavenly 32.5 rating and a 54 share. Divine figures. One day they could be yours. And we'll throw in Charlie.

A Spelling/Goldberg Production to be syndicated domestically by Columbia Pictures Television.
Speaking for whom?

EDITOR: Is it morally right for broadcasters to buy "canned" editorials and pass them off as their own? For the past several months I have traveled across this country and repeatedly heard the same "From Another Point of View" or "Our Editorial" or "A Radio Commentary," all produced by the same company, but usually passed off as locally written. One station even says, "By our own ..." and then they list the general manager. It probably isn't illegal, but I wonder if it's morally right. When I operated KTCH-AM-FM, Wayne, Neb., every editorial was written by me. If it wasn't, it was carried as a commentary written by someone else, and used as "Today's KTCH editorial."—Theodore S. Storck, South Sioux City, Neb.

including the gays?

EDITOR: The gay community wants a specific voice in community leader surveys for station renewals.

The loudest and most consistent outcry from members of the gay community is that they share the identical hopes, fears, emotions, needs and drives of the straight sector, except for their sexual preferences. Hence, their abilities are unencumbered in the teaching of school children, living with their kind in straight neighborhoods, assuming roles of leadership in law enforcement, politics, religion, the arts, and being "like as we" in virtually every aspect of life but for their gender choice as it relates to sexual involvement.

Assuming this to be true, the question naturally follows: How can an addition to the community leader survey checklist be allowed for the gay community? Their claim to sameness and their petition are mutually exclusive.

In all fairness, the broadcaster might also provide a showing of his efforts to ascertain and respond to the problems, needs and interests of those elements of the community which exclusively ride buses to work, prefer seedless table grapes, or perhaps never read the Sunday sports page.—Ron Mighell, Lima, Ohio.

Button-pusher

EDITOR: Is it planned obsolescence or is the industry asleep at the wheel?

As a likely consumer in the skyrocketing home video-recorder market, I am shocked and amazed that the TV tuners in every unit I've seen are the old rotary-switch type. If receivers don't need to pass channel 6 to get from 5 to 7, why should VCR's?

Isn't channel-switch replacement as tedious for the repairman as expensive to the owner? And aren't state-of-the-art digital touch-tuners smaller than the old mechanical type?

Maybe I'm just another air personality who should leave engineering to the engineers ... or should it be back to the drawing board?—Holland Cooke, WPRO(AM) Providence, R.I.

Promise vs. performance

EDITOR: I'm appalled at the thinking of the U.S. Court of Appeals in Washington in that an incumbent licensee should not have some preference over a competing applicant at renewal [Broadcasting, Oct. 2].

I would be able to understand this between two persons or groups other than an owner—two representatives competing for an available frequency or channel. But to rank as only equal, a man who has devoted his life to building his business, has probably borrowed to get started, has taken all the risks and has worked long hours to build that business, has proved his worthiness by the very fact that the business has thrived—this is unbelievable.

But it doesn't stop there. To make it more unfair to the proved operation, his performance must beat another person's promise. And if the promiser is without experience, who will be the loser if his promise is allowed a trial period?

With all its public affairs and public service, a radio station still has to pay the bills, or the public it serves will end up with a dark spot on the dial.

It's a funny world. As for some of our judges ...—B. D. Thornton, president and general manager, KMAM(AM)-KMOE-FM Butler, Mo.
This announcement appears as a matter of record only.

$12,700,000

Communications Properties, Inc.

Senior Notes due 1993

We have arranged the private placement of these securities.

Warburg Paribas Becker Incorporated

October 1978

This announcement appears as a matter of record only.

$30,360,000

Communications Properties, Inc.

Senior Notes due 1980-1988

We served as financial advisor in restructuring these securities from a secured to an unsecured basis.

Warburg Paribas Becker Incorporated

October 1978
The New Dick Van Dyke Show

After 3 Years of Very Successful Network Programming, The New Dick Van Dyke Show can now be made available for First-Run Syndication...

Average Audience Share Over Three Years...30!

Starring Dick Van Dyke...Hope Lange...Fannie Flagg and Nancy Dussault

A Delightful Series to Strip for All Family Entertainment!

72 Half-Hours...Available Immediately
THE WORLD'S LARGEST ATTIC SALE HELPED GIVE 86 CHARITIES A SOLID FOUNDATION THIS YEAR.

When WBT radio's fifth annual World's Largest Attic Sale opened, over 10,000 square feet of floor space was packed with furniture, clothes, appliances and a huge assortment of unique attic treasures.

When the floor cleared, well over $80,000 had been raised for Goodwill, the Jaycees, The Mentally Retarded Association and many other non-profit organizations in Charlotte.

The participating organizations provided the merchandise and the salespeople. We did the organizing and provided the customers.

Over 20,000 in two days.

At WBT, we've always felt a responsibility to support the community that supports us. And we can lend the most support by doing what we do best. Which is, of course, to communicate.

And without communication in today's complex society, one man's attic could overflow while another man's cupboard goes bare.

Jefferson Pilot Broadcasting
Richmond: WWBT.
Atlanta: WQXI, WQXI-FM.
Denver: KIMN, KIMN-FM.
Hollings takes tough stance on 'renovation,' endorses fees

Broadcasters should pay for 'grazing' rights on public's property, he tells NAB in Atlanta; senator favors step-by-step change in law, not omnibus rewrite; GE-Cox deal, 'mammoth' profits cited

Broadcasters listening to Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) last week were less cheered than they expected to be about his proposed new "renovation" of the Communications Act. The senator delivered a speech heavily critical of the House's omnibus rewrite legislation, but he surprised the National Association of Broadcasters regional conference in Atlanta by endorsing that bill's concept of a license fee that broadcasters would have to pay to support, among other programs, public broadcasting. Worse, from the broadcasters' view, he did not tie that proposal with broadcasting deregulation, as does the House bill.

Following his remarks Monday, National Association of Broadcasters officials reacted with some disappointment. The senator's support of keeping the current Communications Act as the foundation for broadcast regulation rather than completely rewriting it is a stand they welcome. But on the whole, "the broadcasters were sort of dismayed because there were so many negative things" in the senator's comments, said John Summers, NAB executive vice president and general manager.

One of the points Mr. Hollings drove home was his conviction that broadcasters don't own the frequencies they occupy. Borrowing an analogy from House rewrite co-sponsor Lionel Van Deerlin (D-Calif.), the senator said broadcasters are more like ranchers who lease grazing rights on government land. And like the ranchers, broadcasters should pay for their "grazing" rights, he said—not an "unrealistic" fee but a fee nonetheless. "We have no idea of putting anybody out of business," Senator Hollings said. "I think we can in a reasonable way establish [a] fee to help pay for some of the public broadcasts—not [however] to start a fourth network."

Broadcasters are in good financial shape, the senator said, referring to "mammoth profits" at one point in his speech. The industry's bigness is even more visible to the public interest "when you get General Electric buying these things up," he said, referring to GE's intention to acquire Cox Broadcasting Corp. (Broadcasting, Oct. 9). Payment of a license fee, he said, "would be one of the best ways for the networks and the broadcast media to show their appreciation for exactly what they do have."

But where Mr. Van Deerlin proposed substantial deregulation of broadcasting to accompany imposition of the fee, there was no talk of deregulation in Mr. Hollings's remarks. Instead, the senator emphasized his feeling that broadcasters are public trustees and should continue to abide by such rules as equal time and the fairness doctrine.

He said the broadcast license is not in perpetuity, and compared it to his own election to the Senate. It "doesn't mean since I got there first in 1966 . . . that I own it for the rest of my life," he said. And "since you've got that spectrum allocation you don't own it for the rest of yours."

Nevertheless, he does favor some form of license renewal relief along the lines of legislation that passed the Senate in 1974, Mr. Hollings said. He supported lengthening broadcast licenses from the present three years to five and, noting the recent appeals court decision in the WESH-TV case, said he also favors granting licensees some degree of protection in comparative renewal proceedings for good past performance. Licensees deserve to know what standard will be held up against them, and having met it, deserve a credit at renewal time, he said.

Throughout the senator's speech were frequent remarks against a single sweeping rewrite of the Communications Act. His own legislative effort "will be from the approach of being realistic," he said, "not rewriting for the sake of rewriting." He doesn't want to be like some legislators, he said, who "sometimes want to write history rather than answer . . . real needs." Again, at the end of his speech, he said "there is no single answer and a bam-bam, quick-fix approach through one law or one rewrite."

Senator Hollings repeated his intention to give cable television a regulatory mandate in his bill. Regarding cable's relationship with broadcasting, there should be fair competition, he said. Signal carriage rules "may have merit in some cases," but they should be based on proved economic need and not be applied automatically across the board, he said.

The senator also told the broadcasters that he plans an investigation—separate from his omnibus amendments—legislation into children's television. "I find I can't avoid this responsibility any longer," he said. He criticized the Federal Trade Commission's proposed trade restrictions on children's television advertising, saying the commission has overstepped its authority. "What concerned us was their singling out of one particular product, sugar, and it seemed one particular remedy as well—an absolute ban," he said.

The senator said his concerns about children and television extend beyond the FCC's investigation. "I am more concerned with rotten minds than with rotten teeth," he said. He will schedule hearings next year that will look "generally" into children's television.

The senator also said that the biggest problem to children's television problems is for the industry to attack them itself, perhaps through the National Association of Broadcasters radio and TV code boards, Senator Hollings said. He argued, contrary to broadcasters' contentions, that parents cannot be held responsible for everything their children see on television. In his opinion, parents and broadcasters have a shared responsibility. "I challenge you to come in with a better response than that TV viewing is the parents' responsibility," he said.

But aside from industry self-regulation, the senator maintained "there is room here for Congress to help through our oversight process."

Broadcasting Oct 23 1978
Thurston accuses Van Deerlin of divide-and-conquer tactics on rewrite

Congressman is trying to split industry into radio and TV camps, says NAB chairman; WESH-TV case, however, prompts second thoughts about license renewal protection; limited license fee not ruled out

National Association of Broadcasters joint board chairman Donald Thurston angrily returned one of House Communications Subcommittee Chairman Lionel Van Deerlin's salvos over the Communications Act rewrite last week, while at the same time acknowledging that NAB's interest in the bill has suddenly picked up.

Behind the association's new interest, Mr. Thurston told the Texas Association of Broadcasters in Houston last week, is the Washington appeals court's WESH-TV decision, which he said may have "flung wide open" the door to increased license challenges at renewal time. Just when broadcasters thought things were calming down, they now feel more urgently than ever the need for legislative license renewal relief, according to Mr. Thurston. And that has led to "new interest" in the rewrite, he said.

That's not to say there's increased support, however, he said. The bulk of Mr. Thurston's text was devoted to counterattacking a speech Mr. Van Deerlin made to the National Radio Broadcasters Association in September in which the congressman argued that radio's interests are different from TV's and are disdained by the NAB's unilateral rewrite stance. (Broadcasting, Sept. 25).

Mr. Thurston decried that argument last week. He contended Mr. Van Deerlin is trying to "divide NAB's constituency" with his talk about separate treatment of radio and TV. "Yet he does not have a separate radio bill ... He says we're different in order to gain political points, but he treats us with one bill because he knows we are one industry. He'd like to seduce the radio industry with false promise in order to be able to do his will on television."

He urged radio broadcasters not to take the subcommittee chairman's lure. "We cannot, must not, fall prey to the seductive portions of the rewrite and then realize we have wiped out 50 years of law, precedent and understanding and lost our supposedly regained freedoms through an undefined and unlimited spectrum tax proposal," Mr. Thurston said. "We must resist all efforts to split our industry into manageable pieces-large market, small market, radio, television single owner, multistation owner, newspaper or non-newspaper owner."

The NAB chairman said that if Mr. Van Deerlin seriously cares about deregulation of radio, he "should deliver a bill that all radio broadcasters can judge on its own merits," a remark interpreted to mean a radio-only bill separate from the rewrite.

Mr. Thurston quoted some of NAB's concerns about the rewrite, chief among them the license fee. Regarding that provision, Mr. Thurston said to modify NAB's position somewhat, saying the association is opposed to "any spectrum tax or fee system that seeks to recover more than regulatory costs." That statement, turned around, said to some last week that NAB is not opposed to a limited fee.

But the association remains unalterably opposed to a fee that will help fund public broadcasting and other programs that would, in Mr. Thurston's words, act as a "socialistic vehicle to redistribute the wealth of the broadcast industry in accordance with the desires of a few Washington bureaucrats."

He also repeated NAB's contention that Mr. Van Deerlin holds out a "false promise" to daytime broadcasters that the rewrite will lead to their becoming full-time operators. The rewrite alone cannot do that, the NAB chairman said.

Heir apparent to Frey gives strong rewrite endorsement

Broyhill asks support for bill which he says will be revised

Representative James Broyhill (R-N.C.), the man many think most likely to become the next co-sponsor with Lionel Van Deerlin of the Communications Act rewrite, certainly sounded the part last week in a speech to the broadcast association in his home state.

Speaking in some detail about the bill, in which he has played no role to date, Representative Broyhill expressed no disagreement with Mr. Van Deerlin on specific provisions and urged broadcasters to support it.

Among his chief points about the bill were these:

He said he "can understand" broadcasters' concern that the proposed petition to revoke licenses might leave broadcast-
Tempting hint of radio deregulation

Ferris prods FCC to begin investigating what might be done to free major markets from certain regulations; ‘marketplace’ might be test

The FCC last week took an abrupt step toward lifting some regulations from radio, at least in major markets. But officials were quick to point out that a number of additional steps will be necessary before stations anywhere can forget about some forms and rules.

Acting under the spur of Chairman Charles D. Ferris, the FCC instructed the staff to prepare a set of options as to how the commission might experiment with the removal of certain regulations and processing guidelines in major markets—say, those with more than 50 radio stations.

The aim is to give broadcasters more freedom than they now have to program as they see fit, the theory being that the working of the marketplace—in cities of a multitude of stations (there are some 75 in New York, for instance)—would assure members of the public the service they need. Chairman Ferris said the commission may be in a period of transition, with “individual responsibility” being transformed into “market responsibility.”

Mr. Ferris’s unexpected initiative came two days after FCC Commissioner Margita White had blasted him and the agency for giving mere lip service to deregulation (see page 30).

Specifically, the Broadcast Bureau, Office of Plans and Policy and the General Counsel’s Office were asked to consider the elimination of processing guidelines applied by the staff in reviewing renewal applicants’ nontertainment programming and commercial content, and the rule requiring ascertainment of needs and interests of a community—or at least the particular procedures spelled out in commission regulations. The options would also include recommendations as to which market or markets should be selected for the test.

The commission asked the staff to produce the options in two months. However, no action would be taken by the commission without the public being given a chance to comment on the proposals being considered. Chairman Ferris said he hoped a deregulation experiment could be started by the end of 1979. “But,” he added, “I don’t know about the obstacles.”

And the presence of the General Counsel’s Office signals an awareness of possible obstacles. A key one is how much the commission can accomplish without legislative help.

For instance, if a station, with its new freedom, chose not to provide any news or public affairs programming, could the commission insulate it from challenge at renewal time from an applicant promising to provide such programming? Or would the commission need special legislation?

The same kind of question applies in connection with a station that decides to risk the wrath of listeners by carrying, say, 40 minutes of commercial time every hour.

Ascertainment could be a problem, too. Although the commission might waive the rules requiring that specific ascertainment procedures be followed, an argument could be made that the requirement of ascertaining needs and interests, by whatever means, inheres in the public interest standard that already is incorporated in the

Communications Act.

And indeed some commissioners indicated they were sensitive to public interest concerns. Commissioner Abbott Washburn said, “There are a lot of ifs, ands and buts here. The public interest is still in the law.”

The processing guidelines whose elimination the staff will consider serve to limit broadcaster discretion in certain areas. FM broadcasters whose renewal applications propose less than 6% nontertainment programming cannot be granted by the staff but must be submitted to the commission for review. The same is true of AM renewal applicants proposing less than 8% nontertainment and TV applicants proposing less than 10%. As for the commercial guidelines, the staff must submit to the commission for review radio applications proposing more than 18 minutes of commercial time per hour, although there are some exceptions for limited amounts of additional time.

Chairman Ferris’s proposal to begin considering a deregulatory effort came in the midst of a commission discussion of four FM stations that proposed less than 6% nontertainment. The staff had proposed accepting the explanations offered by two of them—WJIB(FM) Boston and KCIB(FM) The Dalles, Ore.—but had recommended requesting additional information from the other two—KFOX(FM) Redondo Beach, Calif., and WCTO(FM) Smithtown, N.Y.

The commission adopted the recommendations but only after Chairman Ferris, as he has previously in discussions on renewal applicants that have not satisfied the percentages, lashed out at what he considers the illogic of the guidelines and how they are applied. He noted that the commission sets a 6% slime and nauseating verbiage … sodden utterances of the most vile type.” Among other charges—station operated without licensed personnel and at times without logs and weekly transmitter reading and that station personnel drank alcohol and smoked hashish and marijuana on premises. Station paid $2,000 fine last year and law judge said it was trying to get reproto as “cesspool of the Ivy League.”

Satellite Communication Systems Inc., Tulsa, Okla., has filed $2.8-million law suit against RCA Americom in federal district court there in effort to continue its right to use horizontally polarized transponder 18 on RCA’s Satcom I satellite. RCA has entered in agreement with Reuters News Service for full rights to Jan. 1, 1979. Most cable systems in country, SCS said, are equipped only to receive signals from horizontally polarized transponders, of which 18 is last open on Satcom. SCS said that conversion to vertically polarized transponders could cost individual cable systems up to $10,000 each.

Henry A. Gillespie, president, Viacom Enterprises, has resigned. Mr. Gillespie, whose Viacom responsibilities will be transferred to other executives there, said he plans to pursue program development and distribution but seeks more autonomy and his own company which he added, could align with another firm.

Frank M. Smith Jr., 53, president of CBS Sports, went home Friday after hospitalization for what was described as mild heart attack suffered two weeks earlier. Herb Gross, CBS-TV sales planning VP and former director of CBS-TV sports, was put in charge pending his return, expected around Dec. 1.

Inner City Broadcasting Corp., one of principal minority-owned broadcast companies, committed $7.8 million to purchase of five stations in three new markets last week. On Friday it announced agreement to buy KXTI (FM) Los Angeles and KUTE (FM) Glendale, Calif., from Tracy Broadcasting Corp. for $4.5 million. Earlier it had announced purchases of KREM-FM Berkeley, Calif., for $1.8 million and of WENR-FM Mount Clemens, Mich. (Detroit), for $1.5 million (see “Changing Hands,” page 38). President Sutton’s purchase of KXLY-FM (Spokane, Wash.), another of company’s principals as well as former borough president of Manhattan), said deals just happened to fall in place in one week after three-year search. Inner City also owns WLIB(WLIB) New York.

Warner Cable Corp. has agreed to purchase 50 satellite earth stations from Scientific-Atlanta Inc., which reported released one-million-plus deal “major sale” that will allow Warner to become “network in itself.” Five-meter antennas and related hardware, including up-link equipment, will be used by Warner to deliver its Star Channel pay-cable service to “most” of its 600,000 subscribers (see story, page 58). Completion of system is planned for mid-1979.

FCC denied renewal of license for University of Pennsylvania’s WXPN(FM) Philadelphia, saying university did not exercise proper control over station operations. In earlier proceedings (Broadcasting, April 18, 1977), administrative judge said language broadcast was “licentious
guideline but finds that 3% can be adequate.

Chairman Ferris said later that in reviewing the staff proposal regarding the four FM's while studying the agenda, last week, the need for such a deregulation experiment "was brought home very forcefully."

The FCC's instructions to its staff were included in the vote on the staff's recommendations regarding disposition of the four FM renewals. The vote was 7 to 0, with White concurring, not because of the deregulation idea but because, she said, "I question whether we should have a 6% standard in the first place."

**FCC mobilizes for WESH fight**

It votes to seek court rehearing and starts up proceeding designed to come up with judiciary-proof new comparative renewal policy; it also asks for hold on WPIX

The FCC has begun marshalling its forces to assert control over the shaping of policy governing comparative renewal proceedings—an exercise the commissioners feel has become critical in the wake of the decision by a panel of the U.S. Court of Appeals in the WESH-TV Daytona Beach, Fla., case. The commission last week decided to ask the nine members of that court to rehear the case. At the same time, the agency proceeded with plans for developing a policy governing comparative renewal cases that will withstand judicial scrutiny.

The decision to seek rehearing of the case—in which the court overturned the commission's renewal of the WESH-TV license after denying the competing application of Central Florida Enterprises Inc.—was taken on a 4-to-3 vote. However, officials say the disagreement was principally over litigation strategy.

All seven were said to agree on the need for the commission to retain discretion in developing comparative renewal policy. The court's opinion—which maintained that only "superior" performance could earn a renewal applicant a decided advantage in a comparative hearing and criticized the commission for the lack of weight it gave diversification of ownership of media in the comparative renewal proceeding—is generally regarded as likely to spark a wave of license-renewal challenges.

The minority—Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown—would have restricted the request for rehearing to those aspects of the opinion viewed as limiting the commission's discretion. They felt the commission's argument would be stronger if it avoided challenging the court on those aspects of the decision asserting the commission had not adequately explained its conclusions.

Commissioner Fogarty, moreover, issued a dissenting statement indicating he saw no need to seek rehearing. He said the "most troubling" language of the opinion could be regarded as "advisory dicta, rather than holding, and thus not binding on future commissions." Commissioner Brown is said to have expressed a similar position in the discussion, and to have argued that the commission could rewrite the WESH-TV decision in a manner that would pass court review. Commissioner Brown, who was not with the agency at the time of its WESH-TV ruling, is said to feel the decision was "not irrational."

The majority—Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White—felt the entire opinion should be challenged. Although the four are the commission's nonlawyers, they adopted the position urged by Daniel M. Armstrong, chief of the commission's litigation division.

The commission, if granted rehearing, will argue it has the discretion to determine the weight to be given diversification of ownership of media in comparative renewal proceedings, as opposed to those in which only new applicants are involved, to favor an incumbent on the basis of its record, and to determine the kind of record needed to assure an advantage and how performance should be judged.

The comparative renewal policy being contemplated, officials say, would not only assert such discretion but describe how it would be exercised. What's more, officials add, the commission would proceed with the statement and seek to implement it, regardless of the WESH-TV outcome.

The commission is expected to follow a two-step procedure. Officials say the commission will announce the creation of a group, to be composed of representatives of the General Counsel's Office and the Broadcast Bureau, as well as commissioners' legal assistants, to prepare a statement, and will invite suggestions on what should be included. Once the statement is drafted, it would be submitted for further comment.

Although the completed statement could not be finished in time to play a part in any WESH-TV rehearing, the commission may at least inform the court that work on such a document is proceeding.

Meanwhile, in a related development, the commission has asked the appeals court to hold in abeyance pending the outcome of the WESH-TV proceeding the case involving WPIX(IVY) New York. Forum Communications Inc., which is seeking to supplant the Tribune Co.'s station as occupant of channel II, has appealed the commission's decision renewing the station's license. Commission lawyers say the final decision in WESH would have a bearing on arguments made in the WPIX case.

**Out of the park.** The 75th World Series propelled NBC-TV to a massive prime-time ratings win for the Oct. 9-15 week. The first three games, which filled NBC's full prime-time schedule on Tuesday, Wednesday and Friday, all ended up at the top of the week's most-watched program list. NBC prime-time specials on Saturday and Sunday, boosted by late-running afternoon games, helped the network win the nights as well, while the sixth and final game on Tuesday, Oct. 17, seemed a shoo-in to capture the number-one program slot for the following week. Ratings averages for Oct. 9-15: 25.9 for NBC, 18.7 for ABC-TV and 16.0 for CBS-TV.

The first game, on Tuesday, Oct. 10, pulled a 33.1 rating with a 51 share. Game two on Wednesday had a 32.0/50. Game three on Friday had a 32.9/54, more than doubling the ratings of both ABC and CBS. The rain-delayed Saturday game pulled a 32.1/55 from 3:15-7:45 p.m. NYT. Sunday's game edged into prime-time, running from 4:15 to 7:40 p.m. and pulling a 32.2/56. That led into "Wall Street," which had a 4.0 share, followed by a two-hour Bob Hope special, which pulled a 42, and "Lifeline," which had a 34. ABC held up reasonably well with "Battleship Galactica's" 32 share and a 31 from the movie, "Mother, Jugs and Speed." CBS's highest share of the night was a 27 from "Kaz."

The final World Series game on the following Tuesday pulled a 35.9/54.

There were three nights during the week of Oct. 9-15 when the World Series didn't appear in prime time—Monday, Thursday and Saturday. Saturday CBS won Monday on the strength of two specials, a 38-share "Myth of a Second" retrospective at 8:30-9:30 p.m. and a 39-share "Country Music Association Awards" at 9:30-11 p.m. On Thursday, ABC won handily. "Mark and Mindy" pulled a 45 share, followed by the "What's Happening's" 40, "Barney Miller's" 39, "Soap's" 36 and "Family's" 34. NBC took Saturday with "CHIPS" at 8-9 p.m., which pulled a 44 share, and the made-for-TV movie at 9-10 p.m., "Rescue From Gilligan's Island" at 9-10 p.m., which went through the roof with a 52. That was the most-watched program of the week aside from the three World Series games.

In the wake of 'Mary.' CBS-TV has juggled its Saturday and Sunday prime-time program lineups, beginning a third weekly movie night on Saturday and deleting "American Girls. Effective Oct. 29, the Sunday line-up will be moved up an hour into the gap left by "Mary" at 8-9 p.m. NYT (BROADCASTING, Oct. 16). That brings "All in the Family in the after 880 Minutes at 8:30 p.m., followed by "Alice at 8:30-9 p.m. and "Kaz at 9-10 p.m. "Dallas" will move over from Saturday night, 10-11 p.m., to fill the same time period on Sunday, which is where it got its start last spring. The Saturday movie slot is, as of last week, not permanently set. But it is locked in with various movie titles and specials into early December, beginning with "The Poseidon Adventure" on Nov. 4. "American Girls," formerly at 9-10 p.m. Saturday, is to be tested once on Friday, Nov. 10, in "Flying High's" time period (10-11 p.m.).
Go signal given to widened network inquiry

FCC issues new notice that will look into present structure and also examine new possibilities

The FCC has reopened, and broadened, the inquiry it initiated in January 1977, aimed at determining whether television networks unduly dominate broadcasting ("Closed Circuit," Oct. 16).

The commission last week described the inquiry as designed to provide "a comprehensive understanding of the economics of television networking," and said it would develop a general framework for analyzing network relationships with affiliates and program suppliers.

This, in turn, the commission added, will involve not only an examination of the present structure of television networks, but also an assessment of the prospects for developing additional networks, using new technologies and financing methods.

The commission decision to issue the further notice came on a 7-to-0 vote after the commissioners heard a presentation by Thomas Krattenmaker and Stanley Besen, co-directors of the task force that has been assembled to handle the inquiry.

Along with the eight other professionals on the task force, they have been busy the past several months reviewing comments filed in response to the initial notice, and reviewing commission rules and the literature on network operations.

The central question being addressed in the inquiry is whether present network practices permit adequate competition in the industry, given existing technological and legal constraints. Do the networks, as some charge, in their dealings with affiliates and suppliers—in negotiating station compensation agreements and securing long-term exclusive rights to programs, for instance—limit the opportunity for others to compete for station time and thus inhibit the stations' independent judgment? Or are the networks, as they say, simply operating in an efficient, competitive manner?

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But the commission now is also seeking information on four general questions:
- What should the commission play in regulating network-affiliate and network-supplier practices?
- What are the prospects for the development of additional networks, or forms of networking, within the existing advertiser-supported, local, over-the-air broadcasting system, or if new technologies or financing methods are employed?

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The staff will concentrate first on the network-affiliate/network-supplier aspects, and hopes to complete its preliminary report in about a year.

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The prime-time season, one month later

ABC's looking good in first place, NBC—bolstered by the World Series—could be worse, CBS is suffering as a poor third

With a month's worth of 1978-79 prime-time TV ratings in, the season's competitive characteristics are beginning to take shape—to the delight of ABC-TV and the chagrin of CBS-TV. Chief program executives at the three commercial networks took stock last week of what's happened so far, and what's apt to happen next.

Season-to-date standings from Sept. 18, when all three networks began head-to-head competition, through Oct. 15, stood at 20.7 for ABC, 20.0 for NBC-TV and 16.8 for CBS. CBS has lost each of the season's four weeks, engendering considerable public and private speculation that executive shake-ups may be in the offing there. A CBS spokesman responded to the rumors last week by saying, "We're not going to dignify them with a reply, but if you want a reply, they're absolutely untrue."

The main difference between CBS and NBC so far has been NBC's long forms and the World Series. At this point in 1977, CBS had also lost every week, and was riding a rating point behind NBC—exactly where it was this season until the World Series kicked NBC's season-to-date average up almost two full ratings points (see box page 26). Both networks have averaged about a 25 share with their new series this year, not counting those already canceled. So if CBS is more on the defensive now, it would seem to be mainly a question of attitude.

In the office of Paul Klein, NBC's executive vice president of programs, there is a placard reading "We're number three," with the three marked out and a "one" written in. A relaxed-looking Mr. Klein explained his network's strategy behind the introductions of the series David Cassidy—Man Undercover and Different Strokes, in early November. Basically it amounts to a holding pattern until the 50 or so pilot projects now in the works (BROADCASTING, Sept. 11) can be readied for a second-season burst in late January and early February of 1979.

"What our plan is," Mr. Klein said, "is that we would have a shiny new NBC, if our development comes to fruition, starting around the Super Bowl [which NBC will carry this year]. Then you'll start to see the new stuff come on. That's the next move—there's not going to be any-thing until the middle or end of January."

Mr. Klein said he hoped to have most of NBC's new series premiere "in one big shot" in February, but that not all the projects will be ready in time for that to happen. The network will use miniseries such as Back Stairs at the White House and From Here to Eternity to help build "promotion value," he said, while at the same time trimming its two-hour events and movie slots down to three nights of the week—probably Sunday, Monday and Tuesday.

That strategy will leave NBC sitting on a number of, at this point, low-rated series, including Project UFO, Who's Watching the Kids, Sword of Justice, Grandpa Goes to Washington and Capra. Mr. Klein said he is willing to let those shows ride because new program introductions are difficult during the stunt-filled November sweep period and during the Christmas season, and because he doesn't have new

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shows to put in some troubled time periods.

If NBC sticks with that strategy, the odds are good that the next schedule changes will come from CBS. Beyond the reworking of its Saturday and Sunday schedules (see box page 26), B. Donald Grant, the network's vice president of programs, said, "I'm not going to exclude anything" in the way of changes before January. "Whether we do more or not, it's very difficult to say at this point," he said, adding that continued third-place showings would certainly increase the likelihood that major changes will be made.

At the moment, Mr. Grant professes a willingness to give his shows a chance to build, acknowledging real disappointment only in Mary—which he expects to be back in its new form by January—and in the new Wednesday night movie slot. "His don't happen instantly," he said. "They happen over a period of time. That has been a really a fact of the business. That applies particularly to WKRP in Cincinnati, People and Paper Chase he said.

When CBS does decide to move, it will have about 28 programs in development from which to choose, Mr. Grant said, including several shows already in production for immediate replacement needs (BROADCASTING, July 31). Over-all, Mr. Grant is looking for a repetition of last year's ratings race, although he acknowledges it may be tougher this year.

"We got off to a slow start last year, and we have this year," he said. "I think we caught up by December last season, and I think we will repeat that pattern this year. NBC didn't have the World Series last year—that's quite a boost. It's going to be a tight race by the end of the season."

Conversations about the weaknesses in ABC's schedule tend to be brief. Anthony Thomopoulos, president of ABC Entertainment, is "pleased" and "gratified" with the results thus far, and hedges only slightly when he says, "I have no intention at this time making any changes, unless something occurs that is unanticipated. But at this point in time, there will be no changes before January."

By then, Mr. Thomopoulos said, ABC will have about 20-25 projects from which to choose, leaving slightly more toward comedy than drama. How the West Was Won is to come back in two-hour form, he said, probably in the Monday Night Football time period. The network has just four episodes of Lucan completed, although additional scripts are ready if the show takes off in its 8-9 p.m. NYT time period. There are still most of a season's worth of episodes of Operation Petticoat in the can, at least some of which are to be given further on-air testing.

"While the network is not overly concerned with any of his shows, Mr. Thomopoulos said that "the jury is still out" on Hardy Boys Mysteries on Sunday and that "we're watching Donny and Marie very closely." He said he is "not at all concerned" about Starsky and Hutch, which has shown a tendency to lose audience on Tuesday from its lead-in, Taxi.

