ABC's Fred Pierce: The winning ways of TV's No. 1

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Titles are just as impressive: “Take the Money and Run,” “They Shoot Horses, Don’t They?” (Academy Award), “Junior
Bonner," "Charly" (Academy Award), "Lovers and Other Strangers" and "Kotch" (4 Academy Award nominations).

This is an exceptionally well balanced collection. With the added attraction of limited network runs.

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*More than
SEVEN HUNDRED
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have been sold!
The Week in Brief

BROADCASTERS AND THE BALLOT BOX □ Radio and television were out in force covering the elections last week, but while most were out reporting the news of Nov. 7, some were in it: Several with station-ownership interests were elected to House and Senate seats. There was also news for broadcasters in how the congressional elections will affect the make-up of the Communications Subcommittees. PAGE 23.

BLUNT WORDS □ FCC's Safety and Special Services' Carlos Roberts tells a gathering of land mobile operators that their industry should stop eyeing UHF frequencies; that space is needed by television. PAGE 25.

SET THEM FREE □ NAB President Vincent Wasielewski issues a "declaration of independence for radio," calling on the FCC to do away with program percentages, commercial time standards and formal ascertainment. PAGE 26.

STAYING CLOSER TO HOME □ BROADCASTING'S annual study shows the FCC commissioners made 20 fewer business trips in fiscal 1978. And there's an OMB directive for another 20% reduction in 1979. PAGE 42.

MORE RKO COMPLICATIONS □ Challengers to company's television licenses in Los Angeles and New York are now trying to block RKO's sale of its WNBC-TV Boston. PAGE 42.

MERCY FROM FCC □ A commission judge foregoes a stronger sanction against a Florida UHF charged with clipping and, instead, recommends a fine. He notes the shaky financial status of the station and its officers' remedial actions. PAGE 44.

LICENSEE INPUT □ A Washington law firm suggests a rulemaking under which a broadcaster could tell his side of the story to the FCC in advance of a commission vote designating him for renewal hearing or revocation proceeding. PAGE 45.

SEVEN OUT OF 32 □ That's the number of minority firms receiving government loans, according to the SBA's first list of those given help in broadcasting and cable. PAGE 49.

BATTLE OF 1060 KHZ □ WGR TR Natick, Mass., which has skirmished unsuccessfully with WYPhiladelphia over use of that frequency, now petitions the FCC to rescind

Pierce ascendant. Things were going so badly for ABC-TV in the fall of 1974 that the best that could be said of the situation was that there was nowhere to go but up. And up it went, far beyond what anyone in those bottomed-out days could have foreseen, and its climb to the top has completely revised the old order in the TV business. The connecting link between ABC fall 1974 and ABC fall 1978: Frederick S. Pierce, who took himself off the streets of Brooklyn to the presidency of ABC Television and his network out of the basement of the TV rankings to an overwhelming dominance of prime time. This first in a series of special "Fifth Estate" reports begins on page 32.

the Westinghouse Broadcasting station's renewal. It cites parent Westinghouse Electric's problems with the government as reason. PAGE 51.

INTERPUBLIC GETS BIGGER □ In the largest agency acquisition in history, it acquires SSC&B and its more than $700 million annual billings. PAGE 54.

NEWSMAN'S PRIVILEGE □ Another "confidential source" case reaches the Supreme Court, this one involving a KAKE-TV Wichita reporter and the murder trial of the widow of broadcaster Thad Sandstrom. PAGE 59.

STINGING THE OTHERS □ ABC easily wins the first sweep week as its movie, "The Sting," starts it all off with a 48 share. PAGE 62.

TALL TOWERS □ A Pittsburgh, Kan., broadcaster suggests a method with higher antennas that he says will permit increased power for class IV AM's. PAGE 66.

FILM AND MASON: HERE TO STAY □ Eastman Kodak's assistant vice president and general manager of its motion picture and audio-visual markets division believes new advances in tape will not make film obsolete; there's room for both. And Kenneth Mason speaks with authority on matters dealing with longevity and durability against latter-day challenges: He's been with Eastman Kodak since 1935. PAGE 89.
WE'RE USING AIR WAVES TO CLEAN UP SOME OF THE DIRTIEST AIR IN AMERICA.

Almost everybody knows that Denver has thinner air than any other major city in America. But almost nobody knows that only Los Angeles has dirtier air.

Most of the people who breathe it everyday didn't know how dirty Denver's air was either. Until KIMN radio told them.

An awareness campaign was the first step of our Operation Blue Sky. We stepped up our campaign by initiating action that led to a Federal Grant to fund hourly pollution readings. We also started giving on-air recognition to businesses that take steps to reduce air pollution. And we've instituted a program designed to help alleviate traffic congestion during rush hour.

The world has grown too small for any of us to live in a vacuum. (As one sniff of Denver's air will testify.)

We must all be considerate of one another and pull together to solve the problems facing our cities. When we do, things will get better as they have in Denver.

We're happy to report that a mile above sea level, the tide is turning.

Jefferson Pilot Broadcasting
Richmond: WWBT. Atlanta: WQXI, WQXI-FM. Denver: KIMN, KIMN-FM.
Windfalls

With television having documented its claim via Television Bureau of Advertising study that advertising in New York increased substantially during 88-day newspaper strike there (story, page 56), now it’s radio turn. Independent audit by Price, Waterhouse & Co. of 18 New York area radio stations shows that local advertising in August 1978 topped August 1977 by 38% and in September 1978 was 34% above same month last year.

Sky waves

Officials of Scientific-Atlanta, major supplier of satellite earth stations, expect next spring’s National Association of Broadcasters convention to offer big market for dishes. S-A sees forthcoming demand for 10-meter earth stations with up-link capability. Independent TV stations are primary prospects.

In addition to public broadcasting satellite network, which is to be fully operational by January with 165 earth stations, 75 commercial TV stations are expected to have earth terminals next year. Scientific-Atlanta has supplied all but few of 25 dishes now installed at commercial stations, is looking to sell 10 at next NAB. It sold four at last one.

Dwindling delegations

Attendance at National Association of Broadcasters six regional meetings has fallen, but not so precipitously as to convince leadership that annual series should be terminated. Association officials note that some drop-off was expected in view of raft of other meetings NAB now runs—license renewal seminars, legal workshops, not to mention new national radio programing conference held last August. Attendance toals from fall meetings have been roughly as follows: Boston, 210; Atlanta, 270; Chicago, 277; San Francisco, 205; Denver, 215; New Orleans (final meeting, last week), 295. Average attendance at last year’s meetings was over 250.

Junket?

Is FCC Common Carrier Committee of three commissioners being cajoled into possible commitment on new transatlantic cable prior to 1983 timetable as alternative to less costly but more versatile space satellite? Satellite advocates, including Comsat, see dangers in meeting beginning Dec. 11 at The Hague, Netherlands, with representatives of European postal and communications administrations, which operate (and enjoy revenues from) cable. Invitation from Torson Larsen, Swedish administrator, brought acceptances from FCC Chairman Charles D. Ferris and Commissioners Robert E. Lee and Joseph Fogarty ("Closed Circuit," Nov. 6). But it’s now learned State Department and National Telecommunications and Information Administration “regretted” same invitation.

Opponents detect effort to persuade U.S. to set earlier deadline for notable, called TAT 7—perhaps 1981 or 1982—since far greater return is realized from cable than from satellite because of higher rates. Common carriers, now supported by military, favor TAT 7 on additional grounds of reliability and backup if satellites are rendered inoperative or shot down. Trip to The Hague for three commissioners would use up about $3,000 of FCC’s travel expense.

Sun and strategy

More details on how CBS-TV and NBC-TV hope to whittle ABC-TV’s big prime-time ratings lead may surface soon. Officials of both networks are meeting this week with their respective affiliates advisory boards—fall meetings that often serve as forums for network disclosures of things to come. CBS-TV affiliates board is meeting Nov. 12-16 at Kamuela, Hawaii; NBC-TV’s, Nov. 12-14 at Scottsdale, Ariz. Their ABC counterpart board will get that network’s word on why NBC and CBS plans won’t work at meeting Dec. 3-7 at Maui, Hawaii.

Head hunter

FCC Chairman Charles D. Ferris may be having trouble filling new job as head of Office of Public Affairs that is to be created ("Closed Circuit," Nov. 6). At least one person is said to have turned down offer—Matthew Cooney, Commerce Department’s deputy director of public affairs.

Strangers

Seeking fresh perspectives, ABC’s standards and practices department convoked group of academic humanists—12 professors of history, literature, religion, arts—for quiet three-day workshop at Princeton, N.J., last week. ABC Inc. Vice President Alfred R. Schneider initiated it on theory that although TV has often consulted sociologists, psychologists and other social scientists, views of humanists are largely untapped. Among subjects examined: sex and morality, value system that TV reflects, use of docu-dramas and ABC’s "Roots" miniseries. One hoped-for side effect: better understanding of TV by leaders in humanities.

Add white prospects

FCC Commissioner Margita White, who called Los Angeles her home before she first went to Washington in 1960 with Nixon campaign, may return to West Coast at least part time after she winds up at FCC about mid-January. Writer by profession, Mrs. White was White House assistant press secretary during Nixon and part of Ford administrations.

Fact that she met with board of Times-Mirror Co., media conglomerate, on recent Los Angeles visit may have significance in her future activities in either consultative or executive staff capacity. She is also expected to serve on board of Radio Free Europe/Radio Liberty ("Closed Circuit," Nov. 6).

False alarm

Leading sales reps seem to agree that lull that developed in spot-TV activity last month ("Closed Circuit," Oct. 30) is over—and perhaps, strictly speaking, never really existed. Looking back, they report that, as one said, "it probably seemed more like a lull than it was" because, as another put it, "we were coming off three record quarters and we didn’t expect any interruption at all."

Even at its worst, most say business was still well ahead of same time last year. Discernible pickup was reported last week and most were forecasting records for fourth quarter and full year. Television Bureau of Advertising now expects 1978 increase in spot revenues to reach 20%.

Futures

Republican Jim Thompson’s victory in race for governor of Illinois last Tuesday sparked talk of his prospects as possible Republican nominee for Presidency in 1980. If that came to pass, it could mean return to political office by former FCC Chairman Richard E. Wiley, now in Washington office of Kirkland & Ellis law firm which is headquartered in Chicago.

Mr. Wiley left FCC reluctantly last fall and has made no secret of ultimate desire to return to public life after interval of private practice to shore up personal finances. He’s close friend and has been co-worker of Governor Thompson. If lightning were to strike, Mr. Wiley would aspire to cabinet post rather than administrative agency.
Setup control unit.

Automatic setup delivers consistent picture quality.
RCA introduces the "tomorrow" camera—the fully automatic TK-47, for today's ultimate in video freedom.

Here is a dramatic breakthrough from RCA: the completely new, fully automatic TK-47 studio camera.

The TK-47 offers completely automatic programmed microprocessor-controlled setup of all camera functions. And all at the touch of a single button.

State-of-the-art design technology is used throughout. Extensive use of LSI's, digital memory circuits and other sophisticated components provide new standards of stability, reliability and superior performance. Outstanding picture performance is yours with the touch of the "Auto" button. You get fast, accurate setup.

Your video operators can forget about tweaking and concentrate on artistic creativity and picture composition. That's because numerous camera operating functions are automated, too—iris, white balance, black balance, pulse advance, cable equalization, plus many more.

The TK-47 is also operable in a semi-automated mode. It functions as an electronic instruction book to permit programmed step-by-step setup controlled by four knobs.

Either way—with the touch of a button or with semi-automated setup—the TK-47 gives you the ultimate video freedom in a studio camera.

Contact your RCA Representative, or write us.
RCA Broadcast Systems, Bldg. 2-2, Camden, NJ 08102.

The new video freedom.

"The family of RCA video freedom cameras"
Tillamook crabery association plans four-week radio drive in 10 markets during late November. The Haworth Group, Edina, Minn., will schedule spots in five markets during fringe time. Target: adults, 18-49.


Olson Travelworld is a subsidiary of General Mills plans two-to-four-week radio campaign for its travel organization beginning in early December. The Haworth Group, Edina, Minn., will schedule spots in Chicago and New York. Target: adults, 25-54.

Carling Brewery prepares four-week radio campaign for its Malt Duck beverage beginning late this month. W.B. Doner, Baltimore, will seek spots in 10 markets including Chicago. Target: adult blacks.

Lindsay International Food products group highlights its olives in four-week radio flight starting in late December. Botsford Ketchum, San Francisco, will place spots in four markets including Los Angeles and Seattle. Target: women, 25-54.

Delta Dash gets your small package there in a big hurry.

Delta handles more over-the-counter shipments of 50 lbs. or less than any other certified airline. And DASH (Delta Airlines Special Handling) serves 86 U.S. cities plus San Juan. A any package up to 90 inches, width +length + height, and up to 50 pounds is acceptable. DASH packages accepted at airport ticket counters up to 30 minutes before flight time, up to 60 minutes at cargo terminals. Rate between any two of Delta's domestic cities is $30. ($25 between Dallas/Ft. Worth and San Diego or San Francisco). Pick-up and delivery available at extra charge. Call 800-638-7333, toll free. (In Baltimore, call 269-6593). You can also ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, Freeport and London, England. For details, call Delta's cargo office.

Del is ready when you are.

Rep appointments


WPSA-AWIOYFM Ephrata, Pa.: Buckley Radio Sales, New York.

TV only

Remco TV rental service slates first-quarter TV buy starting in January. Media-Comp, Houston, will schedule spots in 21 markets during all dayparts. Target: total adults.

Fleer Sweets manufacturer places eight-week TV campaign for its Stokley Van Camp Gatorade gum beginning in late December. The National Media Group, King of Prussia, Pa., will handle spots in about 35 markets during fringe time. Target: adults, 18 and over, and teen-agers.

Hickory Farms Specialty foods group places five-week TV promotion beginning in mid-November. The Haworth Group, Edina, Minn., will select spots in 12 markets during fringe time. Target: adults, 18-49.

Dakota Bake-N-Serv Bread group places five-week TV test beginning in mid-November. The Haworth Group, Edina, Minn., will arrange spots in four markets during day and fringe time. Target: women, 25-54.


Jacquin Wine and liquor group features its Little Rhine Bear wine in five-week TV promotion beginning in late November. Spiro & Associates, Philadelphia, will schedule spots in about five markets during news time. Target: adults, 18 and over.


Conn. General Life Insurance Group arranges one-month TV
ANNOUNCING A RARE OPPORTUNITY FOR YOUR STATION TO MAKE A SIGNIFICANT CONTRIBUTION TO YOUR COMMUNITY

MILES TO GO

Starring Dan Shor, soon to be seen in NBC’s mini series “Studs Lonigan” and Deborah Winters, best remembered for her performance in “Class of ’44.”

NEW FROM LUTHERAN TELEVISION
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“Epilepsy is much more than a medical problem, and MILES TO GO is the first television program I know of that dramatizes so effectively the human aspects of the disorder. When I first recorded public service messages for epilepsy many people would scarcely say the word. It is now very rewarding to see this subject handled so openly and with great sensitivity and compassion.”

Jack Lemmon, star of the Broadway hit “Tribute”
Honorary National Chairman—Epilepsy Foundation of America

“This Is the Life” is the longest-running syndicated program on the air, the winner of two Emmy Awards. With network-quality production and a built-in audience, MILES TO GO promises to deliver High Ratings—Exceptional Sponsor Interest—Tremendous Audience Response

MILES TO GO TAKES A DRAMATIC LOOK AT EPILEPSY, THE PREJUDICES THAT SURROUND IT, AND ONE YOUNG MAN’S STRUGGLE TO ACCEPT IT.

ACT NOW TO SCHEDULE THIS WORLD PREMIERE BETWEEN JANUARY 15 AND APRIL 30, 1979 EXCLUSIVELY ON YOUR STATION
NO PROGRAM CHARGE—5½ MINUTES AVAILABLE FOR SALES OR PSA—PRIME OR FRINGE

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LUTHERAN TELEVISION
A SERVICE OF THE INTERNATIONAL LUTHERAN LAYMEN’S LEAGUE
2185 HAMPTON AVENUE, ST. LOUIS, MISSOURI 63139
drive beginning in mid-November. Cunningham & Walsh, New York, will handle spots in two markets during news and sports time. Target: adults, 35 and over.

Murray-Ohio □ Motocross bicycles manufacturer arranges four-week TV promotion starting late this month. Keller-Crescent, Evansville, Ind., will prepare spots in 24 markets during early fringe time. Target: total children.

Tech Hi-Fi □ Retail stereo store chain starts four-week TV promotion late this month. Singer Media Services, Boston, will buy spots in eight markets including New York, Boston and Detroit during specials, news and sports time. Target: men, 18-34.

Southern Bell □ Telephone company prepares four-week TV flight starting in late November. Tucker Wayne & Co., Atlanta, will seek spots in 21 markets during prime time. Target: total adults.

Prince Matchabelli □ Perfume company focuses on its Aviance perfume in one-month TV push starting in late November. Deila Femina, Travisano & Partners, New York, will select spots in nine markets during late fringe and prime-access time. Target: women, 18-34.

Nalley’s □ Foods group plans four-week TV flight for its 100% Natural Chips beginning late this month. Deila Femina, Travisano & Partners, Los Angeles, will schedule spots in four markets during all dayparts. Target: women, 18-49.

World Vision International □ Humanitarian organization slates two-week TV campaign for late this month. Russ Reed Advertising, Los Angeles, will place spots in at least 20 markets during day and fringe time. Target: women, 35 and over.

Chrysler-Plymouth □ Dealers association plans four-week TV buy beginning this week. Asher-Gould, Los Angeles, will arrange spots in southern California markets during prime and fringe time. Target: men, 25-49.

Gagliardi Bros. □ Company begins four-week TV push for its sliced meat products starting in early January. J.M. Korn & Son, Philadelphia, will arrange spots in five markets during day, fringe and prime time. Target: women, 18-49.

Bell of Pennsylvania □ Telephone company features its phone center stores in four-week TV drive beginning late this month. Lewis & Gilman, Philadelphia, will select spots in five markets during all dayparts. Target: adults, 25-64.