Mrs. White's parting shot at Mr. Ferris and his FCC

Commissioner tells broadcasters their graveness danger lies in agency that talks deregulation while plotting Industry ruin; sees multiple ownerships and editorial freedom in jeopardy

FCC Commissioner Margita White, who is approaching the final countdown of her tour as a member of the commission, last week delivered a speech that is likely to be one by which she will be long remembered, by present members of the FCC as well as the nation's broadcasters. It was a hard-hitting statement in which she accused the commission—and specifically, though not by name, Chairman Charles D. Ferris—of talking deregulation while plotting tough new regulations. And her bottom-line advice to broadcasters was: Look to Congress for the "deregulatory relief" that is not likely to come from the commission.

"At a time when our elected leaders and the public itself are pleading for less government regulation, the FCC is marching to a different drummer," Commissioner White said in her appearance before the National Association of Broadcasters fall conference in Atlanta.

"The greatest threats to the independence of the broadcast media come from the commission itself," said Commissioner White. "They come from those who extol the virtues of the free marketplace in the same breath that they denounce the profit motive, who vow to protect your programming independence as they attack your programming judgments, and who then question your principles and credibility."

The speech, as warmly received as any Commissioner White has given in her two years on the commission—her audience rose in a standing ovation at its conclusion—came less than two weeks after the White House announced that President Carter had nominated Anne P. Jones, general counsel of the Federal Home Loan Bank Board, to succeed Mrs. White (BROADCASTING, Oct. 9). Commissioner White, who in 1976 was named by former President Ford to fill an unexpired term that ended last June 30, was not quite ready to say good-by. She can remain in office until Miss Jones is confirmed by the Senate, and that cannot occur until the new Congress convenes in January. But she coupled a passing reference to her impending departure with another jibe at those who, she suggested, say one thing and do another.

Many who follow the commission hear only what they want to hear and see only "the tip of the iceberg of new regulations," she said. To them, she added: "During my two years on the commission, I have tried to call them as I see them, to say what I mean and to make my performance match my promises. I challenge others to do the same."

The suggestion that Chairman Ferris was uppermost in her mind in the criticism she leveled at the commission stems not only from the fact that, as chairman, he sets the tone but also from some of the examples she gave. Broadcasters, she noted, "recently were castigated for inadequate political coverage in 1976," a reference to a speech the chairman made in September to the International Radio and Television Society (BROADCASTING, Sept. 25). Such criticism, she said, is like "telling a man to jump rope after he's tied his hands behind his back"—a reference to her own view that the equal time law has had the effect of reducing rather than increasing "the quality and quantity of political coverage during election campaigns."

Commissioner White also referred to "a growing obsession" among commissioners "to both limit and diminish ownership combinations. As proof, she cited a paragraph deleted shortly before release of the minority statement in the WPIX(TV) comparative renewal case, a minority that included Chairman Ferris. The paragraph said that the commission's goal of its "diversification standard" could be achieved "only through... refusal to condone both the creation and continuation of such media concentration, through our multiple-ownership rules or through application of our policies in comparative hearings..."

(Although Commissioner White said the paragraph might provide "some insight into the drafters' thinking about diversification of ownership and how it should be achieved," Commissioner Joseph Fogarty, a member of the minority, said it does not. He said the passage had been drafted by a member of the staff of Commissioner Tyrone Brown, the third member of the minority, but that all three felt it "too far" and agreed it should be eliminated.)

And Commissioner White spoke of the "well-reported rhetoric about a deregulatory direction at the commis-

Broadcasting Oct 23 1978 30
ON OCTOBER 13, 1978...
ABC DAYTIME TELEVISION
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20TH ANNIVERSARY
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WONDERFUL WOMEN.
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In October 1958, ABC inaugurated its daytime schedule with audience-pulling shows like Peter Lynd Hayes, Liberace, Beat The Clock and a strategic plan called "Operation Daybreak." "Operation Daybreak" was a joint all-out effort by ABC and its affiliates as well as advertising agencies and their clients to really put us in the daytime business. It looked at the time like a small start, but the results turned out to be bigger than anyone could have ever dreamed.

Today, ABC is the number one network in daytime. From January through September of this year, our dominance in audience delivery has been overwhelming. We are now reaching 5,330,000 homes. That's 7% ahead of the second-ranked network and 28% ahead of the network in third place.

At the end of September, the number of our daytime viewers in the key group of women 18 to 49 had soared to 3,180,000. That's 39% ahead of our nearest rival. And a whopping 103% ahead of the last-place competitor.

Additionally, ABC is the only network to show increases in both homes and women in the 18 to 49 population segment.

What's more, ABC has the five top daytime shows among women 18 to 49—All My Children... Ryan's Hope...One Life To Live... General Hospital...Family Feud. This remarkable success wouldn't have happened without our affiliate friends, our friends in the advertising world, our producer and performer friends. And our best friends of all, the women of America.

Thanks to each and every one of you for making our 20th Anniversary...a day to celebrate.

ABC TELEVISION NETWORK ABC

Source: NTI/NAC TV Ratings Reports, average audience households and persons estimates. All regularly-scheduled sponsored daytime network programs, excluding News airing Monday-Friday 10:00 AM to 4:30 PM. Household audience estimates based on all telecasts 12/26/77-10/1/78. Adjacent NAG measurement periods applied to non-NAC household interval for March, June, August and September. Year-ago comparison based on same comparable period and methodology. Subject to qualifications which network will supply upon request.
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Computer that says “ouch”

In these days of audience delivery based on computer-analyzed demographics, cloned programs, media buying untouched by human minds, computer-controlled this and automatic by-the-numbers that, we’d like to express a few thoughts about the human equation.

We’re not scorning technology, nor do we fear the most sophisticated computer analyses. Our numbers are convincing, as our reps will be delighted to prove; our equipment is state-of-the-art. But computers don’t know words like community involve-
ment, credibility, immediacy, commitment, believability and professionalism in programming. We not only know them. We live them. Our program planners are as enthusiastic and effective as our salesmen.

We believe in and practice responsibility to our viewers, to our advertisers, to the broadcasting industry, to our staff — and to ourselves. We believe in profits, which generate better local and regional news programs, better entertainment, better equipment and better rewards for our staff.

Computers are our tools, but until we find one that can say "ouch" or "wow" we’ll keep striving to build warm human relationships with all those to whom we hold ourselves responsible.

**Cosmos Broadcasting Corporation**

People Using Technology to Serve People

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The pot grows bigger
Viacom offer to purchase Sonderling is raised from $25.50 a share to $28 with deal approaching $31 million

Viacom International again has upped its ante in its bid to acquire Sonderling Broadcasting Corp. And under the new merger terms, approval from both company boards was expected late last week, with no more snags thereafter.

Under the new agreement in principle, each share of Sonderling common stock, at the holder's option, would be exchanged for either $28 cash or for one share of a new Viacom convertible preferred stock. The convertible shares would have a liquidation preference of $28 and an annual cumulative dividend of $2.10.

The number of Viacom common shares to be issued upon conversion of Viacom preferred would be determined by dividing $28 by 120% of the average market price of common stock shortly before the merger is consummated.

The revised deal was forged by Sonderling and Viacom investment bankers, a committee of Sonderling's outside directors and Viacom management.

Sonderling investment bankers had advised renegotiation of an earlier agreement late last month shortly before proxy statements were to have been sent out to stockholders. The canceled "final agreement" was based on a $25.50 cash per-share exchange or a convertible dividend worth $1.9125 yearly. That too was higher than the first letter of intent that provided only $25 per share and a $1.75 dividend (BROADCASTING, June 19).

Unaffected by the new financial provisions are earlier terms such as one allowing no less than 40% or more than 49% of Sonderling outstanding shares to be exchanged for cash.

The agreement also calls for Sonderling to spin off its motion picture theater operations as well as WOPA(AM)-WMX(FM) Oak Park, Ill. (Chicago) to Chairman Egmont Sonderling and Vice President and Secretary Roy Sonderling. Given the necessary go-ahead from shareholders and debenture holders (the Sonderlings say they will go for the merger and spin-off only if the majority of stockholders approve it), those properties would be exchanged for the 24.7% of outstanding stock they own.

The merger, also subject to FCC approval, could amount to a $30.8 million transaction, based on a multiplication by $28 of the 1.1 million outstanding shares, including those owned by Egmont and Roy Sonderling. Excluding the Sonderlings' 24.7% stock ownership involved in the spin-off, it would be worth about $23.2 million.

Viacom, a leader in the program syndication marketplace and cable operator and programmer, owns WVT(TV) Hartford-New Haven, Conn.

Sonderling's broadcast portfolio consists of WAST(TV) Albany, N.Y.; KDA(AM) Oakland, Calif.; WOL(AM)-WMZQ(FM) Washington; WWR(AM)-WRY(FM) New York; WDIA(AM)-WQU(FM) Memphis; WOPA(AM)-WMX(FM) Oak Park, Ill. (Chicago), and KKK(AM) Pasadena-KKK-FM Houston, both Texas. Its wol license renewal is being held up by the FCC while it investigates alleged payola violations.

In addition Sonderling owns the Bernard Howard & Co. radio station rep firm as well as another subsidiary involved in the distribution of TV commercials. Last Wednesday, Sonderling, on the American Stock Exchange, traded at $24. Viacom, on the New York Stock Exchange, went for 24 7/8.

Reimbursement question aired in FCC comments

Broadcasters contend commission lacks necessary authority; public interest groups, however, say there's ample precedent

Comments filed with the FCC show little middle ground in opinions as to the commission's authority to reimburse participants in its proceedings.

Broadcasters, including the National Association of Broadcasters, generally say the commission doesn't have the legal authority to reimburse out-of-pocket expenses from funds taken from operating expenses. Many of them say the commission must get specific congressional authority and that opinions indicating otherwise from the comptroller general have been negated by the courts in Green Country Planning Board vs. Federal Power Commission.

Reimbursement proponents, including many public interest groups, say the commission has ample legal authority for reimbursements, that the comptroller general supports that opinion and that the Greene case backs him up.

That makes for some interesting interpretations of both congressional intent and court decisions.

Besides that, the reimbursement pro-

The speech surprised, even shocked, some of Commissioner White's colleagues at the commission. Several commissioners and members of their personal staffs felt the remarks were generally unfair—"a cheap shot", one called it. Some expressed such views to Chairman Ferris. And one official ascribed the tone of the speech to the fact she has been "hurt" in not being reappointed. But at least one commissioner supported Commissioner White. "It's a good speech," said Commissioner James H. Quello. "There is some considerable substance to it."

Commissioner White also said there may be occasion to inject the commission into broadcasters' program-schedule decisions and finances. She noted that Chairman Ferris, in testimony before the House Communications Subcommittee, expressed interest in "standards that measure the percentage of a broadcasters' over-all financial resources that is committed to news, public affairs and local programming."

And Commissioner White suggested that broadcasters reject the advice—given them by Chairman Ferris in his IRTS speech—not to rely on legislation to protect their rights because Congress can take away what it gives. "But what the commission takes away," Commissioner White said, "it is likely only Congress can give back." And while there are elements of the Communications Act rewrite that trouble her, she said she is "becoming convinced that broadcasters will need to turn to Congress for the deregulatory relief which is unlikely to be forthcoming from a commission increasingly out of step with the President's pledges and the public's appeal for less government regulation from Washington."

Legislation that would achieve deregulation and a greater reliance on decisions by the public in the competitive marketplace would be in the best interest of broadcasters and the public, she said. And broadcasters, she added, should not fear "fair competition among themselves or with others." Their real "fear," she added, is that the commission will become "a regulatory Robin Hood, robbing broadcasters of their editorial and program discretion and redistributing their properties and financial resources in a misdirected hunt for diversity."

Commissioner White used the speech as an additional vehicle for expressing her concern over the commission's decision in its inquiry into establishing a license fee, to consider developing a fee system based on "fair market value" of the portion of the spectrum being used. "The implications of massive spectrum revenues," which the commission notice says would exceed by "many times" the agency's budget, "are immense," she said.

The other concern her is the "potential of the commission having the power both to determine the fees and their uses." An ability to "redistribute income and wealth among communications services is inconsistent with the principles of free marketplace competition and would give the commission unlimited power to cut up the pie of broadcast profits, making mincemeat of the commercial broadcasting system."

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rogram was opposed because, as NAB said, it would slow commission processes, delay rulemaking matters and squander the agency's limited resources. Others, including the law firm, Dow, Lohnes & Albertson, pointed out that timing was bad for such a procedure since Congress was in the midst of considering legislation that would authorize it.

On the other hand, a common comment came from a group including Citizens Communications Center and the National Association for the Advancement of Colored People: A reimbursement program "is necessary to ensure effective public participation in all commission proceedings."

They and many others said the commission has statutory authority to make "such expenditures...as may be necessary for the execution of the functions vested in the commission," as stated in the U.S. Code. Without such reimbursements, they said, the public could not hope to compete with industry or government.

The National Black Media Coalition, National Citizens Committee for Broadcasting and National Organization for Women, among many others, said such a program would result in improved decision-making for the commission, and NBMC added -are the improvements necessary?- would result in less litigation expense later, "decreasing the likelihood of expensive court-ordered remands..."

Reimbursement proponents say the statute and favorable opinions from the comptroller general's office -saying, essentially, regulatory agencies may reimburse their staff "can either arrange for the public to participate in proceedings through legal arguments without providing the underlying economic, statistical and other data and analysis, but didn't say "...the development of such data and analyses is the commission's job."

As an alternative, NRBA suggested that if the FCC staff concludes more information on a certain point would be helpful, the staff "can either seek to develop that information through its own resources or it can arrange for the development through the existing independent contracting process." The party originally proposing the study might be given the contract, NRBA said, but the FCC would be "able to dictate the nature and scope of the study."

This is in contrast to a reimbursement program which NRBA said would be "completely unworkable and would serve only to introduce further delay and uncertainty into commission proceedings."

KSLA-TV Shreveport, La., said persons have no right to reimbursement, and that "fundamental fairness dictates" that a system whereby one party in a proceeding is reimbursed and one is not is "intolerable."

The Association for Public Safety Communications Officers Inc. was concerned that without additional congressional funding, "the implementation of any reimbursement program will inevitably siphon off the already limited funds and personnel from essential established projects, or related programs still in the formative stages.

Attorney Keith Putrese, representing his broadcast clients, said if such a reimbursement program was implemented, it should include licensees that cannot otherwise afford to submit their viewpoints, and should be expanded to include international conferences and all treaty negotiations with Canada and Mexico.

The Citizens Communication Center group said out-of-pocket expenses should include attorney and consultant fees, research and production costs, travel fees and work time of regular employees. There should be no advance payments, the group said, but "progress payments" should be included. Also, it suggested no limit on the amount of funds available to one participant within a period of time or to one in a particular proceeding.

The National Telecommunications and Information Administration said a large segment of the public remains unrepresented in FCC proceedings (this was supported by Esther Peterson of the U.S. Office of Consumer Affairs) because of monetary restrictions. NAB, on the other hand, said the Federal Trade Commission program resulted in repeated participation by a relatively small number of groups.

The FTC program was used by both sides to prove their opposite viewpoints, one as a program to follow, one as a program to avoid.

The Public Interest Satellite Association said the program should be applied to more than just rulemakings on an ad hoc basis depending on the potential impact of the proceeding or whether it is under-represented (or not at all) in some areas.

Among other filings, the American Bar Association thought it was a good idea; ABC thought not.

**Supreme Court backs Mass. stations' fairness action**

The Supreme Court has let stand an FCC decision that three Massachusetts radio stations, in seeking to comply with the fairness doctrine, had not been unreasonable in providing free air time for supporters of a referendum question after selling time to its opponents. The decision in the case, which involved public utility rates, was later affirmed by the U.S. Court of Appeals in Boston (Broadcasting, May 15).

A group called the Council for Employment and Energy Use, which had brought the case, had appealed the case to the Supreme Court. It had urged the commission to issue a declaratory ruling that the stations had acted unreasonably in offering free time to supporters of the proposal solely because the council had bought time and that carrying the council's spots did not require an offer of free time.

On hand. FCC Commissioner Joseph R. Fogarty (at telephone) and CBS-TV announcer Bob Hite (with microphone) joined Ronald and Barbara Hickman at the dedication of their new 107.1-mhz, 3 kw station Middletown, R.I. Mr. Hite, a personal friend of the Hickmans, put the station on the air Oct. 6, 1978, with one of broadcasting's most familiar voices. (He is the announcer for the CBS Evening News with Walter Cronkite. He was also one of the narrators of The Lone Ranger and The Green Hornet radio programs.) The Hickmans, 90% owners of the new station, formerly owned WICRAW Wickford, R.I. Michael Collins, a Newport, R.I., businessman, owns the remaining 10% of the station.
Check Harris for all your broadcast equipment needs.

<table>
<thead>
<tr>
<th>Amplifier - AM, RF</th>
<th>Lights, Studio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antennas, Receiving FM</td>
<td>Lights, Studio Warning</td>
</tr>
<tr>
<td>Antennas, Transmitting</td>
<td>Lights, Tower - Light Controls, Isolation Transformers</td>
</tr>
<tr>
<td>Audio Connectors, Terminal Blocks</td>
<td>Meters, Field Intensity - Phase Monitors - Impedance Bridges</td>
</tr>
<tr>
<td>Audio DAs, Monitor Amplifiers</td>
<td>Microphones</td>
</tr>
<tr>
<td>Audio Effects Generators</td>
<td>Microphone, Audio Cable</td>
</tr>
<tr>
<td>Audio Noise Reduction Systems</td>
<td>Microphone Stands</td>
</tr>
<tr>
<td>Audio Patch Panels, Patch Cords</td>
<td>Microwave - TV</td>
</tr>
<tr>
<td>Audio Consoles</td>
<td>Monitors, Picture</td>
</tr>
<tr>
<td>Audio Portable Consoles, Mixers</td>
<td>Monitors, Waveform, Vectorscope</td>
</tr>
<tr>
<td>Audio Reverberation Units</td>
<td>Multiplexers, Optical</td>
</tr>
<tr>
<td>Audio Tape Recorders/Reproducers - Reel to Reel</td>
<td>Printers, Loggers, Terminals</td>
</tr>
<tr>
<td>Audio Tape Reproducers - Cartridge</td>
<td>Projectors, Film/Accessories (Television)</td>
</tr>
<tr>
<td>Audio Test Equipment</td>
<td>Projectors, Slide/Accessories (Television)</td>
</tr>
<tr>
<td>Automation Systems</td>
<td>Rack Cabinets, Tape Storage Cabinets</td>
</tr>
<tr>
<td>Cameras</td>
<td>Regulators, Primary Power</td>
</tr>
<tr>
<td>Camera Lens</td>
<td>Remote Broadcast</td>
</tr>
<tr>
<td>Camera Tripods, Dollys, Pedestals</td>
<td>Remote Control</td>
</tr>
<tr>
<td>Cartridges - Tape</td>
<td>SCA Receivers</td>
</tr>
<tr>
<td>Clocks</td>
<td>Speakers, Loud: Baffles/Accessories</td>
</tr>
<tr>
<td>Converters, Power Phase</td>
<td>Studio, Transmitter Links</td>
</tr>
<tr>
<td>Demodulator, TV Video - Demodulator, Aural, Noise Meter</td>
<td>Switches, Coax - Manual &amp; Motorized</td>
</tr>
<tr>
<td>Diplexers, Combiners - TV (VHF/UHF)</td>
<td>Switches, Video</td>
</tr>
<tr>
<td>Dummy Loads - AM, FM/TV</td>
<td>Tape Cartridge Machines</td>
</tr>
<tr>
<td>EBS Systems</td>
<td>Tape, Cartridges, Test Tapes</td>
</tr>
<tr>
<td>Filters, Optical; Test Patterns; Test Slides</td>
<td>Tape Splicers, Erasers</td>
</tr>
<tr>
<td>FM Isocouplers, Combiners, Diplexers</td>
<td>Tone Arms</td>
</tr>
<tr>
<td>Generators, Engine - Emergency Power</td>
<td>Towers, Tower Erection</td>
</tr>
<tr>
<td>Generators, Sync; Proc. Amps; Video DAs; Terminal Equipment</td>
<td>Transmission Line, AM-FM-TV</td>
</tr>
<tr>
<td>Headsets</td>
<td>Transmitters, AM-FM-TV</td>
</tr>
<tr>
<td>Land-Mobile Communications</td>
<td>Turntables</td>
</tr>
<tr>
<td></td>
<td>Water Stills</td>
</tr>
</tbody>
</table>

For complete information on any of the products listed contact: Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.
Proposed

- **WDAS-AM-FM** Philadelphia: Sold by Max M. Leon Inc. to National Black Network for approximately $5 million ("Closed Circuit," Oct. 16). Seller, Mr. Leon, owns WNTO(FM) Wichita Falls, Tex. Buyer is black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president and board chairman and Sydney L. Small, executive vice president and secretary. Neither has other broadcast interests. WDAS is on 1480 kHz with 5 kw daytime and 1 kw night. WDAS-FM is on 105.3 mhz with 50 kw and antenna 870 feet above average terrain. Broker: Cecil L. Richards Inc.

- **KRE-AM-FM** Berkeley, Calif.: Sold by Horizons Communications Corp. to Inner-City Broadcasting Corp. for $1.8 million. Seller, owned by Jerome R. Feniger, president; Edwin W. Wood; William W. Mulvey and Tipton (Tippy) Huntley, widow of Chet Huntley, NBC News correspondent, also owns WALK-AM-FM Patchogue and WRVAM(FM) Riverhead, both New York, and recently sold WKOW-FM Madison, WXOW-FM La Crosse and WAOW-FM Wausau, all Wisconsin (BROADCASTING, Oct. 9). Buyer, principally owned by Percy E. Sutton, board chairman, owns WLIB-AM-WBLS(FM) New York and has bought WRRB-FM Mount Clemens, Mich. (see below). KRE is on 1400 kHz with 1 kw day; 250 w night. KRE-FM is on 102.9 mhz with 50 kw and antenna 120 feet above average terrain.

- **WRRB-FM** Mount Clemens, Mich: Sold by Malrite Broadcasting Co. to Inner-City Broadcasting Corp. for $1.5 million. Malrite, principally owned by Milton Malitz, retains WRRB(AM) Mount Clemens; owns KEEX-AM-FM St. Paul; WZU-AM-FM Milwaukee; WZOF(FM) Rochester, N.Y.; WWL-D-FV Jackson, Mich., and WCTI-TV New Bern, N.C., and is applicant for new UHF television stations in Jacksonville and West Palm Beach, both Florida, and Cleveland. Inner-City is also buying KRE-AM-FM Berkeley, Calif. (see above).

- **KFWO(AM)** Lubbock, Tex: Sold by KFWO Inc. to South Plains Broadcasting Co. for $1.3 million. Seller is owned by S. B. Whittenburg and family members who have no other broadcast interests. Buyer is owned by Seaton Publishing Co. (90%) and Robert L. Pratt (10%). Seaton Publishing is principally owned by Edward L. Seaton and family, who own KMAN(AM)-KMK(KF)FM Minneapolis and KGFF(AM) Coffeyville, both Kansas; KHAS-AM-TV Hastings, Neb., and newspapers in Kansas, Nebraska, South Dakota and Wyoming. Mr. Pratt is general manager at KGFF and part owner of Manhattan, Kan., stations. KFWO is on 790 kHz with 5 kw daytime and 1 kw night.

- **KAY(AM)** Kansas City, Mo.: Sold by Coleman Broadcasting Co. to Osborn Communications Corp. for $850,000. Seller is principally owned by James F. Coleman, president, who has no other broadcast interests. Buyer is owned by Wilton R. Osborn II, vice president and local sales manager at KMBC-TV Kansas City, who has no other broadcast interests. KAY is on 1190 kHz with 1 kw daytime and 250 w night.

- **KAUS-AM-FM** Austin, Minn.: Sold by Withers Broadcasting of Minnesota to Orion Broadcasting Co. for $750,000 plus $15,000 for covenant not to compete. Seller is owned by W. Russell Withers Jr., who owns WDTV(TV) Weston, Va.; WMIX-AM-FM Mount Vernon, Ill.; KAHU(AM)-KULA(FM) Waipahu, Hawaii, and KEMQ-AM-FM Cape Girardeau, Mo. Buyer is owned by Philip E. Nolan, former vice president and general manager, WIND(AM) Chicago, who has no other broadcast interests. KAUS is on 1480 kHz with 1 kw full time. Kaus-FM is on 99.9 mhz with 100 kw and antenna 930 feet above average terrain.

- **KTUE(AM)** Tulia, Tex.: Sold by Mr. and Mrs. W. A. Amburn to Cardiff Industries Inc. for $225,000. Sellers have no other broadcast interests. Buyer, who owns KMBF-FM Spearman, Tex., is principally owned by Patrick T. Pogue and Stanley M. Searle, partners in CATV systems in Missouri, Oklahoma and Indiana. KTUE is 1 kw daytime on 1260 kHz.

- **Other station sales proposed last week included WKPG(AM)** Port Gibson, Miss. (see page 70).

Approved

- **WGAL-TV** Lancaster, Pa. and WTV(TV) New Bedford, Mass.: Sold by WGL Television Inc. to Pulitzer Publishing Co. for $45 million. Seller, owned by Steinman family of Lancaster, Pa., last year agreed to sell WGAL after coalition of women's groups there contested its license renewal on antitrust and employment-discrimination grounds (BROADCASTING, July 4, 1977). Steinmans own WDEL(AM)-WSTW(FM) Wilmington, Del., and publishes two daily newspapers and own cable system in Lancaster. Buyer, principally owned by Joseph Pulitzer family (stock voted by Joseph Pulitzer Jr.) owns KSD-AM-TV St. Louis, KOA-TV Albuquerque, N.M., and KETY(TV) Omaha. It also publishes St. Louis Post-Dispatch and Tucson (Ariz.) Star. WGAL-TV is NBC affiliate on channel 8 with 316 kw visual, 63.1 kw
aural and antenna 1,000 feet above average terrain. WTEV-TV is CBS affiliate on channel 6 with 100 kw visual, 22.4 kw aural and antenna 940 feet.

- **WILK-TV** Onondaga, Mich.: Sold by Television Corp. of Michigan to A-T-O Communications Inc. for $12 million. Seller is owned by Howard E. Wilson and members of his immediate family (57%) Lansing Broadcasting Co., licensee of WLS-AM-FM Lansing, Mich. (40%), and WILK-AM-FM remaining station manager (3%). Buyer is subsidiary of A-T-O Inc., publicly traded heavy equipment and electronics manufacturer headquartered in Willoughby, Ohio. A-T-O's Los Angeles-based communications division is headed by Saul L. Rosenzweig, former vice president of RKL-AM St. Louis. WILX-TV is NAC affiliate on channel 10 with 309 kw visual, 61.7 kw aural and antenna 970 feet above average terrain.

- **WKGN(AM)** Knoxville, Tenn.: Sold by Creative Broadcasting Inc. to Neighborhood Communications Corp. for $643,000 plus $75,000 covenant not to compete. Seller is subsidiary of Creative Displays Inc., Tuscaloosa, Ala., outdoor advertising firm with no other broadcast interests. Buyer is subsidiary of Neighborhood Theaters Inc., Richmond, Va., which owns chain of movie theaters and has no other broadcast interests; Morton G. Thalhimer is president. WKGN is on 1340 khz with 1 kw daytime and 250 w night.

- **WERA(AM)** Plainfield, N.J.: Sold by Tri-County Broadcasting Corp. to Henry J. Behre for $700,000. Seller is owned by Rose Chifrese; Edward Santoro, South Plainfield attorney; estate of James R. Croy III, administered by his brother, George S. Croy, and Mr. Behre, who owned 42% of stock before transaction and will own 100% after. Mr. Behre is executive vice president and general manager of station and has other broadcast interests. WERA is 500 w daytimer on 1590 khz.

- **WGLI(AM)** Babylon, N.Y.: Sold by Beck-Ross Communications Inc. to Greater Long Island Communications Inc. for $575,000. Seller is principally owned by Martin F. Beck and George H. Ross. It also owns WHCN(FM) Hartford, Conn., and WKMF(AM)-WGM(R) Flint, Mich. Buyer is principally owned by Dennis Israel and Kenneth Knijn. Mr. Israel is former vice president and general manager of WMCA(AM) New York. Mr. Knijn, New York lawyer, has no other broadcast interests. WGLI is on 1290 khz with 5 kw daytime and 1 kw night.

- **KVSF(AM)** Santa Fe, N.M.: Sold by New Mexico Broadcasting to Fiesta Communications Corp. for $410,000. Seller is principally owned by Goldie Hebenstreit, board chairman, who has no other broadcast interests. Buyer is owned Wycom Corp. (51%) and Alfredo R. Sera (49%). Wycom owns KWVO(AM)-KLWD(FM) Sheridan, KUGR(AM) Green River, KODI(AM) Cody and KCO(AM)-KIOZ(FM) Laramie, all Wyoming, and KPSA(AM) Alamogordo, N.M. William R. Sims is president and principal owner. Mr. Sera is general manager at KVSF. KVSF is on 1260 khz with 1 kw full time.

- **WCNB-AM-FM** Connersville, Ind.: Sold by News-Examiner Co. to WCNB Inc. for $368,000 plus $32,000 covenant not to compete. Seller is owned by George S. Tatman, his brother, James S., his sisters, E. T. Neal and M. C. Mason (22.5% each), and their mother, Elizabeth Tatman (10%). None has other broadcast interests. Buyer is owned by David C. Keister (90%) and Jeffery L. Hancock (10%), who recently bought WCHO-AM-FM Washington Court House, Ohio. Mr. Keister owns WCK-A-AM-FM Martinsville, Ind., where Mr. Hancock is sales manager and announcer. WCNB is 250 w daytimer on 1580 khz. WCNB-FM is on 100.3 mhz with 6.68 kw and antenna 270 feet above average terrain.

- **WNTY(AM)** Southington, Conn.: Sold by Nameg Broadcasting Co. to WNNTY Associates for $356,250. Seller, which is principally owned by Michael E. Rice, president, owns WNYC(AM) Putnam, WMII(AM) Willimantic and 52.5% of WLS(AM) Old Saybrook, all Connecticut. Buyer is principally owned by George W. Stevens and Donato Sera who sold WBVM(AM) Utica, N.Y. (BROADCASTING, Aug. 21). WNTY is 500 w daytimer on 990 khz.

**Cherchez les femmes in fight for Hartford UHF**

They control one of two competitors for facility, promise special programing directed to women

With the demand for UHF stations on the increase, a contest over one, even in an overshadowed market like Bridgeport, Conn., 60 miles from New York, is not particularly noteworthy. But the contest shaping up over channel 43 in Bridgeport (on which WICC-TV discontinued operation years ago) has an added fillip of interest: One of the applicants—Brigadeways Communications Corp.—is believed to be the first predominantly female group to file for a new TV.

The competition is Hi Ho Television Corp., 51% owned by a local businessman and entrepreneur with a wide range of interests, F. Francis Daddario.

Bridgeways, which has 35 stockholders, is about 70% female owned. The 10 directors, and three of them are black. The president is Laurel F. Vloock, of Woodbridge, Conn., a TV personality who like most of the stockholders owns 2.5%.

Although women predominate, one of the male stockholders is the mayor of Bridgeport, John Mandicani. Another local official among the stockholders is Geraldine Johnson, the superintendent of schools, who is vice president and director.

The owners also include Jerome and...
Dorothy Singer, child psychologists who are in charge of Yale University's Family Television and Research and Consultation Center, None of the owners has other broadcast interests.

The predominance of women is mentioned in the application in connection with programming plans. "As a woman-owned television station," it said, "channel 43 will be closely watched by the public and critics alike for excellence and creativity in women's programming. We intend to have a daily half-hour live program on issues of concern to women."

Mr. Daddario, whose interests include a greyhound race track, building companies, real estate, restaurants, a coke and fuel company, a shopping center, a residential subdivision, and the WICC-TV transmitter, which Hi Ho would use if it receives the grant, is showing an increasing interest in broadcasting. Along with his four associates in Hi Ho, he has applied for channel 44 in Valdosta, Ga., and is negotiating the purchase of WDHNTV (ch. 18) Dothan, Ala.

The other owners of Hi Ho, each holding 16.33% interest, are Jerome Kurtz, of Los Angeles, and James D. Ivey and David Antoniak, both of Orlando, Fla. Mr. Ivey has a minority interest in WCAC-TV Ocala, Fla., which he serves as vice president and director, and Mr. Antoniak has a 55% interest in ZBTW(TV) Tortola, British West Indies, and FJFTV(TV) Dutch West Indies.

The 95th: nice in that it did little to, if not for, the broadcaster

Lobbyists rate past Congress good because nothing in the way of adverse legislation came out of it

To broadcasters, as to most businessmen, the measure of a good Congress often is not how much it accomplished, but how little. And by that standard, say broadcast lobbyists in Washington, the just-adjourned 95th Congress was a success.

"This Congress was noteworthy for the things it didn't do," one lobbyist commented last week. "It didn't pass a saccharin [advertising restriction] and it didn't pass performer royalties ... I think it's a good year when they don't do anything to us."

John Summers, National Association of Broadcasters executive vice president and general manager, concurred: "We sure didn't lose anything," he said. "We didn't get anything, but who has in communications?"