Allegheny Pharmaceuticals □ Company arranges three-week TV push for its Nutra-Nail product starting in mid-November. Sheldon Communications, New York, will buy spots in 35 markets during day, fringe and prime-access time. Target: total women.

Pizza Hut □ Restaurant chain arranges three-week TV drive beginning in mid-December. Foote, Cone & Belding, New York, will seek spots in about 70 markets during fringe time. Target: adults, 18-34.

General Motors □ Car manufacturer begins two-week TV push for its Oldsmobile Cutlass in two-week drive this month. Leo Burnett, Southfield, Mich., will schedule spots in 24 markets during prime and fringe time. Target: total men.

Fairmont Foods □ Food products group features its Creative Crust mix in two-week TV push starting in late November. Albert J. Rosenthal, Chicago, will prepare spots during day and fringe time. Target: total women.

CBS Records □ Records group places Multi-Hits blitz in one-to-two week TV campaign beginning in late November and mid-December. Young & Rubicam, New York, will handle spots in 26 markets during prime time. Target: teen-agers and adults, 18-34.

Hallmark Cards □ Company features its bath products in one-week TV campaign beginning late this month. Foote, Cone & Belding, Chicago, will handle spots in 21 markets during prime time. Target: women, 18-34.


General Electric □ Company sponsors Bob Hope at the Ohio Theatre, NBC-TV special, 8 p.m. NYT, December 3 through BBDO, New York. Special will include 11 General Electric commercials featuring housewives, audio and lamp products.

Radio-TV

American Hardware □ Hardware supply company slates three-week radio and TV push beginning late this month. Ketchum, MacLeod & Grove, Pittsburgh, will select spots in 33 markets including Boston, Detroit and New Orleans. Target: adults, 25-54.
Rex Humbard NEW YEAR'S EVE FAMILY SPECIAL!

Featuring: REX, MAUDE AIMEE, LIZ and HUMBARD FAMILY SINGERS
PAT and DEBBY BOONE and PAT BOONE FAMILY

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or your Detroit/Cleveland Representative
Nov. 13—Hollywood Radio and Television Society meeting. Speakers will include National Association of Broadcasters President Vincent Wasilewski and Representative Lionel Van Deerinck (D-Calif.), Beverly Wilshire hotel, Beverly Hills, Calif.


Nov. 13-16—National Association of Regulatory Commissioners annual convention. The Communications Act rewrite 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. Some speakers on other panels will be FCC Chairman Charles Ferris and National Telecommunications and Information Administration Assistant Secretary Harry Gayler. 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. 15—Videotape Production Association first awards dinner: Friar's Club, New York.

Nov. 15-16—National convention of Society of Professional Journalists, Sigma Delta Chi, Hyatt House, Birmingham, Ala.

Nov. 16—New deadline for comments on FCC proposal to expand the ascertainment primer for broadcast-renewal applicants to require licensees to contact all significant elements and institutions in communities, even if not on prime's community leader checklist (Docket 78-237). Replies are due Dec. 18.

Nov. 16-17—Fall workshop of Alabama Cable Television Association. Red Turner, Turner Communications, will be Thursday luncheon speaker. Governor's House, Montgomery, Ala.

Nov. 16-18—Arizona Broadcasters Association fall convention and annual meeting. Radisson Resort, Scottsdale, Ariz.

Nov. 17—Pacific Pioneer Broadcasters salute to Sylvia (Pat) Weaver, former president of NBC agency executive and consultant, Sportsmen's Lodge, Studio City, Calif.

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


Also in November


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


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

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

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

Nov. 30-Dec. 1—Broadcast Financial Management Association/BCA board of directors meeting. Dutch Inn, Lake Buena Vista, Fla.

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

November 1981

December 1981

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

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


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

Dec. 12-14—Micronet'82 electronics show and exhibit. Dallas Convention Center

Dec. 15—Comments due in FCC inquiry and rulemaking proceeding on applicability of fairness doctrine and personal attack rule to use of broadcast facilities by political candidates under section 315 of the Communications Act. (Docket 78-291). Replies are due Jan. 15.


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

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

Dec. 29—Deadline for comments on FCC proposal...
Kodak salutes a pair of winners with at least two things in common: Both are repeaters—the second time around for Larry Hatteberg, the third for KTVY-TV. Both are expert in the important art of capturing news on film. As this year's news photographer winner, Larry is the first recipient of the Kodak Ernie Crisp Award.

This year's NPPA television news photography competition was the largest. A distinguished panel of judges considered more than 700 entries submitted by 305 stations and the three commercial television networks.

The judges estimated that between 60 and 70 percent of the entries originated on film, the remainder on videotape. Eighteen of the 20 individual news photography awards went to film entries.

Regardless of the medium by which it is realized, Kodak congratulates the winners for their achievement. We hope that future NPPA competition will continue to stimulate a striving for excellence in this profession which is so important to our society.

Kodak...Official motion picture consultant to the 1980 Olympic Winter Games.
for standards for AM stereophonic broadcasting, to consider, among other things, effect of AM stereo signa'l on adjacent channel protection ratios, skywave service and out-of-band emissions (Docket 21213). Replies are due Jan. 31.

January 1979

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

Jan. 6-9—International Winter Consumer Electronics Show, sponsored by Electronic Industries Association/Consumer Electronic Group. Las Vegas Convention Center, First Avenue and Convention Drive, Las Vegas. (For program, call (213) 647-3600, ext. 228.)

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

Jan. 8—Deadline for entries for The 1978 Media Awards for the Advancement of Economic Understanding sponsored by Champion International Corp., Stamford, Conn., and administered by Amos Tuck School of Business Administration of Dartmouth College. Total of $10,050 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1978 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., 03755; (603) 646-2084.

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

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

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

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


Jan. 15—Revised date for Federal Trade Commission hearing on children's advertising. Former date was Nov. 8, San Francisco.


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


Jan. 27—Deadline for entries in 11th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the disadvantaged. Professional categories will be radio, television, print and photojournalism. Cash prizes of $1,000 will be awarded the best in each category with an additional $2,000 grand prize for the most outstanding of the category winners. Entries from student print, broadcast and photojournalists will be judged separately with a threshold score of 60 the minimum score in Washington to be awarded. Information: Ruth Dramstadl, executive director, 1035 30th St., N.W., Washington 20007.


February 1979

Feb. 1—Deadline for comments in FCC inquiry to investigate alleged failure of TV stations to get best reception (Docket 78-307). Replies are due March 1.

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

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

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

Feb. 6-28—intelect '79 international exposition. Speakers will include Joseph Charyk and John A. Joseph, Condict; Henry Geller, assistant secretary of commerce for communications and information, and Dr. Mahoud Riad, secretary general, Arab Telecommunications Union. Information: Donald McGannon, president of Westinghouse Broadcasting Co.; Ed Bielet vice president, Warner Communications; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Bruce Owen, economist, Duke University; Richard Block, broadcast consultant; and Robert Hadl, MCA Inc. Los Angeles.

Feb. 7—Fourth annual CATV reliability conference, co-sponsored by the Society of Cable Television Engineers and the Consumer Electronics Society of the Institute of Electrical and Electronics Engineers. Denver Marriott hotel. Denver, registration: SCTE: PO. Box 2685, Atlanta, Va. 30322.

March 1979


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


March 21-22—Association of National Advertisers annual Television Workshop (March 21) and Media Workshop, (March 22). Combination fee for both events will be $100 for ANA members, $115 for nonmembers, and for either event, $50 for members and $70 for nonmembers. Plaza hotel, New York.


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

April 1979

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

April 2-5—Electronic Industries Association spring conference, Sheraton Americas hotel, Washington.

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


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

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

April 13-14—Texas Associated Press Broadcasters Association annual convention. Sheraton, Abilene, Tex.

April 20-26—MIP'79's 15th annual international marketplace for producers and distributors of TV programs. Cannes, France.

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

May 1979

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

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

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

May 10—National Radio Broadcasters Association radio sales day Hyatt Airport Inn, Allentown.

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

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

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


June 1979

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


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

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

June 7-9—Associated Press Broadcasters Convention, New Orleans Hotel, New Orleans.

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

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


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

EDITOR: Reference is made to Your Oct. 23 "In Sync" concerning alternative energy to heat a broadcast facility.

KIVA-TV has been on the air for six years and has never had a central heating system. All of the heating comes from our air-cooled transmitter.

It can get to 5-10 degrees below zero in Farmington during the winter, but the hot-air exhaust from the transmitter, which approaches 140 degrees, is able to provide comfortable (70-75 degree) indoor temperatures.

The heating installation is nothing more than the attachment duct-work in our false ceiling to pick up the heat from the transmitter. One blower fan circulates the warm air throughout our building. In the summer, the ducting is changed so the transmitter exhaust is dumped into the outside air. There is no special equipment required for this lash-up.—John R. Catisis, general manager, KIVA-TV Farmington, N.M.

Double-billed

EDITOR: There are a record number of complaints being filed with the FCC today. We in the industry know that many of these complaints have some justification. For every one that is justified, however, there are hundreds that are unjustified.

It seems that there is only one solution to the problem: We must make the accuser as responsible as we make the accused. Many of these unjustifiable accusations would not be made if the monetary responsibility was placed on the accusers to pursue their complaints in the same manner it is placed on the stations to defend their position of innocence. When a station is accused in a complaint it is held responsible for proving its innocence rather than the complainant being faced with the legal responsibility of proving that station's guilt.

The agencies of our federal government now make this unnecessary by using the company's tax dollars to pursue these complaints while the accuser suffers incompletely by no cost, embarrassment or regulation to force him to prove his stand. The company in question has a double cost factor in these cases in that he must hire legal counsel to defend him and pay tax dollars to be prosecuted.

There will never be any fairness to the present complaint and answer departments of federal government until the complainer bears the same burden of responsibility that the accused bears, both in integrity and monetarily.—J. L. Hull, KOMV-TV Monahans, Tex.

Catch-22?

EDITOR: Ron Mihghell's letter "Open Mike," Oct. 23 about the inclusion of gay leaders in community ascertainment surveys neatly demonstrates the contradictory rationales for denying the rights of minorities. Some of our opponents have said we're so "different" from other community groups that we don't deserve inclusion; Mighell's argument is that we're too much the same.

Of course we have the same hopes and needs as other people, and it's certainly true that our "abilities are unencumbered." But exactly that can be said about all the other community leaders included on the ascertainment checklist, and no one has seen their basic humanity as a barrier to recognizing their special identities, needs and concerns. It's classic doublethink to tell a group of citizens which has suffered discrimination because of its "difference" that discrimination should continue once the differences don't seem so real. Being gay, like being black or Catholic or Polish or elderly or a farmer, is part of who we are. We are an estimated 10% of every broadcaster's audience and, like any other group, our "interest, convenience and necessity" must be served.—Ginny Vida, media director, National Gay Task Force, New York.
A lawyer learns of broadcasting's advantages

Last year a revolution occurred in the legal profession. For the first time in history, thanks to a United States Supreme Court decision, attorneys were permitted to advertise. And, within a short period of time, that decision began having important ramifications for middle-class Americans.

With advertising arose the opportunity for volume, an aspect of our profession that has never been particularly important, given the comfortable fees we lawyers have been used to. With volume, steep fees are no longer necessary. In short order we set up a host of legal clinics—storefront offices with little overhead that were able to perform in great volume relatively routine services such as uncontested divorces, simple wills, bankruptcies, single family home purchases, etc. This is the kind of law provided free for the poor and expensively for the wealthy, but often not at all for the middle class. And thus was born, in March of 1978, our own legal clinic.

Like most legal clinics, we chose the print media initially, holding back from the broadcast media for the time being. The rationale simply was that we would never know specifically what print could achieve for us if we began with a multimedia approach. With limited funds for advertising, we were eager to learn how much mileage could be expected from print, as opposed to the more expensive TV commercials.

But three months of newspaper advertising brought only modest results, and by June we were ready to get under way with TV. As it turned out, the lengthy newspaper strike that began shortly in New York City would have forced us into the broadcast media anyway. A commitment was made to move quickly with television to take advantage of summer rates.

Our initial television ad—the first ever by a law firm in the history of New York State—was a 30-second spot featuring a man seated behind a desk in a lawyer's office. "If you think a lawyer is too expensive, it's time you knew about The Legal Clinic," he told viewers. He mentioned our $15 initial consultation charge and gave examples of "more than reasonable fees for various services," such as $55 for a will, $95 for a name change and $210 for an adoption. The spot ended with a voice-over promoting "convenient offices throughout the metropolitan area" and the telephone number to call for "the office nearest you."

The ad, which was produced by the Long Island agency of Dougherty, Clifford & Wadsworth, cost about $1,500 to produce. We committed $10,000 to placement. The agency suggested a diverse mix of time slots, including afternoon, evening and late night, on WNBC-TV and WNEW-TV. We were a little reluctant about the late night slots for reasons concerning image. That hour, we feared, may be associated in the minds of too many viewers with crudely produced low-budget advertising, some of which is intentionally buffoonish. When introducing the entirely new concept of legal advertising, we thought it important that a professional tone be established at the outset.

In the end we did accept a few late night insertions, and the commercial ran 50 times from Aug. 10 through the Labor Day weekend. Late night produced only a small response in terms of new clientele, but there were no adverse comments. The most advantageous time slot unquestionably was on WNEW-TV's 10 o'clock news. This is where we really zeroed in on our prime target audience, although the news slots were also the most expensive.

The phones never stopped ringing in those first days of television ads. The clinic might have been an overnight sensation if only half of the callers were to become clients. But one of the lessons that TV advertising taught us is that many people who think they have legal problems actually have social problems. The mother at 'wits' end because her 19-year-old daughter won't get out of the house and find a job; the man whose upstairs neighbor puts on her high heels every morning in an uncarpeted bedroom; the multitudes who live encircled by barking dogs and screaming kids playing stickball between manhold covers—these never were destined to find relief at The Legal Clinic.

But there were many callers who did need our services. In the four weeks after our first TV ad started running on Aug. 10, we counted some 150 new clients who came to us as a result of having heard about us on television.

It was an awesome experience, this first contact with the power and reach of television. Yet it was also somewhat frustrating, and we felt a bit let down by the immediate results. I realize now that we had come to expect more than we should have expected realistically. The impact of that first month cannot be measured by how many people walked through our doorways, as if a clearance sale were under way. What is most important is that we reached hundreds of thousands of people who now know that when they need us we are there, providing key services that may never before have been monetarily accessible to them.

As the newspaper strike continued, we found ourselves running a second series of television commercials, again through Dougherty, Clifford & Wadsworth. We also decided, as a test, to try radio commercials for the first time.

It is too early to ascertain how effective have been our second round of television ads and our first round of radio ads. But we have been able to discern a number of interesting patterns. As of this writing we have had more than 800 consultations, with over 500 clients signing up. Those who come in are primarily middle-class, white-collar workers with annual income in the $10,000 to $15,000 range, but with some earning $25,000 and more. Most have never seen a lawyer before. Thus far, the most sought-after service (by far) is the uncontested divorce. Next, in order of frequency, are simple separation agreements, bankruptcies, wills, consumer complaints, and name changes.

In the recent past the legal profession (like others) has been sharply divided on the subject of advertising. But now that the Supreme Court has settled the matter that division is gaining acceptance and will continue to do so.

For our part, we have had no communications from the bar association or from individual colleagues concerning The Legal Clinic's advertising policy. We did not expect any opposition, and frankly it would not have mattered anyway. Our plans are firm. We will continue using the broadcast media, especially television, because, in the simplest terms, we have to.
“I thought our first book with TM was great. But now we’re beating our AM competition 4 to 1.”

—Don Bell, Program Director
WSOC-FM, Charlotte

With sharp management and 100,000 watts, WSOC-FM had the potential to be a real winner. To realize that potential, Don Bell chose TM Country.

The results? A 7.2 metro share* and a #2 TSA rating in adults 18+. To find out how it was done, read on.

WSOC-FM has used TM Country since September of 1976. Before that, the station had been programming and taping its own country format.

Don Bell, WSOC Program Director, recommended TM Country because, in his words, “I was impressed that this was a format based on hits. After all, people listen to a contemporary radio station to hear popular music.”

Get loyal, long-hour listeners

But there’s more to TM Country than just good music. TM Country is a carefully constructed, smooth-flowing format. And TM Country lets you control your programming to keep your station’s sound consistent.

The combination of good music, smooth flow and tight control can get longer listening and a larger cumulative audience for your station. That’s what TM Country did for WSOC-FM.

But even a great format like TM Country can’t do its best without teamwork.

Here’s what Don Bell said about the service he’s gotten from TM Programming:

Professional consultation

“They’re willing to listen. And TM’s Country Consultant really knows his music. He’s done modern country on the air.”

Working together, they fine-tuned the format. “We changed the back-announced sweeps to a segue announce between two hits,” said Don. “That gives me eight hits per hour, evenly spaced.”

One of the results of this change has been an increase of over 230% in listening by men 18-34 since the Apr./May ’77 ARB.

What about your last book? If it wasn’t as good as it could have been, maybe TM Country can help. To find out, call TM Programming.

Call collect. Call right now. Ask for Ron Nickell, Vice President. The number is 214-634-8511.

TM Programming
1349 Regal Row
Dallas, Texas 75247

*Apr./May 1978 ARB
"Minimize the cost of electricity, that's what our research is really try"

Dr. Richard Balzhiser, Director for Fossil Fuels and Advanced Systems at the Electric Power Research Institute.
"Our principal solar research effort is to develop collectors to use solar energy concentrated by mirrors. Such systems must be in use a large part of the time to justify the large capital investment. While the sun's energy is free, it's only available part of the time, so we'll need innovative storage or hybrid systems if solar electricity costs are to compete with other alternatives.

**SOLAR CELLS**

"Present solar cells are far too costly for utility use. We believe thin-film technology or very advanced cell concepts using concentrated solar energy offer the best chances for producing electricity at competitive costs. We've recently had some exciting results which could lead to the breakthrough necessary for solar cells to receive serious consideration by utilities.