The biggest story on Capitol Hill for this industry was, of course, the Communications Act rewrite, which since its germination two years ago has consumed nearly all the resources of one house's Communications Subcommittee. But not all.

There were several other stories during the last two years that tend to get lost now in the shadow of the rewrite. They are the ones that define the character of the 95th Congress for broadcasters. The rewrite is a story far from finished and until it is, no one will know for certain whether it was a boon or burden for broadcasting.

Following is a review of some of the activities of the past Congress, headed by the ones that came out in broadcasters' favor. Most represented potential threats that were defused.

Saccharin. The most satisfying victory for broadcasters in this Congress was the defeat of restrictions on advertising for products containing saccharin. Proposed by Senator Edward Kennedy (D-Mass.) as a trade-off for an 18-month moratorium on a ban of saccharin products (saccharin had been determined to be a cancer agent in laboratory rats), the provision would have required the airing of health warnings in all advertisements, broadcast and print.

It was fought by broadcasters on the grounds that it was discriminatory: It would be harder to insert health warnings in broadcast than in print ads and would effectively stop the advertising of saccharin products on radio and TV. They repeated their bottom-line argument against all government attempts to curtail advertising—that if a product is legal to sell, it should be legal to advertise on radio and TV.

Overcoming the opposition of such formidable congressional members as Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), the industry succeeded in winning deletion of the advertising provisions of the bill—in the full Senate by a vote of 55-39 and in the House Commerce Committee by voice vote.

The victory, cemented in September last year, was heralded by the National Association of Broadcasters as an important precedent that will apply to future attempts to ban advertising or impose "countercommercials" on advertising of products that are legally sold.

Performer royalty. A perennial bill that broadcasters have been fighting off and on since the 1940's is one that would have them pay copyright royalties to record performers and manufacturers. The issue was omitted from the omnibus amendments to the copyright act in 1976 and kicked over to the register of copyrights for further study. Its report, sent back to the House this year, included an economic study concluding that there is no foundation to broadcasters' arguments that the proposed royalties would break the backs of marginal stations and could cause healthy ones to curtail their public service programming.

There were hearings on a performer royalty bill by Representative George Danielson (D-Calif.), but the bill did not
ALL STAR CHARADES.
SOUNDS LIKE A WINNER.

What game is played, generation after generation, in homes everywhere?
What game won an Emmy? You guessed it. Charades.

“All Star Charades” A David B. Fein Production, in association with

Columbia Pictures Television
make it as far as subcommittee mark-up in the House this Congress. Washington broadcast lobbyists were relieved at the news, but they knew they hadn’t heard the last of it. Mr. Danielson, a member of the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has jurisdiction, is expected to press his bill again when Congress reconvenes.

Children’s advertising proposal. In another negative action with positive results for broadcasters, Congress this year warned the Federal Trade Commission to expect trouble if it tries to impose any ban on television advertising for children. The FTC’s proposed trade rule restricting children’s advertising on TV was attacked in Congress using the commission’s 1979 appropriation as a vehicle. The House was first to act, its Appropriations Committee passing an amendment prohibiting the commission from using any funds for the promulgation of a rule banning advertising of all children’s products listed as unsafe by the Food and Drug Administration. The Senate Appropriations Committee followed with a vote to cut the FTC appropriation, accompanied by a warning of problems with the proposed restrictions.

The result, settled in a House-Senate conference committee in September, was a bill report saying Congress doesn’t intend funds to be spent in promulgating a children’s advertising rule in 1979 (although the spadework may continue) and cautioning the commission that there are serious constitutional questions to be considered in limiting advertising on television. The report isn’t as strong as the original House bill, but advertising and broadcasting interests expressed satisfaction with it, saying it represents “a strong message” that Congress looks unfavorably at the whole proceeding.

TV violence. Broadcasters—networks, especially—had a fight on their hands trying to divert the House Communications Subcommittee from condemning them for too much violence (and sex) on television. The subcommittee, spurred by several of its young Democratic members, was moving toward adoption of a staff report implying a link between TV violence and real violence and placing blame squarely on the networks. Among other suggestions in the report was one to investigate the whole process of network program procurement.

But the draft that was finally adopted was significantly weaker, spreading responsibility for the quality of programming among networks, programmers, writers, and even viewers. The subcommittee members on the side of a stronger statement, Representatives Henry Waxman (D-Calif.) and Timothy Wirth (D-Colo.), for example, called the new statement a “whitewash” of the networks. The subcommittee has not visited the subject of TV violence since.

Consumer protection agency. Another program the broadcasters are glad was headed off in Congress was the creation of a consumer protection agency, proposed to act as a consumer advocate in proceedings of government agencies such as the FCC. Broadcast organizations such as NAB were part of the opposition to the legislation, arguing it would only create another wasteful government bureaucracy. The broadcasters argued specifically for an amendment prohibiting the agency from getting involved in broadcast license renewal proceedings, and won that point in the Senate’s version. Despite President Carter’s endorsement, the consumer protection agency bill failed by a 189-to-227 vote in the House last February, and was never revived.

Attorney’s fees. Another bill whose demise cheered broadcasters was that authorizing funds for the reimbursement of citizen groups and others for whom the cost of attorneys is so great as to prevent their participation in agency proceedings, such as those at the FCC. NAB, arguing that the public participation is already to participation in the broadcast renewal process, once again pressed for an exemption for renewal proceedings. Attorney fees bills were still pending in Judiciary Committees in both houses at the close of the 95th Congress. They are expected to be revived next year.

One investigation the broadcasters were helpless to defuse was the House Communications Subcommittee’s inquiry into charges of impropriety in the networks’ handling of certain sports events in recent years. In the course of it, the subcommittee staff succeeded in drawing national attention to the problems and in embarrassing the networks, principally CBS, for its series of tennis matches that didn’t live up to their billing as “winner take all.” The other two networks also grew fidgety on the subcommittee’s hot seat. ABC for a boxing program billed as the “United States Championships” that too many fell far short of that.

Following the hearings last year, the subcommittee took no action, but published a staff report recommending among other things FCC regulation of the networks “in cases of deceptive and misleading acts.”

Forfeiture legislation. A constructive piece of legislation broadcasters were happy about was the cable forfeiture bill, passed into law early this year, that authorized the FCC to impose forfeitures on cable systems for the first time.

The same bill established FCC authority to regulate pole attachment rates cable systems pay in areas where there is no state or local regulation. Passage of that provision was one of the cable industry’s highest priorities in the last Congress.

House broadcast coverage. An action with good and bad ramifications from broadcasters’ point of view was the House’s unprecedented vote a year ago to permit live daily TV and radio coverage of its floor proceedings. That was the good news. The bad was the follow-up vote last June to have the House produce and control the broadcast feed. Since that vote, House leaders overseeing the TV system’s development have been trying to win the networks’ confidence, even cooperation.

But the networks have refused their advice, arguing that the House, in its effort to protect its own image, has strayed into First Amendment territory. With or without the networks’ help, the House leaders say the system should be operational and the feed available to broadcasters early next year. The House has permitted radio to pick up the audio from the House’s public address system since June.

In the Senate, no action has been taken on proposals to permit broadcasting of floor proceedings there.

License renewal. If Congress obliged the industry by blocking a few things broadcasters didn’t want, it did the same, however, for a few items they did. One was a license renewal bill that would lengthen broadcast license terms and provide some degree of insulation from costly challenges at renewal time. Although there have been numerous renewal bills introduced in the last four years, none has been acted on since the debacle of 1974 when broadcasters failed to win renewal legislation.

Foot in the revolving door. FCC decision-makers will be barred from any contact with the commission for a year after their departures under one of the 11-hour bills passed by Congress in its adjournment rush. The so-called ethics bill, one of President Carter’s priority bills, toughens up many conflict-of-interest rules for all government officials.

Among its major provisions are these: (1) Any employee leaving an agency, the FCC included, will be prohibited forever from participating in a proceeding in which he was formerly directly involved. (2) Any ex-commissioner or person formerly in a supervisory capacity will be prohibited for two years from representing anyone before the commission on matters that used to be under his general supervision. (3) Any ex-commissioner and former employee with civil service ratings GS 17 and above (bureau chiefs, department heads and deputies) will be prohibited from representation before the commission on any matter for one year after departure.

The bill represents a change in current restrictions, which bar participation for one year only of former commissioners who leave before their terms expire. The new law makes no reference to length of service. Current law also incorporates the prohibition against participation in proceedings in which a commission worker had direct involvement.

The new law also requires that commissioners and persons in decision-making positions report and make available for public inspection their personal finances. That requirement applies to key Congressional staff aides.

The new law does not take effect until July 1973, which means, among other things, that its post-employment provisions would not apply to ongoing FCC Commissioner Margila White, who is expected to leave the commission before then.

Broadcasting Oct 23 1976 42
Most Country music played on radio and most Country music hits are licensed by BMI.

Congratulations to these writers of the 101 most performed Country songs in the BMI repertoire April 1, 1977 to March 31, 1978

Donald Addrisi
Richard Addrisi
Arthur Alexander Jr.
Peter Allen
Paul Anka–2 awards
Bill Anthony
Max D. Barnes
Jeff Barry
Carl Belew
Chuck Berry
Roger Bowling–2 awards
Rory Bourke
Tommy Boyce
Bobby Braddock–2 awards
L. Russell Brown
Pete Brown (PRS)
Ed Bruce
Jack Bruce (PRS)
Patsy Bruce
Jimmy Buffett–2 awards
Hal Bynum
Wayne Carson
Eric Clapton (PRS)
Hank Cochran–2 awards
David Allan Coe
Sonny Curtis
Mac Davis
Steve Davis
Yves Desca (SACEM)
Lew DeWitt
Bobby Emmons–2 awards
Bill Enis
Ahmet Ertegun
Donna Fargo
John Farrar (PRS)
Wes Farrell
Dick Feller
Larry Gatlin–4 awards
Don Gibson

Ray Girado (SGAE)
Bobby Goldsboro
Cathy Godin
Roger Greenaway (PRS)
Dallas Harms (PRO-Canada)
–2 awards
Mark James
Phillip Jarrell
Mike Kosser
Kris Kristofferson
Denise LaSalle
Alain Le Govic (SACEM)
Dickey Lee
Irwin Levine
Marcella Levy
Barry Mann
Eddie Mann
Timothy J. Marshall
Glenn Martin
Layng Martine Jr.
Barry Mason (PRS)
Ronal McCoy
Bob McDill
Huey Meaux
Joe Melson
Frances Miller
Chips Moman–3 awards
Willie Nelson
Kenny O’Dell
Roy Orbison
Dolly Parton–3 awards
Michel Pelay (SACEM)
Ben Peters–3 awards
Maxime Piolet (SACEM)

Curly Putman
Eddie Rabbitt–2 awards
Jerry Reed
Don Reid
Bozco Reid
Jacques Revaux (SACEM)
Allen Reynolds
George Richey–2 awards
Kent Robbins
Marty Robbins
Ronnie Rogers
Troy Seals
Billy Sherrill–5 awards
Shel Silverstein
Kenny Sowder
Bobby Springfield
Evan Stevens–3 awards
W.S. Stevenson
Donn Tankersley
James Taylor
George Terry
Henderson Thigpen Jr.
Sonny Throckmorton–4 awards
Mel Tillis
Allen Toussaint
Conway Twitty–2 awards
Rafe Van Hoy
Bobby Vinton
Wayne Walker–2 awards
Van Winkle
Jimmy Webb
Cynthia Weil
Sterling Whipple
Benny Whitehead
David Wilkings
Lawton Williams
Dennis Wilson
Norro Wilson
Jimmy Work

What the world expects from the world’s largest music licensing organization.
after both houses of Congress had passed bills.

The chief obstacle to renewal action this Congress was the House Communications Subcommittee, whose chairman, Lionel Van Deerlin (D-Calif.), stiff-armed nearly all other legislation in deference to his Communications Act rewrite. The latter, in fact, incorporates some renewal-inspired changes, including longer license terms and elimination of comparative renewal proceedings. But it couples those steps—which broadcasters could support—with a license fee and some program requirements for TV that the broadcasters oppose.

All-channel radios. The broadcasters didn't get anywhere, either, in their quest for legislation to require the inclusion of FM in all radio receivers. One bill was pending in the House, and a subcommittee of the Small Business Committee began an inquiry into charges that the automobile manufacturers price their car radios so as to unfairly discriminate against FM. But the bill received no attention, the inquiry was never finished and the rewrite offered no help either.

There were a number of other bills either never awakened or left unfinished in the 95th Congress, among them:

- Proposals in both the House and Senate to reverse the Supreme Court's decision in the Stanford Daily case. The bills would say, contrary to the holding, that police need more than search warrants—they would need subpoenas—to go after information from news organizations (including broadcasting) and other parties not involved in crimes. Another bill, introduced by Representative Philip Crane (R-Ill.) after the jailing of New York Times reporter M.A. Farber, would prohibit either search warrants or subpoenas from ever being used against the news media. There wasn't time to act on those bills this year; they're expected to be revived again next year.

- "Sunset" legislation, so called because it would cut off funding from some 1,000 government programs, including the FCC, every 10 years unless they first undergo a thorough congressional review. The bill passed the Senate by a vote of 86 to 1 in the last days of this Congress, indicating it will be back again next year.

- Legislation to reinstate the FCC's authority to promulgate rules against "siphoning" of over-the-air programs such as sports and movies was left pending in both houses. Although bills have been introduced and reintroduced since the FCC pay cable rules were knocked down in court, none has ever been acted on.

- Hearings were held but no action taken on complaints of TV stereotyping of the elderly before the House Select Committee on Aging.

- Senator William Proxmire's (D-Wis.) bill to abolish the fairness doctrine and equal time remained inactive although hearings have been held on it periodically during the four years since it was introduced. The Communications Act rewrite addresses the issues, abolishing the fairness doctrine and equal time for radio, replacing the fairness doctrine with a new "equity principle" for TV (fairness without the affirmative requirement to cover controversial news). Equal time would remain in force for TV, but with exemptions for President, Vice President and offices requiring statewide ballot.

### Media Briefs

**Entre amis.** To follow up first meeting in Toronto last June, National Association of Broadcasters plans another get-together with Canadian Association of Broadcasters. Executive committees of two associations will meet in Washington Dec. 12, to renew discussion of Canadian border problems and other issues.

**Getting personal.** Dr. Eugene Scott, pastor of Faith Center Church, whose license renewal application for KHOF-TV San Bernardino, Calif., was designated for hearing by FCC (Broadcasting, Oct. 9), has filed multimillion-dollar suit against FCC staff members and officials of state of California. Suit, filed in U.S. District Court for Central District of California, charges violations of church's constitutional guarantees, including guarantee against government interference in church affairs. One issue to be explored in commission hearing involves Faith Center's refusal to permit commission to examine financial records. FCC staff members named as defendants are Broadcast Bureau Chief Wallace Johnson and William Ray and Arthur Ginsburg, former and present chiefs of Complaints and Compliance Division, and Joel Rosenberg and Jeffrey Malickson, members of division staff.

**What's behind it.** FCC intends to look into motivations of and actions of licensee and citizen group involved in hearing on renewal of KJAZ(FM) Alameda, Calif. Commission, which vacated earlier grant of renewal (Broadcasting, Oct. 9), said it will explore in hearing whether petitioning group, Committee for Open Media, had abused commission processes in offering to withdraw petition to deny in return for agreement by station owner, Patrick Henry, to sell outlet to nonprofit corporation for $1 million. Proposal called for no money down and no security arrangements, and with COM appointing four of nine board members. But commission also wants to explore allegations that Mr. Henry's attorney and station manager threatened COM with civil action if petition was not withdrawn. Civil suit has been filed.

**That's right.** WBRL(W) Berlin, N.J., license denial has been upheld by FCC. Berlin Communications Inc. was denied reconsideration of May 9 decision in which station was charged with, among other things, fraudulent billing practices.

**Updated.** FCC has amended its forfeiture rules to reflect new authority given it by Congress to increase maximum fine against those it regulates. Also provided for first time: fines against anyone—not just licensees—who violates commission rules or policies or Communications Act. Cable operators are now subject to same penalty as broadcasters—$2,000 maximum for single violation, $20,000 for multiple violation (maximums had been $1,000 and $10,000). New law extends statute of limitations to three years for broadcasters and one year for others. It had been one year for broadcasters and 90 days for others.

**STV decision stands.** FCC administrative law judge's dismissal of applications of Vue-Metrics Inc. for new television station on channel 57 at Philadelphia and for subscription television authorization has been upheld by commission. Judge Joseph
This year we'll take your listeners to New Zealand for Christmas.

Christmas season in New Zealand. While the sun beats down and the average temperature is 80°, the people sing “Adestes Fideles” and decorate Christmas trees with imitation snow.

Every Christmas, The Lutheran Hour takes radio listeners on a journey abroad to discover how other cultures celebrate this special holiday. This year Dr. Oswald Hoffmann, the Lutheran Hour speaker, will be taking listeners on a trip "down under" for "Christmas in New Zealand". This program gives a panoramic view of holiday activities in this faraway land. People from New Zealand sing carols and speak of the unique joys the season holds for their families and themselves. "Christmas in New Zealand" is both an enlightening and heartwarming look at how another country demonstrates its Christmas spirit.

In keeping with its Christmas theme, a special gift offer is made to listeners at the end of this program. This year's gift is a set of two tea coasters made in New Zealand. One depicts a Maori native. The other is a scenic landscape. Both will be beautiful remembrances of this broadcast.

"Christmas in New Zealand" is available at no charge. It's a disc that runs 29:30. In the past our Christmas program has been heard on over 3,000 stations. We hope the number will be even greater this year. Fill in the attached coupon and send for your disc today.
SECOND
TO NONE

The Grass Valley Group 400 Series audio and video routing system gives you absolutely outstanding performance...modular design...superb engineering that the times demand...and a sensible price.

And the quality workmanship that has made Grass Valley Group the world leader in production switchers.

The 400 Series demands little attention. Causes no problems. Installed, it just sits there and works. And works. And works...
The 400 Series removes the constant irritation of apprehension, and maintenance.
Our design standard for routing switchers has always been this; they must work so well that you can virtually forget they are there.

Step up to Grass Valley Group quality with your next router. Get details on the dependable 400 Series system now.
The key was low. "It was a very quiet meeting," said one of the panelists and other participants concluded after the National Association of Broadcasters' first "town meeting" of the year, in Charlotte, N.C., last Tuesday night. About 120 local citizens attended, and, in an hour and a half, asked only about 20 questions, many non-argumentative, NAB staffers said. That is in sharp contrast with the experience at the first two meetings last year in Boston and San Diego. There was no consistent concern among the viewers; questions in Charlotte ranged from the familiar—complaints about feminine hygiene deodorant commercials and too much sex in movies on TV, for instance—to the more esoteric.

Stirmer dismissed applications on Dec. 15, 1976, because of what he said was VueMetric's repeated failure to produce requested financial documents. Judge Stirmer on Sept. 14, 1977, granted what had been mutually exclusive applications of Radio Broadcasting Co. for channel 57 and STV authorizations.

Help from CBS. CBS Inc. announced $2,158,000 in grants to 12 cultural organizations in Los Angeles as part of ongoing corporate philanthropy in cities where major CBS activities are based.

Scientific-Atlanta offering. Scientific-Atlanta has offered approximately 350,000 new common shares at $31.125 per share. Proceeds from sale will be used principally to reduce indebtedness; remainder will be added to working capital and used for general corporate purposes. Stock is available from underwriters, including Salomon Brothers, L.F. Rothschild, Unterberg, Towbin and Robinson-Humphrey Co.

Women's grants. Thirty-one public broadcasting stations and one teleproduction center have received almost $400,000 in grant funds from Corporation for Public Broadcasting in its women's training grant awards. Among recipients, 11 went to radio stations, one to Teleproduction Center at University of Wisconsin-Green Bay, and 20 to television stations. Under terms of grants program, through which grants are provided in April and October, stations will match $390,121 from CPB. CPB grants pay up to one-half salary and training costs for one to two years of women in public broadcasting.

Magic loan. Communications Equity Associates, Tampa, Fla., announced it arranged $600,000 in loans for refinancing of Magic Box Media, licensee of WMJK(AM) Kissimmee and WLFY(FM) Leesburg, both Florida. Loans came from Society National Bank of Cleveland ($500,000) and Capital Funding Corp. ($100,000).

One man complained, for instance, about poor use of language in commercials and another about the possible effects of movies about witchcraft on children. Fielding the questions for the NAB TV and radio code boards were: (to l) Jerome Lansner, NAB vice president and general manager, NAB Code Authority; Wayne Hudson, WMFS(M) Memphis, NAB radio code board member; network program standards Vice Presidents Herminio Traviesas (NBC), Alfred Schneider (ABC) and Donn O'Brien (CBS); Robert Rich, KEVR-Duluth, TV code board chairman, and Vincent Wasilewski, NAB president. Mrs. Paul B. Gunthrie St. (right), was one of the questioners.

ANPA snubbing FTC over seminar on media ownership; NAB may attend

The position of the American Newspaper Publishers Association on the Federal Trade Commission's symposium on media concentration (Broadcasting, Oct. 9) is indicative of the problems the FTC is having getting industry representation—particularly from newspapers.

ANPA has said it will not participate in the Dec. 14-15 public meeting in Washington, that a draft agenda showed representation was "stacked against" the media and that it was never formally invited.

In a letter to FTC chairman Michael Petschuk, the ANPA likened the symposium to a "public relations exercise," and said the subject matter was not completely within the commission's jurisdiction and that the choice of issues doesn't "inspire confidence in your staff's understanding of the role of a free press in a free society . . . ."

The letter, signed by ANPA's executive vice president and general manager, Jerry W. Friedheim, said the symposium was "ill-conceived and ill-structured" and that "legitimate public policy issues" involved should be considered by Congress, not the FTC.

Responding by letter, Mr. Petschuk said ANPA has been repeatedly approached by FTC staff members since Aug. 9 seeking its participation and suggestions on speakers and topics. "If it were somewhat surprising that ANPA would consistently decline to provide us with suggestions for a well-conceived agenda and then issue a public statement to the effect that the symposium lacks balance," he said.

Under the FTC Act, Mr. Petschuk said, the commission has "clear authority" to look at competitive conduct and structure of the media. Rather than conduct a law enforcement investigation, he said the commission decided to have the symposium to gather information. The transcript of proceedings will be placed on public record for comment, and the commission will decide whether to take action.

The chairman said he would meet with ANPA representatives to "seek ways of assuring a balanced presentation . . . at the symposium. He will also formally invite the association to participate. At ANPA, manager of government affairs James E. Donahue said the association might attend if there were "drastic changes" in the FTC's draft agenda, which listed several media critics and few industry representatives as participants.

FTC involvement in competition and media conglomeration issues comes from two sources—complaints from "various parties" and recent attention given the subject in the national press, Mr. Petschuk said. If the commission can't get what it considers significant industry representation at the symposium (the agenda is still open), it could cancel it and conduct a staff investigation of media conglomeration and competition.

Meanwhile, things are cheerier for the commission on the broadcast side of things. Everyone appeared to be waiting for someone to decide to participate, and CBS did. Its chief economist, Dr. David Blank, said he is scheduled for a television and cable industry session the first day. CBS was hesitant at various times, he said, but the FTC "asked me, I thought it would be a good idea, CBS agreed and that's why I'm here."

Now it is possible that the National Association of Broadcasters, which had been undecided on the issue, will decide to participate. One problem, apparently, is that industry participants do not want to go unprepared, since the technical issues to be discussed are complex and require commitment of time and resources. Some potential participants felt they did not have time or resources to commit at this time.
Osmond Television Invites You To Spend...

Christmas with the Lennon Sisters

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Kellogg wants Pertschuk taken off children's ad inquiry

In statement to district court, company submits memo it claims shows FTC chairman has already made up his mind on rulemaking

Kellogg Co. has made the latest disclosure of a statement made by Federal Trade Commission Chairman Michael Pertschuk which it says shows he has prejudged issues in the FTC's children's advertising rulemaking.

The company is an intervening plaintiff — joining the American Advertising Federation, the American Association of Advertising Agencies, the Association of National Advertisers and the Toy Manufacturers of America — in a legal action in U.S. District Court in Washington to disqualify Mr. Pertschuk from participating in the rulemaking because it wants him off. A decision is expected within the next few weeks.

Dated Nov. 17, 1977, the statement that Kellogg considers the most "damaging" evidence yet against the chairman came in a note Mr. Pertschuk wrote to Food and Drug Administration Commissioner Donald Kennedy, in response to a note from him. It said, in part:

"Setting legal theory aside, the truth is that we've been drawn into this issue because of the conviction, which I know you share, that one of the evils flowing from the unfairness of children's advertising is the resulting distortion of children's perception of nutritional values. I see, at this point, our logical process as follows: Children's advertising is inherently unfair. . . . The first area in which we choose to act is an area in which a substantial controversy exists as to the health consequences of encouraging consumption of sugared products (not just cereals). With this formulation we do not have to prove the health consequences of sugared cereals. What we do have to prove is that there is a substantial health controversy regarding the health consequences of sugar — a much lower burden of proof."

Kellogg obtained the memo from FTC files under the Freedom of Information Act. All the Pertschuk memos submitted to U.S. District Court Judge Gerhard H. Gesell's court have been dated last year — including ones to Washington journalists Coleman Marchak of FCC Chairman Charles Ferris and Senator Ted Stevens (R-Alaska) on Nov. 9.

At least one observer has said release of the memos by the plaintiffs appears to be part of "orchestrated" legal maneuvers to keep the FTC on the defensive. The commission, however, has not publicly responded to the latest release by Kellogg.

Officially, it says any response is in the public record.

The complaint is summarized in the latest filing made by Kellogg last week. It said the chairman has "performed numerous public and nonpublic statements . . . which show, or which make it appear, that he is biased and prejudiced against all television advertising to children, and against all persons or firms, including plaintiff Kellogg, which engage in television advertising to children."

Pertschuk, however, said Mr. Pertschuk appears to be prejudiced on important issues of fact that will be presented in the proceeding and has "already concluded, before any evidence has been received, that the commission should promulgate rules which restrictively regulate television advertising to children."

Kellogg said it would suffer "irreparable injury" if Mr. Pertschuk is allowed to participate in the rulemaking because it will be "deprived of its statutory and constitutional right to a fair hearing, before an impartial commission. . . ."

After reviewing the initial complaint from the advertising associations, Mr. Pertschuk, on July 13, said, "I conclude that my continued participation is proper, and will in no way prejudice the interests of the petitioners or other participants in this proceeding. Therefore I decline to disqualify myself."

One point in the FTC's defense is that the doctrine of prejudgment arises in cases of adjudication and that rulemaking is more a case of legislation. "The mere fact that a commissioner may have expressed views on issues of law or policy generally pertinent to a proceeding is no ground for disqualification," Mr. Pertschuk said in that July 13 letter. Five days later, the commission denied the petition to disqualify its chairman.

On Aug. 29, the plaintiffs went to court to ask for a preliminary injunction to stop Mr. Pertschuk from participating in the proceeding. They said "sales and advertising, in commerce, of products and services that would be affected by the proposed . . . proceeding are in the billions of dollars. . . ."

In September, the FTC told the court it was improper for the court to consider merits of the plaintiff's disqualification claim; that the more proper procedure would be judicial review of a final commission ruling on children's advertising, not judicial intervention prior to a final ruling. If the court were to make a decision now in favor of the chairman, anyone could come back and ask for reconsideration with new evidence, the commission said. "If the door is opened to litigate prejudice claims in collateral proceedings, it will not easily be closed."

Also, the FTC said, the plaintiffs are asking the court to determine whether Mr. Pertschuk has prejudged specific factual propositions which may not even be at issue or require resolution in the rulemaking proceedings. It said the chairman's statements reflect "only preliminary conclusions" that he was "required to reach in order to vote to initiate the rulemaking" and would not justify his disqualification.

On Oct. 3, the court accepted Kellogg's intervention in the case and three days later, that commissioner filed a memorandum in support of the plaintiffs.

Kellogg said the federal judiciary should tell the commission that prejudgment standards of adjudication cases can apply in rulemaking proceedings — "at least to the extent of requiring disqualification of commissioners who publically announce before proceeding commences that he has determined the principal practices in issue to be illegal and in need of regulation."

The company also said that the chairman's statements "show no hint that they represent preliminary views," or are subject to change later.

On another FTC point, Kellogg said, "Defendants would apparently choose to risk the years of effort and the millions of dollars which will be expended on both sides in the rulemaking proceeding rather than reach this basic, due process issue now. What public interest is served by deferring resolution until the proceeding is at an end?"

Consumer group in a stew over cereal ads

It asks FTC to investigate nutrition claims aired in spots for General Mills' Total, also says company has been overcharging for it

The Federal Trade Commission has been asked to investigate General Mills television advertising of Total, a breakfast food product. The Center for Science in the Public Interest asked in a letter last week that the advertising is false, misleading and deceptive and that General Mills has overcharged consumers $31.6 million since 1973.

General Mills has denied the overcharging and said its advertising is truthful and direct.

As of last week, the FTC's Bureau of Consumer Protection had not made a decision on how the matter would be handled. There are a number of alternatives available, including proceeding with an investigation.

CSPI said Total commercials on television say it would take 16 ounces of the leading natural cereal to equal the vitamins in one ounce of Total. This, CSPI said, is false. The claim is true only for those vitamins added to Total, the center said.

The television advertisement leaves the viewer with the "conviction" that Total is 16 times as nutritious as other cereals, CSPI said. But nutritive value, it said, is determined by more than just vitamins and in some cases 16 ounces of other cereals contain 16 times more nutrients than Total.

Among other things, CSPI said the...
Henry Ford knew that the automobile could be more than a rich man’s toy. Because he had a quality that is essential to progress: an open mind, the ability to step back, see his possibilities, and make them happen. Some people call it vision. Henry would have called it horse sense. But that principle is the basis for every successful business. Simply stated: Look at all your options. Explore all your opportunities. That idea was never more appropriate than for today’s advertisers and agencies who are searching for a competitive edge, a way to increase the impact and efficiency of their ad schedules, especially in spot television. Here advertisers have a major alternative to network affiliated stations, an attractive choice: Independent Television, 53 INTV member stations in 37 vital markets coast to coast. They provide a whole new range of opportunities to extend advertising reach and frequency with quality target audiences. A major Arbitron study shows that in every significant measurement of audience quality, such as income, education, occupation, credit card ownership and airline travel, audiences of independent television stations and network affiliated stations are comparable. We’ll be happy to provide details. Contact: INTV, 19 W. 44 St., N.Y., N.Y. 10036/(212) 575-0577. Today, independent television stations are one of America’s great communications resources. All you have to do is step back a bit to see it. It doesn’t take a genius to ask for all the options that affect your profits. Just horse sense.
commercialss imply that Total can give an
individual all the nutrients needed for the
day by saying "one ounce of Total has
100% of the recommended dietary
allowances of all these important vitamins
t and iron."

The product, CSPI said, has become
“highly successful” as a result of these
and other misrepresentations. The over-
charging comes, it said, because con-
sumers pay 30 cents a box more for Total
than they do for an essentially identical,
but less fortified product, Wheaties (also
General Mills). The center said it costs
General Mills two cents a box more to put
the added nutrients into Total.

It called for the FTC to require correc-
tive advertising, to donate an amount of
money equal to the overcharges to a nutri-
tion education fund and to prohibit the
company and its advertising agency,
Dancer-Fitzgerald-Sample, from engaging
in advertising that uses fortification or the
RDA concept to mislead consumers.

Also, it suggested the FTC ask the Food
and Drug Administration to review its
policies on fortified foods.

The center released a letter from Esther
Peterson, President Carter’s consumer ad-
viser, calling for a “prompt investigation”
of the matter.

Sitting down to talk

AFTRA-SAG representatives meet
with agencies, advertisers to
iron out new TV-radio ad pact

Negotiators for the American Federation
of Television and Radio Artists and the
Screen Actors Guild met with their coun-
terparts representing agencies and adver-
tisers last week to begin discussions on
a new contract covering performers appear-
ing in television and radio commercials.

The unions delivered their initial propo-
sals to a joint committee of the Ameri-
can Association of Advertising Agencies
and the Association of National Adver-
tisers last Monday (Oct. 16). Neither the
union nor management would divulge the
nature of the preliminary demands by
AFTRA and SAG.

The unions negotiate jointly in the area
of TV commercials (AFTRA has sole ju-
risdiction over radio commercials). The
crucial areas of the television commercial
negotiations this year are said to be the
“wild spot” and the use of “real people.”

For many years performers appearing in
TV commercials placed on a spot basis
have been paid under a system that reflects
unlimited usage for 13 weeks, keyed to the
number and the size of the cities in which
the spots are played. During the last
negotiating period, in 1975, the unions
worked arduously and fruitlessly for a
“pay-for-play” formula. Union officials
decided to say whether they would still
press for “pay-for-play” but it is known
they will push at least for some modifica-
tions in the present system, which they
have often termed inequitable.