**SOLAR HOMES**

"To investigate and refine solar heating and cooling systems, we have built five houses on Long Island, and five in Albuquerque, equipped with various combinations of space conditioning and storage systems. We will run more than 100 experiments over the next three to four years to identify the mix of solar energy and other things a homeowner can do in combination with his utility to lower the overall cost.

**CLEAN COAL**

"As coal-fired plants become more expensive and more complicated, new approaches to producing power from coal could become more attractive. We're looking for better technology to protect the environment at minimum cost. R&D on coal gasification and fluidized combustion has shown considerable promise. Unfortunately, these are not available today, and our immediate needs must be met with better conventional plants that operate as cleanly, as reliably and as cost-effectively as we can make them."

**NUCLEAR POWER**

Dr. Milton Levenson, Director for Nuclear Power at the Electric Power Research Institute.

"About 80% of our nuclear research is aimed at making nuclear power even less expensive. We're trying to improve reliability, to extend fuel life, to protect against the cost of plant shut-downs, to make plant operations go smoother.

"We're getting involved in new types of electronics, new concepts for inspection devices, and very sophisticated ways of analyzing materials. But basically it all comes back to reducing even further the cost of nuclear power."

---

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Election ’78: CBS edges NBC; ABC still third

The TV networks tackle one of their biggest jobs, election night coverage, and even with breakdown of service that supplies returns, are still able to do battle on predictions; 1,000 pencils and lots of aspirin.

The news divisions of ABC, CBS and NBC ran almost as hard as the candidates they were following in their coverage of the nation’s congressional and state elections Nov. 7.

In their own race for ratings, CBS took the 7-11 p.m. NYT national Nielsens with a 10 rating and 17 share, compared to NBC’s 9/15 and ABC’s 7.2/12. All three lost out to independent stations: Their combined share of audience was 44%.

The highlight of the evening—the lowlight, really—was a breakdown of the computerized News Election Service, which provides all three networks and the wire services with raw vote counts from precincts around the country.

The NES feeds stalled beginning about 8:30 p.m. NYT, according to Les Crystal, president of NBC News, and sputtered out only occasional data until about 10:30 p.m. An administrator at NES headquarters in New York said the next day that the central computer had failed to accept incoming tallies, and that analysts were still working there and in the service’s four regional vote centers to find out what went wrong.

The breakdown played particular havoc with the projections of NBC, which matches its own key precinct samples with the NES results before picking winners. CBS and ABC use their key precincts independently of NES, news spokesmen for those networks said, and so were hampered only in giving viewers total vote counts. “I’m not particularly enjoying telling you what I can’t tell you,” said ABC anchor Frank Reynolds at one point, going on to explain the snafu.

ABC claimed to be the big winner in the projection derby, counting 40 first picks versus CBS’s 14 and NBC’s nine. NBC didn’t argue with those figures, but CBS said it had 16 firsts and one tie with ABC. ABC was the only network to make a wrong projection, giving Meldrin Thompson a victory in the New Hampshire gubernatorial race at about 8 p.m. over Hugh Gallen. CBS correctly picked Mr. Gallen at 10:22 p.m., and ABC announced its miscalculation at approximately 12:30 a.m.

Over-all, the projections of the networks were again remarkably accurate—as evidenced by the calls of the two closest races of the night. ABC and NBC both declared Jennings Randolph the winner over Arch Moore in the race for the Senate in West Virginia, despite the fact that, according to CBS, with 95% of the results in, a single vote separated the two candidates. CBS held back for that reason, but Mr. Randolph did win, by a final margin of 248,380 to 243,862, according to the Associated Press. That count gave each man 50% of the vote.

The Senate race in Virginia between Andrew Miller and John Warner—or, as he was often described by the newscasters, “Elizabeth Taylor’s husband”—was too close for anybody to call, but ABC said as it was signing off that Mr. Warner appeared to have taken it. That was correct; in another 50-50 split, Mr. Warner took the seat by a margin of just under 4,000 votes.

Each network had outside help with its polling efforts. ABC worked with pollster Lewis Harris to set up 120 model Congressional districts and 2,700 key precincts, with the help of 5,000 members of the League of Women Voters. CBS continued its alliance with the New York Times, but since the Times was on strike until just two days before the election, CBS had to handle most of the arrangements for the 3,000 interviews itself. NBC cooperated with the Associated Press to conduct what anchor John Chancellor called “the largest public opinion poll ever made”—34,000. Each network also had something in particular to brag about the next day. For ABC, besides the success of its primary effort toward winning the projection race, it was Barbara Walters’ obtaining interviews with numerous big-name politicians—her principal failure of the evening, one ABC staffer said, was not getting through to Indira Gandhi of India.

It was in 1976 that Ms. Walters made
her election night debut as an anchor for ABC, to mixed reviews. An ABC News staffer remarked upon how much more effective she seemed to have been this year in her new role as interviewer par excellence. Frank Reynolds also seemed to be enjoying his new role as principal anchor from New York, and he and Ms. Walters received a long ovation from their 125-person news team in New York when the evening ended.

CBS cited its all-star anchor team in New York—Walter Cronite, Harry Reasoner, Eric Severeid, Dan Rather, Roger Mudd, Lesley Stahl and Bruce Morton—the accuracy of its projections—"we err on the side of conservatism," a spokeswoman for the division said—and the clarity of its graphics and studio design. Backing up the team were about 135 production people in New York alone, and a list of supplies that included nine miles of broadcast cable, 76 dozen pens, 1,000 pencils, 10,000 index cards and "lots of aspirin."

NBC's Les Crystal, who had been executive producer of the networks' coverage in 1976, said this year's coverage was basically a refined version of the same approach taken then, with special emphasis given the huge voting map in the studio and the computer-generated graphics for displaying results of the NBC/AP poll. "NES was a problem," Mr. Crystal acknowledged, but he termed the efforts of the 1,200 pollsters "extremely pleasing"—particularly in their breakdowns of the results in terms of specific issues in each campaign. For example, NBC reported that Governor Hugh Carey of New York, a staunch opponent of the death penalty, nonetheless was supported by 42% of those who favored the death penalty. His opponent, Perry Duryea, won 54% of that category, which comprised 65% of the state's total electorate, NBC said. Another result of the national poll: 40% of those questioned said they were Democrats, 33% said they were independent, and 24% said they were Republican. NBC also stayed longest on the air, signing off at 1:45 a.m., CBS left the air at 1:15 a.m. and ABC at 1:30 a.m.

Public broadcasters got extensive use out of their satellite system during election night. WBAA-TV Boston coordinated feeds from six cities (Rochester, N.Y., Washington, Lincoln, Neb., Denver, Chicago and San Francisco) with regional coverage of major races and issues. The feeds enabled Public Broadcasting Service member stations to supplement their own coverage with the regional reports.

In addition, PBS offered five half-hour programs from San Francisco, Chicago, Dallas, Columbia, S.C., and New York and a one-hour overview from New York prior to the elections and will have a one-hour post election analysis Nov. 15 from New York. The MacNeil/Lehrer Report had shows on election turnout and analysis and has one today (Monday) on the economics of the elections. WGBH-TV also originated a special election program that was captioned for the deaf.

Meanwhile, National Public Radio broadcast 10-minute reports at 10 and 11 p.m. and 15 minute reports on the hour from midnight through 3 a.m. election night. The following morning, NPR had 10- to 20-minute segments of national and regional returns. The radio system had several correspondents throughout the country with reports. Coverage was coordinated by NPR correspondent Linda Wertheimer. Highlights of the elections, including trends, or lack of trends, were broadcast Wednesday night for the NPR magazine show, All Things Considered.

Broadcasters add two new senators to ranks in Congress

While most broadcasters were occupied with covering the elections, a few were more directly involved in last Tuesday's balloting. There will be two new senators with broadcast holdings for instance, and three incumbents with broadcast ownership are returning to the Senate.

One of the two new senators is Nancy Kassebaum (R-Kan.), daughter of 1936 presidential candidate and current radio group owner Alf Landon, and herself vice president of KFH Co., licensee of KFH(AM)-KBRA(FM) Wichita, Kan. The other is William Armstrong (R-Colo.), a congressman who shares ownership with his parents of KOSI(AM) Aurora and KOSI-FM Denver, both Colorado. He upset incumbent Democrat Floyd Haskell.

The incumbent senators who are returning include Walter D. Huddleston (D-Ky.), part owner in WLBN(AM) Lebanon, Ky., and former president of the Kentucky Broadcasters Association; Jesse Helms (R-N.C.), who has a small share in and is a director of WRAL-FM-TV Raleigh (Mr. Helms won national attention this election year for raising $6 million, the largest Senate campaign treasure chest ever), and Ted Stevens (R-Alaska), who has a share in a group of stations in Alaska.

One candidate with broadcast interests who lost a Senate bid was Bob Short, owner of all-news WMT(AM) Minneapolis.

A new member of the House with broadcast contacts is Beverly Byron, widow of Goodloe Byron, Democratic congressman from Maryland who died last month. Mrs. Byron is the daughter of Harry C. Butcher, one-time CBS Washington vice president and founder of KEYT(TV) Santa Barbara, Calif.

Returning for another term in the House are these incumbents with broadcast interests: Thomas L. Ashley (D-Ohio), who owns a small number of shares in Combined Communications Corp., a broadcast multiple owner, W.G. (Bill) Hefner, owner of WRRB-AM-FM Kannapolis, N.C.; Cecil C. Hefel (D-Hawaii) whose Hefel Broadcasting Corp. owns KGMB(AM) Honolulu, and KGMF-TV Hilo and KGMY(TV) Wailuku, both Hawaii; has received FCC approval to buy WSJM(FM) Greenfield, Ind., and has bought WLP(FM) Chicago, subject to FCC approval; Nick Joe Rahall II (D-W.Va.), director and shareholder in Rahall Communications, licensee of six radio stations and one TV; M. Gene Snyder (R-Ky.) a small shareholder in WCVM(FM) Carrollton, Ky.
Status almost quo among congressmen industry knows best

Senator Griffin, Rep. Carney casualties among incumbents on communications subcommittees

Last week's congressional elections had little effect on the House and Senate panels closest to the lives of broadcasters.

Senator Robert Griffin (R-Mich.) and Representative Charles Carney (D-Ohio) were the only casualties in Tuesday's elections among the current members of the House and Senate Communications Subcommittees.

Mr. Griffin, currently ranking Republican on the Senate subcommittee, had announced his retirement last year only to change his mind and run what turned out to be an unsuccessful race for a third term in the Senate. Mr. Carney, while a member of the House panel for several years, has not been an active participant in such projects as the Communications Act rewrite.

Other House subcommittee members rumored to be in trouble before the election, Timothy Wirth (D-Colo.) and Thomas Luken (D-Ohio) for example, triumphed in the end. Mr. Wirth beating former Denver radio station owner Ed Scott for the second time.

Subcommittee Chairman Lionel Van Deerlin (D-Calif.), as expected, overwhelmed his opponent, winning with 73% of the vote. Commerce Committee Chairman Harley Staggers (D-W.Va.) also won re-election to what he has said will be his last term in Congress. And the committee's ranking Republican, Samuel Devine (R-Ohio), who was considered in some re-election trouble, also won.

Except for Mr. Carney's defeat, the House Communications Subcommittee is intact: Mr. Van Deerlin, John Murphy (D-New Y.), Mr. Wirth, Martin Russo (D-III.), Edward Markey (D-Mass.), Mr. Luken, Albert Gore Jr. (D-Tenn.), Barbara Mikulski (D-Md.), Henry Waxman (D-Calif.), Mr. Staggers, W. Henson Moore (R-La.), Carlos Moorhead (R-Calif.), Marc Marks (R-Pa.) and Mr. Devine.

On the Senate subcommittee, the only member up for re-election besides Mr. Griffin was Ted Stevens (R-Alaska), and he won.

The memberships of both subcommittees are not expected to remain static when Congress reconvenes next year, however. In the House, especially, moves are expected in the parent Commerce Committee that may affect the Communications Subcommittee. While Mr. Van Deerlin has pledged to remain as long as it takes to pass the rewrite, three other subcommittee chairmanship are vacant, two through retirements--Communications Subcommittee Chairman John Moss (D-Calif.) and Health Subcommittee's Paul Rogers (D-Fla.)--and one through election defeat--Transportation Subcommittee Chairman Fred Rooney (D-Pa.). The shuffle resulting from those vacancies are likely to have a domino effect that will cause shifts in the Communications Subcommittee membership.

On the Republican side, there will be a new ranking member on the subcommittee, to replace co-author Lou Frey (Fla.), who ran unsuccessfully this year for Florida governor. Speculation still centers on James Broyhill (R-N.C.) to fill that post. With the same chair empty on the Senate Communications Subcommittee after Senator Griffin's defeat, speculation began last week that Senator Barry Goldwater (R-Ariz.) might step in.

What the final line-up will look like can only be guessed at now, however. The moves won't take place until next January or early February.

NAB to the FCC: set radio free

Wasilewski urges that more than the big markets be deregulated, and especially the smaller ones

National Association of Broadcasters President Vincent Wasilewski last week announced an NAB "declaration of independence for radio" that calls for the elimination of radio program and commercial limitations and radio ascertainment.

The declaration, unveiled Thursday by Mr. Wasilewski at the final NAB regional conference in New Orleans, urges the FCC to undertake immediately a three-pronged deregulation of all radio:

1. Do away with program percentages as a measure of station performance at license renewal time. "Why carry on this charade any longer?" Mr. Wasilewski said in prepared remarks. "The marketplace, whether large or small, will insure that radio serves the public. It is time the FCC got off this First Amendment tights rope."

2. Get rid of commercial time standards. "Again, the marketplace is the inherent regulator," he said. "The FCC should cease fidgeting about what might happen and look instead at what has happened in radio—a general reduction in commercial matter triggered by marketplace competition."

3. Do away with formal ascertainment procedures. "Broadcasters do not need the government to tell them how to communicate with the people in their communities," he said, adding that it should be enough to "simply ask the broadcaster what the needs and interests of his community are, and how he treated them in his programming."

Mr. Wasilewski said that while FCC Chairman Charles Perri has talked about "zero-based regulation," NAB sees only more proposals to expand current regulations.

Mr. Wasilewski also noted, however, that the commission is currently studying options for deregulating radio in major markets. But he said that move "does not go far enough, nor is it soon enough. There is a need for deregulation for all radio licenses now." He worried that an experiment with large markets would delay deregulation in small radio markets. "Surely," he said, "small market radio stations, struggling with the avalanche of government forms and requirements with limited personnel, are the stations that need relief, and need it now!"

Although played up by NAB as a "major" speech, the Wasilewski remarks were acknowledged by NAB Executive Vice President John Summers to contain "nothing new. . . . All we're saying is: 'Here's the time to bite the bullet.'" Mr. Summers said the voters demonstrated last Tuesday that they are fed up with spending money on regulation, and that, together with President Carter's pro-deregulation statements and similar sentiments from the FCC, has brought the issue to a head. "The commission can get out of this [radio regulation] right now if it is really serious about what it's saying," Mr. Summers said.

Asking how the new proposal relates to the Communications Act rewrite now before the House Communications subcommittee, Mr. Summers said the legislation, with its near total deregulation of radio, is a "long-term thing," whereas the commission "could do these things in the speech now."

Surgery. CBS has taken the knife to its Monday night prime-time program schedule, cutting out WKRP in Cincinnati and People. Replacing them is a one-hour drama from MTM Enterprises, The White Shadow, about a former professional basketball star turned high school coach.

The final straw for both WKRP and People came on Nov. 6, when the former pulled a 21 share in its 8-8:30 p.m. NY time period and the latter an 18 at 8:30-9 p.m. Time-Life's People is officially canceled; MTM's WKRP, picked as a hit by most preseason handicappers, is expected to have another shot on the schedule, possibly at midseason. A CBS spokesman said five or six unused episodes of each series have been completed.

The White Shadow enters the schedule Nov. 27 at 8-9 p.m. followed by M*A*S*H, One Day at a Time and Low Grant. Shadow's pilot was submitted to the network last spring as a candidate for fall placement, and has been in preparation as a replacement series since then (Broadcasting, July 31). At least five episodes are finished, CBS's spokesmen said, adding that the series is not being scheduled as a temporary filler, as ABC-TV's Lassie, for example, probably is.
Cold water in the face of land mobile

FCC's Roberts tells industry meeting that it can stop eyeing UHF because TV needs it more

If it's a rule that government bureaucrats who speak to industry groups try to tell them what they want to hear, then Carlos V. Roberts, chief of the FCC's Safety and Special Radio Services Bureau, broke it in remarks to the annual meeting of land mobile radio users.

Despite the land mobile industry's continuing demands for more spectrum and the covetous eyes it casts on the UHF band, Mr. Roberts said land mobile has enough spectrum "for near term future growth." And land mobile, he added, should stop viewing "the UHF television band as some sort of long-term solution to the land mobile spectrum needs."

"I'm here to tell you that just won't be," Mr. Roberts told the Special Industrial Radio Service Association (SIRSA) at its meeting last week in Phoenix.

And the reason it won't be, he added, is that "broadcasting is an essential communications medium that will continue to grow, and which must be provided sufficient spectrum to allow for new and innovative programing services." He noted that more than 100 million television sets are now in use in the country.

Mr. Roberts expressed the hope that the commission, in its recommendations for the U.S. position at the 1979 World Administrative Radio Conference, will include land mobile among the services to be permitted internationally to share UHF. But he said he would not expect such a provision to result in any "large scale domestic implementation of new bands for land mobile radio, at least not in the next one or two decades."

"Nor does he see that as a problem for land mobile because, he said, it "may be able to make more effective use of the spectrum it now has." - a point broadcasting industry representatives have frequently made in response to land mobile's requests for UHF spectrum.

As an example, he cited results of studies made in Detroit. There, the research indicates that land mobile is not hurting for spectrum, even though it is the fifth largest metropolitan area and, because of U.S.-Canadian agreements, land mobile is not allowed to share the lowest seven UHF channels, as is done elsewhere in the country, or to use the 800 mhz band, which is available to land mobile in other parts of the country.

Mr. Roberts said it was found that one quarter of the 1,318 land mobile channels were not being used, and the 64% of all channels either were not used or were used sparingly. Everything considered, Mr. Roberts said, one wonders "just how badly land mobile needs more spectrum."