The “real people” issue applies to a
growing trend toward the use of non-
professionals who give testimonials or en-
dorsements in commercials. They are not
actors and play themselves. The unions
contend these nonprofessionals take em-
ployment away from professional actors.
The unions would like to preclude the use
of real people or require a premium pay-
ment for their use. Advertisers and agen-
ties resist any limitations or restrictions on
whom they may use in television commer-
cials.

Beyond these considerations, the unions
will be pressing for increased fees.

The present three-year contract, which ex-
pires on Nov. 15, gave performers an ap-
proximate 20% increase in fees and was re-
ported at the time to have boosted pay-
ments by $1.3 million to $15 million an-
nually over the earlier pact. It is reasonable
to assume that the unions, at the outset,
will be demanding a hefty boost.

Payment for commercials is the vital in-
gredient to a performer. In 1976, the last
year for which official union figures are
available, SAG members collected $110
million for commercials, more than 52%
of income received by performers from all
sources, including TV programs and mo-
tion pictures. Performers in AFTRA

recorded TV commercials earned more
than $8 million and in recorded radio com-
mercials, about $19 million.

Management may be expected to resist
strongly the union’s initial demands and
before negotiations are over to present
some proposals of its own. Management
representatives are expected to seek con-
cessions leading to improved production
flexibility in making changes and in the
editing process. They also will seek relief
for retail and co-op advertisers who use
television for brief periods of time.

Advertising Briefs

Settled in September. Six challenges to
TV advertising were resolved during Sep-
tember by National Advertising Division
Discontinued was advertising for Drackett
Co. (Mr. Muscle oven cleaner); Hasbro
Industries (Tente building blocks); Tobin
Packaging Co. (First Prize Polish sausage
and Walshie America Inc. (Claude H.
Louberge panty hose). Reviewed and
found acceptable were TV commercials for
FMC Corp. (Sun Pool chlorinating pro-
ducts) and General Motors Frigidaire
Division.

York, has entered into affiliation agree-
ment with Orikomo Advertising Ltd.,
Tokyo, with ultimate objective of both par-
ties’ setting up independent agency in
Japan under joint venture agreement.
Bates has worldwide billings of about $800
million; Orikomo, about $130 million.

Just Pro Radio. As of Nov. 1, Pro/Meeker
Radio, New York, will become Pro Radio,
New York, to avoid confusion with Meeker
Television, New York, which no longer has financial interest in radio com-
pany. Radio rep firm is major operating
division of Pro Time Sales Inc., New York,
which also has another division, The Rep
Network, wired radio network.

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TRAC on track. Audits & Surveys’ A&S/
TRAC-7 radio audience measurement
service (Broadcasting, March 20, et
seq.) was to commence operations last
Thursday in New York, San Francisco,
Washington and Dallas-Fort Worth, with
four additional markets—perhaps in-
cluding Detroit and Philadelphia—to be
measured starting Jan. 1. A&S officials
said delay in delivery of cathode ray
tubes used in computer-assisted inter-
viewing delayed the start date from Oct.
4 to Oct. 19, but that 53 CRT’s were on
hand last week and 25 had been opera-
tive for four weeks. A&S officials also
announced a cooperative sales pro-
grams in which stations within a market
may purchase the A&S/TRAC-7 service
for as much as 35% less, they said, than
the same stations are paying Arbitron
Radio, the dominant syndicated service
in field.
"Continuous Reclamation Mining." Exxon's way of surface mining coal without permanently scarring the land.

Continuous Reclamation Mining means exactly what it says: Exxon continuously reclaims and restores the land as the coal is mined. Our objective is to leave the land that we've mined as good as or better than it was before we broke ground. Here, briefly, is how Continuous Reclamation Mining works at Exxon's Rawhide Mine in Wyoming.

Before we mine the land we study it. What we learn helps us to restore it properly.

Topsoil is saved, then spread over refilled areas and seeded with fast-growing grasses.

Subsoil is stockpiled and used to refill mined-out areas.

Refilled area.

From 20 to 200 feet of earth must be moved to uncover the 110-foot-thick coal seam.

Only a small portion of the land is mined at any one time. The rest can still be used for ranching and farming.

Continuous Reclamation Mining often leaves the land more productive, easier to farm and ranch, and more supportive of wildlife.

Energy for a strong America.
Radio revs up for elections

ABC Radio is gearing up for 125 live reports including commentary from veteran newsmen Robert Trout. CBS Radio will have Erich Severeid back from retirement. NBC Radio will nab voters as they leave the polls, surveying both national and local sentiment. The Mutual Broadcasting System will have direct reports from its Southwest Radio Network and White House correspondent in addition to special broadcasts. The Mutual Black Network won't be doing any rescheduling but will place special emphasis on the elections in their regular newscasts. Both UPI Audio and AP Radio will concentrate their special coverage in three election reports per hour.

Those among the plans the national radio networks have beginning the night of Nov. 7 when results will come in from the various House, Senate and gubernatorial races and state referendums.

Some particulars:

ABC Radio's 125 special reports will be spread among its four networks: American Contemporary (with election night anchored by Keeve Berman and Bob Cook); American Information (Bob Walker and Bob Schmidt); American Entertainment (Jeri Hamilton and Gary Nunn) and American FM (Gil Fox and Breck Ardery).

Returning from his Madrid base to provide commentary will be special contributing correspondent Robert Trout, who is said to have covered every political convention and U.S. election night since 1936. Analysis will be offered by Howard K. Smith, pollster Louis Harris and correspondents Vic Rater and Tony Sargent.

ABC Radio's coverage is to begin about 7 p.m. and continue until early Wednesday morning. Basic length for the reports, different on each of ABC Radio's four networks, will be one minute 50 seconds. Common reports among the networks will be victory, concession speeches and the like.

CBS News election night radio anchors George Herman and Neil Strawser will begin their special reports at 7:15 p.m. with a basic pattern of eight-minute, 55-second reports at 15 and 45 minutes past the hour to continue until all major results are in. Regional desks will be manned by Morton Dean (East), Susan Spencer (Midwest), Reid Collins (South) and Bernard Goldberg (West); Bruce Morton will handle trends.

CBS News will regionalize its reporting through a "CBS NetAlert" signal advising local stations of special reports involving their territory.

Eric Severeid, the CBS News veteran correspondent/commentator who retired last year and is now a consultant to CBS News, will offer his commentary in radio reports in addition to his television assignment that night (BROADCASTING, Oct. 16).

From Oct. 30 through Nov. 8, Mike Wallace At Large will be devoted to election preview and analysis.

NBC News will have Mike Mauz and Bill Lynch as radio anchormen, beginning their series of 10-minute reports at 7:10 p.m. and continuing them at 10 and 40 minutes after the hour at least until 3 a.m. and in addition to regularly scheduled hourly broadcasts.

Like its competitors with plans for on-scene coverage, NBC anticipates that a major part of its analysis will be polls of voters both on national and local issues. Richard Scammon, of the Governmental Affairs Institute will comment on trends.

Wrap-up coverage the morning of Nov. 8 will be anchored by Donn Kosak in three-minute reports also at 10 and 40 past the hour.

The Mutual Broadcasting System has Jon Bascom in the anchor seat and anticipates beginning its special coverage at 8 in the form of four-to-five-minute reports at five minutes past the hours of 8, 9, 10 and 12.

A half-hour special is being scheduled at 11 p.m. and the following morning Fred Lowrey will devote his The World This Morning to the elections. Other prominent aspects of Mutual's plans are reports from White House correspondent Bob Moore and from the Dallas-based Southwest Radio Network. While the National Black Network isn't planning to supplement its news reporting with special reports, it will gear the content of regularly scheduled broadcasts to the elections involving "outstanding" blacks and liberals.

The Mutual Black Network won't have additional news time either but plans to devote some of its regularly scheduled news to entirely to the election night. Anchoring UPI Audio coverage will be Pye Chamberlayne and Marilette Cox with two four-and-a-half minute reports per hour; Brian McFadden will take another minute hourly. Aside from those three five continuing programs and bulletins, UPI Audio will supply stations with 25 one-minute sideline reports as well as three- and three-and-a-half minute wrap-up. UPI Audio will begin the night at 8:06.

AP Radio will begin its three-and-a-half minute reports per hour at 8 p.m. with Mark Huffman. Ed Kane, James Limbach and Nora Wolf anchoring. Sidebar material will be provided within AP Radio's regularly scheduled news feeds and a "heavy file" of regional reports will be distributed the day after the elections.

Regional shows mark PBS's election effort

Public television's most ambitious election coverage begins next week with the first of five 30-minute specials covering national and regional issues at various
locations throughout the country.

Two one-hour shows, a wrap-up on Nov. 5 and a post-election analysis on Nov. 15, complete the coverage. All shows will be carried via satellite to allow discussion of events occurring until broadcast time.

Correspondents for the coverage, *Elections '78: Prelude to '80*, are Ken Bode, political editor of *The New Republic*; Marilyn Berger, former NBC White House correspondent, and Kevin Phillips, syndicated columnist, political analyst and lawyer.

Two polls have been commissioned by the Public Broadcasting Service for the series. The Roper Organization Inc. will, among other things, test traditional party sentiments among voters and assess judgment on performance of Congress. Belden Associates will survey Texas on questions of energy and defense.

Among issues on which the regional programs will focus are the tax revolt and antihomosexual movements in California and how proposed labor reform legislation will affect Senate races in the South.

The wrap-up show on Nov. 5 will detail positions and anticipated voting strength of minorities and the political aspirations of Senators Ted Kennedy (D-Mass) and Robert Dole (R-Kan.).

Made possible by a grant from the Corporation for Public Broadcasting, the shows will be aired on consecutive days at 8 p.m., beginning next Monday (Oct. 30) from San Francisco, Dallas, Chicago, Columbia, S.C., and New York. The Nov. 5 and 15 shows will also air at 8 p.m.

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**ANPA, RTNDA fear strictures on press freedom in proposal to UNESCO session**

Director general of world group is urged to drop declaration from agenda of Paris meeting

Two American journalist associations have attacked a draft declaration on the mass media being presented at this week's UNESCO General Conference in Paris. The American Newspaper Publishers Association called the proposed document a sanction of "state control of the press" while the president of the Radio Television News Directors Association said the document, in its current form, "could be most harmful to the information base of the world's citizenry and to the capacity of journalists to report the news."

Jerry W. Friedheim, executive vice president and general manager of ANPA, sent a lengthy letter last week to Amadou-Mahtar M'Bow, director general of UNESCO, urging him to drop the declaration from the meeting's agenda because "the consensus to which you are dedicated does not exist, and this issue threatens to do damage to all the rest of UNESCO's work under your leadership."

Mr. Friedheim said the objectives of the declaration, "the strengthening of peace and international understanding," were laudable goals. He insisted, however, that the UNESCO proposal was not really attuned to those objectives. "Sanction for governmental control of the press is not in the best interest of society because the interests of government and society are not always identical."

Although saying that he felt the draft was "an improvement" over one "wisely tabled two years ago," Mr. Friedheim found a number of points causing the "greatest concern" to ANPA. He said the draft declaration "fails to include a statement recognizing that journalists should have access to information, and should be allowed to cross freely into countries worldwide on newsgathering missions."

He also took issue with a proposal calling

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**Arledge's latest news fine tuning**

He moves first feed of weekend report to Sunday at 6, drops 6:30 half hour on Saturday

Beginning Jan. 28, ABC News will move its early evening weekend report from Saturdays at 6:30 p.m. NYT to Sundays at 6.

The move is designed to "increase the visibility" of the broadcast, ABC News and Sports President Roone Arledge said, adding that it "has not received the placement or recognition it deserves."

While ABC News's current Saturday broadcast is fed only once, *World News Tonight-The Sunday Report* will go down the line twice, at 6 and at 6:30, allowing affiliates to coordinate with local news.

Those affiliates that take the 6 o'clock feed will remove themselves from possible head-to-head competition with CBS and NBC 6:30 broadcasts.

Three-network news competition on Saturdays at 6:30 also will be discontinued once ABC's half hour there is dropped.

ABC News, however, does plan to insert five-minute reports anchored by Max Robinson in Chicago on the five Saturdays when two consecutive National Collegiate Athletic Association football games are scheduled.

(Although the early evening news pro-
for the “development of codes of ethics” which “could open the way for govern-
ments to require strict adherence to govern-
mentally mandated professional codes as a mechanism for controlling the press.”

The president of RTNDA, Paul Davis of
WCAUTV Champaign, Ill., was especially
critical of a provision promoting the con-
cept of “professional status” for jour-
nalists. He was quoted as saying:

Mr. Davis said in a separate letter to the
UNESCO director, “invite licensing and
therefore an inappropriate control of both
domestic and international news report-
ing.”

Elsewhere in his letter, Mr. Davis wrote:

“...are deeply troubled with increasing
problems of the journalist worldwide.
Most of these problems are directly related
to governmental control of information for
news wires, networks, papers or broadcast
stations. The recent history of journalists
being imprisoned, detained, censored and
otherwise denied the capacity to exercise
journalistic integrity has seriously harmed the
free flow of information throughout the
world.”

Farming for future crops of journalists

NAB Boston panel agrees that stations have to develop
their own talent, from ground up

Although there is more quantity than
quality among job applicants, stations of
all sizes should try harder to attract and
train would-be broadcasters. Two news
directors and a television reporter agreed
on those points in Boston during a Na-
tional Association of Broadcasters dis-
cussion on how to develop new newsmen
to the industry.

“We’re in a young business, and there’s
a high turnover,” said Jim Topping, news
director of WFSB-TV Hartford, Conn.
“Each of us has the responsibility to the
next station along the line to work
employing the common needs of
the industry.”

Mr. Topping advised colleagues to
substitute “guidance” for the “trip, stum-
ble and fall” route he said he and most
others in the field have had to travel.

He suggested that broadcast journ-
alisists “cultivate and plant seeds” among young
people by teaching and by “keeping track of
talent” wherever encountered. In this
way, he said, he attracted 28 Yale Universi-
ty applications for internships at WFSB-TV and
has seen small market reporters blossom into network stars.

Mark Davis, news director of WOKJ-AM
FM Framingham, Mass., and Gloria Gib-
son, a WCVB-TV Boston reporter, have
found few students willing to stick with
uglamluous intern jobs until they devel-
lop enough talent to succeed in broadcast-
ing.

Mr. Davis, who says he is swamped by
mainly unqualified applicants, gives the
hiring nod to those who like himself
“hung around the local and college radio
station” for little or no pay. An internship
program, he said, showcases potential
talent, “makes a handsome exhibit at
license renewal time,” and is a “tremen-
dous opportunity to get free help.”

Ms. Gibson, a former teacher who
agreed with Mr. Davis that broadcasting
opportunities are “the general man-
ger!” to develop initial skills, feels an in-
ternship program at WSB-TV, Boston, put
her where she is today and urges col-
leagues not to underestimate it.

Should stations give hiring preference to
journalism graduates?

Professor Robert Smith, dean of the
School of Communications at Philadel-
phia’s Temple University, contends that he
prepares students not only for an entry-
level job but for a career. A university set-
ting is a good place to learn about broad-
casting’s legal background and to hone in-
terviewing skills, he said. Noting that the
university cannot provide the apprentice-
ships which he considers the “harrowingly
valuable” to young broadcasters, he said
colleges will offer more seminars for in-
dustry professionals as student enrollment
decines nationally in the coming years.

Mr. Davis said journalism graduates use
only one-third of what they learned in the
classroom on the job. “First jobs,” he feels, “teach more about the business than college courses, and you can learn
more in one week in a small market station
than you can in a year at college.”

Ms. Gibson, though she agrees that the
most valuable skills are learned on the job, thinks journalism graduates have a better sense of a “reporter’s responsibility and power” than those who are from other fields.

All the panelists urged students to try
for first jobs in small markets and those
stations to take on at least one intern.

“Only one in a thousand” is willing to
endure the small station grind en route to
a more prestigious job, Mr. Davis said.

“But that’s the one we want in the indus-
try.”

News viewership up. A study financed in part by the American Newspaper
Publishers Association shows that more
people now depend on television for
news than did a decade ago. The find-
ing is based on studies in 1965-66 and
1975-76 conducted among more than
2,400 persons by Dr. John F. Robinson,
director of the Communications Re-
search Center at Cleveland State Uni-
versity. The latest study reveals that
68%-70% of those surveyed read a
newspaper on the previous day, com-
pared with 51%-53% who had seen a TV
news program. The newspaper readers
declined 11% from the 1965-66 study
while TV news viewership climbed 6%,
according to Dr. Robinson. Approxi-
mately half those surveyed said they
had listened to radio news the previous
day, a decline of about 7% from
1965-66.

Journalism Briefs

All of prime-time. Three-hour NBC News
special, The American Family—An En-
dangered Species, with Edwin Newman as
host and reporter and including series of
“family portraits” and panel of experts,
has been scheduled for Tuesday, Jan. 2,
8-11 p.m. Executive producer is Stuart
Schulberg. American Family is scheduled
work ninth time since 1963 that network has
pre-empted entire evening for in-depth
study; in more recent years, it has been
done annually in January.

RFK prizes increased. Another $1,000
has been made available in broadcast category of annual Robert F. Kennedy Journalism Awards competition. Radio and television
entries previously competed for single
$1,000 prize; now, radio and television
have been separated, with $1,000 award
by each. Radio and television networks will also be eligible to compete with print and photo-
journalism winner for additional $2,000
grand prize. Now in 11th year, competition is to recognize outstanding reporting dur-
ing 1978 on problems of disadvantaged.
Deadline for entries is Jan. 27, 1979. In-
formation: Ruth Darmstadter, executive
director of awards committee, 1035 30th
Street, N.W., Washington 20007; (202)
338-7444.

Twentieth Century Fund calls for
worldwide news information board

A report issued last week by a task force
set up by the Twentieth Century Fund
called for the establishment of a new pri-
vate and independent committee to help
resolve the conflict between western and
developing nations over the reporting and
distribution of news.

The Fund’s Task Force on the Interna-
tional Flow of News, consisting of jour-
nalists and communications experts from
the West and the Third World, warned
against Third World proposals for a “new
global information order” entailing gov-
ernment involvement in the flow of infor-
mation around the world. The task force
urged that the proposed committee evalu-
ate the efforts of various bodies which
have called for government intervention to
promote a more balanced flow of informa-
tion.

The task force called government inter-
vention “detrimental” and added:

“We trust that if the new board is estab-
lished, it will defend freedom of the
press where it exists; help to develop freedom where it does not, and strengthen its posi-
tion in the development process.”

The task force held a series of meetings in
the U.S. and England and heard
testimony from various guest witnesses.
Members of the task force included Elie

Broadcasting Oct 23 1978
Abel, dean of the Graduate School of Journalism of Columbia University and a former NBC News correspondent; Barry J. Boyle, retiring chairman, Canadian Radio and Television Telecommunications Commission; Frank Stanton, chairman of the AMAX; Red Cross and former president of CBS Inc.; Roger Tartarian, former president of United Press International and now professor of journalism at California State University, and David Webster, director, public affairs, BBC.

The full text of the task force report and the accompanying background paper will be published in the late fall by Lexington Books.

**Common cause**

After exchange visits to each other’s conventions, the National Conference of Editorial Writers and the National Broadcast Editorial Association have formed a joint committee to work on closer ties among their members.

NCEW President Robert Pittman of St. Petersburg (Fla.) Times and Art McDonald of KOMO-TV Seattle, NBEA president, set up the committee and will serve on it.

Representing NCEW are Clarke M. Thomas of the Pittsburgh Post-Gazette and Jeannie Falkner of the Lexington (Ky.) Herald. NBEA members are Philip Balboni, WCVS-TV Boston, and Ed Hinshaw, WTMJ-TV Milwaukee.

The first meeting will be in Detroit, Oct. 17 through 20, at the NCEW annual convention, which will be attended by a delegation from the broadcast writers’ organization and the joint committee members. Members of the two groups have worked together more than a year to form such a group (Broadcasting, July 10).

**Another battle over a reporter’s notes**

The tough stand federal courts are taking in dealing with journalists seeking to protect notes and sources is being reflected in the state courts of Michigan.

A Kalkaska county circuit court judge had ruled that the notes of a Traverse City Record-Eagle reporter be delivered to a prosecutor who requested them, and the state’s court of appeals has in effect affirmed the order. The appeals court said the circuit court may turn the notes over to the prosecutor, Philip Crowley.

The appeals court, moreover, said Mr. Crowley would have been within his rights if he had seized the notes on the strength of a search warrant, and avoided a court hearing on the issue.

The notes were made by Kathy Stocking during an interview with a woman last May after the woman was jailed following the death of her husband.

The Record-Eagle is continuing to resist the court order. The newspaper’s appeal to the state supreme court is pending.

**Study for CPB says much of commercial TV’s success stems from promotion, viewer lethargy**

Lack of intellectual stimulation and widespread promotion may be two of the biggest reasons for the popularity of commercial television. In a study released by the Corporation for Public Broadcasting, viewers felt television-watching was most gratifying because they get a high return for a low investment of mental effort and attention.

But they found watching public television as “hard work” and contrary to their need to relax; while commercial television appealed to them as an “inexpensive and predictable source of leisure-time entertainment.”

Through group sessions in Denver, Houston, Minneapolis and Philadelphia, Nicholas Research of New York sought to explore various attitude and behavior characteristics of viewers in relation to their television sets.

Among other things, the report said lack of advertising and promotion of public television programming left most viewers ignorant as to what was available. But perhaps a more serious disclosure was that “viewers have a deep-seated belief that public television’s content and presentation of programs are difficult and austere. People feel safer sticking to what they know—commercial television.”

Researchers found the television set assumes many roles in a family—as an entertainment source, escape mechanism, trouble sitter, companion, education tool, source of information and news, baby-sitter, filler of unstructured time and a substitute for family interaction.

Viewers saw commercial television as an entertainment medium and public television as an educational one. Many viewers, the survey showed, watch public television programs they think are entertaining but still believe they are having some kind of “educational experience” in the process.

The study showed viewers credited public television for its cultural programming, ability to stimulate and broaden horizons, for being uncensored and for having good children’s programming. They also perceived public television programming as serious, demanding, classic, highbrow, special and in the “same league” with “gratifying entertainment” on commercial stations.

The study, “A Qualitative Study on the Effects of Television on People’s Lives,” will be available from CPB in early November.
Warming up for winter Olympics at ABC Sports

TV network will do more coverage than it did at Innsbruck, already has hung up the sold-out sign

ABC Sports will provide 50 and a half hours of coverage of the 1980 winter Olympics in Lake Placid, N.Y.—seven hours more than it gave the 1976 winter games in Innsbruck, Austria—and has already sold out commercial time in the events at prices averaging $135,000 per minute.

That was part of a progress report on the sports division’s plans delivered by its senior vice president, James Spence, during a National Academy of Television Arts and Sciences luncheon.

Mr. Spence said he thinks the games were probably undersold to sponsors, although the $4 million-plus in gross revenues he cited more than cover the projected production budget of $40 million. The latter figure includes the $15.5 million the network paid for U.S. broadcast rights and the expense of coordinating the world television feed.

Major sponsors on board include Chevrolet, Coca-Cola, Goodyear, Heublein, Metropolitan Life Insurance, Schlitz and Weyerhaeuser.

ABC’s coverage is to begin Feb. 12, 1980, with a preview program the day before the games get under way, and is to continue through Feb. 24 with telecasts in prime time, daytime and late night.

Mr. Spence said, The New York origination will allow live coverage of numerous events, including figure skating and hockey competition on all evenings but one. The network will pre-empt its entire prime-time schedule on some evenings, Mr. Spence said, and plans are to have 15-minute wrap-ups in late night.

To provide the world feed—the first time the United States has had that responsibility, according to Mr. Spence—ABC expects to have 10 mobile units and 70 cameras on hand. In addition, five more mobile units with 20 extra cameras will be used to insure that American athletes are given special attention.

Other equipment will include 37 videotape recorders, nine electronic newspapers, two space ships and two helicopters, outfitting a crew of 450 engineers, 150 production people and about 200 temporary staff.

Shanks surfaces with MCA

Bob Shanks, an ABC News vice president who earlier this year was removed as executive producer of that network’s newsmagazine, 20/20, has gone into the syndication business with the new MCA TV Program Enterprises division (BROADCASTING, July 17).

Mr. Shanks has been hired as executive producer of the division’s first project, a pilot for a daily 90-minute talk show with singer Tom Jones as host and targeted for next fall. Mr. Shanks also will be working on other series pilots and made-for-TV movies. Among his other credits, Mr. Shanks created and produced ABC-TV’s Good Morning America.

Toni Tennille and her husband, Daryl Dragon, (the Captain and Tennille) were hosts of an ABC-TV prime-time variety series last season.

Program Briefs

Tis the season. ABC-owned TV’s are part of 70% clearance JWT Syndication has achieved so far for JWT Productions’ A Gorey Halloween to run holiday week. Parent company of producer and distributor of half-hour special is J. Walter Thompson Co.

Too hot for some. Chuck Barris revival of Dating Game is “risque, titillating” and “that’s the way it’s supposed to be,” according to syndicator Len Firestone. But contents have proved too much so far for certain of 84-station line-up expected to carry it. KTVM(TV) Little Rock, Ark., has changed it up; WTVT(TV) Orlando, Fla., is reconsidering; WLWT(TV) hasn’t run two episodes and is screening each one carefully, and KQJ-TV Fresno, Calif., got out of contract when KFPS-TV there picked it up. Strip show, which has been having ratings success (first in San Francisco overnight in prime time access at KTVM(TV) was toned down going into third week of episodes, Mr. Firestone said.

So what else is new? Special Nielsen tabulation is to be released by Corporation for Public Broadcasting this week shows favorite commercial television programs among public television viewers are 60 Minutes, followed by Happy Days, Laverne and Shirley, Fantasy Island, Quincy, All in the Family, M*A*S*H, Charlie’s Angels, Love Boat and Rhoda. Study indicates public television viewers watch commercial TV more than syndicated and Wonderful World of Disney, All in the Family, Quincy and M*A*S*H in percentages significantly higher than public and commercial viewers together (1,000 household sample, about half considered public television viewers).

Still moving. Paramount Television has brought to 14 the number of stations buying Laverne & Shirley, with the addition of KTHV(TV) San Francisco (priced at more than $30,000 per episode), KTTV(TV) Sacramento, Calif., (more than $6,500); WTVF(TV) Nashville and KSTW(TV) Seattle-Tacoma (both more than $9,000); WTTM(TV) Indianapolis (about $8,750); WBSN-TV Columbus, Ohio (about $5,500), and WLWT(TV) Cincinnati (more than $8,000).

One more. NBC Sports has added Byron Nelson Classic to its roster of 10 golf tournaments to be televised during 1979 season. Telecasts will be May 12-13, 1979.

Cablecasting*

Warner drops bicycle, goes to RCA bird for Star Channel service

Economics lead to new distribution method; switchover to be completed by early next year for all systems

Warner Cable Corp. last week announced it will switch the distribution method for its Star Channel pay-cable operation from video cassette to satellite transmission.

It’s an in-house move. “We are not going into business like HBO [Home Box Office] and Showtime,” said Gustave Hauser, Warner Cable chairman and chief executive officer, referring to two leading satellite-transmitted pay services.

According to Mr. Hauser, the Star Channel subscription list has reached the point where a 10-year contract with RCA is cheaper than cassettes. Two full-time channels have been leased from RCA for East Coast and West Coast feeds. Earth stations are already installed at Warner systems at Fort Walton Beach, Fla.; Kingsport and Erwin, both Tennessee; Fayetteville, Ark., and Akron, Ohio. Star Channel distribution by satellite is expected to begin around early December; by early 1979, about 60 earth stations are expected to round out the network with many dishes shared among neighboring systems.

Currently there are about 80,000 Star Channel subscribers from a base cable tally of 600,000 on 138. The earth stations also will allow local Warner systems to pick up other cable programming on the bird such as distant television signals, sports, foreign language shows and religious fare.

End of road. U.S. Supreme Court has refused to review FCC decision holding that state may not raise franchise fee of cable systems greater than 1972 rules. Court acted on appeal taken by state of New York from decision of U.S. Court of Appeals in New York upholding commission decision (BROADCASTING, Jan. 30, 1978).

Heald up. FCC decision freeing cable TV systems of exclusivity rule that required them to black out significantly viewed network signals has been stayed by U.S. Court of Appeals in Richmond, Va. Action restores situation to what it had been Oct. 5, when amendment became effective.

Money for Mahoning. Mahoning Valley Cablevision of Warren and Niles, both Ohio, has obtained $3.4 million loan from Daniels & Associates, Denver. Eight-year loan will be used for construction and debt consolidation, Construction is planned to add additional 10,000 homes for total length of 310 miles.
An alternative television service that heretofore has relied on audiences composed of high-rise apartment dwellers and others in high-density locations is now moving into private homes. In large part, technological advances made in the past few years, especially the development of affordable microwave-to-VHF converters and new antennas, have allowed multi-point distribution services (MDS) to carve markets for themselves in areas not now served by either cable systems or other over-the-air pay services.

The FCC, however, is concerned about the proliferation of the new services and has spotted a basic design problem in the new equipment it says must be overcome if home MDS is going to survive—anticipated increased demand for space in the MDS band.

For a $72.50 installation fee and a monthly charge of $26.50, 7,000 subscribers in Anchorage are receiving a 24-hour-a-day MDS service offered by Visions Ltd. In the Queens borough of New York another MDS operator, Orth-O-Vision Inc., is offering a similar service (BROADCASTING, Oct. 2), as are companies in Washington, New Orleans and elsewhere.

In Anchorage, the service is unique, however, in that it has taken programing advances primarily inspired by the growth of satellite-to-cable-system services and applied them to a single-channel over-the-air system. One program feeds, which began just over a year ago, include movies and special events from Home Box Office, sporting events from Madison Square Garden, independent television fare from WTCG(TV) Atlanta as well as original programming. The New Orleans system, which presently has about 1,900 subscribers in the metropolitan area, uses a programming mix of movies, local sporting events and specials. The Washington and New York systems concentrate on movies.

The new trend in MDS has been brought about in major part by the introduction of low-price home receiver-antennas by a number of manufacturers—especially Test Inc., Varian Associates, Emence, Standard Communications and Magic Lantern Television, according to Alex C. Lakter, chief of the domestic branch in the Facilities and Services Division of the FCC's Common Carrier Bureau, which oversees MDS.

Although installation costs are still high when compared to cable television, MDS subscriber charges have dropped considerably with the introduction of the new home receivers. (Two years ago, according to Roy Berlin of the New Orleans system, The Entertainment Network, installation charges were $1,500. Today they are $225.)

Costs in Washington are $179 for installation and $14.95 each month. Homes in New York pay $100 installation, and $13.95 a month. The subscription charge in New Orleans is $10 per month.

But, said Mr. Lakter, the new equipment may not be all that it is cracked up to be. His office, he said, will have a rulemaking proposal by the end of this year that will attempt to deal with a basic problem of the new hardware—"no selectivity."

That is, he said, there is no guarantee that the new receivers will not cause interference problem as MDS service grows. The receivers, Mr. Lakter said, are engineered to receive only MDS channel one although there is a second channel that is part of the MDS allocation system. He said there is now no city with a channel one system that also has a channel two in operation. But in a city with two channels in use, interference problems would be a virtual certainty. "No one has addressed this problem yet," Mr. Lakter said.

"The receiver people have jumped the gun," Mr. Lakter said, and the unit has "not really gone through its total evolution." He described the MDS situation as a "peculiar problem that seems to be moving rather rapidly" and one that the FCC "will pay particular attention to."

Although he said he had no "firm idea" when his office would have the proposed rulemaking ready, Mr. Lakter expressed confidence that it would come out before the end of 1978. "If I had my way, it would have been out eight months ago to set this receiver program on the right track." He said the delay was caused by manpower problems.

The MDS systems have a special appeal in areas which for either political or geographical reasons have not proved attractive to cable. Visions, for example, began as an attempt to acquire a cable franchise in Anchorage, but the construction costs, $2.5 million to $3 million, proved prohibitive to the firm's backers. In Washington, where Marquee Television Network Inc. is now moving out of the apartment market to private homes, Ed Yoe, director of corporate development and public relations, said that cable-build costs have been estimated at $61 million. He also cited the special problems of that city—the watchful eyes of the FCC, Congress, the White House and a District government that generally is not held in high regard by the local business community—as deterrents to cable development there.

Visions has formed a subsidiary, Multivisions, that has applied for a cable franchise in Anchorage, but a company spokesman said that move was a form of insurance because other groups there have applied. There is no cable in New York City outside of Manhattan although WTVG(TV) Newark, N.J., began an over-the-air pay service for the New York area last year. New Orleans, too, has no other pay services, Mr. Berlin said, but his company does have competition in the city's suburbs in the form of one relatively small cable system in Jefferson parish and another that is just starting up.

Mr. Lakter credits the equipment manufacturers with providing the impetus for the budding industry. "The industry sees this as a money-making opportunity," he said.