As for areas of the country where there is a heavy demand for some land mobile channels, and a light demand for others—condition, he said, that is the "major flaw" of the commission's block allocation scheme—the remedy is interservice sharing. Such sharing, he said, offers "a good method for providing frequencies for land mobile stations in many areas, within the spectrum you now have."

Mr. Roberts also gave his audience something else to think about—the possibility of substituting the marketplace for the commission in determining spectrum allocations. The marketplace, he noted, is the mechanism used to distribute most valuable and scarce natural resources, such as oil and timber. And while he did not offer any details, he said there is "no fundamental reason" why the marketplace cannot be used in spectrum-allocation matters as well.

"There are a lot of difficult and knotty problems" in moving to a functioning spectrum market, he said. But he said they can be solved, and the prime benefit, he added, "would be the near total elimination of government spectrum regulation. You would then be able to buy (or rent) a land mobile channel as easily and quickly as you buy equipment for that channel today."}

**Geller on WARC worries**

At White House briefing, he tries to dispel concern that U.S. isn't sufficiently prepared to deal with technical, political problems conference is expected to present; Ferris also appears, says FCC will create Office of Chief Economist

Henry Geller, assistant secretary of commerce for telecommunications and information, has offered a brief glimpse of U.S. hopes and fears as its officials prepare for the World Administrative Radio Conference in Geneva next year, when the entire spectrum will be subject to modifications that will remain in effect for 20 years.

A hope is that the WARC decisions will provide the "flexibility" the U.S. will need in the years ahead to introduce com-

**In Brief**

FCC has petitioned full nine-member U.S. Court of Appeals in Washington for rehearing in wesh case, in which panel overturned commission decision renewing wesh-tv Daytona Beach, Fla., and denying competing application of Central Florida Enterprises Inc. Commission, concerned about what it says is court's "intrusion on commission's policy making discretion," argues that panel ignored Supreme Court decisions and congressional intent in re-empting commission authority to assign "significant weight" to "substantial past performance" and, consequently, impair broadcasters' "legitimate renewal expectancies." Petition also argues panel—in assigning primary significance to media diversification in comparative renewal case—improperly ignored Supreme Court holding. However, petition does not contest court's finding on mail fraud issue in case, thus indicating that commission would accept case back on that point. Cowies Broadcasting Inc., licensee of wesh-tv, also petitioned for rehearing, saying panel erred on all points, including mail fraud issue. Meanwhile, it was learned commissioners on Thursday debated question of including in petition proposed public notice announcing creation of task force to begin developing comparative renewal policy. Majority of commission decided against inclusion.

Taft Broadcasting Co., Cincinnati, announced it had signed letter of intent to acquire WDAE(T) Tampa, Fla., from Robert W. Rousaville for $5.5 million cash. Deal is subject to execution of definitive agreement and FCC approval. Taft, group broadcaster, earlier acquired WYNF(FM) Tampa-St. Petersburg. WDAE is on 1250 khz with 5 kw. Broker: R. C. Crisler.

WNU-FM Granite City, Ill. (St. Louis market), has been sold by Norman Broadcasting Co. to Doubleday Broadcasting Co. for $2 million, subject to FCC approval. Broker: Cecil L. Richards.

FCC was challenged to restructure Saturday morning television to require all three commercial TV networks to carry same "high-quality" children's programs simultaneously from 9 a.m. to noon. Challenge came Thursday from Kenneth Mason, president of Quaker Oats, in speech in Chicago. Under his plan each network would produce three-hour periods per year; repeats would be run on remaining 22 Saturdays. Advertisers, he said, could agree to rotate commercials, most of them 30 seconds, and he proposed that flights be reserved for major advertisers in children's programs, whose company is major advertiser in children's programs, said he was confident Justice Department would approve networks' cooperating in such project. He said his proposal "will give the new members of the FCC a chance to show what they can do with an agency that has failed for years to come to grips with one of the most important issues in American life."

FCC approved $140-million merger of American Television & Communications Corp. into Time Television & Communications Inc., wholly owned subsidiary of Time Inc., effective tomorrow (Nov. 14). Commission also granted TTC authority to acquire and operate channels of com-
munications systems as needs and technology dictate—land mobile satellites, for instance, or satellites to serve rural areas. “We want that flexibility built into the preparations,” Mr. Geller said.

Mr. Geller, who spoke at a White House briefing for reporters in the scientific, technical and communications fields, expressed a concern that officials involved in WARC preparations have been expressing for a long time—the possible politicization of what is, nominally at least, a technical conference, and the use by Third World countries of their numerical strength to dominate the one-county, one-vote conference.

Specifically, what troubles the U.S. and other industrialized nations is the determination by some Third World countries to have the conference reserve satellite slots and frequencies for their use, even if they will not need them in the foreseeable future. At present, frequency assignments are made on a first-come, first-served basis.

“We oppose that,” Mr. Geller said of the reservation proposal. “We’ve made a strong case to present to other nations.” The U.S. and other industrialized nations say reservations would waste spectrum.

In that connection, Mr. Geller answered critics, mostly in Congress, who say that U.S. preparation for WARC has been inadequate. He said officials who have been involved in previous WARC’s consider the preparations for this one to be the most extensive ever. Thus far, he said, officials have visited their opposite numbers in 53 countries to ascertain their views and sound them out on U.S. ideas. “We have not been discouraged in the bilateral talks,” he said.

On other international telecommunications matters, Mr. Geller said:

- “We’ve suggested” involving the President more deeply in matters involving negotiations with foreign countries over facilities shared with them. The role would be somewhat similar to that the President plays in connection with agreements on international air service. He said there are problems with the present “structure” for dealing with foreign countries: In the case of satellites, the U.S. no longer can dominate Intelsat; and in the case of undersea cable, negotiations with foreign countries are only as effective as the results the FCC will approve.
- The U.S. is “isolated” in the United Nations outer space committee on the question of direct broadcast satellites. Attempting to win international support for the proposition that nations should be allowed to broadcast directly to community receivers or homes of another nation without its consent “is a losing battle,” he said.

FCC Chairman Charles D. Ferris, who also participated in the briefing, stressed, as he has in the past, the importance he attaches to increasing the commission’s expertise in economics. He noted that of the commission’s 700 professionals, 25 are economists—too few, he said, considering that 50% of the gross national product is concerned with information transfer.

Chairman Ferris plans to have the commission create an Office of Chief Economist—“to counter” the Office of General Counsel and provide an “independent economic position.”

Chairman Ferris, a lawyer himself, appears to feel that one problem with government in general and the commission in particular is too many lawyers. He noted that under the civil service rules it is easier to hire lawyers than to hire economists and engineers. “It’s obvious,” he said, “lawyers wrote the rules.”

FCC may require New York and Philadelphia TV’s to open studios in New Jersey

Commission tentatively renews stations, but ponders imposing ‘physical presence’ requirement

The FCC, in a meeting last week, took another stab at resolving the question of providing additional television service to VHF-less New Jersey. But the heat of the discussion and the dissatisfaction of Chairman Charles Ferris with the result made it appear that the issue is not yet settled.

The commission tentatively decided to reject petitions to deny that were filed against New York and Philadelphia stations, claiming they have not adequately served New Jersey. But, in the case of commercial stations involved, the commission would condition renewal of their licenses on their establishing, jointly or separately, a “physical presence”—studio and office—in New Jersey. The vote was 4-2.

The condition, however, was not finally adopted. The commission will inform the stations of the proposed condition and invite comments from them, as well as from the parties who had petitioned to deny the renewals. But there seemed little doubt that the proposed condition would ultimately be imposed.

Noncommercial WNET-TV New York was handled separately. The station, which operates on a commercial channel assigned to Newark and whose move to New York, in 1961, when it was sold to CBS-TV has scheduled “Gone With the Wind” as two-part February sweep attraction. Network announced air dates of Sunday and Monday, Feb. 11-12, 8-11 p.m. and 8-10 p.m. (NYT), respectively.

John Richer, executive vice president for administration of National Radio Broadcasters Association, has resigned that post in dispute with NRBA directors over management of association. Abe Voron, NRBA executive vice president for government affairs, will run Washington office until successor is hired. Lisa Friede of NRBA staff has been named administrative director.

Robert M. Chambers, vice president and general sales manager, ABC Radio Network, promoted to new post of network vice president and general manager, Louis A. Severine, vice president and Eastern sales manager, will become vice president and director of sales.

David H. Fiske, former assistant staff director for information and press officer at Federal Election Commission, joins CBS Nov. 20 as director, legislative and media relations, CBS Washington. Rae Forker Evans, director, congressional relations, CBS Washington, promoted to director, government relations. Mr. Fiske succeeds Jack Lottus, now vice president, CBS corporate information department, New York.

James A. McKenna Jr., senior partner in McKenna, Wilkinson & Kittner law firm and principal owner of eight-station McKenna Radio Group, named to receive law/communications alumni award of Catholic University. Washington, He is 1938 engineering graduate of school, took law degree at Georgetown. Law firm represents ABC, among other clients.
Educational Broadcasting Corp., precipitated the problems the commission is still trying to solve, was directed to honor a commitment made in 1961 to establish its own studio in Newark. Meanwhile, action on the renewal application will be deferred.

The staff has recommended rejecting the plan, which were filed by, among others, the legislature and governor of New Jersey—on the ground the stations fulfilled the promises they had made regarding service to New Jersey. These promises, involving news coverage and public affairs programming, were made in 1976, following a rulemaking proceeding imposing such requirements.

The decision to impose the additional office-studio requirement was taken in recognition of the continuing complaints citizens and officials of the state have registered with the commission.

And Chairman Ferris and Commissioner Tyrone Brown, among the commissioners, feel the commission is not doing enough to respond. As a result, they dissented.

Commissioner Brown, for one, called the condition "cosmetic." He said the commission had never made the kind of economic analysis of the television situation in the state that the problem requires.

But it was Chairman Ferris who suggested another course of action for exploration—a "technical" one—and whose advocacy of it emboldened him in heated discussions with members of the staff and other commissioners. He wondered about the possibility of directionizing New York and Philadelphia signals away from New Jersey as a means of creating a new market in the state. He likened the present situation to a "mushroom not being able to grow in the shadow of two giant umbrellas."

It wasn’t clear whether the mushroom had Chairman Ferris in mind was the community of UHF stations now operating in the state or a short-spaced VHF. However, at one point, when he talked of a study of a "co-allocation," he seemed to be referring to a VHF solution.

The decision in two years ago rejected the reallocation of channel 7 to New Jersey as a means of dealing with the service problem.

But, the Broadcast Bureau deputy chief, Martin Levy, offered the strongest resistance. He called the suggestion "the least viable" of those considered, "not realistic" and even "ludicrous." He said a VHF station in New Jersey would create "a sea of interference."

What’s more, he and other members of the staff pointed out that UHF service is alive and apparently well in the state. Nine UHF stations—five commercial and four noncommercial—are operating, and applications are pending for two other UHF assignments.

However, the chairman did not let the matter drop. The staff was directed to provide the commission with a memorandum on possible, including "technical," options for improving service to New Jersey.

Move on clutter at first of year

NAB television board approves controversial changes in code; they go into effect on Jan. 1

The National Association of Broadcasters television board has unanimously approved the new TV code revisions restricting commercial and promotional clutter, worked out by the NAB TV code review board amid much controversy last month (Broadcasting, Oct. 16).

NAB TV board Chairman Thomas Bolger (WMVTV Madison, Wis.) said that rather than wait until the board’s next scheduled meeting in January, the board went ahead and ratified the proposals by mail so they could be implemented "as soon as possible." The revisions will now go into effect Jan. 1, instead of half-way through next year as would have happened if the board had waited.

Mr. Bolger said the TV board’s unanimous approval indicates that the revisions "are practical and will result in a reduction of so-called 'clutter' and promotional material. Some of the former time standards required tightening in view of the increased use of [such nonprogram elements as] promotional material." Mr. Bolger also commended the TV code board for its work "in a very difficult and sensitive area."

There were reports last week that adoption of the TV clutter-control plan, effective Jan. 1, was only part one of a two-part scenario: that, as the second step, the TV code review board would meet in February to see how the plan was working in practice and, perhaps, make changes.

The reports came from usually well-informed sources but could not be immediately confirmed.

Ancil H. Payne of KING-TV Seattle, chairman of the NBC-TV affiliates advisory board and an outspoken critic of the clutter plan as "inadequate," said he was willing to go along with that sort of approach—if the NAB board and its TV code review board, which developed the plan, were serious about making it only a first step toward something stronger.

"If it’s an honest experiment, I’ll go along," he said. "I don’t think it’s a bad first step, if everybody is going to stop after the first step, I’m dead against it."

The plan would severely restrict the use of program promos, according to code leaders, but would also raise to 10 minutes from the present nine and a half, the amount of nonprogram material allowed per prime-time hour. This extension of 10 minutes is one of the targets of Mr. Payne’s—and others’—criticism.

Except as a "first step," Mr. Payne said, "I’m not satisfied with the plan or anywhere near it. It’s an inadequate plan—like trying to repair the gutters of a house while termites are chewing up the foundation."

Advertiser and agency sources who had been critical of the plan saw the NAB board’s adoption of it by mail as what one called "an end run" around any attempt they might make to get the plan tightened.

"This obviously changes any strategy we might have had to lobby [with NAB boards and members] for a stronger plan," one source said.

"It seems strange that they felt they had to act so fast after waiting all these years to act at all. It seems to me they just decided to avoid a fight by getting there before we could get our troops in."

The advertiser and agency groups officially concerned with the plan—an Associated General Managers group led by Peter J. Spengler of Bristol-Myers and an American Association of Advertising Agencies group led by Howard Eaton of Ogilvy & Mather—had already scheduled a joint meeting for this week to develop their position on the plan.

AFTRA and SAG escalate tension in contract talks

Apparently they and the agencies are far apart; unions go to membership for strike authorization

The American Federation of Television and Radio Artists and the Screen Actors Guild are asking their members to give their contract negotiations strike authorization.

Officials of the unions and the Joint Policy Committee of the American Association of Advertising Agencies and the Association of National Advertisers are said to be far apart on terms for a new pact covering performers appearing in TV commercials. Union and management have been meeting in New York since mid-Oct-

ober (Broadcasting Oct. 23), and the old contract expires Wednesday (Nov. 15).

The call for strike authorization does not necessarily mean the union negotiations will declare a walkout. A tactic often employed in the past, it is intended to strengthen the position of the union representatives who thereafter may actually call a strike.

SAG has mailed out ballots to its membership, asking for the strike authorization. AFTRA has scheduled meetings of its members for tomorrow (Nov. 14), when a strike authorization vote will be taken.

Both the unions and management have submitted proposals for the new contract. Details of their demands were not divulged, but negotiators acknowledged they were serious areas of disagreement.

Rates for TV performers are reported to be a source of serious contention. The unions are demanding an upward revision of the so-called "wild spot" formula under which performers are paid for the 13-week use of commercials.

TOP OF THE WEEK

What’s on the horizon?}

Reportedly, there are efforts to negotiate a "national" network-a network of stations linking up to transmit their shows in a common frequency range. One such possible network is headed by near Hollywood, California, under the leadership of Mr. Howard Kaufman, the former NBC executive.

Not all the problems connected with such a network have been solved, but many of the difficulties are being worked out on a trial basis. There is a report that a network may be formed by the end of the year.
CHICO AND THE MAN

*Sold in these markets*

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AVAILABLE NOW

Warner Bros. Television Distribution A Warner Communications Company
The "Guyed Tower"—a new way to get oil from deeper waters.

Exxon has found a new way to get oil from waters too deep for conventional drilling and production platforms. It's called the "guyed tower" and it may be used to recover the oil from Exxon's recent significant discovery in the Gulf of Mexico—an oil field lying under 1,200 feet of water which may hold more than 50 million barrels of petroleum.

The slim steel tower is held in place by guy lines which are weighted and anchored to the ocean floor. It is topped by a conventional platform deck.

Water depth, tower size, and weather conditions dictate the number and size of the guy lines. A typical Exxon guyed tower would have 16 to 24.

Huge weights lift off the ocean floor when storm waves are very large. This Exxon-designed feature protects the guy lines from severe strain during storms.

The tower base is forced into the sea floor and acts as a pivot to allow the tower to move with wind and wave action.

Energy for a strong America.
One in a series of special reports on prime movers and movements in broadcasting and allied arts

Fifth Estate

The upward mobility of ABC’s Fred Pierce

As things stood on Oct. 22, 1974, ABC-TV’s ratings average for the preceding week was 15.5 and its parent company’s stock was trading at about the same figure. As things stood on Nov. 5, 1978, ABC-TV’s ratings average was 22.3 and the company’s stock—after a three-for-two split in the interval—was selling at about $37. A primary reason for that change in the way things stand—at ABC and in television at large—is Frederick S. Pierce.

On Oct. 22, 1974, Mr. Pierce became president of ABC Television. He was 41 years old and an 18-year veteran of ABC—a sort of development project himself, with background in research, sales and programing. “The complete broadcaster,” one associate now calls him. Always regarded as a comer at the network, Fred Pierce had finally arrived. It couldn’t have been at a worse time.

“Disaster” was getting overtime work as the word for ABC’s fall prime time line-up. Mr. Pierce, the old researcher, can’t bear even today to hear the numbers: “Let’s just say we were a clear third.”

Nevertheless, Mr. Pierce thought then and thinks now that it was the right time. He describes his reaction to being named president with a characteristic anti-eloquence and a sincere tendency toward gee-whiz: “It appeared it would be a lot of fun.”

Fun? Taking over in a TV season when viewers were treating the network like the plague, turning away in droves from a schedule that featured so many doomed shows with titles like Kolchak, Kodiak, Nakia and Kung Fu that 1974 is still remembered derisively around ABC as “the year of the K”?

“When you spend 18 years in training,” he says, “and you have a lot of ideas you want to implement, and then you finally have the opportunity, you get an incredible amount of adrenalin running. It’s like you’re building up for the big game, and then finally the whistle blows. You’re off, and you’ve got this incredible drive.”

Confident, aggressive and full of ideas, Fred Pierce was, indeed, off. He immediately steered ABC away from its drift toward rural shows like Kodiak and Nakia and back toward more urban-styled series. He brought in S.W.A.T. and Baretta at midseason and plunged the network into a heavy program development project—one that would partially account for decreased profits at ABC in 1975. But, he says, “One thing I asked for—and I never had any hesitation from top management—was a major dollar commitment.”

Then he waited and plotted for fall 1975 and what he saw as his
Mr. Pierce being interviewed by Broadcasting editors.

Pierce as a junior research assistant in 1956, when Mr. Barnathan was manager of research. "It was the lowest job you could have" in research, Mr. Barnathan says of Mr. Pierce's first posting. "But it was a good way to learn what ABC was all about."

Fred Pierce, Mr. Barnathan says, "came along fine." So fine that Mr. Barnathan became an early mentor of Mr. Pierce, promoting him to junior analyst and analyst, and then, as Mr. Barnathan himself advanced, he brought Mr. Pierce along with him, ultimately appointing him director of research.

Early on, Mr. Barnathan picked up on some of the key elements in the Pierce admixture. "He was the quiet type," says Mr. Barnathan, "but fiercely competitive." (Fred Pierce remains, by almost all accounts, [a] the quiet type and [b] fiercely competitive.) Mr. Barnathan also saw in him other qualities. "He was a good learner—soaked it up like a sponge. He didn't like to get into details especially, but he'd do it when it was necessary in order to get the overview. And one thing all those guys in research learned was a sense of how to place programs, how audiences respond, the way audiences flow."

But, Mr. Barnathan continues, Mr. Pierce "leaned more toward sales than toward the academic of research." (Another ABC research alumnus, producer Leonard Goldberg, succeeded Mr. Pierce in the drudgery of his job as junior research assistant, perhaps earning the latter's long-term gratitude. "Fred had never seen me, but he was very happy to meet me," says Mr. Goldberg, who's now under exclusive contract to ABC.) In Mr. Pierce's role as director of research, he worked closely with Edgar Scherick, then head of sales, now an independent producer. At his request, in 1962, eight years after joining the company, Mr. Pierce was made director of sales development as well as research. That same year, Mr. Pierce would be entirely in sales, as director of sales planning and sales development.

Fred Pierce was looking golden. In 1964 he would be named vice president and national director of sales; in 1968, vice president for planning; in 1970, vice president, planning and development, and in 1974, the same year in which he would be named president, he was appointed senior VP.

His destiny was manifest. The ABC-TV affiliates chairman, Bob Bennett of WCVB-TV Boston, says he has "a sort of magic dust around him."

In the TV production community, his star is equally ascendant, and not solely because he singlehandedly hiked prices to producers—"astronomically," according to one—when he took over as president. Mr. Goldberg, whose spelling-Goldberg Productions is the prime ABC supplier, says: "There's a word that is used a lot that usually doesn't apply, but it does with Fred—he's a professional."

Even Bill Sheehan, the former head of ABC News whom Mr. Pierce demoted to make room for ABC News and Sports President Roone Arledge and who now works for Ford Motor Co., declares that Mr. Pierce is "probably the most effective television executive in modern times."

But in such cynical modern times and especially in such a cynical business as television entertainment, it's hard to put forth this proposition: Mr. Pierce is so effective an executive because he is so honest. Yet, it's equally difficult to ignore, just as are the tributes to his executive prowess, the references to his integrity, both as a person and as a corporate captain.

Merrill Grant, vice president for media and programming of the Case & McGrath agency and its TV production subsidiary, goes back a long way with Mr. Pierce, maybe the farthest in the industry, to their days as fellow students (class of '53) at the City College of New York. Mr. Grant pictures him in those days as having "a sense of being honorable and responsible—someone you could trust. He always dealt correctly, as he does today."

In speaking of Mr. Pierce, Joan Wechsler, his long-time secretary and now his administrative assistant, refers to him often as "a man of great integrity." She also uses the terms "stature" and "moral" in describing him.

Mr. Pierce himself emphasizes his personal, and by extension, corporate honesty: "We say-what we mean and we mean what we
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Turnover's great – if you're a retailer. However, when your inventory is people, revolving doors in personnel corridors should move very slowly indeed.

Some turnover is inevitable. We try to minimize it by careful screening when hiring. Once hired, our people are trained for increased responsibility. We promote from within whenever possible, and utilize on-the-job training for new positions generated by our growth. At Cosmos we want people who want careers, not just jobs – and we make a strenuous effort to deliver careers.

While it's not possible to list the scores of staff members who have been with us for over a decade, here are some examples: Dixon Lovvorn, general manager of WSFA-TV, has recently celebrated his 25th anniversary with us. Bill Levandosky, art director of WIS-TV, is a 17-year veteran. John Parham, WDSU-TV account executive, is another professional who has been with us 17 years. We also have relative newcomers like Jane Wallace, program manager of WTOL-TV, who joined us in 1976, and WIS-AM newscaster Dave Cureton, who came on board in 1977.

We're well aware that audiences watch programs, not staffers. However, we believe it's more than coincidence that the atmosphere and policies of Cosmos help keep good people, who help keep good audiences.

The Broadcast Company of the Liberty Corporation (NYSE)
say—that’s a major tenet.” He attributes these convictions to his father, who taught him in his relatively lean beginnings in the Williamsburg section of Brooklyn (“Where Youth Terror was shot—a bit different then, but not that different,” he notes). “Your credibility, your morality and your honesty—something nobody can take away,” Mr. Pierce pronounces. “Are very important in this business, where so much depends on verbal communication. . . It’s one thing I respect most and won’t tolerate if it’s not present in the people around me.”

And the people around him are as important to him as his creed of credibility. There is no cult of Pierce personality—there is, really, little Pierce personality on which to build a cult—and he himself diverts any attempt to ascribe most or all of ABC’s success to him personally. There’s an “incredible amount of teamwork at ABC,” he says. And, “the fortunate thing at ABC is this terrific feeling of togetherness.”

When he started running things at the network, Mr. Pierce says, “I knew we had the people, who, if properly directed and motivated, could get the job done.” His first internal order of business: to open the network to openly honest communication. “The most important thing I did,” Mr. Pierce says, “was to take the fear out of decision-making on the part of our operation and all the executives working with me.”

Mike Eisner, a former ABC program executive who is now president and chief executive of Paramount, backs up Mr. Pierce’s assertion that he took the worry out of the network. “He allowed the right decisions to be made,” says Mr. Eisner.

Ed Bleier, another ex-ABC executive now laboring in the production fields as executive vice president of Warner Bros. TV, goes on at length about the Pierce operating style: “One of his great qualities is that he is an orchestrator and leader of his colleagues. He absolutely gets the best from people, and he’s a terrific spotter of talent in the company. He listens to them even if they can’t shout. Some of the strongest people in that company are quiet people, and Pierce, with his own quietness and his patience, knows to listen to them, to encourage them, to create an apolitical atmosphere and make it work harmoniously.”

Mr. Pierce, who has at hand in his office an array of buttons that allow him to communicate directly with company executives above and below him, feels that his policy, which he describes as “giving everybody their own head,” has opened up ABC Television to a flood of “self-expression—it’s going down, coming up and working laterally.” It also, he says, “engenders an incredible amount of spirit, enthusiasm and loyalty.”

Mr. Pierce does not, however, risk the company’s security on so slender a reed as loyalty. In the network television game, most of the executive players are free agents, and he has instituted a widespread policy at ABC that makes loyalty more definite—on paper. He signs his key executives to contracts—several of them, conspicuously, during the period when Fred Silverman, on his way to NBC, was forbidden to negotiate for talent.

Mr. Pierce, who himself is committed to ABC by contract through mid-1981 (and he stresses that in denying unequivocally that he has been courted “either directly or indirectly” by another network), admits freely to instituting the policy. “In this business,” he says, “where you’re working on ideas that take 18 months to come to fruition, you can’t have people developing ideas who aren’t going to be with you throughout that time—particularly when you’re in such a competitive business. So we made sure we protected all those people. I knew of certain people my former associate was going after.”

“Former associate” is Mr. Pierce’s delicate way of referring to NBC President Silverman, ex-president of ABC Entertainment, who, working under Mr. Pierce of the bland facade, earned such nicknames as the "Man with the Golden Gut" and "Fast Freddie." In the process, much of the credit for ABC-TV’s program-

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Evolution of a power that is. The wood sculpture beside which he's standing in the picture at top, and the four ABC-TV publicity photos that appear below it, help track key accomplishments in Fred Pierce's career. The sculpture was presented as a surprise gift by the affiliates board of governors during this year's network convention in Los Angeles; the photos marked his appointments as manager of research (1958), vice president and director of TV sales (1964), vice president in charge of planning and assistant to the president of the TV network (1970) and president of ABC Television (1974). Will the next step put radio, too, within his reach? Perhaps, he admits, while adding that he's not pressing for the job. What will be will be, he says.

Fred can say, "Well, I used to do it." For the same reason, says Mr. Goldberg, "Fred understands the totality of the television medium—the fit of sales and programing, the stations, Wall Street and Washington. He's able to fit all those complex pieces together. There are guys who are brilliant in their areas; Fred puts it all together."

Mr. Pierce's years in research, says McCaffrey & McCall's David McCall, were of special benefit, aiding Mr. Pierce to this day in "making decisions based on fact." Joel Siegel, senior vice president in charge of radio and television for Ted Bates & Co., also points up Mr. Pierce's background in research. Mr. Pierce, says Mr. Siegel, "is a highly perceptive person who knows figures better than anybody in the business." Giraud Chester, executive vice president of Goodson-Todman Productions and a former ABC-TV daytime programming chief in the late fifties and early sixties, was favorably impressed with Mr. Pierce then as someone who knew "how to separate what's important and what's not important."

Warner's Ed Bleier sees Mr. Pierce's approach to research as being fluid. The difference between Mr. Pierce and the "traditional researcher," says Mr. Bleier, "is that he is not a slave of past numbers. He uses his intelligence to understand the dynamics that underlie past history and he projects that to new situations and new programs. What he learned brilliantly in research was how the audience responds. Slice audience response any way you want—demographics, psychographics, lead-ins, competition—Fred understands it."

To help Mr. Pierce understand it, the ABC research budget has been increased three to four times in the past 10 years, according to the network's current chief of research, Marvin Mord. Mr. Mord also says that 10 years ago, 80% of the research dollar went to so-called secondary research—head-counting with Arbitron and Nielsen figures. Now, says Mr. Mord, more than half the research budget goes to "self-initiated" research—the whys of viewer habits and trends, not the how-many.

But research into the whys of audience patterns still is the means to the end of how many more viewers ABC can attract. Mr. Pierce describes ABC's climb to number one as an accomplishment that was done by "providing a broad-based, popular entertainment schedule."

The network and Mr. Pierce also did it with both some new twists on programing methods and returns to the tried and true. Among the innovative ideas implemented or pushed by Mr. Pierce were the short-run tryouts of new series in the spring while the other networks were turning to reruns—"we began to involve the public in our decision-making," says Mr. Pierce. Out of those short runs would come such long-term hits as Family, Three's Company and Eight Is Enough. The miniseries also got its start at ABC—although before Mr. Pierce's appointment as president—with QB VII, and was developed under him to produce hits such as Rich Man, Poor Man, How the West Was Won and, of course, Roots, the highest rated entertainment program in television history.

Such new concepts were bolstered by a return to an ABC basic that originated in such shows as Maverick and Sugarfoot in the fifties and was still a staple in the sixties with such shows as The Fugitive and Mod Squad: "strong, central leading characters," as Mr. Pierce says. "We had drifted away from that."

That theory was behind a dramatic turn-about story in ABC's fortunes. Mr. Pierce readily credits Mike Eisner, then with the network, with applying the theory, but in this case, its application was so successful that the results still echo through ABC's schedule: Mr. Eisner detected a strong, positive audience reaction to the secondary character of Fonzie in a then-nascent show called Happy Days. Fonzie went to the fore and the program and a spin-off, Laverne and Shirley are among television's top-rated programs.

But there's another factor at work in Mr. Pierce's programing thinking, the icing on the research cake. It's referred to by Mr. Eisner as "a very good commercial instinct." Consultant Mike
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Dann, an ex-CBS program chief, says Mr. Pierce has “the extraordinary ability to know what the elements are that make for the success of a show—the least of which, sometimes, is content.”

That type of left-handed compliment is often given ABC, as in the statement of a former ABC executive who says the network “will do nothing that will adversely affect the audience level. They don’t take the downside risk.”

Mr. Pierce won’t stand still for that kind of criticism. (He will admit, however, that ABC wouldn’t do Shakespeare, which, he says sincerely, “belongs on public television”—while adding, with a note of sarcasm, “they seem to do everything else from overseas.”) Mr. Pierce says fervently that “you can’t underestimate the American public. They respond to things that are done well, with showmanship . . . and well done in my book is well crafted.”

Mr. Pierce sheds off attacks on ABC program esthetics as a good running back in football breaks an arm-tackle. He’s not only got the ratings, he’s got the craftsman-ship to defend his definition of “well done”—for example, the recognized excellence in production values of his sports department, and his commitment to producers to give them the money and the time to deliver what Mr. Pierce calls “distinctive programing.”

He’s even got research, which he unveiled last week (see page 65), to fend off critical jabs at ABC for T&A programing—“bosoms and buttocks” as CBS’s 60 Minutes phrased it.

“We commissioned a study of public attitudes to programs branded objectionable by members of the press,” says Mr. Pierce, who at times lets slip a distrust of and distaste for critics of television. “More controversy arises from the talk about TV than from the talk and action on TV,” he says. ABC’s research, he declares, found that viewers turn off shows because “their dislikes centered on plots, stories, actors and characterization.” Only 2%-3%, he says, complained about sex and violence.

“Those interested in the industry,” Mr. Pierce warns, “should be in touch with what viewers watch and feel, not what viewers read or are told to expect.”

Personally, Mr. Pierce thinks, “whatever sex is on TV is very reflective of interpersonal relationships that exist today in society, and it’s handled very mildly and very tastefully and very responsibly. I don’t know what all the hullabaloo is about. I think it’s far overdrawn . . . the viewers don’t share those opinions.”

ABC’s climb to number one, Mr. Pierce insists in the face of critics who dwell on Charlie’s Angels, was accompanied by “a certain sense of panache, style, dignity and morality.” He says that although the network won’t touch Shakespeare, it does “insert throughout our schedule shows that carry moral and social messages that can be done in a dramatic way for a broad-based audience.” ABC does this, he says, in its made-for-TV movies, “where we cover subjects like alcoholism, divorce, wife brutality, child stealing, prostitution, teen-age prostitution, the child adoption market, the problems of old age.” Also, says Mr. Pierce, “we encourage our producers to try and insert these things in our entertainment shows—not all the time, but sporadically, where it was appropriate, whether it was an attempted teen-age suicide in Welcome Back, Kotter or the problems of a retarded girl in getting a date on Laverne and Shirley.”

But while Mr. Pierce’s successes in prime time overshadow improvements in ABC performance in other program areas—early morning, daytime and Saturday morning—they aren’t enough to hide or help overcome the network’s—and now after two years under his ultimate wing, Mr. Pierce’s—most conspicuous nonachievement: moving out of third place in TV news.

He’s the first to admit, in a put-the-best-light-on-it fashion, that there’s a long way to go before any significant advances will be made. Mr. Pierce ascribes the highest priority “to improving the depth and quality of our news-gathering operation, which eventually will improve our competitive audience position.” He sees it as a long-haul project, a remake job both internally and externally. There’s “a major move to improve the quality of the news organization, the quality of the people, the quality of the production,” he says. “And obviously,” he adds, “that is supported by a significant increase in dollars.”

On the surface, he hopes that ABC News can change what he sees as viewer habit: “You build your news image over a long period of time; you establish a credibility with viewers that transcends specific events you cover.” And that, he thinks, is the biggest hurdle ABC News has to clear. “People don’t think of us as the news network yet,” he says. “But they will. Give us a couple of years.”

In those couple of years, Mr. Pierce and ABC News and Sports President Roone Arledge hope to overcome ABC’s low-level image as a news network in several ways, including the reformatted evening news show. They will also have to overcome the black eye to any budding news-network image that was imparted by the debut this season of ABC’s 20/20 prime time news magazine.

The program is still a viable show, Mr. Pierce insists, noting that it’s now running irregularly—about once a month—and that it will continue to do so until it overcomes its problems, which he describes by saying, “the show is not there.” It will, however, definitely be there on ABC’s schedule next year, possibly with a new title, and Mr. Pierce says, between that program and ABC’s Close-Up documentary series, the network is going to have a weekly prime time hour of news “52 weeks a year” in the 1979 season. (There won’t, however, be a nightly hour of news on ABC: It’s “one of those problems that are unsolvable by ordinary men—or women,” although he adds that if networks could “start all over” in designing the television system, all three would have one.)

Regarding Roone Arledge, whose lack of hard-news experience raised a lot of eyebrows and outright criticism among the news media: He’s still got Mr. Pierce’s support. Asked if he’s satisfied with Mr. Arledge’s progress in news, Mr. Pierce responds simply: “Yes. Do I think there’s a way to go? Yes.”

Another addition to ABC News who was also the subject of intense media interest—but who came aboard before Mr. Pierce became responsible for that division—is Barbara Walters. She arrived in a storm of criticism over a $1 million salary and a blizzard of publicity that raised serious questions about journalism and media stardom—and who then, as network television’s first anchorwoman, clashed openly on-air and off with her disgruntled co-anchor, Harry Reasoner.

“We had a rather delicate situation we had to handle with Harry and Barbara. I think we handled it,” says Mr. Pierce. “Barbara has turned out to be an incredible asset for ABC in terms of what she contributes to our news image: the ability she has to get to anybody, any place, any time—any world leader. It’s an amazing benefit . . . What she brought to ABC News was a value and asset that was different than we originally thought.

“But so what,” he says, laughing, “That’s part of the ball game. Everyone needs a little luck in this business. As long as it falls on the right side of the ledger.”