Another source of sideband revenue

Suburban Washington firm uses FM subsidiary channels to transmit multiple copies to specially designed receivers

Digital Broadcasting Corp., McLean, Va., is offering a new private communications service that uses the subsidiary channel authorizations of local FM radio stations to transmit written messages to persons or offices equipped with the necessary special receivers. The hybrid communications system...
network, called Infocast, combines computer, telephone and broadcasting technologies, and will eventually be available to 85% of the country, the company said. Available now in 20 of the nation's larger markets, Infocast allows headquarters offices to communicate directly with field offices at a bulk rate that the company says is significantly lower than conventional means of communication ("Closed Circuit," Sept. 25).

It works like this:

From a central terminal—either one of DBC's EMS series models or any other type of communicating word processor or terminal—a message of up to about 300 words is sent via telephone line to DBC's central computer in McLean. There the message is routed via a high-speed data circuit, also a telephone line, to the FM station closest to the receiving unit. The station broadcasts the message directly to the receiver, a DBT series model that was built by the suburban Washington company by combining a micro-processor-controlled printing terminal with an FM receiver-decoder and antenna. According to the company, a message may be sent to each of any number of receivers throughout the country in 60 seconds. Messages may also be sent to individual units for private communications.

The company's EMS 1200 terminal has a registration and shipping charge of $50 and a monthly rental charge of $87.50. Registration and shipping of the DBT 1000 model receiver is $75 with a rental charge ranging from $14.75 to $32.50 per month, depending on rental plan selected and the number of receivers ordered.

**SMPTE poised to jam Manhattan for annual conference**

TV side of the meeting gets heavier emphasis; 110 exhibitors on hand

The Americana hotel in New York is expected to be bursting at the seams with engineers next week as the Society of Motion Picture and Television Engineers brings its 120th Technical Conference and Equipment Exhibit to town.

Total attendance, including engineers, exhibitors and interested observers, is projected to reach 6,000, which would top last year's attendance by as many as 1,000 people. Lodging for the event in the Americana has been booked solid for several weeks, according to Jeff Friedman, SMPTE advertising manager, and registrants have spilled over to the hotel's addition across the street, the City Squire Motor Inn.

There are to be 110 exhibitors in 211 booths, Mr. Friedman said, which is 24 fewer exhibitors than there were at last year's conference at the Century Plaza hotel in Los Angeles. According to Mr. Friedman, the reason for the decline was not less interest, but less space. "Unfortunately, we ran out of exhibit space very early," he said. "We never had a chance to sell more booths." Hotel space for the organization's conferences have been booked several years in advance, Mr. Friedman said, and "It was hard for us to predict we would have grown so much."

As it is, exhibitors will fill two of the Americana's rooms—the Albert Hall exhibition room downstairs, where there are to be 166 booths, and the Royal Ballroom upstairs, where there are to be 45 booths. The downstairs exhibits will include both television and film equipment, Mr. Friedman said, while the upstairs room will be devoted strictly to video.

The conference traditionally has been heavily oriented toward film—as the agenda indicates it will be this year—but SMPTE members say that television has become increasingly well represented. Mr. Friedman points to the major television manufacturers on the exhibitors list—RCA has seven booths reserved, for example, while Ampex has six and Sony four—but the shortage of available space, he acknowledges, left "quite a few" unable to get in.

During the conference sessions, the Public Broadcasting Service's satellite interconnection system is to be the subject of a full series of papers on Tuesday, with other meetings of interest to broadcasters...
scheduled on digital television, video production, special effects, video disks and sound technology.

Also a part of the annual affair are meetings of SMPTE study and working groups on issues of industry importance. These will take place throughout the conference, according to Alex Aldan, SMPTE manager of engineering services, although Friday has been set aside especially for them. Groups scheduled for meetings this year, Mr. Alden said, include the video technology committee, the new technology committee, the audio committee and the video disk committee. Specific times and places are to be posted at the hotel.

The equipment exhibits are to be open from 3-6 p.m. Monday, 11 a.m.-8 p.m. Tuesday, 9:30 a.m.-4 p.m. Wednesday and 11 a.m.-6 p.m. Thursday.

Monday, Oct. 30

**General overview.** 9 a.m. This session has been designed to close the gap between the hardware and software elements of the industry. A film producer, a tape producer, a researcher and a statistical analyst will provide new insights related to the conference theme, "Imagery—Today and Tomorrow."

**Luncheon.** 12 noon. Speaker: Harry Reasoner, CBS News.

**Equipment exhibit opening.** 3:00 p.m.

Tuesday, Oct. 31


**Wednesday, Nov. 1**


**Thursday, Nov. 2**

Continental’s 317C is the best measure for any 50 kW AM transmitter performance. 125% positive modulation and reserve power capabilities are unbeatable. Today’s best sound in 50 kW AM is Continental.

Write for brochure: Continental Electronics Mfg. Co. Box 210879 Dallas, Texas 75227 (214) 381-7161

DULUTH CCA CAMPAIGN ON WDSM RECORD-BREAKER FOR ADVERTISER P.O.P.

"Here’s our renewal agreement for #3", wrote Robbie Ridder, owner/manager of WDSM, Duluth in a letter to Community Club Awards’ John C. Gilmore.

The ‘SPECIAL OLYMPICS’ organization asked me to thank you for your telegraphic recognition that their quarter-million-dollar, single weekly turn-in of cash proof-of-purchase was CCA’s highest-ever. Their unique project for the handicapped stimulates unbelievable support”, Ridder stated.

"Overall, our advertiser proof-of-purchase averaged $30,000 a week; up over three-quarters-of-a-million dollars from last year. Advertiser cost-to-sales ratio was less than .024/", enthused Ridder.

Concluding, Ridder emphasized, "The $2,500 a week in CCA revenue, first-quarter, with this year's weather, was doubly important. CCA's real value, regardless of format, is in the community from the standpoint of public relations as well as word-of-mouth promotion which is of inestimable value to any station".

Here are the wares: the SMPTE exhibitors

The following equipment and service firms will be displaying and selling their products in the Americana hotel. Listings contain booth locator numbers for each firm. New products are indicated by an asterisk (*).

**Amplex**

1-3-24-26
401 Broadway, Redwood City, Calif. 94063

**Angelou Ex**

1500 Ocean Avenue, Bohemia, N.Y. 11716

**Ariflex**

136-39
One Westchester Plaza, Elmsford, N.Y. 10523
Product: 16mm and 35 mm motion picture cameras, lenses, source lighting equipment and accessories. Personnel: Volker W. Bannemann, Richard B. Schreibman, Uwe Gailer, Jurgen Schwinzer.

**Belden Communications**

196 Box 1327, Richmond, Ind. 47374

**Bell & Howell**

141-43
7100 McCormick Road, Chicago 60645

**Berky Colortran**

162-63
1015 Chestnut Street, Burbank, Calif. 91502

**Bolex**

131
250 Community Drive, Great Neck, N.Y. 11020

**Robert Bosch Corp.**

39-40
275 Midland Avenue, Saddle Brook, N.J. 07662

**The Camera Mart**

164-66,173-75
456 West 55th Street, New York 10019

**Canon USA**

168-69
10 Nevada Drive, Lake Success, N.Y. 11040

**Century Precision Cine/Optics**

207
10661 Burbank Boulevard, North Hollywood, Calif. 91601

**Chyron Telesystems**

108
265 Bethpage-Spagnoli Road, Melville, N.Y. 11746

**Cinema Products**

188-93
2037 Granville Avenue, Los Angeles 90025
Product: Lightweight GSMO 16mm camera with quick change coaxial magazines*, MNC-71CP ENG/EFP camera, Steadicam...

Cine 80 232-33 630 Ninth Avenue, New York 10036
Coherent Communications 248 13739 Glenoaks Boulevard, Sylmar, Calif. 91342
CMX Systems 4 3303 Scott Boulevard, Santa Clara, Calif. 95050
Commercial Electronics Inc. 235-36 880 Maude Avenue, Mountain View, Calif. 94043
Product: Broadcast color television cameras. Personnel: Don Diesner, Chuck Headley, Ron Fried, Al Jensen, N. Schneider.

Comprehensive Service Audio-Visual 176
Box 881, Times Square Station, New York 10036
Product: Film reels, cans, shipping cases, editing supplies, projection lamps, studio lamps, gaffer tape, audio tape, magnetic film, video reels and boxes, labels, padded mailing bags. Personnel: J.T. Dougherty, Hubert Bordfeld.

Comprehensive Video Supply 245 148 Veterans Drive, Northvale, N.J. 07647
Consolidated Video Systems 242-44 1255 East Arques Avenue, Sunnyvale, Calif. 94086

Convergence Corp. 10-11, 17-18, 35-36 17935 Sky Park Circle, Irvine, Calif. 92714

Dolby Laboratories 133-34 731 Sansome Street, San Francisco 94111

Eastman Kodak 148-49 343 State Street, Rochester, N.Y. 14650

Eigcn Video 41 Box 1027, Grass Valley, Calif. 95945
Elmo Manufacturing 156 70 New Hyde Park Road, New Hyde Park, N.Y. 11040

Film Equipment Rental 208-10 707 11th Avenue, New York 10019
Frezzolini Electronics 160-61 7 Valley Street, Hawthorne, N.J. 07506
Fuji Magnetic Tape 221 350 Fifth Avenue, New York 10001
Fuji Optical 222-24 627 White Plains Road, Scarsdale, N.Y. 10583

General Electric Lamps 186-87
Nela Park, Cleveland 44112

General Enterprises 264 10518 Betruck Avenue, Kensington, Md. 20795
Goldberg Brothers 157-59 Box 5345TA, Denver 80217
Alan Gordon Enterprises 134-35 1430 North Cahuenga Boulevard, Hollywood 90028

Grass Valley Group 115
Box 114, Grass Valley, Calif. 95945
GTE/Sylvania 101 114 South Orange Street, El Paso, Tex. 79901
Karl Heitz Inc. 256 979 Third Avenue, New York 10022

Hazelline 132-33 Pulaski Road, Greenlawn, N.Y. 11740
Hollogon Optical Systems 105 225 Park Avenue South, New York 10003

Hollywood Film 219-20 955 Seward Street, Hollywood 90038
Ikegami Electronics 118-21 29-19 39th Avenue, Island City, N.Y. 11101
Image Devices 102 1925 Northeast 149th Street, Miami 33181

JVC Industries 19-20, 33-34 58-78 Queens-Midtown Expressway, Maspeth, N.Y. 11378

AMERICAN RADIO IS BMI TERRITORY

BMM provides radio with more music than all other licensing organizations combined.

What the world expects from the world's largest music licensing organization.

Broadcasting Oct 23 1978 63
sound systems. **Personnel:** Cornels Hofman, Horst A. Ankermeier, William Seidel.

**Sony**

27-30

9 West 57th Street, New York 10019

**Soreme-Eclair**

237-38

905 North Cole Avenue, Hollywood 90038

**Product:** 16mm camera systems. **Personnel:** Regis Laderriere, Eric Falkenberg.

**Spin Physics**

148-49

11633 Sorrento Valley Road, San Diego 92121

**Product:** Hot-pressed ferrite video head refurbishing service for Ampex Mark X, XV and RCA High Band video tape recorders. **Personnel:** J.C. Crosby, W.W. Heywood, G. Long, F. Watson, C. May, K. White, K. Harrell.

**Strand Century**

170-71, 181-82

20 Bushes Lane, Elmwood Park, N.J. 07407

**Tektronix**

248-47

Box 500, Beaverton, Ore. 97077

**Tele-Cine**

5

5434 Merrick Road, Massapequa, N.Y. 11758

**Telemation**

42-43

Box 15068, Salt Lake City 84115

**Product:** Digital noise filter*. **Compositor** graphics system. **Personnel:** Donald R. Reynolds, Dennis L. Shelton, David J. Quebbeman, W. Paul Warnock, George G. Elsaesser, Davison H. Spindle, Alan D. Schoenberg, Donald E. Rhodes.

**Telescript**

113

20 Insley Street, Demarest, N.J. 07627

**Product:** Monitor prompting system. **Personnel:** Bob Swanson, Blair Julich, John Lennan, George Parodi, Kay Hyde, Jerry Swanson.

**Television Equipment Associates**

115

Box 260, South Salem, N.Y. 10590

**Product:** Tape cleaner/evaluators, video and pulse delay lines, low-pass video filters, automatic video equalizer, headsets, intercom system, TV line selector to monitor line 22. **Personnel:** Bill Pegger, Bill Walters.

**Thermodyne**

202

12600 Yukon Avenue, Hawthorne, Calif. 90250

**Thomson-CSF Laboratories**

6-7

37 Brownhouse Road, Stamford, Conn. 06902

**Product:** Microcam portable ENG cameras and 2 ghz microwave attachment*. digital noise reduce. **Personnel:** John Camarda, Mike Davis, Bob Estony, Joe Ewansky, Jack Fackler, Steve Kreinik, Ren McMann, Boris Tcatchenko.

**Twenty-Fourth Frame**

226

303 Depot Street Northwest, Christiansburg, Va. 24073

**Product:** 16mm two picture, three sound, eight plate film editing console with pitch correction*. **Personnel:** Ike Jeames, Richard Armstrong.

**Vital Industries**

23

3700 Northeast 53d Avenue, Gainesville, Fla. 32601

**Product:** Production and on-air switching equipment. **Personnel:** Robert W. McAll.

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**Settling in.** The Broadcasters Ad Hoc Committee on Television Blanking, a group formed in August to deal with the horizontal and vertical problems that the FCC Ad Hoc Committee must solve, has gotten its administrative business out of the way, a source on the committee says, and is now getting down to a long winter of "a lot of hard work." The group is working up some questionnaires to be sent out soon to television stations, the networks and production companies asking those parties to take a "28-day inventory" to find out just how serious the blanking mess is. The committee's a good way from any recommendations of any kind now, but by early January, after it has had a chance to review the data supplied through the mailings, hopes to get a fix on the problems and suggest some preliminary solutions. **Finger pointing.** One Washington consulting engineer asserts that it is "just carelessnes" on the part of technicians that has let the blanking problem develop. Each individual piece of equipment in the chain, from the ENG camera to the transmitter, meets FCC minimums, but no one has "paid enough attention" to human factors that develop as signals travel through the broadcast process. "No one really knows the magnitude of this problem." **Who me?** So the broadcasters, the producers, the manufacturers and the FCC haggle over just who is responsible for the signal degradation. The blanking committee is taking looks from two sides now: the producers and the manufacturers. One subcommittee is "trying to come up with some set of numbers" for producers. The idea, and it is still only that, is to find out exactly how fine a picture must exist at the start in order to emerge from the switching maze with a signal up to FCC standards. Another subcommittee is looking at broadcast equipment, trying to deduce where that could be fine tuned. **Add-ons.** Don't count the manufacturers out of the fracas either. Marconi Instruments has come out with a television interval timer that automatically measures horizontal and vertical blanking on a digital display, and at least two other companies, NEC of America and Vital Industries, have begun offering blanking correction machines that are designed to put back the picture other equipment appears to take away. **And the bottom line.** One insightful engineer sums up the blanking problem and what it means to television: "It's not easy for a salesman to turn down an ad because it doesn't meet technical specifications." **On a lighter note.** Solar, wind and other alternative energy sources may not as yet be broadcasting's latest trend, but as the winter season approaches, ways of cutting energy bills are certain to be on broadcasters' minds. Alfed Guntermann, research associate-energy at the Austin Co., Cleveland, says wind and sun power don't quite live up to all of their promise. They're "buzz" words, he says, that do not produce an acceptable return on investment. "You're spending $20 to $50 initially to save 50 cents to a dollar's worth of oil." But not so, he says, with "heat recovery systems." A broadcasting station produces a considerable amount of heat that can be redirected to heat a station's water supply or to supply warmth to the building. Citing the example of WKBW Buffalo, N.Y.'s new $3-million studio (Broadcasting, Oct. 9), Mr. Guntermann says the owner, Capital Cities Communications, is getting "free energy at a very low cost." Taft Broadcasting is building a new $5-million headquarters in Cincinnati that will feature a solar-collector system to furnish all hot water (see page 44), and later this year a new group, Kskv Corp., is expected to submit an application for a new AM station in Sierra County, Calif., that will be completely solar- and wind-powered. **Meanwhile, on the front.** Video tape recorders appear to be this year's hot item in the consumer market in this their first full year of general availability. The Electronic Industries Association reports that through September home recorder sales to dealers reached 242,589 units. September saw the highest number—56,759 units—and Ralph W. Jones of the EIA says manufacturers expect those numbers to continue rising as the Christmas buying season reaches full bloom. (Because it has been only a year since most manufacturers got into the home recorder market—Sony and Quasar are the exceptions—EIA does not have figures for 1977) Television receiver sales are up 14.2% from last year, but sales of radio receivers, EIA says, have already dropped 11.2%—with the deepest dip in AM set sales (down 19.6%).
These are the top songs in airplay 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.

Sept 23

**Country**

Dynamic duo Barbra Streisand and Neil Diamond have teamed up for the first time on a new blockbuster single, "You Don't Bring Me Flowers" (Columbia). Added this week by most of "Playlist's" reporting stations, the single enters the chart at 27. "They're two very strong artists in an improbable combination," says Bruce Murdock of KING(AM) Seattle.

"You don't get two giants together very often." Dave Sholin, national music coordinator, RK0 Radio, calls it "a great song with great lyrics and great production. Lyrically and musically it's got it all." The song was written by Diamond with the husband and wife writing team of Marilyn and Alan Bergman and first appeared in solo versions on the artist's I'm Glad You're Here With Me Tonight LP and Streisand's Songbird LP according to Bob Sherwood, vice president of national promotion, Columbia Records, music directors from a "host of stations" recognized that both versions were in the same key, spliced them together, and brought the final product to Columbia, which then approached the two artists. The duet will appear on both artists' forthcoming albums: Barbra Streisand's Greatest Hits, Volume II and Diamond's American Popular Song Medias touch. When it comes to making hits, Billy Joel can do no wrong. And it appears his much-anticipated new album, 52nd Street, is no exception. Stations are adding the cut "My Life," which Columbia says will probably be the first single released. "It's sort of in the vein of Movin' Out," says king's Mr. Murdock, "it's a real strong, up-tempo song."
Kenneth Miller, sales manager, KMPC(AM) Los Angeles, appointed VP-general manager. He succeeds Stanley Spero, who has been named VP in charge of sports for Golden West Broadcasters, group owner of station.

Gene Denari, president and general manager of KPRW-TV Bakersfield, Calif., appointed executive VP-operations for Gillett Broadcasting, licensee of station. He will be responsible for company's KPRW-TV, WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D.

David Ross, VP-general manager, KEZK(FM) St. Louis, named VP-general manager of co-owned WHW(FM) Miami. Ronald Young, sales manager, WHW, succeeds Mr. Ross at KEZK.

Mahlon R. Aldridge, VP-general manager of KFRL(AM) Columbia, Mo., elected executive director. James Aldridge, station manager, succeeds his father as general manager.

Richard Bartell, partner in San Diego law firm of Lee Bartell & Associates, licensee of KMCA(AM) there, named general manager of station.

Susan A. Simons, administrator, compliance and practices, NBC, West Coast, appointed practices policy manager, law, West Coast.

Jack Kenaston, manager of noncommercial KLCG(TV) Los Angeles, retires after five years in that position.

J. Allison Binford Jr., VP-programming, non-commercial WEDG-TV Bridgeport, Conn., appointed station manager.

Harvey Struthers, VP, management development/human resources, CBS/Broadcast Group, New York, appointed VP of development, responsible for CBS investments in CATV in Canada and coordinating exploration of new business opportunities for group.

Lee C. Kitchin, professor and executive director of Virginia Law School Foundation at the University of Virginia Law School in Charlotte, named VP and general counsel of Corinithian Broadcasting Corp., New York. Mr. Kitchin earlier had been president of Time-Warner Corp., Roanoke, Va., subsidiary of Landmark Communications Inc., and president of WYAR Radio-Television Corp., Norfolk, Va., also part of Landmark.

Michael Schuch, general sales manager, WTVY(TV) Milwaukee, appointed assistant general manager.

Beino Lange, program manager, KOVR(TV) Sacramento (Stockton), Calif., appointed assistant manager.

Mike Allen, from WORK(FM) Norfolk, Va., named operations manager of WNAX(AM) Yankton, S.D.

Ann Morfogen, manager of press information and publicity, KNXT(TV) Los Angeles, named director of special projects, responsible for station's license renewal preparations and development of other projects.

William T. Baumann, assistant VP of First National Bank, Cincinnati, joins Taft Broadcasting there as director of development services.


Richard Jahn, executive VP and management director, Dancer Fitzgerald Sample, New York, appointed president of newly established DFS International.

Gene DeWitt, media director, and Lew Pringle, director of research, BBDO, New York, elected senior VP's and members of board of directors.

Michael Silverstein, VP-marketing director, Bozell & Jacobs, New York, elected senior VP.

Kevin Kearny, director of telephone marketing services, Doyle, Dane Bernbach, New York, elected VP of Neal Lemlein, from Botsford-Ketchum, San Francisco, joins DDB/West, Los Angeles, as account executive.

Cliff Lavin, account director, Jennings & Thompson/foote Cone & Belding, Phoenix, elected VP.

Dave Vinyard, account executive, and Ben Vergati, creative director, Crume & Associates, Dallas, named VP's.

Tyr Mattson, media director, Kenyon & Eckhardt, Chicago, joins Lee King & Partners, Chicago, as associate media director.

Guy Cimbalto, from William Esty Co., New York, joins Cunningham & Walsh there as group creative director.


Frank Stringer Jr., from WFLA-TV Tampa, Fla., joins OmniMedia, marketing communications agency there, as operations and communications director.

Linda Laiing, assistant art director, Foote, Cone & Belding/Honig, San Francisco, named art director.


Scott Savage, account executive, KDKA-AM-FM Pittsburgh, joins co-owned Radio Advertis-
of local broadcast services. Benton & Bowles, New York, named VP’s.

John W. Davis, corporate secretary and broadcast network negotiator, Footec, Cone & Belding/Honig, San Francisco, retires after 40 years with company.


Alvin Letlt, local sales manager, WVTY-TV Milwaukee, named general sales manager, succeeding Michael Schuch (see page 67). Harry Delaney, local sales representative there. succeeds Mr. Letlt.

Robert W. Curry, executive VP-sales, KQW-TV Bakersfield, Calif., assumes additional responsibilities for WSEE-TV Erie, Pa., and KXON-TV Mitchell, S.D. All stations are owned by Gillett Broadcasting.

Kent E. Little, national sales manager, KOA-TV Denver, appointed general sales manager.

Don Wollman, director of operations and administration, on-air advertising, ABC-TV, Los Angeles, appointed to new post of director, on-air advertising, West Coast, ABC-TV.

Lee Larsen, national sales manager, KLOS(FM) Los Angeles, appointed general sales manager.

Robert J. Longwell, national sales manager, WRIF(FM) Detroit, appointed general sales manager.

John Hare, general sales manager of KXYZ(Am)-KAUM(FM) Houston, joins co-owned WRQX(FM) Washington in same capacity.

Timothy C. Weis, account executive, WCBM(Am) Baltimore, appointed general sales manager.

Tom Hagner, from Arcadia Entertainment Corp., Deerfield Beach, Fla., joins KYEL-TV Yuma, Ariz., as general sales manager.

Robert W. Dunn, local sales manager, WTIC(Am) Hartford, Conn., named general sales manager.


Tina Myrick, account executive, WCAQ(Am) Baltimore, joins WTVY(FM) there as sales manager.

E.F. Shadburne, owner and operator of WHA(I) Haines City, Fla., named sales manager of Caloola Television Corp., licensee of WVEV(TV) Naples, Fla.

David Harper, general manager, WOTL(Am) Oak Ridge, Tenn., joins WBCS(Am) Eden, N.C., as sales manager.

Steven M. Herman, account executive, WQAU(Am) North Pole (Plattsburgh), N.Y., named local-regional sales manager.

Scott Boltz, account executive, WQAU(Am) Moline, Ill., named local advertising manager.

Leslie P. Mathis, account executive, WOR(B) Boston, joins co-owned KHI-TV Los Angeles in same capacity.

Marvin D. Anderson, account executive, WMA(TV) Baltimore, joins WTA(TV) Pittsburgh in same capacity.

Marcy J. Kohn, sales representative, WRGB(TV) Schenectady, N.Y., joins WSB-TV Atlanta as account executive.

Sonja Farrand, account executive, KMBR(FM) Kansas City, Mo., joins KMBC-TV there in same capacity.

Bobbi Grimm, director of promotion and advertising, KFAC-AM-FM Los Angeles, named account executive.

Len M. Allen, general manager of Honolulu irrigation products distributor, joins KGMB-TV there as account executive.

Programming

Mark Waxman, program director of noncommercial KCTV(TV) Los Angeles, named director, daytime programs, CBS Entertainment, in charge of ongoing daytime production and development in Hollywood. He succeeds Jeanine Ranick, recently named to same position in New York.

Superseller. William Bresnan, president of Telepromoter’s cable division, appears in "Ten Greatest Salespersons: What They Say About Selling," a book by Robert Shook due out this week (Harper & Row, New York, 194 pp., $9.95). Others of the "greatest" include top-selling Avon Lady Edna Larsen and IBM Vice President Buck Rodgers. Sample sales advice from Mr. Bresnan: "We find a need, and then we respond to it. . . . As for trying to sell something that people don’t need, I call that hustling—which is another profession altogether. . . . Everyone, from myself on down, goes out and knocks on doors. I can learn more by knocking on doors during a four-hour period than I can learn in a three-year period sitting in my office."

Named executive producers, motion pictures for television, NBC Entertainment, Los Angeles: David Garcia and Deena Silver-Kramer, directors in that department, and Jane Deknatel, director of docudramas for CBS Entertainment, Hamilton Cloud, from KFWC(I) Los Angeles, joins group as associate, motion pictures for television.

George A. Sperry Jr., promotion manager, Group W Productions’ Mike Douglas Show, named VP and general manager. Group W Productions’ Television Syndication Center, Pittsburgh.

Eddie Einhorn, executive producer for various sports programs on NBC-TV and former president of TYS Network, New York, named executive producer of CBS Sports Spectacular (Sat., 4:30-6 p.m.).

Tim Vignoles, VP of MCA-TV and managing director, London, and director of Universal Pictures TV Ltd., subsidiary of MCA, joins Columbia Pictures Television as VP in charge of United Kingdom division, based in London.

Terri Fricton, VP of Musicways Inc. and Filmways Music Publishing Inc., Los Angeles, appointed president.

Joanne Brough, program development executive for prime time dramatic series, CBS, Los Angeles, joins Lorimar Productions, Burbank, Calif., as director of creative affairs.


Chuck Branstetter, program director, KPC(B) Bowling Green, Mo., named regional program director responsible for KPCR-AM-FM and co-owned KCTV(I)-KSCM-FM Houston, Mo.

Jim Lawson, news director for noncommercial WHIS(FM) Hinsdale, Ill., named program manager.


Alex Nagoles, from Material Development Center, Los Angeles, joins KNTV(I) there as producer.

Kate Kellyher, editor of BIB Publications, subsidiary of Broadcast Information Bureau, New York, joins Metromedia Producers Corp. there as advertising and promotion manager for East Coast.

Bob Kennedy, music director, WEOO(Am) Wayneboro, Pa., joins co-owned WQVE(FM) Mechanicsburg, Pa., in same capacity. Barry Hodge, from WZQY(Am) Frederick, Pa., succeeds Mr. Kennedy at WEOO. Tom Rush, from
Michael D. Schechter, Philadelphia, Pa., has been named manager of the new Christmas $500,000 salute to Christmas, featuring the Philadelphia Symphony Orchestra, Christmas carols, and a special variety show hosted by Hugh Downs. The special will be broadcast on WHIP-TV (ABC) and WPSG-TV (CBS) in the Philadelphia area, and on WCVB (ABC) in Boston. The special will also be syndicated nationally.

**Broadcast Technology**

**Promotion and PR**

Joanne Maly, from community relations department of noncommercial Wnnw(TV) Cincinnati, joins Taffi Broadcasting there as director of corporate communications.

Melissa Huston, advertising and promotion manager, Wnnw(AM)-Wnnw(FM) Washington, joins Wnnw(FM) there as director of advertising and promotion.

**Pamela Cleeland**, promotion director, Komo(AM)-San Jose, Calif., joins Kgo(AM) San Francisco in same capacity.

**Marge Anthony**, VP of Neil Diamond Productions, New York, joins CTV Television Network, Toronto, as director of information services.

**News and Public Affairs**

Mel Kampmann, news and management consultant for McHugh & Hoffman, McLean, Va., joins WLA-TV Washington as executive director of news. Mr. Kampmann formerly was news director for Wpi-TV Philadelphia and KRON-TV San Francisco.

Wilson Hall, veteran NBC anchor and reporter, joins Wats(TV) Albany, N.Y., as principal anchor and managing editor. Mr. Hall's assignments with NBC included: reporter for NBC Radio in Washington; NBC Middle East bureau chief, Beirut; bureau chief of Latin American coverage, Rio de Janeiro and reporter covering Vietnam War.

Jack Moore, executive producer, Kens-Television San Antonio, Tex., joins WSAV-TV Savannah, Ga., as news director.

Lee Schell, news director, Kntv(TV) San Jose, Calif., resigns.

Drew Phillips, field producer for ABC News, New York, joins CBS News there as producer of 60 Minutes.


Edward H. Shur, local news reporter, Wnai(AM) Providence, R.I., appointed director of news at Wnai(FM) Georgetown, Del.


Connie Hicks, reporter, Wckt(TV) Miami, named co-anchor.

Dan Cullen, news director and anchor, Kjed(TV) Fresno, Calif., joins Wave-TV Louisville, Ky., as co-anchor.

Robyn Carter, from news department of Wnws-TV New York, joins Waff(TV) Huntsville, Ala., as noon anchor and reporter.

David A. Waterman, producer and reporter for noncommercial Wsnr(TV) Pensacola, Fla., joins Wtvv(TV) Dothan, Ala., as anchor.

Bob Veasey, assistant political analysts, Wboh-TV Chicago, joins station's "Fact Finder" unit as writer and field producer.

Terri Dorsey, reporter, Wioo-TV Augusta, Ga., joins Ws-tv Columbia, S.C., as reporter and photographer.


Scott Richards, anchor, Wlky-TV Louisville, Ky., appointed executive producer of newsroom. Dan Lewis, weekend anchor there, named weekend co-anchor. Patrick Van Horn, anchor and producer from Ktvv(TV) Springfield, Mo., succeeds Mr. Lewis as weekend anchor.

David Campanella, news producer, Wdwo-TV Detroit, joins Wtvb-TV Buffalo, N.Y., as producer. John Telich, sportscaster, Wntv-Tv Cedar Rapids, Iowa, joins Wtvb as weekend sports anchor. Sarah L. Lewis, secretary to Wtvb-TV sales manager, named community services director, succeeding Joseph Koral, who retired earlier this year.

Rick Hutto, general manager of noncommercial Wsnr(TV) Canton, N.Y., joins Kuan-AM-FM- TV Agana, Guam, as announcer-newsbox-producer.

Ray Cooley, community affairs director, Wtva(AM) Pittsburgh, named community and station services director for Wtva-TV there.

**Promotion and PR**

Joanne Maly, from community relations department of noncommercial Wnc(TV) Cincinnati, joins Taffi Broadcasting there as director of corporate communications.

Melissa Huston, advertising and promotion manager, Wnww(AM)-Wnww(FM) Washington, joins Wnww(FM) there as director of advertising and promotion.

Pamela Cleeland, promotion director, Komo(AM)-San Jose, Calif., joins Kgo(AM) San Francisco in same capacity.

Marge Anthony, VP of Neil Diamond Productions, New York, joins CTV Television Network, Toronto, as director of information services.

**Broadcast Technology**

Joseph A. Boyd, chief executive officer of Harris Corp., Melbourne, Fla., elected chairman of board. He had been president, and will be succeeded in that post by John T. Hartley Jr., Harris executive VP. Richard B. Tuills, former board chairman, will continue as chairman of executive committee.

Richard W. Subbe, manager of television network operations, ABC, New York, named director of television network operations, broadcast operations and engineering.


**A CHRISTMAS BONUS**

More Revenue / Less Commercialism

If someone figured a way to increase Christmas-Day revenue while reducing your stations' commercialism, wouldn't you at least be interested?

We've found the way. (419) 531-7786. Call now.

Shepherd Music
in company's microwave communications products.

Al Bedross, Eastern region manager for video-tape sales of magnetic tape division of Fuji Film, New York, appointed national videotape sales manager.

Hugh Hole, director of sales administration, Vidtronics, Los Angeles, named VP.

Robert C. Stack, manager of marketing services for Telefile Computer Products, Irvine, Calif., joins Convergence Corp. there as manager of communications.

John C. Laffin, director of communications services and advertising, Rockwell International, Pittsburgh, named director of international communications.