That sort of feistiness reflects a quality widely attributed to Fred Pierce—aggressiveness. WCBS-TV’s Bob Bennett says Mr. Pierce is one of the most competitive people he’s ever met. “Even on the tennis court,” says Mr. Bennett, “he’d kill you to win. Winning is very important to him.”

Mr. Pierce himself says: “The only way you can win is to operate out of confidence and a sense of aggressiveness. Once you become defensive in this business, and you operate from a fear of the consequences, then you’re dead.” When he says, “then you’re dead,” echoing clearly in his voice are the streets of Brooklyn and the combativeness of “the only kid on the block who was a Yankee fan.”

In programing, his aggressiveness means “looking at your
A woman needs extra time to do the things she cares about.
But the results are well worth the wait.
She also needs extra time to warm up to certain TV shows.
*Medical Center* for instance.
The numbers say it's a woman's show.
And because it is, it needs time to gain her loyalty.
The numbers also show the results are worth the wait.
Because once she's loyal, she stays loyal.
Consider *Medical Center* in your daytime programming plans.
Consider also that it needs time to catch on.
You'll see, as we have, the results are well worth the wait.
competitors, seeing where their weaknesses are and going for the weaknesses." And even where they're not weak, Mr. Pierce will get in the scrap as a spoiler. Bringing Barbara Walters over from NBC was not only designed as a move to strengthen ABC, but also to soften up NBC's long-time Today show for a sustained assault by Good Morning America. Similarly, Mr. Pierce sandbagged NBC's Friday night schedule by buying out Redd Foxx, star of NBC's powerful lead-off for the evening, Sanford and Son. Mr. Foxx would fail at ABC, but the damage was done at NBC. Among other stars (all of these from CBS) that would be lured away to ABC: Rob Reiner of All in the Family, Harvey Korman of Carol Burnett and Nancy Walker of Rhoda. They also would fail in series attempts.

This season, Mr. Pierce and his network set out to torpedo CBS's WKRP in Cincinnati by throwing the failing appeal of Welcome Back, Kotter against it. The technique appears to have worked; CBS canceled WKRP last week. And if, eventually, it proves to have killed Kotter, too, ABC still will have blunted the success of one of CBS's better nights, Monday. Most recently, Mr. Pierce and ABC-TV thumbed their network nose at Fred Silverman, slotting an extra episode of powerhouse Happy Days against a pet Silverman project, Diff'rent Strokes. Days did the job, outscoring the Norman Lear comedy with a 34 share to Strokes' 25. Once Mr. Pierce has a competitor down, he wants to keep him there.

He's not only locked away many of his executives for safe keeping with long-term contracts; he's also secured some of the prime properties in television in the same manner, buying up rights that extend into the eighties for college football and other sports events such as the Kentucky Derby and the PGA golf tournament, and feature-film blockbusters the likes of "Jaws," "The Sting," "Saturday Night Fever," "Oliver's Story" and "Close Encounters of the Third Kind"—some of them, including "Saturday Night Fever" and "Oliver's Story" (the sequel to "Love Story"), even before they were released to theaters.

"One of the things we've been doing in the last 18 months—by design," says Mr. Pierce, "is we have protected every major franchise on a long-term basis with long-term agreements."

Mr. Pierce the aggressor explains: "There are times to strike... while the other guys are in disarray. There was a period where we took advantage of the situation.

He maintains this posture both toward the other two networks and toward other competition—new media. "As we get into the mid-eighties, we'll see other forms competing for viewers' time," he says. But he welcomes the fight. "I think it will keep us on our toes. We'll have to stay aware of it and abreast of it. We'll have to maintain a vitality and innovativeness continuously to make sure people don't lose touch or become dissatisfied." But he has little doubt about who will win. "The thing we'll always have," he says, "is the uniqueness and the quality of the product, which will always be uppermost over technology.

This aggressive aspect of the Pierce persona can manifest itself—or used to show up occasionally at least—in one of the few flaws ascribed to him: He could, especially in defense of ABC, show a temper. One associate says that despite Mr. Pierce's cool demeanor, he can get "quite emotional." This associate recalls a meeting at which the ABC Television president became upset with the way in which the discussion was proceeding and began pounding his desk, saying over and over, "What's the bottom line? What's the bottom line?"

Bob Bennett has seen the temper too. "If someone criticized ABC, for example, he'd come back pretty hard," Mr. Bennett says. But, he adds, "I think he's learned to control it."

If temper does at times crack the Pierce cool, it's not often. Mr. Pierce says: "I think I have an inner metabolism that creates a certain inner calm. I can't describe it."

Others describe it as aloofness. Some, like Pierce associate Joan Wechsler, say it's because he is "preoccupied nine-tenths of the time." Julius Barnathan says that Mr. Pierce "seems a little stiff—but he's always been that way, not just since he got this job."

Is there life beyond TV for Fred Pierce?

There is, but even he has difficulty disconnecting it from the medium. There's his "marvelous family" and "extremely supportive wife," a childhood sweetheart whom he married in 1954. But he talks of his wife as a woman who "has made it much easier for me in terms of the demands on time and in providing the tremendous emotional support that you must have in this business."

His "three great kids"—a girl 17, two boys 22 and 20—and he and his wife "have a very open relationship, the five of us, in terms of how we feel about attitudes—life, morality, social issues, including TV."

Perhaps, however, Mr. Pierce is drawing around them the cloak of inscrutability that he wears himself, especially as he tries to define his family: "I'm not saying we're a typical household, obviously. Even though I believe that, I'm not going to say that, because no one's going to believe me when I say that. But we have very few pretensions about who we are and what we're supposed to be."

And there, perhaps, may be the key to Fred Pierce: very few pretensions about who he is and what he's supposed to be. Mike Dann says: "Pierce has the most important capacity that I know of in an executive. And that is to know his own limitations."

Directly, Pierce tennis opponent Leonard Goldberg says Mr. Pierce has a lousy backhand. "Yeah," Mr. Pierce says with a laugh, "that's because I always beat him with my forehand."

It's November 1978, and Fred Pierce is at the net, ready to take on all comers.

On the subject of 'Roots,' Fred and Marion Pierce are pictured here with Alex Haley, the author of "Roots," at a Washington reception just before the TV version of that book made history. Mr. Pierce's own roots were in the Williamsburg section of Brooklyn, as were those of his wife, the former Marion Feld. Then predominantly Jewish, the section is now largely black and Puerto Rican; Mr. Pierce has described it as a place where "learning how to survive" took up much of a young man's time. The Pierces were childhood sweethearts, meeting when he was 15 and she 14. Six years later, facing her parents' opposition—they wanted her to marry a dentist and "I was just a neighborhood kid," recalls Mr. Pierce, "in the service and considered economically undesirable"—they tried to elope on Thanksgiving in 1954 but were frustrated by the holiday. They were married, however, a month later. Mr. Pierce's father drove a taxi for 26 years before opening his own candy store; he and the elder Mrs. Pierce are now retired and living in North Miami Beach, Fla. Before Brooklyn, Fred Pierce's family roots, on both his father's and his mother's side, traced back to Russia.
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FCC sticking closer to home

Commissioners make 20 fewer business trips in fiscal 1978; OMB directive calls for 20% reduction in '79

Travelwise, the FCC is slowing down. Whereas the commissioners in fiscal 1977 made 107 trips—to attend conventions and conferences and to keep speaking engagements in the U.S. and abroad—and spent $45,023 of the government’s money in the process (BROADCASTING, Oct. 31, 1977), the commission’s seven members in fiscal 1978, which ended Sept. 30, hit the road for points between Hot Springs, Va., and Tokyo, Japan, a total of 87 times at a total cost of $29,041.88. That’s a decrease of 18.7% in the number of trips and of 35.5% in dollars.

A major part of the reason for the reduction in cost was fewer foreign trips.

Commissioner Robert E. Lee alone accounted for more than $10,000 on foreign travel in fiscal 1977. Of that, $2,904 was spent on a 16-day trip to Tokyo by way of a Nevada Broadcasters Association meeting at Lake Tahoe that spanned the end of fiscal 1977 and the start of 1978.

But another reason was the absence of Richard E. Wiley from the roster. The former chairman, who led the commission in travel in each of the seven years he was a member of the agency, made 31 trips in fiscal 1977. Of that, $2,904 was spent on a 16-day trip to Tokyo by way of a Nevada Broadcasters Association meeting at Lake Tahoe that spanned the end of fiscal 1977 and the start of 1978.

The commission, which has made more than 800 modifications in the rules since beginning the regulatory project under former Chairman Dean Burch, also adopted other amendments at a meeting two weeks ago. These permit broadcasters to make minor changes in facilities without prior authorization, such as FM stations converting from monaural to stereophonic operation or the replacement of antenna components without change.

More knots added to the RKO tangle

Petition to block sale of its WNAC-TV is filed by groups fighting for KJ-T and WOR-TV; filings seek to include issue of character qualification

Challengers for two of RKO General Inc.’s television licenses—in Los Angeles and New York—have filed petitions that could complicate RKO’s efforts to resolve a third complaint in which the company is involved—in Boston—by selling WNAC-TV there to the parties that had been seeking to supplant RKO as occupant of the channel on which WNAC-TV now operates. Both are concerned about the impact of a commission decision on their respective fortunes.

One petitioner is Fidelity Television Inc., which in 1965 filed a competing application for RKO’s WOR-TV Los Angeles facility (ch. 9). That application resulted in a commission decision in 1973 conditionally renewing the RKO license. The other is Multi-State Communications Inc., whose effort to win a license for channel 9 New York, on which RKO’s WOR-TV operates, was given new life last month when the U.S. Court of Appeals reversed a commission decision disqualifying Multi-State on financial grounds (BROADCASTING, Oct. 9).

RKO’s proposed sale of WNAC-TV to New England Television Corp., composed of the former applicants for the facility, the Dudley Station Corp. and Community Broadcasting of Boston Inc., for $54 mil—
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At Halloween time
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with the MGM classic
adventure Ivanhoe.
The film was a
smash hit on 137
stations across the
country reaching
over 90% of U.S. TV
homes.

But that was only
the beginning of many
special nights to come.

At Thanksgiving, families will huddle together and
ooh and aah over a delightful holiday double feature
from MGM: Lili, a charming movie based on a story by
Paul Gallico about a poor French girl
(Leslie Caron), a puppeteer (Mel
Ferrer), and their
love for each other
and Gypsy Colt, a
truly wonderful film
about a young girl
and her faithful
horse.

For Christmas '78
it's Journey Back
to Oz from Filmation,
an animated feature
film hosted by
Bill Cosby, with a
spectacular cast of voices: Ethel Merman, Milton Berle,
Mickey Rooney, Danny Thomas, and highlighted by
Liza Minnelli as the voice of Dorothy.

And in the months to come, your viewers can enjoy
MGM's Phantom Tollbooth, Rudyard Kipling's Kim
from MGM, The Big Fisherman from Buena Vista,
Around the World Under the Sea from MGM, and
many more.

Films like this offer your viewers the kind of family
entertainment that has all but disappeared from regular
television. So
whether it's Hallo-
ween, Thanksgiving,
Christmas, Valen-
tine's Day, Easter or
many other holidays
to come, you can put
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PANELISTS:
Larry L. Simms, Attorney, U.S. Department of Justice
Ralph Winter, Professor, Yale Law School
Edwin M. Yoder, Jr., Associate Editor The Washington Star
John Charles Daly, Moderator

The U.S. Postal Service: Can It Deliver?

Should the Postal Service’s monopoly on first class mail be ended? Can the Postal Service be made more efficient and competitive? Could the Postal Service survive without federal subsidy?

PANELISTS:
William F. Bolger, U. S. Postmaster General
Henry Geller, Assistant Secretary of Commerce
James LaPenta, AFL-CIO official
Rep. Trent Lott (R-Miss.)
John Charles Daly, Moderator

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Denial petitions hit stations in the Carolinas

Nov. 1 was the FCC deadline for filing against renewals of stations in North and South Carolina, and it produced several protests.

The Charlotte (N.C.) Broadcast Coalition, claiming violations of various commission equal employment opportunity regulations, has filed a petition to deny the license of WRET-TV.

In a separate petition, the coalition filed to deny 14 other Charlotte stations on EEO grounds, including WBTV-TV, WSOC-TV and WTV1TV. The others are radio stations WAME(AM), WAYS(AM), WBT(AM), WBOY(AM), WGST(AM), WHYN(AM), WIST(AM), WRPL(AM), and WSOAM-FM.

The minority group claimed that WRET-TV, owned by Turner Broadcasting of North Carolina Inc., was involved in discrimination, misrepresentation and was deficient in its affirmative action program. In other actions, the Coalition for Responsive Media petitioned to deny WUNC-FM-TV Chapel Hill and seven other University of North Carolina television stations. The group claims that the stations did not provide adequate public inspection files and violated various EEO regulations. The Durham (N.C.) Coalition filed to deny WSR(AM) Durham.

FCC judge has mercy on struggling UHF, gives clipping fine

Station could have had license lifted, but ALJ says officers and directors took action when they learned of rule violation; he also notes financial situation

WTV1TV Fort Pierce, Fla., faces a $5,000 fine for program clipping. But it could be worse. It could have lost its license.

Administrative Law Judge Thomas B. Fitzpatrick, in an initial decision issued last week, found that the licensee, Indian River Television Inc., had repeatedly violated the fraudulent billing rule prohibiting clipping.

However, he vacated the show-case revocation order on the ground that the officers and directors were not themselves involved in the wrongdoing and authorized corrective action when they learned of the situation.

Judge Fitzpatrick said $5,000 was a sufficiently heavy fine for what he termed a financially struggling UHF, located in a small UHF market overshadowed by competing VHF stations in a much larger market. The stockholders of the station have never received a dividend, and its directors and another stockholder had made themselves liable on a bank note in order to provide operating expenses and to buy equipment.

Judge Fitzpatrick said the clipping—of the syndicated Lawrence Welk Show and CBS Evening News and other CBS prime time programming—was done on the instructions of Harold Holmes, the station manager. The clipping—done to accommodate more local commercials—was in violation of contracts and was not reported to the syndicator of the Welk show or to CBS.

However, Judge Fitzpatrick noted that Mr. Holmes, who was not experienced in broadcasting, was not aware the clipping was improper, and stopped it when he learned that it was. Judge Fitzpatrick also said there is no evidence any of the officers, directors or stockholders were
aware of the clipping before February or early March 1977, when it was discontinued. It had been going on for five months. But Judge Fitzpatrick held that the licensee violated the clipping rule by failing to exercise reasonable diligence to prevent the practice.

Renewal hearings: Law firm seeks chance to head them off at pass

Petition asks that attorneys get a chance to tell station side of story to FCC before matters work way up to hearing

A Washington communications law firm has petitioned the FCC for a rulemaking aimed at providing a procedure under which broadcasters can tell their side of the story in advance of a commission vote on designating their license for hearing, either in a renewal or revocation proceeding.

Fly, Shuebrik, Blume, Gaguine, Boros & Schulkind noted that under present procedures, only the FCC staff has formal access to the commission to present results of an investigation of alleged wrongdoing and to recommend a course of action. The recommendation is discussed and the commission vote is taken in a closed meeting, the firm noted.

The petition added that no “formal mechanism” exists for the broadcaster to present his views or comments on the staff’s report and recommendation, or to present mitigating circumstances. “It is clear that a formal presentation for such licensee presentations should be established,” the petition said, “so that informed, well-reasoned determinations can be made by the commission regarding designation for hearing.”

The stakes are considerable for a licensee. The petition noted that even a short hearing could cost a broadcaster “$50,000 to $100,000 or more.”

The petition, which made the point that neither commission rules nor the Communications Act forbid such informal presentations prior to designation, was signed by Benito Gaguine, one of the firm’s partners. He had been the subject of a Washington Star newspaper story last month reporting his effort to visit some commissioners in behalf of a client—WFIF(AM) Fairfield, Conn.—before the commission was to consider a staff recommendation based on an investigation of alleged wrongdoing. The story said the effort had “angered” some commission staff members.

Mr. Gaguine, in a letter to the Star, said he had done nothing improper, and added that the anonymous staff member quoted in the article “apparently was troubled by the fact that the commissioners would be getting a fair presentation from both sides before taking action.”

Media Briefs

Done and done. President Carter has signed public broadcasting financing bill, and in related action issued guidelines setting forth principles federal agencies are to follow in making direct grants to public broadcasting stations. President said bill, providing for three-year authorization totalling $350 million, will enable public broadcasting to continue its “impressive record of development and service.”

Clearing. FCC has renewed license of KDYT(TV) San Francisco, rejecting petition to deny filed by Committee on Children’s Television and Bay Area Hispanic Institute for Advancement, which charged inadequate ascertainment of community—children in particular—and lack of adequate children’s programming.

Movie theaters moved. ABC Inc. completed sale of its theaters division to The Piltt Companies Inc., for $50 million in cash and notes. At end of 1977, ABC operated 173 theaters with 258 screens in Southern states: Piltt had 140 theaters in Midwestern, mountain and Western states, most of them purchased from ABC.

Bakke no problem

The FCC’s general counsel has determined that the Supreme Court decision in the Bakke case “does not in any way undermine the commission’s EEO rules and policies.” Rather, the opinion says, the case “fully supports them.”

The general counsel’s opinion was sought in connection with the commission agenda item involving a recommendation that the commission suspend its rules for California radio stations concerning possible deficiencies in their employment opportunity programs. Accordingly, the commission has determined to continue its “vigorous implementation of those rules and policies.”

Once again for KOB

FCC turns down another bid by Hubbard to gain I-A status for its Albuquerque outlet

Hubbard Broadcasting Inc. has been rebuffed by the FCC in yet another effort to retain a loud voice for its KOB(AM) Albuquerque, N.M. The commission dismissed Hubbard’s amendment to change KOB’s classification from II-A, which involves nighttime protection of WABC(AM) New York, with which it shares 770 kHz, a clear channel, to I-A. The application was mutually exclusive with ABC’s for renewal of the New York station. But since the table of assignments provides for I-A in New York and II-A in New Mexico, the commission said, the Hubbard amendment violated the rules and must be dismissed as defective.