John B. Hatch, manager of information services, Fairchild Camera & Instrument Corp., Mountain View, Calif., named director of news and information.

Robert T. Proctor, from Alabama ETV Commission, Montgomery, joins Straight Furrow Productions, video-tape production company there, as director of field operations.

### Allied Fields

**Sidney Harman**, who resigns Dec. 1 as under secretary of commerce, will join Aspen Institute for Humanistic Studies as director of program studying quality of working life.

Officers, Dallas chapter of American Women in Radio & Television: Terri Jones, KCBN Advertiser, president; Susan Ziller, tolerz, VP; and president-elect; Judy Miller, Tracy-Locke, secretary, and Jeanie Edens, William Solomene & Associates, treasurer.


**Pat Ward**, director of publications and publicity for American Women in Radio & Television, Washington, joins National Association of Broadcasters there as director of Highlights, association's weekly newsletter.

**Philip M. Thoben**, senior VP of Churchill Communications, Indianapolis, named director of business development, Firstmark Financial Corp., Indianapolis, responsible for new loans to cable television systems and radio and TV stations.

### Deaths

**Kirl Kirchoff**, 60, local sales manager, KDNL-TV St. Louis, died Oct. 6 at Barnes hospital there following heart attack. Before joining KDNL-TV, Mr. Kirchoff was account executive and sales manager for KPLR-TV there. Survivors include his wife, Margaret, and daughter, Victoria.

**John Dingethal**, 56, general sales manager, WTVT-TV Youngstown, Ohio, died Oct. 11 following heart surgery. Mr. Dingethal joined WTVT in 1977 after serving as sales manager for WUSX-TV and WYTV-TV, both Cleveland. Survivors include his wife, Kathleen Gayer, four daughters and three sons.

**Richard Hardy Tate**, 31, owner and general manager, WKSX(AM) Blountstown, Fla., died Oct. 1 in automobile accident. Mr. Tate began his broadcast career as teen-ager working for his father's station, WTYS(AM) Marianna, Fla. Survivors include one son and one daughter.

**Dan Dailey**, 62, song-and-dance man from movie musicals of 1940's and 1950's, such as 'Mother Wore Tights' and 'My Blue Heaven,' died Oct. 16 of anemia at his Los Angeles home. Mr. Dailey also was featured in television series, The Governor and J.J. in 1969 and 1970.

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**For the Record**

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 9 through Oct. 13.


### New Stations

**FM applications**


- **Fort Myers Beach, Fla.**—East Shore Broadcasting Corp. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: P.O. Box 666, Riverhead, N.Y. 11901. Estimated construction cost $164,786; first-year operating cost $109,665; revenue $120,000. Format: AOR. Principal: Richard Dingethal joined WCYR(AM) and WRCN-AM-FM Riverhead, N.Y. Ann. Sept. 11.

- **Fort Myers Beach, Fla.**—Loisound WAVE Inc. seeks 99.3 mhz, 3 kw, HAAT 300 ft. Address: 433 Keenan Dr., Fort Myers 33901. Estimated construction cost $82,722; first-year operating cost $138,500; revenue $100,000. Format: easy listening. Principals: Roy Wilson, Mrs. Barbara Reynolds, Ross M. and Lawrence M. Low (25% each). Mr. Wilson owns North Largo, Fla. radio program production firm. Mrs. Reynolds is employe of Beacon College and Faith Temple Radio. Mears. Lew are furniture retailers in Petersburg, Fla. None has other broadcast interests. Ann. Sept. 11.


- **Alexandria, Ind.—CLW Communications Group seeks 96.7 mhz, 3 kw, HAAT 300 ft. Address: 6815 Shawliford Rd., Chatanooga, Tenn. 37421. Estimated construction cost $66,416; first-year operating cost $48,000; revenue $150,000. Format: MOR/religious. Applicant is subsidiary of AMG International non-profit, nonstock corporation which owns WHYD(AM) Columbus, Ga.; WCRJ(AM) and part of NWIEE(FM) both Jacksonville, Fla. and WSCW(AM) South Charleston, W. Va. Spores Zoildates is president. Ann. Sept. 11.

- **Tillamook, Ore.—Beaver Broadcasting System Inc. seeks 104.1 mhz, 100 kw, HAAT 2,214 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost $105,920; first-year operating cost $38,424. Format: variety. Applicant is state community college. Ann. Oct. 3.

- **Tillamook, Ore.—Beaver Broadcasting System Inc. seeks 104.1 mhz, 100 kw, HAAT 2,214 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost $105,920; first-year operating cost $38,424. Format: variety. Applicant is state community college. Ann. Oct. 3.

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- **Tillamook, Ore.—Beaver Broadcasting System Inc. seeks 104.1 mhz, 100 kw, HAAT 2,214 ft. Address: 180 Third St., Tillamook 97141. Estimated construction cost $105,920; first-year operating cost $38,424. Format: variety. Applicant is state community college. Ann. Oct. 3.
ing cost $1,000. Format: variety. Applicant is state university system which owns *WUFT(FM)* Knoxville, *WUTM(FM)* Martin and is applicant for new FM at Chattanooga. Darrell Holt is chairman of broadcast department. Ann. Oct. 3.

* Pineville, Tenn.—Mary V. Wheeler Elementary School seeks 91.3 MHz, 1 kw, HAAT 453 ft. First-year operating cost $19,209. Format: variety. Applicant is public school. Ann. Sept. 11.

* Mechanicsville, Va.—Drum Communications Inc. seeks 92.7 MHz, 3 kw, HAAT 300 ft. Address: c/o WENZ, 111 N. Forth St., Richmond, Va. 22219. Estimated construction cost $79,541; first-year operating cost $41,000; revenue $180,000. Format: black. Applicant owns WENZ(AM) Richmond. Ann. Sept. 11.

* DePere, Wis.—American Communications Co. seeks 95.9 MHz, 3 kw, HAAT 300 ft. Address: PO. Box 959, 133 N. Superior, DePere 54145. Estimated construction cost $123,965. Format: MOR. Principal: John A. Dug, Green Bay, Wis. Insurance salesmen with real estate interests and no other broadcast interests. Ann. Sept. 11.

* DePere, Wis.—DePere Broadcasting Inc. seeks 95.9 MHz, 3 kw, HAAT 300 ft. Address: PO. Box 37, DePere 54145. Estimated construction cost $50,563; first-year operating cost $12,221; revenue not given. Format: MOR. Principals: Mr. and Mrs. Richard S. Wilson and four others. None has other broadcast interests. Ann. Sept. 11.

### TV application

* Ventura, Calif.—KEMO-TV Inc. seeks ch. 16; ERP 5.25 kw vis., 1.05 kw aud., HAAT 755 ft.; ant. height above ground 100 ft. Address: 2300 Marin St., San Francisco, Calif. 94124. Estimated construction cost $72,650; first-year operating cost $112,000; revenue $150,000. Legal counsel Lawrence A. Bobly, Frederick, Md.; consulting engineer: E. Harold Murn Jr., Principal: Leon A. Crosby, who owns KEMO-TV San Francisco. Ann. Oct. 5.

### AM grants

* Bentonville, Ark.—Broadcast Bureau granted JEM Broadcasting Co. 1190 kHz, 250 w. D. PO. address: Big Tree Realty Bldg., U.S. Hwy. 71, Bentonville 72712.

* Manette, Calif.—Broadcast Bureau granted Keh-Neil H. Orchard 103.1 MHz, 3 kw, HAAT 23 ft. Address: 1031 Genesia Ave., Norristown, Calif. 91325. Estimated construction cost $65,000; first-year operating cost $48,900; revenue $72,100. Format: standard post. Principal: Mr. Orchard is engineer at KJH(AM) Inwood and has no broadcast holdings. Action Sept. 28.

* Dubuque, Iowa.—Broadcast Bureau granted Tower Power Co. 4300 First Ave. S.E., HAAT 417 ft. PO. address: 4 Esenstelle St., Greenville, S.C. 29607. Estimated construction cost $1,500; first-year operating cost $14,150; revenue $72,000. Format: Religious, music, public affairs. Principal: Mr. and Mrs. (10%) Kelvin T. (90%) Gladu (10%) of KHJ(AM) Gilmer with application for FM there and application for FM in Odessa, all Texas. Action Sept. 28.


* Sulphur, Okla.—Lula M. Stone granted 100.9 MHz, 3 kw, HAAT 300 ft. PO. address: 233 Rose St., Greenline, Miss. 38701. Estimated construction cost $37,000; first-year operating cost $50,000; revenue $60,000. Format: variety. Principal: Mrs. Stone is housewife with no other broadcast holdings. Action Sept. 15.


* Corinna, Miss., stockholder in several Mississippi radio stations. Action Sept. 12.


### AM grants

* Salinas, Calif.—Broadcast Bureau granted Mont- son Broadcasting Co. 1591 kHz, 20 kw. PO. address: 717 W. 1st St., Salinas, Calif. 93940. Estimated construction cost $92,575; first-year operating cost $18,000; revenue none. Legal counsel Monterey (Calif.) county counsel; consulting engineer Ken Warner of Monterey Broadcasting Co. Principal: Ray Claxton is superintendent of Monterey County Schools. Action Sept. 21.

### Ownership Changes

### Applications

* WKP(GM) Port Gibson, Miss.—Seeks assignment of license from WKPG Inc. to Donald G. Manuel for $65,000. Seller: port gibson, Miss. Buyer: Mr. Manuel, who has no other broadcast interests, has agricultural machinery interests in McComb, Miss. Ann. Oct. 3.

* KYSS-AM-FM Missoula, Mont.—Seeks transfer of control of Garden City Broadcasting Inc. from Mr. and Mrs. Chester Murphy and James Goodrich. (100%) to Mr. and Mrs. Daniel H. Grady (90%) and Corp (10%) for $250. Seller: (100%) by estate of Miles H. Ferguson, administered by Helen Ferguson Zachary of Helena and Daniel H. Grady of Great Falls, Mont. (none before; 100% after). Consideration: $383,000. Principals: Buyer is subsidiary of Communications Investment Corp., which is principally operated by George C. Hatch and his wife, Wilda, owns KUTV(TV) Ogden, Utah, the Intermountain Network, CATV system in Idaho Falls, Idaho. Ann. Oct. 1.

### Grants

* WRLD(AM) Lanette, Ala. (AM: 1490 kHz, 2 kw D, 250w-N) Broadcast Bureau granted assignment of license by Valley Broadcasting Co. to WRLD(AM) Thomasville, Ga. for $256,429. Seller: (100%) by estate of Miles H. Ferguson, administered by Helen Ferguson Zachary of Helena and Daniel H. Grady of Great Falls, Mont. (none before; 100% after). Consideration: $383,000. Principals: Buyer is subsidiary of Communications Investment Corp., which is principally operated by George C. Hatch and his wife, Wilda, owns KUTV(TV) Ogden, Utah, the Intermountain Network, CATV system in Idaho Falls, Idaho. Ann. Oct. 1.

* WSIZ(AM) Ociela, Ga. (AM: 1380 kHz) Broadcast Bureau granted use of license from Oliva Broadcasting Co. to Graham Broadcasting Co. for $250,000. Seller: owned by George Oliva and immediate family, who own WPAX(AM) Thomasville, Ga. and have sold WAKA(AM) Gainesville, Fla. and own 80% of WERE(AM)-WGLC(FM) Cleveland. Buyer: owned by James A. (50%) and O. M. Hayes (50%). Mr. Graham is general manager of WUF(E)AM Baxley, Ga. Mr. McLean is practicing dentistry in Bainbridge. Action Sept. 21.
### Summary of Broadcasting

#### FCC tabulations as of June 30, 1978

| License | On air | CPs on air | Total on air | CPs on air | TOTAL authorized*
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*Special temporary authorization

*Includes off-air licenses

### Facilities Changes

#### FM actions
- WPMI Montgomery, Ala. — Granted CP to change TL and SL; change type trans. and ant.; ERP: 98 kW (H&V); ant. ht. 490 ft. (H&V). Action Sept. 27.
- WBTG Sheffield, Ala. — Granted CP to change TL; change type ant.; make changes in antenna system (increase height); ERP: 1.75 kW (H&V); ant. 380 ft. (H&V). Action Sept. 27.
- KMPX San Francisco — Granted CP to change SL; install new trans.; install new ant.; make change in ant. system (decrease height); change TPO; ERP 80 kW (H&V); add circular polarization to ant. height 1,120 ft. (H&V). Action Oct. 12.
- KUNC Greeley, Colo. — Granted CP to change TL; install new trans. and ant.; change TPO; ERP 50 kW (H&V); add height antenna 270 ft. (H&V). Action Sept. 27.
- WELE-AM Defiance, Ohio — Granted CP to TL and SL; change type trans. and ant.; increase ant. height; ERP: 100 kW (H&V); ant. height 590 ft. (H&V). Action Sept. 28.
- WFMQ(OM) Ocala, Fla. — Granted CP to change TPO; ERP: 3 kw (H&V). Action Sept. 28.
- WLOQ(OM) Athens, Ga. — Granted CP to change type ant. and increase height; ERP: 9.5 kW (H&V); ant. height 180 ft. (H&V). Action Sept. 28.
- WKLS Atlanta, Ga. — Granted license covering changes. Action Sept. 27.
- WBDG(OM) Indianapolis — Granted CP to change TL and SL; install new ant.; decrease ant. height; change TPO; ERP: 400 w (H&V); ant. height 78 ft. (H&V). Action July 31.
- KOPO-OM Ottawa, Kan. — Granted CP to change type trans. and ant.; ERP: 100 kW (H&V); ant. height 330 ft. (H&V); remote control permitted. Action Sept. 27.
- WIRS Jamestown, Ky. — Granted license covering changes. Action Sept. 27.
- WKMO Hodgenville, Ky. — Granted CP to change TL; increase height of ant.; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action Sept. 27.
- KNLU(OM) Monroe, La. — Granted CP to change frequency to 250 kW and change trans. and decrease height of ant. Action Sept. 27.
- KTSU Houston, Tex. — Granted CP to change; install new trans. and ant.; increase height of ant.; change TPO; 18.5 kw (H&V); ant. height 265 ft. (H&V). Action Sept. 27.
- KJOJ Odessa, Tex. — Granted CP to change TL and SL; change type trans.; ant.; decrease ant. height: 420

**Broadcasting Oct 23 1978**

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**KATZ St. Louis** — Granted mod. of license to change TL. Action Sept. 13.

**WNPC Newport, Tenn.** — Granted mod. of CP to change SL; remote control permitted. Action Sept. 28.

**WDTM Selmer, Tenn.** — Returned application to change frequency to 1150 kHz and increase power to 1 kw.

**KANN Ogden, Utah** — Granted CP to increase power to 5 kw and change TL. Action Sept. 27.

**KMWX(AM) - KFFM (FM) Yakima, Wash.** — Granted mod. of licenses of covering change in name of licensee to Northwest Broadcasting Co. Action Sept. 26.

**WCLG Morgantown, W. Va.** — Granted license covering changes. (BL-14485).

**WLKE(AM)-WGGQ(FM) Warsaw, Wis.** — Granted mod. of license covering change in name of licensee to Control Broadcasting of Wisconsin Inc. Action Sept. 26.
Professional Cards

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(301) 384-5374
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1925 N. Lynn St., Arlington, VA 22209
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Offices Nationwide
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Los Angeles, CA 90028
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Services

[Additional content similar to the previous service directory entries]
new change, TV type transplant, ERP: 50 kw; ant. height 240 ft. (H). Action Sept. 27.

*KPBK-FM Spokane, Wash.—Granted mod. of CP to change TL and SL type trans., and increase height of ant.; ERP: 100 kw (max) (H&V); ant. height 650 ft. (H). Action Sept. 27.


K4OL-FM Carrollton, Mo.—Granted mod. of TL to change SL remote control permitted. Action Sept. 27.

KYA Billings, Mont.—Granted CP to change TL; change type trans., and increase height of ant.; ERP: 99 kw (H&V); ant. height 700 ft. (H&V); remote control permitted. Action Sept. 27.

*KEMC Billings, Mont.—Granted CP to change type trans.; ERP: 7 kw (H); ant. height .197 ft. (H). Action Sept. 27.

*WFAE Charlotte, N.C.—Granted CP to change frequency to 90.7 mhz; change TL; change type trans., ant. decrease height of ant.; ERP: 100 kw (H&V); ant. height 225 ft. (H&V). Action Sept. 8.

*KWHC Hamilton, OH—Granted CP to change TL and SL; change type trans., and increase height of ant.; ERP: 50 kw (H&V); ant. height 500 ft. (H&V). Action Sept. 27.

*WSOY-FM Yellow Springs, Ohio—Granted CP to change name to Antioch; change frequency to 91.3 mhz; install new trans. and ant.; change TPO and ERP: 10 kw (H&V); ant. ht. 400 ft. (H&V). Action Sept. 27.

WCAC Anderson, S.C.—Granted CP to change type trans. and ant.; redesignate TL; make changes in ant. system; ERP: 100 kw (H&V); ant. height 310 ft. (H&V). Action Sept. 8.

*KUT-FM Austin, Tex.—Granted CP to change frequency to 90.5 mhz; ERP: 100 kw (H&V); ant. height 960 ft. (H&V); change TL; install new trans. and ant.; increase ant. height; change TPO. Action Sept. 28.

TV actions

*KAET-TV Phoenix, Ariz.—Granted CP to change ERP: to vis. 316 kw, aux. 47.9 kw and make changes in transmitting equipment; remote control permitted. Action Sept. 28.


WTTV Bloomington, Ind.—Granted mod. of CP to change type trans. and ant. Action Sept. 8.

WTHR Indianapolis—Granted authority to operate trans. by remote control. Action Sept. 28.

WNNE Hanover, N.H.—Granted mod. of CP to make changes in ant. structure (increase height); ant. height 500 ft. (H). Action Sept. 11.


*KDLO-TV Florence, S.D.—Granted CP to change TL and type ant.: ERP: 100 kw; max. ERP: 100 kw; ant. 1,680 ft.; remote control permitted. Action Sept. 28.


WATE-TV Knoxville, Tenn.—Granted CP to change ERP: 10 100 kw; max. ERP: 100 kw; ant. height 1,680 ft.; remote control permitted. Action Sept. 27.

WSM-TV Nashville, Tenn.—Granted license covering changes. Action Sept. 28.


WISC-TV Madison, Wis.—Granted CP to change type trans.; ERP: 56.2 kw; ant. height 1,910 ft. Action Sept. 28.

Translators

New stations

FCC Broadcast Bureau took the following actions on Sept. 27:

K04JA Del Norte, Colo.—Parkers Toll TV Association granted license covering new VHF TV translator.

W5ALG Augusta, Ky.—Kentucky State Board of Education—Granted license covering new UHF TV translator.

W269AB Village of Babbitt, Minn.—Stereo Broadcasting Inc.—Granted license covering new FM translator.

W228AA Red Lake, Minn.—Oakhills Fellowship Inc.—Granted license covering new FM translator.

K280AT Ely, Minn.—Stereo Broadcasting Inc. granted license covering new FM translator.

K69JW Winsenmucca, Nev.—Humboldt County Quinon River Area granted license covering new UHF TV translator.

W69AE Salem, Ore.—Yale Cooperative Educational Services of Steuben Allanage county granted license covering new UHF TV translator.

W59AF Spencetown, N.Y.—Board of Cooperative Educational Services of Schuyler-Chemung-Tioga counties granted license covering new UHF-TV translator.

W56AG Franklin, Syva, Dillsboro and Webster, N.C.—University of North Carolina granted CP for UHF TV translator station.

K221AK Panguitch, Utah—Panguitch city granted license covering new FM translator.

K907T Goodwood, Wash.—Glenwood Television Association granted license covering new VHF TV translator.

Facilities changes

FCC Broadcast Bureau took the following actions on Sept. 27:

K06CK Redstone and Upper Crayon River Valley, Colo.—Granted license covering changes for VHF TV translator.

K355BD Princeton, Mo.—Granted mod. of CP to extend completion date for UHF TV translator to March 20, 1979.

K60AU Spicardsville, Mo.—Granted mod. of CP to extend completion date for UHF TV translator to March 20, 1979.

K288AQ Ely, Nev.—Granted license covering changes for FM translator.

K11KT Genoa, Nev.—Granted license covering changes for VHF TV translator.

K13LC Genoa, Nev.—Granted license covering changes for VHF TV translator.

W66AE Hawleytown, N.Y.—Granted mod. of CP to make changes in ant. system of UHF TV translator system.

K60UN Dutch John and Manila, Utah—Granted license covering changes for VHF TV translator.

K05FI Dutch John and Manila, Utah—Granted license covering changes for VHF TV translator.

In Contest

Designated for hearing

Roncoever and Lewisesburg, W.Va.—FCC has designated for hearing competing applications of Radio Gondorner Inc. at Roncoever, and of Lewisesburg FM Broadcasters at Lewisesburg, to operate a new FM station in their communities on 105.5 mhz. Action Oct. 5.

Actions

WETT(AM) Ocean City, Md.—FCC has granted renewal of license for WETT(AM) and approved assignment of the license from Guy R. Ayres III, Trustee in Bankruptcy for Public Service Enterprises Inc. to Coastal Communications/Ocean City Corp. It rejected petition to deny assignment filed by two Ocean City residents - Edgar F. Brit and M. William Miller. Action Oct. 5.

WYEP-FM Pittsburgh, Pa.—FCC has rejected petition by Florence Bridges, volunteer worker at WYEP-FM Pittsburgh, Pa., to deny renewal of the Pittsburgh Community Broadcasting Corp. license for that station. Action Oct. 5.

Petitions to deny

Community Coiiaboration for Media Change filed petition to deny and intervene in assignment of license of KABL-FM-San Francisco. Received Oct. 2.

Central Broadcasting Inc. filed petition to deny assignment of license of WMXJ(AM) Miami. Received Oct. 4.

KSLA-TV Inc. filed petition to deny (or informal objection) on assignment of KICT-TV Longview, Tex. Received Oct. 10.

Rulemaking

Proposed

FCC has begun inquiry to consider broadening program definitions for commercial broadcast stations to include new “community service” program category: non-commercial programs produced by or in conjunction with nonprofit organizations—and to expand public affairs programming to include dramatizations of local, national and international public affairs produced on noncommercial basis by nonprofit organizations (Doc. 78-235). Comments due Dec. 26, replies Jan. 25. Action Oct. 5.

Action

FCC, in response to request by the Citizens Communications Center, extended from Oct. 12 to Nov. 27 time for filing comments and from Nov. 13 to Dec. 29 time for filing replies in matter of amendment of rules relating to multiple ownership of broadcast stations and CATV systems (IBC Doc. 78-239). Action Oct. 4.

Allocation

Proposed

Pinconning, Mich.—Broadcast Bureau has proposed assigning 100.9 mhz to Pinconning as its first FM. Action was in response to petition by David C. Schberger to assign Channel 265A on a hyphenated basis to Standish and Pinconning, Mich. Comments due Dec. 4. Replies due Dec. 26 (BC Doc. 78-330).

Cable

Applications

The following operators of CATV systems have requested certificates of compliance:

Warwick Cable TV, for Chester, N.Y. (CACA-13646-5) compliance operation.

UA-Cablevision of Texas, for Live Oak, Canton, Tex. (CAC-13671-2) compliance operation.

Continental Cablevision of Richmond, for Richmond, Va. (CAC-13691) compliance operation.

American Cable Television for Tempe, Ariz. (CAC-13777) changes.

Broward County Cable, for Oakland Park, Fla. (CAC-13181) compliance operation.

Rogers Cablevision, for Nashville, Hamilton, Ind. (CAC-13181-8) compliance operation.


Other Actions

HELP WANTED MANAGEMENT
G.M./Q.S.M. broadcast trained to administer staff and manage sales force of newly acquired twice a week newspaper. Print experience is not essential. Paper has established account list and 30,000 circulation. We need an aggressive, innovative sales pro with administrative capabilities to complement our No. 1 contemporary FM. Outstanding salary and committerment. Salary and overime compensation program mean $35-40,000 to start with business at half its full potential. Great medium size town in Midwest. Young, aggressive, extremely successful community oriented company. Send resume to Box N-49.


G.M.—to $40,000. Sales oriented general manager wanted to direct our winning sales effort. Taking our time to find the right person because this is a lifetime commitment. Salary and overime compensation program mean $35-40,000 to start with business at half its full potential. Great medium size town in Midwest. Young, aggressive, extremely successful community oriented company. Send resume to Box N-49.


Excellent opportunity for experienced radio station manager to operate AM/FM suburban station in Texas. Top ten market. Complete resume and salary history list letter. Box N-145.

Sales Manager needed for powerful Florida major market radio station. Send resume and track record and salary requirements. Box N-170.

AM-FM combo seeking highly organized General Manager. Prefer someone with programming background, who is sensitive to sales. Must be people-sensitive, willing to be community involved, and know FCC regulations. Stations are in one of Southeast’s fastest growing markets. Excellent benefits with a company that wants to expand. Salary Open. EOE. Send resume to WCSC, PO Box 186, Charleston, SC 29402.

Executive Director for nation’s only bilingual (Spanish-English) public FM station. Duties: admin-ister station operations, including grants, fiscal manage-ment, and media relations. Applicants should be familiar with contemporary strategies. Experience required with fundraising sources and public radio. Contact: Josue R. Lopez, Exec.Comm. Chairmen, KBBF-FM, Box 719, Santa Rosa, CA 95404.

Sales Manager, Boston area experience required. Your chance to move up in the market. AM 1330 617—890-1400.


General Manager—Southern California Medium Market AM-FM-base plus percentage of profits plus stock. Reply Box N-96.

Security Broadcasting Corporation has a rare opening for a manager at one of its stations. If you are a successful medium market manager or a major mar-ket sales manager strong in sales, programming and audience promotion; a positive thinker and motivator you may have the necessary qualifications. Please send a complete resume to: Mr. Ed Murtz, President, 1500 Canal Street, 12th Floor, New Orleans, LA 70140.

General Sales Manager—Medium Market AM-FM agency and direct. Lead and motivate, base plus generous bonus for increased sales. Fast track to gen-eral manager with growing group. Reply Box N-103.

Manager for 5000 Watt AM in Southern Oklahoma. Excellent facility. Good salary commission, plus profit sharing for right person. Contact Ron Ricard at 405—332-2074 or 405—899-3393. Must have good record in sales and sales management.

General Manager: Management of daily station operation of KCSN-FM, 3 kw stereo NPR affiliate. In-volves preparation of budgets and grants proposals; provide leadership for full-time and volunteer staff, involves station in community affairs, programs, promotion, community affairs program, facilities and equipment. Represents interest of the University as academic-teaching institution as well as fullfillment of responsibil-ities set forth by the F.C.C. and C.B. Masters preferred in broadcast media or allied disciplines, ex-tensive experience in small growing public broadcasting. Available January 1, 1979. Salary $10,000, 223010 yi. Send resume by November 15, 1978 to Personnel Office, Calif. State University, Northridge, 18111 Nordhoff St, Northridge, CA 91320. An Equal Opportu-nity Affirmative Action, Title IX and Section 504 Employer.

HELP WANTED SALES
Learn to sell at a professional Midwest radio station. Continuous sales training. Box M-68.

Your Sales Opportunity! Full time ABC. Salary commission. Tell all, KFRO, Longview, TX 75601. EOE.

Good Colorado Regional AM Station needs a good sales person. Brand new 10,000 watt FM sister station due on the air in weeks to come. Send B.S., resume to General Manager Box N-170.

Southwest AM/FM top market Black oriented seeking ambitious salesperson. Send resume financial requirement & references to Sales Manager, Box N-117. We are an equal opportunity employer.

South Florida Station seeks had sell, experienced salesperson to replace longtime salesman who is retiring. Excellent medical program, opportunity for advancement, and excellent working conditions. Send resume to Box 890, Larno, CO 81052. EOE.

Southeast AM/FM top market sell black oriented station seeking capable, aggressive and motivated salesperson. Excellent salary, first, the best. Send resume, along with references to Box N-117.

Sales Manager for full time station in one of the fastest growing markets in the State. A great place to work and play. Super opportunity for right person. Call John Stenkamp, KBND, Bend, OR 503—382-5263. EOE.

Experienced Salespersons—Professional sound and promotion in small medium market provides ex-celent salary and commision. Sales tax, strong commissions, auto expense, hospitalization. RAB training helpful. Moving allowance available. Send resume to WRRM, Box 989, Traverse City, MI 49684. EOE.

Sales Manager—Individual with strong desire to advance. Must be aggressive; experienced: with sales ideas and promotions that work. We need motivator to turn our sales staff into a pack of hungry wolves. Fastest growing county in Texas. Medium Market, AM Daytime. Salary first year should range from low to mid 20’s. Send resume to Steve Owen, KIKR Radio, PO Box 86, Conroe, TX 77301. EOE.

50 KW Top 50 Leading Country Music Station is looking for an experienced, aggressive Salesperson. If you are willing to work hard, the rewards are waiting for you. Send complete resume, including current billings and rate card. Excellent fringe benefits. We are an Equal Opportunity Employer. Box N-191.

Florida (Central) Serving 50,000 area pop. Do your thing and make this sleeper fun and profitable. Combo Orch.: Beautiful area; Big money if you can. No cor-porate competition. Star sales owner in strictest confi-dence, direct. Box N-192.


Professional Morning Drive Personality. Possible PD. Good stability. Good pay. Good market. Experienced only. WTCM. Box 472, Traverse City, MI. 49684.

Talk host for number one talk station in Philadelphia. Write Rita Indzeli Cohen, WYDB, 3930 Chestonocket Avenue, Phila., PA 19131.
HELP WANTED ANNOUNCERS
CONTINUED
Announcer/producer director. Afternoon drive show plus commentary writing for five other announcers. Must have several years experience and now desire secure position, better pay and working conditions. Announcer/producer required for the leading Country/Western station. Quality Northeast Indiana MOR AM-FM Stereo, good community, schools, recreation, etc. Air check, resume, Fred Manahan, WAWK, Box 37, Kendallville, IN 46755 Box 2400.

Florida, Openings for TOP 40 jock. Send resume, tape and resume to Dick Weltdon, WKBX, Box 2500, Sarasota, Florida 33578 EOE.

Natural Sound/Jock Production. Person needed for the fastest growing station in metro market of 1/4 million. Brand new adult top 40 format. 8526mc, to start. Send resume, tape to Tom Greenleigh GM, KVGO, 1506 Gibson Ogden, UT 84404.

Operations Director plus air shift. 24-hour AM Easy County with excellent ratings. Sharp detail and good production essential. EOE/ME Contact Sara Crawford, GM, WHPI, Box 550, Herin, IL 62948.

PD/AM Drive WRV, Danbury CT. Top-rated with PopAdult format. Barn and bucks and stability in beautiful, affluent Fairfield County If you're researching and promotion minded, this one's for you! Send resume and all other relevant experience to Chris Caggiano, VP/GM WRV, Box 11, Brookfield, CT 06804. No calls.

Announcer/Producer. University of Northern Iowa. Public Radio, KHKJ/KUNI produces woman's interest programs, co-host, day, news shows, conducts interviews, produces books and announce classical. Jazz and folk music. Operate two FM stereo stations from new studios with seven control rooms. Position requires B.A. or equivalent, (3rd class endorser license), some broadcasting experience, clear, smooth authoritative delivery and good knowledge of music. Salary range $4,700 to $6,000. Initial 11 month appointment, plus fringe benefits. Send resume and audition tape (7 1/2 reel) by October 30, 1976 to: Raymond Hall, Director of Broadcasting, University of Northern Iowa, Cedar Falls, IA 50613. Members of protected classes may feel free to identify themselves for purposes of affirmative Action.

Immediate opening for night jock for adult contemporary station. Strong on production and experience preferred. Group owned station with benefits. Send T and R to: Rod Dormire, WINC Radio, Box 3300, Winchester, VA 22601 or call 703-687-2224.


Experienced air personality with commitment to excel to join a group of professionals building best small market station anywhere. In 20 months sales up 50%, quality is excellent. Must know news, entertainment, sports, sales. Major market experience desirable. Tape to KNND, 321 Main, Cottage Grove, OR 97424.

Morning Drive for high profile, entertaining, identitiable personality with strong production. Great signal, beautiful city. Group owned station with benefits. Send T and R to: Doug Welldon, WKBX, Box 876, Savannah, GA 31402. 912-897-1529.

Announcer/producer for adult contemporary FM within Chicago metro area. Third endorsed, good voice and experience required. Talk show experience a plus. Excellent opportunity to join rapidly growing station. Send tape and resume to WFEA, 4 South Geneesee Street, Waukegan, IL 60085. Equal Opportunity Employer M/F.

Announcer/producer for adult contemporary FM. Within downtown Chicago. Good Third, endorsed, good voice and experience. Good chance for advancement. Must have current FCC 3rd Class Endorsed license, production, news and on air ability. Send recent tape and resume to WLUP, PO. Box 7895, Atlanta, GA 30357. An Equal Opportunity Employer.

Good Pipes and Production. A must for Midwest AM/FM Combo. Automation Experience a plus. Decent S. Rich Coolman, RD, WGSM, PO. Box 363, Marion, IN 46952.

Contemporary personality for 100,000 market. News and production skills a must for this team player. Mike. Must be able to read and have some experience (broadcast school is not considered experience.) Good facilities, good air sound, and likeable staff; semi-annual bonuses, paid insurance, etc. Tape and resume to: Bob Mays, Box 338, Madisonville, KY 42431.

Phoenix—Born again, experienced announcer with Third phone for Christian radio station. Evening shift. Personality program. Send tape and resume to Dick Fee, Fee/Fee Radio, 2345 W. Buckeye Rd, Phoenix, AZ 85009. Phone 62—258-8717. EOE.

HELP WANTED TECHNICAL
New and growing major market group needs Chief Engineer for dominant FM rocker in Midwest. Experience in all phases of FM stereo is necessary, including processing, microphones, transmitters, as well as maintenance. You need a proven record who knows how it should sound and how to keep it there. Salary commensurate with ability Box N-29.

Chief Engineer—10/51/KW, non highly directional AM, plus Class C, automated FM—transmitter and studio work required. Send resume, tape, salary requirements to Bill Hart, G.M., KWVO, PO. Box 926, Cheyenne, WY 82001, an equal opportunity employer.


Knowledgeable, well organized Chief Engineer. Should have experience in Directional, FM Stereo and automation, for 5kw AM and 30000 W FM. Competitive salary plus benefits. Call Manager, KGK Radio, Gallup, NM.


Chief Engineer—Midwest group owns AM/FM stations. Experience required. Must be proficient with automatic. Salary negotiable. Send resume and credentials to: The Newspaper Group, Suite 1407, 688 South Dearborn Street, Chicago, IL 60605.


Seeking—Chief Engineer for AM and FM stations in medium sized market in the Southeast. Will be responsible for transmission and studio equipment for both stations. Must be versed in direction operation and FCC regulations. Average salary Excellent company benefits. EOE. Send resume to Box N-197.

Senior Maintenance engineer with a minimum of 4-5 years experience with FCC 1st Class. Must know Ampex 1200's. Top rated NBC small market in Rockies for the better life. Contact Cecil Cope, KF1 TV, Box 494, Phila Falls, ID 83401.

Sharp Chief Needed—Class IV AM with young, aggressive management and computerized automation. Will give you the support you need to do your job right. Resumes and references to: Tom Greenleigh, G.M., KVCG, 1506 Gibson Ave, Ogden, UT 84404.

Colorado combo DJ-Engineer Class IV transistor experience essential. Adult contemporary format. EOE/ME Contact, Connie Elliott, KEXO, Box 1448, Grand Junction, CO 81501.

We're looking for experienced part-time chief engineer for AM FM combination in beautiful Northern Wisconsin. Near lakes, streams, hunting. Ideal place to retire with part-time income. Roger Utnehmer, PO. Box 310, Antigo, WI 54409.

Chief Engineer—Eastern PA. Class IV non-directional Contemporary AM. Few experienced engineers. Excellent working conditions, salary, benefits. EOE. WRAW, Box 1170, Reading, PA 19603.


WTIF Tatton, Georgia has immediate opening for Chief Engineer who can announce. Send resume and full particulars to Bill Brown, WPMF, PO. Box 1430, Panama City, FL 32401.

I've been chief here for 11 years and I'm retiring. I'd like to leave the stations in good hands. I'd be around to give you all I know about the business. We've got a 5kw directional and a stereo FM with Control Data automation equipment. Our company is very sound financially. Send your resume and salary requirements to the General Manager, KMON No. 7 Holiday Village, Great Falls, MT 59405.


Chief Engineer—Immediate opening, Fulltime AM. Details? Call Len Kinney at 914—471-2300.

Palm Springs, California has an immediate opening for a Chief for a Directional AM, FM automated. Send resume and salary requirements to Mr. Louis Todisco. KDES, 821 N Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.

Three Station Midwest operation is looking for a qualified chief engineer. Must have good audio and transmitters experience, Excellent working conditions and fringe benefits. Send resume and complete background to WWCA, 545 Broadway, Gary, IN 46402.

Immediat Opening. First Class Engineer/Announcer for Small Market Daytime. 319—754-7565

Burlington, Iowa.

Chief Engineer with full maintenance responsibility for AM/FM. Will consider person ready to move up to Chief. New formng company. Send resume or phone Mr. John Frankhouser, KLLL, 1314 50th St, Lubbock, TX 79412. An Equal Opportunity Employer.

Third Ticket Chief Engineer? We've got the first, but we experienced that there's a market for a small, but thoroughly professional company. 12K K106 FM, Beaumont, TX 713—769-2852.

HELP WANTED NEWS
News Director: News oriented, 24 hour A.M. in Western Michigan. Send resume and salary requirements to Box N-131. News car furnished. EOE.

Newsperson: Experience a must! Strong background in gathering and writing essential. Tape and resume to Susan Giovati, WHU, Box 151, Anderson, IN 46015, EOE.

News Director/News Director with expanding AM/FM News Operation. Currently 3 person department. Emphasis: Local news, Ag-business news, Public Affairs. If you can handle ground-floor expansion, send particulars to: Larry Crawford, Operations Manager, KLYO AM/FM, Box 1499, Bakersfield, CA 93301. EOE.

First openings in over two years. Major suburban newspapers department needs aggressive, hard working newspaperman with production experience. Excellent opportunities. Send particulars to: Larry Crawford, Operations Manager, KLYO AM/FM, Box 1499, Bakersfield, CA 93301. EOE.

Newsperson, small market AM/FM. Tremendous challenge and opportunity for newspaperman who wants to live in one of the greatest Recreational areas of the West. We want an aggressive, self-starter, committed to in-deep local news. Salary negotiable. EOE. For interview appointment, Neil Smith, 503—882-8833.
San Francisco suburban adult-contemporary dynamo needs Operations Director with strong production and adult air style. Write or phone K-15 (KWUN) Concord, CA 94520. 415-685-1480.

**SITUATIONS WANTED**

**PRODUCTION/SALES MANAGEMENT**

**Extensive back ground** all phases AM/FM CATV former success music-will back into broadcasting can invest in right situation but all necessary documentation available now. Box N-25.

**General Manager/Manager** Sales/Manager—prefer SouthEast or Southwest. Heavy in promotions, programming and profit available. Immediately, Box N-105.

**General Manager** with ability to motivate, build, and produce. Sonoma background; impressive track record; and desire to win. Special expertise in “Total Concept” Sales; Minority relations; and Community involvement. Top 50 Markets Only. Box N-118.

**General Manager**—Sales Manager Major-Medium Market. 11 of 12 year major market, all successful. Aggressive, profit and professionally minded. Strong RAB 414–734-2838.

**Station Building GM**—Documented record of improving ratings, increasing sales, and enhancing image against tough competition. Strong interest in last station—available now. Box N-130.

**Mage, 31, experienced broadcaster with back ground in classical, big band, jazz, and country music. Desiring sales position and plan to remain in present. Background in listener research, audience case work and management consultation. Resume available upon request. Box N-140.

**Program Director** talk/news format. Currently assisting program director at top rated major market talk station. Looking to move to medium or other major market around first of year: 8 years radio experience. Masters degree, first phone. Program management only no air shifts. Let’s talk! Box N-148.

**Production** Director, all media format experience. Currently assisting program director at top rated major market talk station. Looking to move to medium or other major market around first of year: 8 years radio experience. Masters degree, first phone. Program management only no air shifts. Let’s talk! Box N-148.

**Profit Oriented General Manager** with extensive background in AM/FM management, sales and programming. Strong background in accounting, management, programming. wants take charge GM/GSM leader and does Box N-154.

**General Manager** winner, track record, super heavy sales, programming, administration, management, FCC, right credentials background, searching stable position, references speak for themselves, reply in confidence. Box N-166.

**Let’s Talk** about making your station more successful. I have the GM experience and drive you need. Yes, you may expect success. Box N-176.

**GM, Ad Manager**, seller, recruiter, trainer, programmer, mountain climber. Available consulting or permanent. Excellent! Box N-187.

**Fifteen years highly successful background with major country music stations in programming, sales, management. Seeking exciting opportunity with responsibility. All market sizes considered. Telephone 301–892-4243.

**SITUATIONS WANTED**

**SALES**

**General Manager/General Sales Manager** available immediately. Track record and references. Will look at any offer that makes sense. Box N-126.

**SITUATIONS WANTED**

**ANNOUNCERS**

**Broadcast School Grad, 3rd Endorsed, looking for first job. Phone weekdays 716–834-4457.**

**Jock Itchin** for first job in Radio, Professionally trained, 3rd, will relocate now West Preferred. Contact Jay Muller, 5047 Crawford, Skokie IL 60076. Phone 312–649-9808 (9A-3P). 312–673-9304, after 4 PM.

**Radio Pro**—12 years announcing, 5 years Chieff Engineer looking. Southeast preferred. 813–533-7580.

**Educated Black female, 3rd Endorsed, seeks work in Chicago, Madison, Milwaukee. Gina Scroggs, 312–926-0706, days.


**Five Years of dedicated, aggressive experience. A good personality with human timing, and good sense. Looking for 140, Contemporary News, and PBP-517—224-2723 after 6:30 pm Mich.**


**1st Phone person-oriented Top 40 personality. 4 years experience—Music Director. Production Director, Text Call 312–439-2846 after 6:00 (CST) or write Box N-153.**

**Desire Ohio or Mideast location. Experienced an- nouncer with good voice and production. First Phone. Box N-163.**

**Experienced professional presently employed. Looking for position as assistant GM, music director, news writer, public relations, special promotions and com- munity projects. Stable, steady and dependable. Free to travel. Personal interest desired. Box N-173.**

**Make a good station better with ten year pro. PD/ M/D/Talent in Mid-West desires to return to Pennsyl- vania or surrounding area. Family-man. organized, detail person. Box N-189.**

**Good morning show** For Sale, Smooth, Bright, posi- tive entertainer. Sold Experience, 1st Box N-199.**

**Experienced First Phone Announcer seeks position in or near the Baltimore, Washington, or Richmond markets. Currently employed. Tape available. Box N-205.**

**Look Here!** Young disk jockey needs employment. Experience, looks ready and willing. Try Me. No automation. Box M-169.

**23 Years Old. Experienced, responsible. Want to locate on Coast or Lake. Contact Mike Harden 404–595-1577 after 5 p.m.**

**Bright, Funny Morning Man seeks Medium Market Adult Contemporary or Top 40 station. Topical humor, morning show. experienced. 4 years experience. John Dilu 312–773-2782.**

**Ex-Trucker, Current CW Announcer seeks position with "truckers radio" News, production, writing, experi- ence. Call David Kolman, 301–784-3577, or write 3215 Pinkney Road, Baltimore, MD 21215.**

**Family man wants morning or midday in small or medium market. Experienced. Gary Morgan, Route 2, Box 12E, Cambridge, WI 54622.**

**Experienced and Innovative broadcaster looking for combination Program Director/air shift position in small or medium market. Nine years experience in large-medium markets. Hold a U.S. from Kent State and a third class endorsed. Desire a "truly" community involved station that has "fun" with the serious busi- ness of broadcasting. Call 216–732-8233.**

**Creative Announcer, Production, Programmer, 2 1/2 years at present station. Looking for a better deal within 150 miles N.Y.C. Call Ken 914–856-6757 after 5 p.m.**

**Young Communicator looking for on-air gig in Northeast. I’m 21, currently doing afternoon-drive in Boston, 3 1/2 years experience in Top 40 news-announcing, news, and production. 3rd Endorsed. Call Steve 617–282-3784 early morning or late evening.**

**Communications Degree. 2 years experience. West Coast area 1–213–383-0099.**

**First Phone Announcer seeking new position. Six years experience, on-air and administrative, in Small Market. Will relocate. 301–582-3878, Collect.**

**12 Years Experience, 1st Phone. Professional. Medium to large market desired. Call Don and leave message 213–662-6715.**

**HELP WANTED PROGRAMMING, PRODUCTION, OTHERS**

One of the Top Ten Black Stations in the Midwest has a growth opportunity for a Program Director. Applicants should have college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape resume to: General Manager, Box 597, Indianapolis, IN 46206. EOE/M/F.

**WAQY/WIXY SEEKS** Assistant Operations Manager. The person we need can, and will do it all, including airwork, copying, production etc. Automation and help with marketing. Located in a market. 45 Fisher Ave. East Longmeadow, MA 01028. E.O.E.

Operations Director, needed by one of Southwestern Ohio’s middle of the road music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume to Box N-165.

P/T exp. commercial radio broadcasters to direct inexperienced announcers doing weekly radio shows. NYC. Phila. area residents only. 212–279-2363, 215–685-8744.


Operations Director needed by one of Northern California’s top beautiful music stations. Must have mature voice and copywriting experience and ability to motivate others. Send detailed resume and audition tape to: Gordon Zito, KZST, Box 2755, Santa Rosa, CA 95405, EOE.

Creative Copywriter/Production Director Adult/ Contemporary Radio market. 5 light/heavy Direct- work. Evening shift…Create undisturbed. Production samples/resume to: J.R. Russ, Box 385 LaPorte, IN 46350, EOE.

Broadcasting October 23, 1978
SITUATIONS WANTED TECHNICAL

Experienced Chief Engineer, available in November. Knowledgeable in Construction, Re-construction as well as transmission. Box N-147.

Young chief engineer available. Career oriented. Currently employed, five years experience, two as chief. Knows latest technology. Box N-162.

As an engineer I'm looking for a station(s) that wants and has professionals on their staff. Since my expertise is in automation I prefer an automated station in the medium or major market. I have excellent technical references. I am interested in stations in the Northwest. Robert King, 1507 Hudson Blvd, Gastonia, NC 28052. 704-865-1008. If calling, call at night.

Presently CE at top 15 station KSL, Salt Lake Times, AM-FM, But no help! Age 43, FCC First, Ham. Second telegraph, Ships radar endorsement, Nondriver. Now earning $19,500. See CE or Assistant CE under more pleasant conditions! Meyer Gottsman, Suite 559, 102 Charles Street, Boston, MA 02114.

SITUATIONS WANTED NEWS

Third Phone DJ, good production, news, commercials, will relocate, some experience, hard worker. Box N-20.

Ambitious, Bright, and Young female - B.A. in Theatre/Communications has interest in broadcast, Journ, on-air, and sales. Desiring entry level position. Andrea Lidd, 7533 Spring Lake Dr., Bethesda, MD 20304.


News director, 10 years experience, seeks medium or major market radio or tv position. Immediate availability. Robert Cohen, 219-447-2460, 2272 Stadade Dr., For Wann, IA 50616.

Seeking first break at your station. UNC Graduate. BA Broadcast Journalism. Radio stringer experience. Will relocate. For tape and resume contact Charles Freeman, 1404 Hillwood Court, Charlotte, NC 28210, 704-839-1477.


Excellent Basketball Play By Play. current Sports Director looking for larger market, college setting. Sportscasts, actualizations, production, commentary. BA Journalism, 506-747-3839.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Dedicated, Versatile announcer seeking advancement. Over 5 years experience. Top forty news, talk show, automation and programming. Box N-133.

FM Automation Production Engineer desires same and MD position. West Coast states only Box N-149.

Eight years Diversified. Successful Program Director; sales; license renewal. Group owners New York, New Jersey Pennsylvania, Florida, California prefer. Tape and detailed resume Box N-157.

TELEVISION

HELP WANTED MANAGEMENT


Widespread communications company seeks finance manager and an assistant and administrative systems for radio, TV and newspaper properties and simultaneously assist top management in corporate direction and control. Reply Box N-160.

Business Manager: College degree in accounting or equivalent, five years experience. Second supervisory experience. All phases of accounting including payroll. Western New York location. EOE. Send resume and salary requirements to Box N-175.

Station Manager. Will be responsible for assisting in the planning, construction, and then the operation of a new public television station in Flint, Michigan, licensed to The University of Michigan. Will oversee all personnel responsible for the day-to-day operation and maintenance of the station. The manager must have a master's degree or equivalent combination of education and experience, and experience working with the local and academic communities, as well as sufficient management experience to administrate the activities of the station. Nominations accepted by November 1, 1978. For a complete job description please contact: Professor Gregory Waters, Search Committee, Univ of Michigan, Flint, MI 48503.

WETA-TV/Channel 25 is seeking applicants for the position of Director of Production. The position includes responsibilities of the direction of the department which provides staging, lighting, scenic design, graphic art, television direction, cinematography, announcing, production activities, scheduling, broadcast coordination, and tape library services. Applicants must have minimum of five years experience in production or broadcast operations. A thorough knowledge of the department and equipment is required. Minimum qualifications: A Bachelor's degree and ability to work with a wide variety of equipment. Box 2826, Washington DC 20013. 703-988-2855.

HELP WANTED TECHNICAL

Maintenance Engineer with heavy maintenance experience on RCA Quad VTRs and Sony Helical Equipment. Minimum 3 yrs experience desired. Salary depends on experience. Excellent working conditions with reasonable hours and surrounding environment. Qualified persons may call 615-758-5500 or send resume to Roger Hale, WTVT, Inc., Box 1150, Chattanooga, TN 37402.

Broadcast Engineer, 1st Phone, experienced in Remote, transmission, tape, broadcast maintenance and operations. Send resume to Director of Engineering, Office B, WNED-TV PO. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Substantial Multiplier Owner with AM-FM-TV facilities needs aggressive engineering director to oversee scattered operations. Western location, up to 50% travel, considerable responsibility and commensurate salary. Resume to Director of Engineering, Box 66, International Airport, San Francisco, CA 94128.

If recently remodeled AM-FM studios, newly installed antenna equipment and 5275 per week interest you, contact us now. We're on verge of expansion into CATV, FM. Experienced manager for both. Must be fully experienced! Send references first letter. Send resume to Box N-113.

Top Fifty Market TV Station needs the following: Engineers; FCC 1st ticket required, experience preferred, Director, 4 years degree in radio & television, must have experience directing News and PA programs. Equal Opportunity Employer. Send Resume to Box N-151.

Engineers, international accounting firm, with established broadcast quality color studio, is seeking a quality-minded Assistant Chief with strong maintenance ability. RCA Quads, studio cameras, and field production camera for remotes. Become involved in new studio construction for future. Pleasant Mid-west suburban location. Also opening for a Staff Engineer who is aggressive, with strong technical capability. Will look to Equal Opportunity Employer. Send resume to Box N-178.

Engineer Supervisor. PTV Transmitter, Sioux City, Iowa. Ability to train, supervise and direct the work of technical personnel; assure site compliance with regulations. Television and Electronics certificate and 4 years engineering experience with supervisory responsibilities. 1st Class FCC license. Engineer II, Bradgate, Iowa. Operates electronic equipment in television studios. Must be able to troubleshoot and repair in the field. Applicants should live within 60 miles of Des Moines. Minimum Qualifications: 1st Class FCC license plus 1 year experience maintaining, operating and repairing television stations. Box 1785, Broadcasting Network, Personnel Office, PO Box 1785, Des Moines, IA 50306. 515-281-4498. An EEO/AA Employer.

Graham Junior College is seeking a full-time, experienced, Chief Engineer to oversee and maintain television studios (Color and Black and White) and Radio stations servicing a student body of 700. The person we seek must have a Bachelor's Degree and administrative skills. The Chief Engineer reports directly to the Dean of Academic Affairs. Graham Junior College, Ankeny, Iowa (located 20 miles southwest of Des Moines) is Equal Opportunity Employer specializing in communications. Submit your resume and salary history to: Margaret Carmen-Ashurst, Assistant in Academic Affairs, 532 Beacon St, Boston, MA 02115. No phone calls please!

Assistant Chief – Working engineer to direct studio maintenance. Must be qualified on quad and umatic tape, IVC and RCA cameras. $17,500 to start plus benefits. Box 82, TVP, Box TV Station, Charlotteville, VA 22902, 804-977-9201. An Affirmative Action Equal Opportunity Employer.


Experienced Chief Engineer, for independent UHF Family Christian Television in South Florida. RF experience a must. Contact: Kent Smith, WHFT PO, Box TV Station, Miami, FL 33198, 305-926-1700. Equal Opportunity Employer.

Immediate opening for TV maintenance engineer experienced in quad and helical VTR, color cameras and associated equipment. FCC first class license required. Excellent opportunity, confidential Pacific Northwest. Contact Dow Lambert, C.E., KIMA-TV, Box 702, Yakima, WA 98907, 509-759-0029. EOE.

Television Broadcast Maintenance Engineer for KXTV CBS for Sacramento. Experienced in TV operation, maintenance and support of work on digital circuitry. Advancement potential. First Phone License required. KXTV is an Equal Opportunity Employer. Resume to Chief Engineer, PO Box 10, Sacramento 95801, 916-441-2345.

Studio/transmitter maintenance supervisor needed for Central Maryland NBC affiliate. Must have First Class FCC license and solid background and experience maintaining VTR, camera and all studio and UHF transmitter plant facilities. Contact Chief Engineer at 301-797-4400.

Assistant Manager—Engineering. Digital knowl-edge essential. 1st Phone. Minimum five years TV maintenance experience. Must thoroughly know 2” and 3” Tape, 4 - 7.5 Film Channel, ENG equipment (inc. TBC’s, MW, and Framestore) and VHF transmitters. Ability to train, as well as supervise and assist others. Applicants must hold First Phone License. Send resume to P.O. Box 80888, San Diego, CA 92138. Attention: Mr. John Welgand. An Equal Opportunity Employer. M/F.

HELP WANTED NEWS

E.O.E. Dominant News Voice in state wants experienced enterprising Reporter who can shoot and edit SOF and ENG experience SOF/ENG Cameraion/Editor who can report. Each must be fast moving and able to turn out two to three stories a day if you need training do not apply. Salary $17,500. Send resume, references and cassette to Jerry Lewis, News Director, WBRC-TV, PO Box N. 6, Birmingham, AL 35201.

Dominant VHF E.O.E. wants experienced producer writer for early or late evening newscast. Must be expert coordinator including line-up, time, tape, etc. Should have experience in film and tape. Organize fast moving newscast with lots of film/tape packages and TV monitor pieces. Send cassette, references and to Jerry Lewis, News Director, WBRC-TV, PO Box 6, Birmingham, AL 35201.

TV News Producer/Reporter for active public TV station in northwest Ohio. Bachelor's Degree in Broadcast Journalism or related field is preferred. Two years experience in broadcast news gathering. Salary $9,600-$10,600. Deadline for submission of application is November 10, 1978, or whenever filled. Send letter of application, resume, official college transcript, and three letters of recommendation in addition to tape to: Lenora Brogdon, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer.

Broadcasting Oct 23 1978
HELP WANTED NEWS

CONTINUED

Dominator V.H.E. E.O.E. is expanding spots. Looking for aggressive, tireless, enterprising sports reporter/weekend anchor to back up the best sports anchorman in the state. Must be able to be one person band in certain situations. Good spots have continuity, shoot SOF and ENG. Must have experience, tape, references and resume that proves your worth. Closing date: August 14. Send to: News Director, WBBR-TV, PO Box No. 6, Birmingham, AL 35201.

Dominator V.H.E. E.O.E. wants ENG Coordinator to supervise, coordinate, edit and write live and pre-filed material from microwave and minicam sources. Producing experience required. Send resume, references, and resume to Jerry Severson, Director WRBB-TV, PO Box No. 6, Birmingham, AL 35201.

Weather Person—Top rated Southern TV station wants weather professional who will become strong contributing third member of prime on-air news team, and can also do solid reporting, environmental and other Easy delivery and warm on-air personality important. EOE. Box N-118.

Producer/Assignment Editor for top 50 Northeastern market. College Opportunity Employee. Send resume to Box N-120.

A Midwestern TV-Radio news department is seeking a reporter-producer, with potential for co-anchor work. Journalism degree preferred. No beginn- ers. Box # 121. Send samples to Box N-121. An Equal Opportunity Employer.

Photographer—We are looking for an experienced television news photographer capable of handling both ENG and film. Person must be experienced in all phases of news photography and editing. Send video cassette and résumé. To: News Director, PO Box 2009, Durham, NC 27702. A Capital Cities Station. E.O.E.

TV News Program Producer for Top 15 market, heavy on EJ and five field reports. Available November 1. Must be writing only with videocassette. Wall-Hawker, KTRK-TV, PO Box 13, Houston, TX 77001. No phone calls.

Industrial documentary and motion picture corporation seeks accomplished broadcast journalist to write and produce industrial documentary, training and communication motion pictures. Minimum qualifications: BA/BS Degree. 5 years news reporting experience with ENG and studio equipment. Salary commen- surate with experience and qualifications. Minimum resumes and tape to: Video, Ltd., PO Box C. Cedar Rapids, IA 52406.

News and Public Affairs Producer for large Public Radio station in Midwest. Work with unit producing unique daily television program. Videotape one major newscast daily. Must have highly developed interview skills and sincere interest in public radio. Thoroughly professional air presentation required. BA degree in journalism or related area desired, but work experience can be substituted. Salary to $13,800. Ap- plication deadline November 2, 1978. Send resume and tape de- monstrating interviewing and news reading skills to: Michael Boyle, Sr. Producer, WOI AM-FM, Communications Building, Ames, IA 50011.

Reporter—A substantial background in television news writing and storytelling is required. You must be experienced in all phases of TV news reporting. Operating, 16mm photo- graphy, electronic news gathering, writing, editing, etc. Heavy emphasis on reporting and writing. No telephone applications can be accepted. Send complete resume to: News Director, WTVY, PO Box 2009, Dublin, NC 27702. E.O.E.

Two Reporting Positions open. .... Small Midwest all-E.N.G. station. $18450 per week to start. E.O.E. Send resume only. To Box N-128.

Assignment Editor—for major group-owned station in Northeast. Experience in writing and producing spot copy. Strong emphasis on production experience required. Send resume to Box N-137.

Unit Manager—for major group-owned station in Northeast. Responsible for equipment and business affairs for News Department. College degree required. Send resume to Box N-138.

We're Looking for a dynamic investigative reporter; willing to do without the on-air glory to come to top market as field producer for our investigative unit. We'll allow you the latitude to take a good story and turn it into a polished piece. Must be aggressive and persistent to deal with government of- ficials we investigate. Letter and resume: Box N-142.

TV Weather/Reporter. We're an aggressive News Department with some exciting opportunities. Fun Best market, looking for someone willing to back up our regular weather team and report. Knowledge of film and ENG helpful. E.O.E. Box N-144.

Managing Editor: Must have at least 5 years experience in television/special production coordination. Thoroughly professional in writing skills. Ability to organize work and lead staff of young, ag- gressive reporters and photographers. Must be able to assume responsibility for a government account. Teases, salary in first letter. An Equal Opportunity Employer. Box N-158.

Weather Anchor/Environmental Reporter for pro- gressive Midwest Network affiliate. Should have knowl- edge of meteorology and strong air personality. Some radio work. Resumes and salary requirements to Box N-180.

Co-Anchors M/F for large, aggressive state of the air department, North Central affiliate, pleasant small- community. $25K, letter and resume to Box N-193.

Sports anchor, medium market Southeast. Exp. only. Must be able to shoot and edit film. Send resume to Box N-195.

Weekend sports anchor/sports reporter in medium market must have tape and film sports action. Strong station commitment to sports. Box N-198.

Producer—with imagination, production flair and solid news judgment for 10 pm show. Medium market station with very strong news commitment. Box N-203.

Sports Director for Midwest ABC Affiliate. Must have strong television background, possess keen sports interest and knowledge, excellent writer, know production, for on-air presentation, resume, VTR cassette, writing samples to News Director, WTVY, Inc., 2800 Chady Run Road, Youngstown, OH 44502. An EOE.

Talent Search. Looking for bright, new faces for project program development. Have experience in on-air reporting, producing, writing, editing, and general background in television production. Must be able to travel. Please send resume and a VTR cassette of previous work experience to: Harlan Singer, 4 Morris Circle, Wayne, PA 19087.

11 O’clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to WVRV-TV, Box 751, Charlottesville, VA 22902. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have solid background in all phases of news and ENG, including live microwave. If you can produce a highly visual fast pace newscast and are a good writer who can also supervise scripts, send cassette sample of your work to Allen Jones, PO Box 2009, Durham, NC 27702. E.O.E.


HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Producer/Director for PTV Station. Responsible for the production of television and/or film programs for broadcast and/or closed-circuit use. Demonstrated com- petence in producing/directing/editing video tape and film productions. 3-5 years experience desirable. Sal- ary $13,000-$14,000 depending upon qualifications. Equal Opportunity. Affirmative Action Employer. Send three letters of recommendation, letter of application, resume and sample work on 3/4" or quad tape to: Don Chenoweth, WTVU-TV, PO Box 6303. Ap- plication deadline October 31, 1978 or whenever filled.

Field Producer—leading magazine program, top ten market, ENG knowledge a must, self-starter, grow with company, EOE, send resume to Box N-172.

TV Director—for New England network affiliate. Duties include production of local programs, remotes, promos and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Must be personable, with ability and experience. Equal opportunity employees. Detailed resume to Box N-107.

Community Service Coordinator. Must establish residence in and be a part of Nashville’s minority com- munity, capable of working long hours on the-air service with the needs and interests of same. Social service and/or on-the-air reportorial experience desirable. An Equal Opportunity Employer.

Promotion manager for medium market Midwest network affiliate. Must be self starter with 2-3 years writing/ production background. Need experience in news pro- motion and use of all media. Send resume to: Jim Mc- cormack, WRAV-TV, 500 N. Stewart, Peoria, IL 61611.


Producer/Assistant Director for network affiliate in Midwest. Must have current, commercial state of the art writing and switching experience. Equal Opportunity Employer. Send resume to Box N-194.

Program Coordinator for PTV Station—Prepares program schedules for broadcast on WOSU-TV/W203 and WPBO-TV/W542, supervises all information systems related to the Program Coordinator position. Arranges pre- production/programming process and implements Community Acquaintance date in programming scheduling. Requirements: Coordinator/W34A, at least five years experience in TV programming, preferably at PBS station, and previous supervisory experience. Salary: $13,000-$16,000 plus benefits. Deadline: November 10. Contact: Station Manager WOSU-TV/W34A, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EOE employer.

Producer/Assistant Producer/Commercial copywriter. Must have current, commercial TV experience, creativity, orga- nization, and ability to work under pressure essen- tial. Will direct live local news. Contact Dick Alvari, KEYT, Santa Barbara, CA. Minorities encouraged.

Production Manager. Top ten, N.E. Major production oriented group, ret-affiliate. Candidate must have a minimum of five years' commercial producing and directing experience and currently a Production Man-ager in middle market station. Minority candidates and women are encouraged to apply. Equal opportunity employer. Box N-201.

Experienced TV Announcer. Pleading on camera appearance. Must have good production background and writing skills. Flair for creativity also necessary. Send resume and tape to Bob Johnson, Production Manager, WTVU PO Box 2009, Dushman, NC 27702 E.O.E.

Program Director for Public Station KUJD-TV who also will teach Television Production classes. Starting date: July, 1979. Closing date: March 1, 1979. Vacan- cy subject to Civil Service Authority. Interviews available at NAEB/PACT convention or from A. R. Hook, School of Communications, University of Idaho, Moscow, ID 83843. An AA/EOE institution.

Major University seeking news-oriented individual to produce video tape casts and PSAs, organize and host weekly radio and monthly TV shows and handle media relations. Salary $12,252. Minimum 2 years ex- perience, BA preferred. Send resume to Lane Stephens, Office of Public Information, Texas A&M University, College Station, TX 77843. Equal Opportunity, Affirmative Action Employer.

Marquette University's College of Journalism is seeking a person to teach broadcast journalism courses. Ph.D. and radio news experience desirable; television news experience necessary. Tenure track appointment beginning January or August, 1979. Sal- ary dependent upon qualifications. Submit resume to Dr. Frank Stewart, Chairman, Department of Journalism, Marquette University, Milwaukee, WI 53233, an equal opportunity, affirmative action employer.

Broadcasting Oct 1978
CABLE
HELP WANTED SALES
Sales Manager with radio or cable advertising sales experience. Come to cable system in Ridgoso, N.M., a mountain resort area. Phone Schloss person to person collect. 317-251-2204.

ALLIED FIELDS
HELP WANTED SALES
Stations Relations Representative. Are you an ex-owner or manager of a Radio Station, free to travel 100% of the time and want to stay associated with the industry? We are looking for an immediate position available as a liaison with stations in the Northeast. Company cap expense allowance and excellent benefits. Send resume and salary history to Box M-132.

HELP WANTED TECHNICAL
Video tape engineers, maintenance engineers and video operators needed for expanding Washington, D.C. video tape production house. Experience only apply. Box N-141.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS
Production Manager — independent production house looking for self-starter with three year's production experience. We are looking for someone to generate production sales, maintain client contact, budget and complete production. Latest state-of-the-art equipment and technical staff provided. Good opportunity for the right person. Northeast location. Send resume and salary history to Box N-161.