The fight over how the two stations would operate in relation to each other has been going on since 1941; Hubbard became a party to it in 1957, when it acquired the station. And it appeared that the fight had finally ended when the Supreme Court, in April, refused to review a commission decision establishing nighttime operating modes for the two stations (Broadcasting, April 24): ABC was authorized to operate as an I-A, as it had been, with 50 kw day and night, and

Try, try again. When Stanley S. Hubbard of Hubbard Broadcasting Inc. wants something, he is not easily put off. Witness the battle—albeit so far unsuccessful—he has waged to get the FCC to change the call sign on his sloop, the Miss America. He wants it changed from WWZ 4835 to WW 2002.

“He feels he’s entitled to it, and we feel the rules provide for it,” said Mr. Hubbard’s Washington communications attorney, Roderick Porter of the law firm of Fletcher, Heald, Kenenah & Hildreth. Mr. Porter recalls that Mr. Hubbard in January asked whether a two-letter, four-digit call sign could be assigned to the ship’s radiotelephone. After researching the project, his partners told him the rules provided for two-letter, four-digit call signs. When told by the commission that one was available, they persuaded the Coast Guard to turn back to the FCC the call sign WW 2002 that had been assigned to a ship on the retired list since 1961.

But the FCC staff was not persuaded. It said the rules do not provide for assignment of a ship station call sign according to the licensee’s choice. Selection is a matter of computer processing, the staff said. Granting an exception would lead to a flood of requests for special call signs that would overwhelm the manpower available, the staff argued. Mr. Porter, however, argues that the rules actually mandate the use of two-letter, four-digit call signs, provided they are assigned in sequential order. (Mr. Hubbard would take WW 2000, which is also unassigned.) He also says that the lack of two-letter, four-digit call signs in the computer data base demonstrates that the bureau had arbitrarily made such call signs unavailable, in spite of the rules. The commission, however, by a 7-to-3 vote, came down on the side of the staff.

The controversy has not been inexpensive for either side. Mr. Porter estimates he has spent upwards of 30 hours on the case. As for the commission, Gordon E. Hempton, a member of the bureau’s staff, said the matter has taken a “considerable amount of staff time.” Meanwhile, back at the law firm of Fletcher, Heald, Kenenah & Hildreth, the possibility of continuing the fight—of an appeal to the courts—remained alive.
Other radio reps used to laugh at the idea of our 8:30 AM sales meetings.

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

For the past nineteen years, those early morning meetings have helped our sales people know more about the stations we rep, their markets, and their competition than anyone else. And be completely prepared when our sales teams are out pitching for our stations.

It keeps them aware of the buys being made and those in the planning stages at advertising agencies and media buying services. And then we go out and get the orders.

And that's more important than an extra half hour of sleep.

We do things differently.
KOB, which had been operating as an unprotected I-B, with 50 kw, was directed to operate as a II-A, protecting WABC.

KOB proposed the modification in its operation as requested by the commission. But it also filed the application for authority to operate as a I-A clear-channel station, and claimed mutual exclusivity with WABC's renewal. The commission maintained that KOB would have virtually as much coverage as a II-A as it has had as an unprotected I-B, but that its operation as a I-A would create vast zones of nighttime skywave interference throughout the central portion of the country.

But in voting to dismiss the amendment—and grant the application for II-A operation—some commissioners expressed fear that a new round of litigation might be starting.

**NBN purchase protested**

Two minority groups are opposing the purchase of WDAS-AM-FM Philadelphia by the National Black Network (BROADCASTING, Oct. 23). The Universal Communicators of Philadelphia and the Concerned Communicators of Philadelphia are parties to a petition to the FCC that said it would "be a step backwards to allow an out-of-city corporation to buy WDAS." They asked that the station be sold to a Philadelphia minority buyer. WDAS would be NBN's first station.

**Proposed**

- **KGSC-TV San Jose, Calif.** Sold by Continental Urban Television Corp. to Booth American Co. for approximately $9 million. Seller is owned by Vincent B. Welch, a Washington communications lawyer, chairman, and seven others, none of whom has other broadcast interests. Buyer, group owner of WIOU(AM) - WZWZ(AM) Kokomo and WRBB(AM) South Bend, both Indiana; WLB(AM) - WMZK(FM) Detroit; WMB(AM) - WHFI(FM) Jackson and WSGW(AM) - WIOG(FM) Saginaw, both Michigan; WBQ(AM) - WZZP(FM) Cleveland and WTD(AM) - WKLX(FM) Toledo, Ohio, is owned by John L. Booth, his wife, Louise, and their sons, John L. II and Ralph H. II. KGSC-TV is independent on channel 36 with 2,735 kw visual, 273.5 kw aural and antenna 2,000 feet above average terrain.

- **KPBC(AM) Dallas, WYCA(FM) Ham mond, Ind., and 50% of WDIC(FM) Birmingham, Ala.** Sold by Crawford Broadcasting Co. to Donald B. Crawford for $2,316,764. Seller, owned by Ruth C. Porter and her children, owns WPEO(AM) Peoria, III.; WMUZ(FM) Detroit; WDCX(FM) Buffalo, N.Y.; KELR(AM) El Reno, Okla.; WDB(C) (FM) Lancaster, Pa., and has sold, subject to FCC approval, KEMX(FM) Houston (BROADCASTING, July 24) and WWMG(AM) Nashville (see below). Buyer, Donald Crawford, is son of Ruth Porter and 14% owner of Crawford Broadcasting. He additionally owns 50% of WDJC. KPCB is 1 kw daytimer on 1040 khz. WYCA is on 92.3 khz with 30 kw and antenna 400 feet above average terrain. WDIC is on 93.7 khz with 100 kw and antenna 550 feet above average terrain.

- **WOK(AM) Winter Garden, Fla.** Sold by Everbach Broadcasting Co. to Lesli Broadcasting Co. for $600,000 plus $221,000 for transmitter land. Seller is principally owned by J. H. Everbach who, Doli. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of KKT(AM) Los Angeles and KUTE(FM) Glendale, Calif., which Tracy Broadcasting sold last month, subject to FCC approval (BROADCASTING, Oct. 23). WOK(AM) is 5 kw daytimer on 1660 khz. Broker for buyer: Hogan-Feldmann Inc.

- **WLOE(AM) - WEA(FM) Eden, N.C.** Sold by So Com Inc. to Carolina-Virginia Broadcasting Co. for $450,000. Seller is owned by David Clark, W. Jackson Brown and five others. Messrs. Clark and Brown are part owners of WLO(AM) Lincolnton, N.C. None of other owners has other broadcast interests. Buyer is owned by Mary Ann S. Bohi (66.6%), whose husband, Eugene, is president and general manager of WGHPTV High Point, N.C., and Virginia King Terry (33.3%), whose husband, Frank, is business manager and personnel director at WGHP-TV. WLOE is on 1490 khz with 1 kw daytime and 250 w night. WEA(FM) is on 94.55 mhzw with 27 kw and antenna 96 feet above average terrain.

- **WWMG(AM) Nashville** Sold by Crawford Radio Enterprises to Dean A. Crawford for $265,680. Seller is subsidiary of Crawford Broadcasting Co., group owner which is selling KB(AM), KYCA(FM) and 50% of WDIC(FM) (see above). Buyer, Dean Crawford, part owner of Crawford Broadcasting, is songwriter. WWMG is 10 kw daytimer on 1560 khz.

- **KLSN(AM) Brownwood, Tex.** Sold by GBE Inc. to Venture Group for $135,000 plus $27,700 for covenant not to compete. Seller is owned by Stephen F. Pasquini, Ernest Caddenhead, M. Byron Healer and Ferris Clements. Messrs. Pasquini, Caddenhead and Healer own KBL(AM) San Saba, Tex. Buyer is owned by B. J. Glasscock Sr., B.J. Glasscock Jr., Lawrence Rabeck, Rajah Hassan and Dr. S.R.
Brown, all of whom are associates of Real Estate Investments, Dallas investment firm, and have no other broadcasts interests. KLSN is on 104.1 mhz with 720 w and antenna 205 feet above average terrain. Broker: Magruder Media Associates.

The 32 in favor

First recipients of SBA loans to broadcasters and cablecasters turn out to be mainly minorities

The names of the 31 broadcasters and one cablecaster who have been granted federal loans by the Small Business Administration (BROADCASTING, Nov. 6) have been released by the SBA. These are the first such loans authorized by the agency since it was given authority to grant loans to broadcasters and venturers in other media earlier this year.

Besides identifying the first broadcast operations ever to receive financial help from the government, the list is noteworthy for its revelation that the vast majority of the loans have been granted to white-owned enterprises. (An example is the $345,000 loan granted to Tom-Tom Communications, largely owned by today show host Tom Brokaw, for its purchase of KTOQ(AM) Rapid City, S.D.) Although minorities were viewed at the outset as the potential main beneficiaries of the change in loan policy, only seven of the companies in this first wave were said by the SBA to be minority-owned. The National Association of Broadcasters, for one, has urged the SBA to publicize the loan availability more so that minorities who want to enter the business will know about it.

Although the SBA refused to identify the seven minority-owned firms in the group, BROADCASTING learned the names of two: October Mountain Broadcasting Co., a black-owned firm which purchased WOKI(AM) Albany, N.Y. (Its SBA loan was for $400,000), and American International Development Inc., a Hispanic-owned company which has applied for an FM license in Phoenix. (Its SBA loan was for $300,000.)

The other 30 recipients, identified on the list by the SBA with only company name, address and size of loan, follow: WVOR Inc., licensee of WVRD(FM) Rochester, N.Y., $300,000; New Breed Media Group Inc., doing business as WADW, Camden, N.J., $300,000; Global Cable TV System, Buffalo, N.Y., $300,000; Edward M. and Joanne F. DeMaso, licensees of new WAQA(FM) Graysonville, Md., $85,000; Travis Broadcasting, licensee of WFRU(AM) Reidsville, N.C., $225,000; WBBP Inc., licensee of WBBP-AM-FM Bamberg, S.C., $100,000; WQKIQ(AM) St. Matthews, S.C. (Central Carolina Broadcasting Corp. licensee), $70,000; Great Southern Broadcasting Co., licensee of WAMB(AM) Nashville, Tenn., $115,000; WTIO Inc., licensee of WTIO(AM) Manistique, Mich., $154,000. L & T Enterprises Inc., Odessa, Tex., $50,000; Jim McClendon, doing business as Tulia FM Radio, Tulia, Tex., $85,000;
Canyon Broadcasting Co., licensee of KHBJ(AM) Canyon, Texas, $299,000; Wueneschel Broadcasting Co., which has applied for a AM station in Belen, N.M., $100,000; Cisnek Inc., Corpus Christi, Tex., $100,000; Fiesta Broadcasting Inc., Santa Fe, $400,000; Quality Broadcasting Co., new licensee of KAOI-AM-FM Carrolton, Minn., $110,000; KZJ(B) Broadcasters, which has applied for an AM construction permit in Beloit, Kan., $140,500; Cattle Country Broadcasting, licensee of KTTL(FM) Dodge City, Kan., $25,000; KIOW(AM) Forest City, Iowa (Piloi Knob Broadcasting, licensee), $63,000; Kleeco Inc., KLEE-AM-FM Ottumwa, Iowa, $200,000.

Wyoming, Cheyenne, Wyo., for two new stations, one in Casper, the other in Cody, $370,000; Tom Tom Communications Inc., new licensee of KT00(AM) Rapid City, S.D., $345,000; KORN Palace Broadcasting, licensee of KONT(AM) with an FM station under construction in Mitchell, S.D., $250,000; Victoria Broadcasting Systems Inc., KFCB(AM) Redfield, S.D., $80,000; KMMZ, which has an AM construction permit in Graybull, Wyo., $100,000; KB0Z(AM) (Northern Sun Corp., licensee, with new FM, KBZI) Bozeman, Mont., $157,500; Sierra Linda Broadcasting Co., Montrose, Colo., $100,000; KMIT(FM) Mitchell, S.D. (BMA Broadcasting Inc., licensee), $250,000; Idaho Broadcasting Co., Spokane, Wash., $90,000; Key TV Inc., Redmond, Ore., $223,000.

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1 Per share figures have been adjusted for two-for-one stock split declared in August 1978

**NAEB board actions**

The board of directors of the National Association of Educational Broadcasters at its Washington convention authorized the filing of comments with the FCC asking for a "general standard" regarding the amount of on-air time devoted to fundraising.

The board suggested 10% of the total broadcast hours computed on an annual basis. Public broadcasters at the convention had varied reactions against FCC-proposed limitations on fundraising activities.

In other resolutions, the board voted to recommend that the FCC "act expeditiously" to adopt a table of assignments for public radio stations which would foster efficient utilization of the spectrum. These proceedings have been under consideration since 1961. Also, the NAEB will file in the multiple ownership rulemaking proceeding urging that the FCC not extend its multiple ownership rules to public broadcast stations. "The pattern of ownership in public broadcasting has not produced any undue concentration which would warrant regulation, and existing ownership arrangements are essential to economical and efficient public broadcast operations," the board recommended the FCC not pursue any of its proposed alternatives in the eligibility definition inquiry.

**Sagall up in arms about over-the-air**

**Asks FCC to investigate firm he says is using his pay system without permission**

Solomon Sagall's Teleglobe Pay-TV System Inc. has asked the FCC to investigate applications by Telease Inc. and related companies for expansion of over-the-air pay systems using Teleglobe technology and to take what action it deems necessary.

Teleglobe claims Telease, which is controlled by Robert S. Block of Milwaukee, has misrepresented and concealed facts in its various applications and requests for authorizations. Telease and related companies are without the right to propose or employ the required STV equipment and systems relied upon in their applications to the commission, the Teleglobe petition claims.

Mr. Sagall said, and Teleglobe claims in the filing, that his company terminated the contract with Mr. Block and his companies on June 2 last year. "The agreement has not been reinstated nor has any other such agreement been executed from that date to the present," Teleglobe said. "So far as can be determined from publicly available commission records, neither Block, Telease, nor any related party has ever advised the commission of the terminations of the agreements in question, both of which actions constituted substantial and material changes in previously filed information and representations as to the applications and related STV proposals then pending," the petition said.

Block-owned-or-controlled companies having the partial designation "American Subscription Television" in common have filed applications for facilities in Los Angeles, Milwaukee, Philadelphia, Fort Worth, Houston, Washington, Worcester, Mass., Minneapolis-St. Paul, Miami, Seattle, Kansas City, Mo., Detroit, Portland, Ore., and Clearwater, Fla. Telease is operating one station in Los Angeles.

Mr. Sagall also said Teleglobe has filed a $2 million suit against the Block companies, seeking damages and an order enjoining them from continuing to use and/or claim rights to Teleglobe's over-air pay TV system.

In a related but separate action, Southwest Television Ltd. has asked the commission to refuse to grant the application of Galaxy Broadcasting Inc. for authority to construct a commercial television station and operate a subscription television service on channel 14 in Albuquerque, N.M. Southwest claims the "real party" behind the Galaxy application is American Subscription Television, which, through AST of Albuquerque has entered into an AST franchise agreement with Galaxy.

Seeking channel 14 itself, Southwest claims, among other things, that that principals of AST lack the requisite financial qualifications to construct, operate or affiliate with STV stations and that based on the recent Teleglobe filing, AST of Albuquerque has no FCC-approved STV system, no assurance of being able to use the Teleglobe system, "and thus, no basis...
for the description of the STV system or for equipment cost estimates contained in the STV application.*

**Noncommercial U draws hungry looks from commercial side**

School system, disenchanted with costs of its ch. 25 in Oklahoma City, wants to sell; it's in market where competition is keen for other three UHF's

Oklahoma City Schools, which has owned and operated KOKH-TV there for some 20 years, wants to get out of the broadcasting business. And since KOKH is on a commercial channel—the school district acquired the channel 25 outlet in a bankruptcy proceeding—interest in its acquisition is reported to be brisk.

The reason for the decision to sell, according to spokeswoman Pat Watson, is that the school board feels more productive use could be made of the $300,000 it costs to run the station each year. Over the past few years, studies have indicated that teachers have not made much classroom use of the station's instructional programs. And teachers are among those who argue the funds now used to support the station should be used to boost their salaries.

The final argument for selling the station was the $350,000 in matching funds the school system would have to spend on a needed transmitter and tower. "We're tired of spending money on the station," Mrs. Watson said.

Oklahoma City, incidentally, is an example of the lively interest being demonstrated in UHF generally. Applications are pending for the three other UHF channels in the city—43, 14 and 34—with a two-party contest in progress for channel 14. "But anybody getting our station," the spokeswoman said, "would go on the air first."

**Further fighting in Florida feud**

Petitions to deny sale of dark Orlando U filed by two competing applicants who claim court-designated buyer has changed composition of ownership

The proposed sale of off-the-air WSWB-TV Orlando, Fla., has drawn petitions to deny from Turner Communications and the Christian Broadcasting Network.

The UHF station (ch. 35) has been off the air since 1976, when its owners, Sun World Broadcasters, went bankrupt. The station went into receivership and seven companies, including four involved in the present situation—Turner, CBN, Omega Communications and Meredith Broadcasting—bid to buy it. The Turner bid was deemed best by the receiver, the Omega bid second best. In the meantime, Turner had purchased the transmitter site and CBN most of the station's equipment, and each had purchased the claim of a creditor.

A Florida state court then overruled the receiver, and awarded the bid to Omega. That was based partly on the knowledge that Sun World stockholders wanted a smaller group owner like Omega as opposed to a corporate owner like Turner. Also, Sun World had filed a petition to deny the renewal of Turner's WGWY's Chattanooga on grounds that it had forced them into bankruptcy (Broadcasting, Nov. 8, 1976).

After legal battles in Florida, Omega was awarded the bid, and it applied to the FCC for transfer of the license. Turner petitioned the FCC to deny that application saying many of the original Omega group members were gone (though Omega president Lawrence H. [Bud] Rogers, former president of Taft Broadcasting, remained) and that Meredith, the broadcast group that had lost out in the first bidding, had "secured an existing minority interest and has an option for full legal control which it has already indicated ... it will exercise."

Turner has also filed in Florida court a motion asking reconsideration of the decision giving Omega the right to purchase the station.