Production Manager for Advertising Agency. Must have experience in small TV station, writing, editing. Helpful. Call or write CBS, Inc., 2510 J Street, Sacto, CA, 95815, or 916-411-7482.

Commercial Director/Producer. Major Phila. videotape facility offering job for top ad pro. Requires extensive technical experience, knowledge of tape, and ability to sell your talents to agencies. Send resume: E.J. Stewart, Inc. 386 Reed Road Broomall, PA 19008.

HELP WANTED INSTRUCTION
Radio-Television Technology instructor/Assistant Professor term appointment (6 months); associate degree program; masters minimum, teaching experience preferred. First Class FCC required, professional broadcast experience $5,800 to $8,000 for remainder of this fiscal year, depending upon qualifications and experience. To: Applications, Dr. Harry Hall, Advertising, Communications, Western Illinois University, Macomb, IL 61455. EOE.

WANTED TO BUY EQUIPMENT
Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithubide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Channel 12 needs used TV transmitter. Prefers 100,000W. Call Amateur Radio 806-833-7900, telex 385-4414, Box AO, Mayaguez, PR 00708.

Wanted IHF Transmitters and broadcast equipment, transmitter, antennas and studio gear. 8515 Hillcroft no. 603, Houston, 77081.

WANTED: 320 FL of 6 1/8 In. .75 OHM RCA Universal Coax Need Immediately... Call 601-693-2933 for Ron Hale WHTV Meridian, Miss.

PC-80 CCU, Power transmitter must be OK. Call collect. Dennis Bornhill 806-922-9050.

FOR SALE EQUIPMENT

For Sale: VCO 7000 MHz Color Camera with CCU, Canon 12-120 mm lens w/ Auto Zoom, 150 camera cable cases included. For information, call or write: Louisiana Marketing, 901 Lakeshore Drive, Lake Charles, LA 70611-316-439-3624.

FOR SALE EQUIPMENT CONTINUED


Pre-recorded. Excellent oldies. Like new. 500 3-1/2 Min. cart; 150 4 1/2 Min. cards; 50 5 1/2 Min. cards. Purchase for less than new cart price. Cal Lyn Richardson, UDME, Oceanside, CA 714-757-1200.


Radio transmitter for sale. Back up transmitter Gates FM-5-85 KW FM Stereo. $5,000 or will trade for an automobile or truck of equal value. For more details call Bill Kirk 305-628-4458.


RCA TR4H8B VTR. Available now. Call 919-448-8737.


COMEDY

Free sample of radio's most popular humor service! OUTLINES, 366-C West Bullard, Fresno, California 93704.

GUARANTEED FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineling, Dallas, TX 75227.

Not Comedy—Total personality service for Top 40, MOR, AOR. Sample: GALAXY, Box 98024-B, Atlanta, GA 30325 (984-5713).

Phantastic Phunnies… internationally acclaimed!! Expanded 400 one-liners issue $2.00! 1343-B Stratford Drive, Kent OH 44240.


"Free" Catalog! DJ Comedy... Wild Tracks... more! Command, Box 28348-H, San Francisco 94128.

MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 188 E Superior Sl., Chicago, IL 60611, call collect 312-944-3700.


Successful, original comedy program wants to syndicate. Pat Barc KSUL, Radio, 1250 Bellflower Blvd., Long Beach, CA 90840.

How to move up. Announcers, newscasters, djs. anchors use our proven national professional coaching service. Cassette Colique. B2, Box 27206, Kansas City, MO 64110. 836-3166.

Air Check Critiques. Have your show critiqued by professional broadcaster and instructor. News, production welcome too. $10. Send tape or cassette. Tom Horst, 3168 Douglas Dr., Minneapolis, MN 55422.


General Managers and Sales Managers love to trace "Rock and Roll Roots" on Radio Stations across America. This weekly three hour show is bringing in up to $1,400.00 weekly from California to New York. As it was—Rock as it is. Call us for free demo on "Rock and Roll Roots" 1—804—843-1893 or write PO. Box 5367, Richmond, VA 23220. Stronger than "American Top 40" Rock from the 50's to the 60's to Today!

INSTRUCTION

1st class FCC, 5 wks., $450 or money back guarantee. VA approved. Nat Inst. Communications, 111488 Oxond St. N. Hollywood CA 91606.

OMEGA STATE INSTITUTE training for FCC First Class licenses, color Tv production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago, 312—321-9400.

Free booklets on job assistance. 1st Class FCC license and DJ-Newscaster training. A.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets' benefits.


REI teaches telephones for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. Student rooms at each school.

REI 61 N. Pineapple Ave, Sarasota, Fl 33577, 813—955-6922.

REI 2402 Tidewater Trail, Fredericksburg, Va. 22401.

First Class FCC License in six weeks. Our unique course was designed for its effectiveness by Bill Elkins himself. If you want training second to none, contact Elkins Radio License School, 332 Brent Tower, PO. Box 45765, Dallas, TX 75245, 214—352-3242.

Newscasters, Get a Professional critique from a longtime New York Radio network newsmen. Send returnable tapes and newscopy with fee of twenty dollars to Box 186, Springfield, NJ 07081.

For qualified person. Major program service organization seeking highly skilled, ambitious individual to consult adult music stations. Must have experience and background in formatting, format execution, promotion, etc. Some travel. Our staff is aware of this ad. All replies in strict confidence. EOE. Good benefits. Send qualifications to Box N-204.

GREAT OPPORTUNITY

Automation Programer

Large Small Market operation needs FM Automation Programer. Must have experience and good voice for production work. Now programming Adult Contemporary. Call for appointment.

(503) 882-8833

Nellie Smith

PROGRAMMER

Program consultant needs adult music (beautiful +) programmer. Must have demonstrated ability, experience in field and thorough knowledge of music and record scene. Major organization with top image. This is important position with good future for right person. Bread duties. Compensation open. All benefits. All replies confidential. EOE. Write Box N-164 with all details.

Help Wanted Management

WANTED... STATION MANAGER


GENERAL SALES MANAGER

to take charge of AM/FM sales departments. Should have retail and agency experience, and be able to train, motivate and lead staff. Excellent compensation and opportunity for advancement. Rush complete resume to Box N-45. All replies confidential. We are an equal opportunity employer.
Help Wanted Announcers

DYNAMIC TALK HOST
Top group searching nationwide for issue-oriented host who has the flair for entertainment. Top 25 Sunbelt market. All inquiries held strictly confidential. Bio, salary history, and presentation please. No tape at this time please. M/F EOE. Box N-143.

TALK HOST
Experienced moderator for key daytime slot with Philadelphia's number one talk station. Must be well versed in great variety of subjects, able to stimulate controversy, yet maintain sense of humor. Send resume, tape and rating history. If available, to Lita Indzel Cohen, WWDB, 3930 Conshohocken Avenue, Phila., Pa. 19131.

MORNING PERSONALITY
Male or female, send tape and resume to Bill Weaver, KLOK PO Box 21248, San Jose, CA 95951. EOE. KLOK serves ten counties in the San Francisco Bay Area.

Help Wanted Technical

CHIEF ENGINEER
WTOP NEWSRADIO 15
Chief Engineer for 50K AM in Nation's Capital. RF experience and supervisory background a necessity. Degree desirable. Send resume to Dr. Inum Daniels, WTOP Radio, 4846 40th Street, N.W., Washington, D.C. 20016. Equal Opportunity Employer M/F.

RADIO CHIEF ENGINEER
The Malrite Broadcasting Co. is looking for a thoroughly experienced Radio Chief Engineer. Major Market experience as Chief or Assistant is necessary for this choice position. Advanced potential is excellent. Exceptional fringe benefits including profit sharing plan.

If you are an innovative engineer with a solid background in Audio and RF Technology and have the ability to work with minimum supervision reply in confidence to James Somich, Malrite Broadcasting Co., Cleveland Plaza, Cleveland, Ohio 44115, (216) 781-3010.

Afternoon Drive Personality
Leading medium market, Adult-Contemporary station is looking for a strong, experienced PM-drive personality. Send tape and resume to Walt Williams, WRVA, RO, Box 1516, Richmond, Virginia 23212. An Equal Opportunity Employer.

Regional Sales Engineers Wanted
IGMINTI seeks two capable and creative individuals to represent our products in the Southeastern states and the South Central states, based in the Atlanta, Georgia, and the Dallas, Texas areas. These key positions require someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes salary, commission, and expenses. Interested applicants please submit a resume, in confidence, to Nick Solberg, Engineering Sales Manager, IGMINTI, 4041 Home Road, Bellingham, Washington 98225, or call 206-733-4587. Interviews will be arranged in Atlanta and Dallas. IGMINTI is an equal opportunity employer M/F.

Help Wanted News

Morning anchor.
50,000 watt station. We have a strong news and public affairs commitment. We need someone with strong writing and delivery skills. Public Affairs background a plus. Must have on-air experience. Major company benefits. Excellent working conditions. Send tape and resume to: John Price, News Director; WWVA Radio; 1015 Main Street; Wheeling, W. Virginia.

Situations Wanted Management

ON THE BEACH AND TIRED OF IT
Broadcasters for 30 years all phases Disc Jockey to Salesman—Salesman to Manager—Part Owner to President of medium-sized broadcast group in both Radio and TV. Wanted—a challenging opportunity. Geography no concern. Box N-177.

STATION SOLD.
Vice-President & General Manager seeks medium to small market station with community involvement. Investment opportunity considered. Box N-150.

THERE'S ONLY ONE WAY TO LOOK AT A SALES MANAGER
FROM 40K TO 100K PER MONTH
FROM 3K TO 30K PER MONTH
FROM 0 TO 170K PER MONTH
Look at his track record. . . . Radio or TV, small or big market, ground up to any place in between. I've got a solid background and numbers to prove it. What I'm looking for is an organization with a track record for compensating its management for the ability to produce. Box N-124.

TELEVISION
Help Wanted News

Meteorologist
True weather communicator & 10 newscasts weekdays. No. 1 News/ABC affiliate. No calls. Resume and tape to ND Ridge Shannon, KMBT-TV, 1049 Central, KCNO 64105.

Assignment Editor:
Top 30 market . . . We need a smart, well organized assignment editor with previous TV assignment desk experience. Good management opportunity for the right person. Contact Bill Applegate, News Director, WKBW-TV, Buffalo, N.Y. An equal opportunity employer.

CHIEF EDITORIAL WRITER
WCVB-TV seeks a person with superior journalistic skills to fill a newly created position. This position requires excellent writing skills, solid editorial judgment, and the ability to analyze complex sensitive issues and present them forcefully and convincingly. This is a position of major responsibility for a solid professional.

This individual must possess tact and skill in dealing with the station's editorial board and with various leaders of government and the community.

Minimum of 5 years journalism experience is essential; Knowledge of Boston and Massachusetts as well as familiarity with television production is desirable.

If interested, please send resume to Boston Broadcasters, Inc., 5 1/2 Place, Needham, MA 02192. An Equal Opportunity Employer.
ASSIGNMENTS/PRODUCTION REPORTING
Our midwest net all group owned "V" needs a news oriented deal person to staff and produce and a street reporter who can shoot and edit film. Excellent salary & benefits. We're an equal opportunity employer. Reply Box N-132.

Television Maintenance Engineer
Growing Midwest production house seeks maintenance engineer with first phone. Tech school, 2-3 years experience in maintenance of multicams, 3/4" VTR's, TRC's, switchers, etc. State salary requirements. Send resume to Dennis Hart, Production Director, The Media Group, Ltd., 400 Waters Blvd., Grand Rapids, Ml 49503 or call 616/774-8338.

Video/Maintenance Engineer
for expanding L.A. post-production company. Must have ability to repair & maintain Sony 2500 and BVH 1000 VTRs as well as participate in design and construction of new facility. Salary commensurate with training & experience. (213) 846-8300

VITAL HAS A FUTURE FOR YOU

BROADCAST EQUIPMENT PRODUCT MANAGERS
Due to overall corporate expansion and an increased level of worldwide business, CCA Electronics Corporation is in need of several technically qualified Radio and Television Production Managers to work at our corporate headquarters in Cherry Hill, N.J. CCA Electronics Corporation is involved in both domestic and international broadcast and communications equipment sales.

Successful candidates should have a formal technical school or an equivalent background and have at least two years of broadcast experience in a radio or television engineering job. Sales experience is desirable but not mandatory. This is an ideal job for a growth-oriented person who wants a responsible position with a major broadcast equipment manufacturer.

CCA Electronics Corporation is an Equal Opportunity Employer M/F. Please reply in writing only to:
CCA ELECTRONICS CORPORATION
Box 5500 Cherry Hill, N.J. 08034

TECHNICAL DIRECTOR
This key management position affords a great career opportunity for an outstanding, highly-experienced Executive Engineer.

Assignment calls for a genuine engineering leader, a person of dedication, fully experienced in all technical areas to serve in this key management position for major group owner, AM - FM - TV.

Involved is total responsibility for management of all technical operations, plus installation, updating and maintenance of all equipment with full authority in direction of engineering personnel, all properties, reporting directly to company president.

Qualified person will receive a top level salary, incentive compensation, and employment environment second to none.

Write, with complete resume, to Executive Personnel, Ward L. Quaal Company, Suite 370 O'Hare Plaza, 5725 East River Rd., Chicago, IL 60631.

An Equal Opportunity Employer.

TELEVISION TRANSMITTER ENGINEER
We've got mountains of opportunity!
If you enjoy working in a mountain environment and are experienced with solid state microwave and two-way VHF radio equipment, you should consider a valuable position with KNBC!

An FCC first class license and a familiarity with RCA, VHF and FL transmitter line is also necessary.

If you are qualified, please send your resume immediately to:

Employee Relations
KNBC
3000 W. Alameda Ave.
Burbank, CA 91523
We are an equal opportunity affirmative action employer
TELEVISION ENGINEER
Want to join an aggressive, expanding production company using the latest equipment? How about TRI-COMM PRODUCTIONS of Hilton Head Island, South Carolina? You've seen our ads. We need a versatile, production-oriented television engineer. Send resumes to: Denny Fussell, TRI-COMM PRODUCTIONS INC., PO. Box 5242, Hilton Head Island, S.C. 29928.

MAINTENANCE ENGINEER
If you would enjoy a challenging and good paying position at a network affiliate in the warm, sunny mountainous Southwest, and if you are a 1st Phone, experienced general-systems maintenance person, or fully qualified with Sony ENG Maintenance (one of each needed), then send (in confidence) resume to Box N-152, An Equal Opportunity Employer.

BROADCAST PRODUCTS DIVISION
RADIO & TELEVISION FIELD SERVICE
International and Domestic Opportunities with Harris.

We are a growing division of Harris, a corporation with a remarkably consistent record of expansion in many aspects of communications, with sales now over the half billion dollar mark. Broadcast Products Division is a world leader in television, radio, and long-range equipment.

Positions, involving domestic as well as international travel, offer excellent professional growth and opportunities to use your full potential in solving total system as well as systems integration problems.

Requirements include technical strength in radio and television broadcasting, at least 3 years of related broadcast experience, and an ability to handle total problems with minimum supervision. Applicants must exhibit technical strength in transmitters acquired by three or more years of related broadcast experience and completion of at least a two year technical school. They must also have the ability to handle total technical problems with minimum supervision.

Starting salary will be commensurate with your education and related experience. Benefits are liberal and a bonus, along with full expenses, are given for international assignments. Relocation expense will assist you with your initial move. Please send your resume, including salary history data, to: R.T. Quentin, Professional Employment Supervisor, HARRIS CORPORATION, BROADCAST PRODUCTS DIVISION, PO. Box 4290, Quincy, Illinois 62301

An Equal Opportunity Employer M/F

Chief Engineer and Asst. Chief Engineer
Las Vegas CBS affiliate, KLAS-TV, is expanding its Engineering Department and invites you to be part of that growth. We are searching for a Chief Engineer with ten to fifteen years of broadcasting experience, the past five of which should be as Chief or Assistant Chief. Your Equipment familiarity should include TK-76/BVU-100, AE600’s, TC-100, TKP-45, TK-46, and parallel GE transmitters. Also, since we maintain our own 350 mile network microwave system, your background should include some familiarity with Lenkurt, Microwave Associates, or Farron Microwave. If you are selected as Chief Engineer, you will be reporting to the Director of Engineering and be earning in the upper teens. KLAS-TV is also searching for an Assistant Chief Engineer who has five to ten years in broadcasting, with the past three to five years as Assistant Chief or as a heavy studio maintenance engineer. The Assistant Chief will report to the Chief Engineer and will be earning in the mid-'teens. Please send complete resume, salary history, salary requirements, and references to Linda Imboden, KLAS-TV, PO. Box 15047, Las Vegas, NV 89114.

Equal Opportunity Employer

ENGINEERS
International accounting firm, with established broadcast quality color studio, is seeking a quality-minded ASSISTANT CHIEF with strong maintenance capability. RCA, OGreat, studio camera, and field production camera for remote, become involved in new studio construction in near future. Pleasant midwest suburb location. Also an opening for a STAFF ENGINEER who is aggressive, with strong technical capability. We are an Equal Opportunity Employer. Send resume to Box N-170.

Help Wanted Management
DIRECTOR OF BROADCAST ENGINEERING
Midwest Group-owned station, Great Benefits, EOE. Box N-174.

Help Wanted Programming, Production, Others
Work in the Northwest
Successful Northwest Broadcast Corporation seeks to expand in the areas of news, engineering, and production. An ideal opportunity for broadcasters in radio and television to continue their careers with an employee-owned company. Experience required. EOE. Box N-122.

Help Wanted Sales
Regional Sales Manager
Midwest Territory
A leading manufacturer of television broadcast and post production equipment has an opening for a Regional Sales Manager for the Midwest territory. The company has been in business for twenty years and has consistently led the industry in technical innovations in switchers, automation, and VTR editing. This opening is a unique opportunity for an experienced professional broadcast sales manager with a strong technical background to meet his or her own personal objectives in a well-established territory where the Company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits.Company car and paid travel expenses. For further information send your resume, in confidence, to: CENTRAL DYNAMICS CORPORATION Attn: Howard A. Sheppard President 331 West Northwest Highway Palatine, Illinois 60067

Situations Wanted Technical
NYC Operations Engineer
seeks permanent or temp. job as VTR operator (playback and record), studio camera man or character generator operator. Prefer San Francisco Area. A. Daniels, 2080 First Avenue, Apt. 1906, New York, N.Y. 10029.

Situations Wanted Programing, Production, Others
Producer/Air Talent
Presently Producer/Director at top 5 market independent. 8 years TV /film/ M.A, Communications. 5 years in Entertainment film/TV. Live Concert /studio camera man or character generator operator. Prefer San Francisco Area. A. Daniels, 2080 First Avenue, Apt. 1906, New York, N.Y. 10029.

Broadcasting Oct 23 1978 84
ATTENTION:
TV PRODUCTION DIRECTORS

EXCESSIVE BLANKING WIDTHS A PROBLEM?
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO!
WE CAN, USING DIGITAL VIDEO EXPANSION,
RETURN YOUR VIDEO TO FCC SPECS. WE
WILL DELIVER VIDEO STARTING ON LINE 19
AND 11.0 MICRO SECONDS HORIZONTAL
BLANKING. IMMEDIATE TURN-AROUND
AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
WBRE-TV
WILKES-BARRE, PA.
(717) 823-3101

Radio Programing

LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Business Opportunities

Investor Group
looking for participation in new or struggling TV station that needs working capital or management expertise. Reply in confidence. Box N-158

Free Film

FREE FILMS? CALL
MODERN TV
The leading distributor. We have the most. PSA's & normals too. Call regional offices.
Our general offices: 2323 New Hyde Park Rd.

Wanted To Buy Equipment

HAVE CP FOR NEW
CH55 TV STATION

Need all Audio, Video and Transmitting equipment. Interested in used equipment. What do you have? Phone Jack Hoskins 217-528-9261 or George Yazell 217-496-2794.

Wanted To Buy Stations

Willing to Invest

Experienced major market broadcaster with $50,000-$100,000 to invest as part ownership or down payment in radio station. Prefer Southeast or Midwest. Box N-158.

PRINCIPAL SEEKS
RADIO STATIONS

Corporation wants FM or AM/ FM stations top 100 markets, immediate action, V.P. Acquisitions. Southwest Florida Enterprises PO. Box 35-460, Miami, FL 33135, 305/649-3000

For Sale Stations

HOLT CORPORATION
BROKERAGE - APPRAISALS - CONSULTATION
OVER A DECade OF SERVICE TO BROADCASTERS

The Holt Corporation
Box 111
Baltimore, PA 18016
215-469-3773

Holt Corporation South
Box 3025
Dallas, Tex. 75220
214-262-8081
For Sale Stations Continued

**FOR SALE - PENGUINS PATFM**

Stereo operation in metro market has steadily increasing billings and much growth potential. A good value at the asking price of $300K with terms available. Dick Kozaclco in our Elmira office can suggest how you can profit from this investment. Contact Dick for details.

**THE KEITH W. HORTON CO., INC.**
Post Office Box 948 - Elmira, NY 14902 - (607) 733-7138

**BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.**

---

**FLORIDA AM OPPORTUNITY**

Young daytime station in explosive growth area. New equipment. Must make sale committed within 30 days. $100,000 down. Terms on balance. Serious inquiries to Box N-171.

**NORTH CAROLINA**


**For Sale:**

Southwest AM-FM in exceptional growth market. Best facility and No. 1 audience in market. Priced at twice gross billing. Write Box N-184.

---

**H.B. La Rue, Media Broker**

Radio TV CATV APPRAISALS

West Coast: 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415-673-4474

East Coast: 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

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**LARSON/WALKER & COMPANY**

Brokers, Consultants & Appraisers

213/288-0385 Suite 214 21181 San Vicente Blvd. Los Angeles, CA, 90048 Washington, D.C. 20036

**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billings charge to stations and firms: $1.00.)

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields. Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday’s issue. Orders and 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 VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTRs are not forwardsable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word, $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word, $5.00 weekly minimum. All other classifications: 80c per word, $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $6.00 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 $55mm, C0D, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

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**MEDIA BROKERS APPRAISERS**

RICHARD A. SHAHEEN, INC.

330 North Michigan • Chicago 0611

312-467-0040

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**BOOKS**

403 AM-FM BROADCAST STATION PLANNING GUIDE by Harry A. Elson. A comprehensive guide to planning, building, and operating a radio broadcast facility-AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 804 x 11", illustrated. $12.95

411 COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearngin. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd, and 3rd Class Radioengineer license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject. You may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages, 150 illustrations. $10.95.

please send me book(s) numbers is enclosed.

Broadcasting Book Division 1735 DeSales St., NW Washington, DC 20036

Name:

Address:

City State ZIP:

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**For Sale Stations Continued**
## Stock Index

### Broadcasting

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<tr>
<th>Symbol</th>
<th>Name</th>
<th>Closing Wed. Oct. 18</th>
<th>Closing Wed. Oct. 11</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
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<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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### Broadcasting with other major interests

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<th>Total market capitalization (000)</th>
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**TOTAL:** 1,044,697,445,510

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*Oct 23 1978*
## Programming

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## Service

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## Stock Market Capitalization

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## Standard & Poor's 400 Industrials Average

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NBC's Jane Pfeiffer: making overachieving seem ever so easy

Jane Cahill Pfeiffer rates an ability to get things done as probably her most notable skill, and people who have worked with and for her agree it is exceptional. She makes it sound simple: "You understand a problem and just go and try to fix it."

She has been addressing and fixing problems of one kind or another, for a living, for more than 20 years. In her new job as chairman of NBC she has acquired a new set. NBC's basic problem is poor ratings; her assignment in the fixing of it is to take some of the load off President Fred Silverman so that he, noted as a program fixer above all else, can concentrate on programming.

"If I see my job," she says, "as helping Fred with whatever he feels I can be helpful with, and relieving him of the day-to-day responsibilities for Washington relations, legal affairs and employee relations,

There are some who think, because she has top-flight connections both in Washington and across the country, that she was hired essentially to be a lobbyist and spokesperson, and that other assignments are secondary. But NBC executives who have worked closely with her say she is making her influence felt elsewhere, too, and that she does it with an approach that, as one put it, "is relaxed and easy to work with and gets to the heart of the matter."

"She's plain and simple," one source said, "has no pretensions, no ego, she's not trying to prove anything and she doesn't engage in one-upmanship—which in this business is a refreshing change." Her basic contributions, he speculated, will come from "a knowledge and judgment of corporate management and how to run a big company in all of its phases—and a broader view than many executives have."

The NBC chairmanship makes her the highest-ranking woman executive in broadcasting (and probably the highest paid; her predecessor, Julian Goodman, received $300,000 in 1977, and she is believed to match that level), but she already had a reputation for accomplishment, achieved primarily at IBM. She started there as a systems engineering trainee in 1955, shortly after graduation from the University of Maryland and following a short time in training to be a nun. She taught consumer courses in computer programming and worked in customer accounts for a couple of years and then entered IBM's space program.

"That," she recalls, "was back when no one really understood space"—even before the Russian Sputnik put this country on a crash program for space exploration. She grew up with the space program, and was in charge of the space-tracking center in Bermuda for two years.

In 1966 she took a leave of absence from IBM to become a White House Fellow, part of a program designed to help business and government understand each other better. When she returned to IBM in 1967 she was made assistant to Chairman Thomas J. Watson Jr., now chairman of the executive committee, who calls her "one of the ablest executives I've ever known," combining "luster, warmth and charm along with her great wisdom."

Three years later she was named secretary of the management review committee, IBM's policy-making body. Because it dealt with the analysis and solving of high-level problems "across the whole spectrum of the company," Mrs. Pfeiffer says, "this was one of the most broadening assignments anyone could have."

She didn't stop there. In 1971 she was made IBM's director of communications and a year later was elected vice president and put in charge of both communications and government relations—a job in which, during the next four years, she also expanded her activities with educational, public service and government-industry groups as well as her list of high-level government contacts.

She resigned from IBM and set up her own consultancy in 1976, the year after she married Ralph A. Pfeiffer Jr., IBM senior vice president and chairman of IBM's Americas Far East Corp. She was afraid, she said, that their two IBM jobs would keep them apart more than together. In the marriage she acquired 10 stepchildren, six girls and four boys, children of her husband by a former marriage. They range in age from 29 to 11.

During the consultancy period she was offered one job she didn't accept, that of first woman secretary of commerce in the Carter administration. She turned it down because she wanted to be with her husband and also because she had recently undergone surgery for thyroid cancer—a problem that both she and NBC say has been resolved.

The job she did accept, with NBC, originated when she called on Kenneth W. Bilby, RCA executive vice president, corporate affairs. She was soliciting a corporate donation to the University of Notre Dame. They had known each other before, and after a chat he thought she might help RCA as a consultant and arranged a luncheon with RCA President Edgar H. Griffiths. She was ultimately retained to work on trade with the People's Republic of China, corporate responsibility matters and other questions. (And yes, she did get the contribution for Notre Dame.)

When Mr. Griffiths was casting about for help with NBC's ratings problems, she mentioned that she had known Fred Silverman since his days at CBS-TV, when she had helped bring IBM into television on such programs as Face the Nation, Much Ado About Nothing and Don Quixote. She got the assignment to sound him out about moving to NBC, which she did at a breakfast meeting. After he moved over last June, she was assigned at his request to spend her RCA consultancy time—about a third of her working time—assisting him. From that it was on to the chairmanship and a seat on the RCA board on Oct. 4.

Mrs. Pfeiffer would like to see television inform more—"as a busy person. I'd be lost without television"—and she thinks it will. "New technology will give us more competition, which is marvelous," she says. "Competition brings out the best."

Her own goal as a person, she says, "is to make maximum use of the skills I have in a constructive way. Some of my friends may disagree, but I consider myself a fairly simple person. Life is no more than the opportunity to do the best you can in whatever circumstances you find yourself."
Editorials

The real agenda

If FCC Commissioner Margita White has outraged some of her colleagues by the candid appraisal of their intentions that she delivered publicly last week, it is because the truth can hurt. Mrs. White’s speech, reported in detail elsewhere in this issue, was a carefully considered summation of conclusions that she has reached during something more than two years on the commission. It has become evident to her that under present auspices, the FCC is headed toward more regulation of broadcasting, not less, and she documented her conclusions vividly.

It was in the nature of a farewell address, although Mrs. White may remain at the agency until her successor is confirmed by Senate action that cannot come until the next Congress is convened. It will not make life easier for her in the rest of her tenure on the FCC. It is, however, a text that may be usefully studied by Anne Jones, who has been nominated to succeed Mrs. White. Miss Jones, who professes an interest in deregulation, will get a clear idea of what faces her if she reads her predecessor’s speech.

Double trouble

However it may prefer to spend its time in other ways—making an honest dollar, for example—the broadcasting establishment had better leave plenty of flexibility in its 1979 calendar for trips to Washington and Capitol Hill. On the House side, where the action has been concentrated in the Congress that just ended, there will be a rewrite of the rewrite of the Communications Act of 1934 to contend with. On the Senate side, “omnibus amendments” to the act are now promised—a second front to be defended by broadcasters who have not been doing very well on the first front.

As if wholesale revisions of the basic law regulating communications were not enough to run up the broadcasters’ Washington hotel bills, Senator Ernest F. Hollings has also promised that his Communications Subcommittee will delve deeply into television programming and advertising addressed to the young.

As outlined by Senator Hollings to the Atlanta conference of the National Association of Broadcasters last week, the “omnibus amendments” that he will introduce to update the Communications Act may not be as radical as the rewrite that Lionel Van Deerlin has made his life’s work in the House. They will, however, provoke their share of apprehension.

Journalistically minded broadcasters will oppose Senator Hollings’s insistence on the retention of the fairness doctrine and of equal-time requirements for all candidates below the presidential level. All broadcasters will be concerned by the senator’s hint of an inclusion of performance standards in the law. They will also resist his proposed imposition of spectrum users’ fees without any discernible trade-off in the direction of deregulation.

There are some, however, who may see in the senator’s late-blooming interest in Communications Act reform a possibility for more congenial legislation than is promised by Mr. Van Deerlin’s House Communications Subcommittee. In his speech to the NAB last week, Senator Hollings made direct reference to the recent appellate-court reversal of the FCC’s comparative renewal standards in the WESH-TV case (Broadcasting, Oct. 2) and implied an interest in restoring to licensees a measure of the security that the WESH-TV decision has taken from them. Mr. Hollings is too cagey a politician, however, to have done more than titillate his NAB audience at this time.

Whether the legislative exertion is to be called a rewrite or omnibus amendments, the point for broadcasters to realize is that an extensive review of the existing law is now certain in both houses of Congress. If that is so, perhaps the broadcasters will want to revise their strategy, which has been entirely defensive until now. Is anybody working on the broadcasters’ behalf to draft legislation that will modernize the Act of 1934 without imposing new and unrealistic regulatory burdens? Isn’t there something to be gained from the affirmative presentation of omnibus amendments that will equally protect the public’s and the broadcasters’ interests?

The NAB has called a summit meeting of broadcast leaders for Oct. 24 to discuss what to do about the WESH-TV decision. Perhaps the agenda ought to be enlarged to discuss what to do about the amendment or rewrite of the Communications Act.

Missionary work isn’t over

An extended shutdown of a city’s newspapers, such as the one in effect in New York since Aug. 8, tends to ignite a spark of hope among local broadcasters. They stand to get a windfall in retail advertising, and many do, and with the windfall comes to some an expectation that this time—finally, at last—retailers will realize how well spent their broadcast dollars have been and will keep a sizable chunk in radio or TV, or both, after the papers get back on the street again. Others, perhaps remembering similar expectations that didn’t produce much in the past, hold little hope for significant gains beyond whatever share of the windfall they may obtain.

Reason and experience suggest that broadcasters should derive some long-term gains from the current New York strike—but not as many as the optimists hope for. Retail sales have held up, and for some stores reportedly have increased, despite the absence of customary newspaper advertising. That point will not escape smart retailers—not those in New York or those in other cities, either. At the same time it must be recognized that retail advertising staffs are still weighted heavily on the side of newspapers. It takes many more people to prepare and place newspaper ads on the scale that retailers use, and staff weight inevitably influences media weight.

This imbalance is less extreme than it used to be, as retailers have gradually increased their reliance on TV and radio. No doubt the trend will continue, perhaps given an extra push by experience in the current strike. But it is a slow process. Whatever their advances, broadcasters still face a big selling job.

"That may be funny on WKRP, but around here it could cost you your job.

Drawn for Broadcasting by Jack Schmidt

Broadcasting Oct 23 1978 90
KTXL is celebrating 10 years of progress in broadcasting. Since October 26, 1968, KTXL has grown into one of the nation's top Independents — reaching into 13 states by cable.

On July 3, 1978, KTXL became the first commercial station in California and the seventh in the nation to own and operate a satellite receiving station, providing news, sports and entertainment programming from around the world.

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10 Years of Service and Progress
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