Turner is claiming the whole thing amounts to a trafficking in licenses, that Omega is not the "small group" the Sun World stockholders thought and that the commission should deny the Omega application because of it. The application, Turner said, shows that Meredith will be in control of the station four-and-a-half years after Omega gets it, and that it will be operated with money from Meredith's credit.

CBN, in its petition, said the Florida court's failure to sell to CBN is on appeal, that CBN has been involved since 1977 "at considerable expense" as a bidder for the station's assets, and that the commission should wait until the Florida court cases are over before assigning the license to Omega. CBN said there may be many months or years of further litigation possible.

**WGTR and KYW continue warfare**

Both operate on same frequency; former wants FCC to hold hearing on latter's license because of parent Westinghouse's problems with the government

Home Service Broadcasting, owner of WGTR (AM) Natick, Mass., has asked the FCC to rescind the license renewal of Westinghouse Broadcasting's KYW (AM) Philadelphia on grounds that the company's parent, Westinghouse Electric,
Trains still go “clickety-clack.”

There are those who like that rhythmic sound—but not most railroaders. That “clickety-clack” means wear at the places where rail is joined. That’s why some 60,000 miles of today’s railroad track are jointless welded rail—and more is being laid each year to provide a smoother and safer ride.

Last year, the railroads spent record amounts of money for capital improvements and maintenance—$9 billion for improvements to track, facilities and equipment— up 40 percent over 1975. Rail and tie installations are at the highest levels in 20 years.

The railroad industry is looking ahead to a growing freight load—especially coal. Railroads already are the nation’s largest coal carriers and President Carter has called for a two-thirds increase in coal production by 1985. When it comes, the railroads can carry their share—and more, if needed.

Bigger cars, more powerful locomotives and modernized operations mean railroads are able to handle bigger loads with far fewer trains. And these improvements also mean there’s a lot of additional capacity already available to handle the nation’s future transportation needs.

In most cases, those needs will be met with much less fuel than is needed by other forms of transportation—an important consideration in this time of rising energy prices.

Association of American Railroads, American Railroads Building, Washington, D.C. 20036

We’ve been working on the railroad.
gave money illegally to a foreign official.

This is not the first time WGTR and KYW, both operating at 1060 kHz, have been on opposite sides of FCC filings.

In this case, WGTR said Westinghouse Electric pleaded guilty to giving $322,000 to an unnamed foreign official in an unnamed foreign country for a project. WGTR claimed that misrepresentations by the parent to the Export-Import Bank and the Agency for International Development were as wrong as misrepresentations to the FCC, that KYW's license renewal should be rescinded.

Wistinghouse Broadcasting (WBC) said the court had declined to accept the plea offered by the parent company and the matter is pending. It has asked the FCC to extend filing time in the WGTR-KYW proceeding until the court decides.

FCC officials said the parent corporation would be considered party to the application and that the bribery matter is something that should be reported and could be considered relevant to the assessment of the licensee's qualifications.

In the early 1960's, Westinghouse Broadcasting weathered a storm created by the conviction of its parent company and a number of its officials in a criminal anti-trust case. The commission renewed WBC licenses then, noting the "uncommonly good" performance of the stations and that the conduct involved was unrelated to broadcasting. Another reason for the commission's action was that WBC has its own board of directors and officers (BROADCASTING, March 5, 1962).

For some time, WGTR and KYW have been in opposition on other matters. On Feb. 28, 1975, WGTR filed an application for a construction permit to increase its power and add nighttime operations. Westinghouse filed to deny, saying it would cause interference. WGTR said if that claim is correct, the KYW renewal and its own application to increase power and go nighttime were mutually exclusive and a comparative hearing was called for.

The FCC disagreed, and last July, the commission granted KYW's renewal application. Less than a month later, it designated the WGTR application for hearing. Westinghouse is a party to that hearing.

### Radio may go to jail

**Application is filed at FCC for 10 w educational station in reformatory near Washington**

Two ministers and a college student have filed an application to operate what may be the first radio station in the country in a correctional institution. The 10 w FM station would be at Lorton (Va.) Reformatory, south of Washington.

J. Morgan Hodges, Washington, and Joseph Brown, Baltimore, both black ministers, and Mary Lou Douglas, a student at Nyack College, Nyack, N.Y., are listed as

directors of the nonprofit organization, Ethnic Broadcasting Foundation, incorporated in Washington. Because of its minority status, the application is getting expedited treatment by the FCC and a station could be operating at Lorton early next year.

Washington attorney George Douglas, handling the application, said Mr. Hodges has been trying for some time to develop a broadcast training program for blacks in Washington. The Lorton application is a result of those efforts. Mr. Douglas said Mr. Brown has broadcasting experience and has worked with inmates in Baltimore.

The station, which would have an interference contour of about six miles and a broadcast contour of about two, would be primarily a training facility. Its predominantly talk show format would be aimed at the 90% to 95% black and Hispanic population of the reformatory.

There appear to be few obstacles to a speedy processing of the Lorton station application. At the FCC, Tom Davidson, attorney in the Broadcast Bureau, said the commission is waiting for some additional engineering information before proceeding. Another thing to be looked at closely is financing. The Ethnic Broadcasting application said total costs would be $7,000 and that those funds would come from private donations and government grants.

Mr. Douglas said private donations will cover that amount and that applicants were awaiting word on a government grant.

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**AMERICAN RADIO IS BMI TERRITORY**

75% of all Country music chart positions for the past 25 years have been licensed by BMI.

What the world expects from the world's largest music licensing organization.
Interpublic takes SSC&B into the fold

$700 million in billings are added to agency combine in biggest agency merger ever

The largest advertising agency acquisition in history was announced last week when the Interpublic Group of Companies Inc., New York, reported it had agreed in principle to purchase SSC&B Inc., New York, and its 49% interest in SSC&B Lintas International, representing more than $700 million in billings.

The projected transaction dwarfs by far the recent agreement calling for Ted Bates & Co., New York, to acquire Campbell-Mithun Inc., Minneapolis, with its $130 million in billings (BROADCASTING, Nov. 6).

Interpublic said the agreement also specifies that, subject to certain conditions still to be fulfilled, it will purchase the remaining 51% of SSC&B Lintas International at a future date. Payment of the first part of the transaction will be 50% in cash and 50% in stock and the second part, all cash. The price tag is said to range from $30 million to $35 million.

Interpublic said that SSC&B and SSC&B Lintas International would continue as a separate, autonomous agency of the Interpublic group, competitive with Interpublic's two other worldwide systems, McCann-Erickson Worldwide and Campbell-Ewald Worldwide, and Interpublic's two independent U.S. agencies, the Marshalk Co. Inc., New York, and Erwin Wasey Inc., Los Angeles.

S. Heagian Bayles, chairman, and Alfred J. Seaman, president of SSC&B Inc., noted that "Interpublic offers us the opportunity to add to our already strong worldwide base by giving us access to the centralized business functions offered by the parent company, so that all of SSC&B's management time can be concentrated on professional work for our clients."

The Interpublic complex of agencies is the largest U.S. owned combine, with worldwide billings last year of an estimated $16.6 million. The single largest entity is McCann-Erickson Worldwide, with 1977 billings of almost $1.1 billion, followed by Campbell-Ewald Worldwide, approximately $400 million. Marshalk in the U.S. billed $80 million last year and Erwin Wasey, an estimated $30 million.

Interpublic agencies allocate 65% to 70% of their U.S. billings to broadcast.

McCann has a long list of TV-radio advertisers, including the Coca-Cola Co., Best Foods Division of CPC International, Buick, Campbell Soup, Sears Roebuck (Chicago group), Comet Rice, and Exxon. Campbell-Ewald represents such clients as Chevrolet, Goodyear Tire & Rubber, Borden Foods, Rockwell and Libbey-

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### Features

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<td>YES</td>
<td>No</td>
<td>Yes</td>
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Plug-In removable decks and superb electronics make this the most up-to-date monaural or stereo three deck cart machine available. Rugged machined deck, quiet air-damped solenoid, unique cartridge guidance system, drop down front panel and run lights next to each deck.

For complete information call or write your local Spotmaster® distributor or contact:

**Broadcasting**

4100 North 24th Street • P.O. Box 3606
Quincy, IL 62301 • Phone: (217) 224-9600

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Broadcasting Nov 13 1978

54
INTRODUCING
THE NEW AMERICAN WOMAN:
A PUBLIC SERVICE RADIO PROGRAM.

She's a mother, career woman, divorcee, wife, money manager, beneficiary, head of household... these are just some of the roles played by The American Woman.

You can meet her in this radio series, offered FREE as a public service by Occidental Life Insurance Company of California. Five outstanding women give their comments, opinions and advice on coping and succeeding in today's world:

LETTY COTTIN POGREBIN, journalist, lecturer and author of "How To Make It In a Man's World."

SYLVIA AUERBACH, writer, teacher, lecturer in the field of consumer economics and author of "Insurance Money."

GLORIA STEINEM, co-founder and president of Ms. Magazine Corp.

HELEN DEROISIS, psychiatrist, lecturer, teacher and author of "Parent Power/Child Power."

DAPHNE BARTLETT, vice-president and actuary for the Occidental Life Insurance Company of California.

It’s informative, at times humorous, and always interesting. There are three parts, each running approximately ten minutes and there is no cost for airing. Series will be sent on ¼ inch tape.

Address all requests to:
Sheridan Elson Communications, Inc.
355 Lexington Avenue, New York, New York 10017
Owens-Ford. Contributing to broadcast spending at Marschalk during 1978 were Coca-Cola (Sprirle and food products), Heublein, Revlon, Yardley of London and Ohio Bell Telephone. Wasey is the agency for Gulf Oil, California Avocado Advisory Board, Carnation and Julius Wile & Son (wines).

SSC&B, which was founded as Sullivan, Stauffer, Colwell & Bayles in 1946, is a large packaged-goods agency including such domestic clients as Bristol-Myers, Johnson & Johnson, Noxell, Sterling Drug, Lever Bros, Thomas J. Lipton and American Can. In 1977 the agency spent $107 million on broadcast, 67% of its total outlay.

Interpublic is traded on the New York Stock Exchange. SSC&B is a privately held company. When the announcement of the purchase was made last Monday (Nov. 6), the price of Interpublic stock closed at 33 3/4, off 1/2.

Good while it lasted

Now that New York's newspaper strike is over, TV and radio stations hope the added revenues they enjoyed won't disappear

New York television and radio stations were hopeful last week that at least some of the gains they registered in advertising billings during that city's strike of major newspapers would continue now that the shutdown is history.

Retailers turned to television and radio in substantial strength to fill, in part, the void left by the strike at the New York Times, the New York Daily News and the New York Post, starting Aug. 9 (BROADCASTING, Aug. 21 et seq.). The Post resumed publication in early October after settling with striking pressmen, and the other two papers were back on the stands last Monday (Nov. 6).

The upsurge in expenditures was documented in the case of television. A special study undertaken by the Television Bureau of Advertising in cooperation with New York's six commercial TV stations showed that retailers more than tripled their investment in TV advertising in September with spending zooming from $59,719 in September 1977 to $3,034,804 in September 1978 ("In Brief," Nov. 6).

The study revealed that department stores racked up the largest advance: up 368% to $1,488,700 in September 1978. Other retail categories also showed striking increases: discount stores, up 218% to $741,799; apparel specialty stores, up 125% to $365,483; carpet stores, up 133% to $187,838, and furniture stores, up 55% to $250,940.

Roger Rice, president of TVB, said three major department stores—Saks Fifth Avenue, Alexander's and B. Altman Co.—used TV advertising in September 1978 but not a year ago.

Mr. Rice kept in touch with retailers during the strike and said their conversations indicated that TV played a strong role in the sales success of the stores. He believes there will be a re-thinking of media strategy now that newspapers have resumed publication.

Although similar figures on radio have not been compiled, stations have reported increases in local advertising—retail as well as amusement—during the newspaper strike. Gains have been put at 10% up to 40%, depending on the station. And those figures ranged over a far larger number of stations than with television. Dollar gains, of course, will not approximate those of TV since TV costs are considerably higher than radio's.

More precise information on radio's gains will become available from the monthly billings reports that New York area stations submit to an independent account firm.

Miles David, president of the Radio Advertising Bureau, said he had been in close touch with department stores and had received "very good reports" on results of retailers' advertising. He said he was "hopeful" that some of the gains would be permanent.

The New York Market Broadcasters (NYMRAD) said it was in the midst of preparing a major presentation on effective use of local retail advertising. A spokesman said members of NYMRAD's retail task force will be giving individual presentations to major department stores now that the strike has ended.

Fueling the broadcasters' bullishness concerning increased retailer spending was the generally brisk business prevailing in the summer and fall. Many local advertisers had feared that a slow-down in sales would materialize as a result of the newspaper shut down. But it didn't happen. Categories that presumably would suffer because of the absence of newspapers—retail establishments, amusement organizations and hotels—reported that business did not slump but generally was better than a year ago.

Typical was the quoted reaction of a spokesman for a retail merchants association: "When I mentioned the strike to a member, he'd say, 'What strike?'"?

William Tobey, former senior vice president and sales promotion of Abraham & Strauss and now a consultant, believes that broadcast advertising, particularly radio, has an opportunity to exploit the gains it has made during the newspaper strike. "Radio may well be the Cinderella medium," Mr. Tobey says. "In many ways it's the most versatile of media since its audience can be sharply defined and identified."

Unions make concessions for Spanish commercials

U.S. Spanish Television Network (SIN) has signed a national Spanish television code, covering compensation of talent appearing in Spanish-language TV commercials, with the American Federation of...
Television and Radio Artists and the Screen Actors Guild.

The agreement is similar to the standard AFTRA-SAG recorded commercial code with English-language stations, except that residual payments are scaled in proportion to the Spanish population of the markets rather than to total population.

Rene Anselmo, president of SIN, said the agreement makes Spanish TV commercial production "more affordable" and should attract many new advertisers to the medium. Previous talent payments, he explained, were scaled to the total national market of some 75.3 million homes, rather than to the 3.3 million-home Spanish-speaking market.

Holding off in Richmond

Richmond, Va., radio broadcasters have voted to go along with Arbitron Radio's request that they not carry Arbitron diary-promotion announcements, at least until the results of a test of such promotions have been analyzed (Broadcasting, Oct. 9). But, they left open the possibility of considering it for next year's April-May measurement.

G. D. Pearson of WRNL (AM) Richmond, who had asked Arbitron for comment on the Greater Richmond Broadcasters Association's plan to let stations run diary-promotion announcements during this year's October-November rating period, said the vote was 11-0 to delay the project at Arbitron's request. Arbitron had pointed out that such promotions — in which stations ask viewers to fill out their listener diaries accurately and completely and return them promptly — had been tested in San Diego (Broadcasting, July 17) but that analysis of the results had not been completed.

Mr. Pearson said the Richmond group would welcome Arbitron's report on the test, which Arbitron officials said may be ready later this month. Whenever the meeting with Arbitron is held, Mr. Pearson added, the Richmond broadcasters also want to ask why Arbitron's sample base has dropped 20% in a year.

On her own. Mediawise Inc., New York, has been formed as media planning and buying service by Nina Flinn Gallagher, president. Ms. Gallagher formerly was senior vice president of operations for Ed Libov Associates, New York. Mediawise is at 110 East 59th Street; phone (212) 223-1918.

Set for spring. Arbitron hopes to start testing next spring new multimedia measurement service covering viewing, listening and reading patterns of TV, radio and newspaper audiences and also providing product-usage and other qualitative data.

Small agencies in AAAA. American Association of Advertising Agencies reported that 58% of AAAA members had annual billings of $5 million or less, rebutting notion that association is composed mainly of larger agencies. Association said median agency belonging to AAAA billed $2.5 million from single offices with about 20 employees.

Still talking. Comparative advertising was defended last week by Michael Perschuk, FTC chairman, as potential catalyst for nation's anti-inflation effort. He explained in talk at annual meeting in New York of National Advertising Review Board that comparative advertising that provides "useful price and performance information" can sharpen competition and help slow inflation spiral. He cited two cases of comparative advertising — one involving Savin Corp. and other, Suave shampoo — as examples of campaigns that supplied useful price performance information and proved to be highly effective sales vehicles.

Nipper's return. RCA plans rebirth of its famous trademark of little fox terrier listening to "His Master's Voice" by including "Nipper" in product division advertising amounting to more than $8 million annually.

Spurring sales

Four days of workshops and seminars set for 24th annual meeting of TVB in Chicago

Some 350 TV broadcasters are scheduled to gather in Chicago today (Nov. 13) for the Television Bureau of Advertising's

How to keep thieves from making what's yours theirs.

Burglary and car theft are among our nation's most prevalent crimes. They also are among the easiest to prevent... if people like your listeners would take the time to learn how.

The State Farm Insurance Companies have produced for radio a series of five public service programs and four spots on how your listeners can protect themselves against burglary and car theft. The programs, each four minutes, are on such topics as how to make it tough for burglars to get into your home; how to outthink the would-be thief; how to make it more likely he'll get caught; and how to get financial protection against theft. The spots — two are 60 seconds and two are 30 seconds — cover some of the same pointers in briefer fashion.

These non-commercial messages are aimed at informing your listeners... not advertising State Farm. For a free tape and scripts, return the coupon below or call us collect at 309-662-2625.

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Summer numbers. Investment in network television in August climbed by 16.1% to $265.9 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the first eight months of 1978, advertisers spent almost $2.5 billion in network television, up 12.6% over the same period of 1977. Nighttime rose by 13.2% to $1.6 billion, followed by weekday daytime, up 12.1% to $594.7 million, and weekend daytime, up 10% to $254 million.

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NBC

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The desired targets of radio sponsors

Katz and Blair make studies of demographics sought by their clients and find adults, 18 to varying older ages, again rank first

Adults, 18-49, and adults, 18-34, emerged as the most sought-after demographic groups in separate studies of radio availabilities conducted by Blair Radio, New York, and Katz Radio, New York.

The studies differed in that Blair’s analysis covered the first three quarters of 1978 while Katz focused on the third quarter of 1978. There were slight but not significant differences in their findings.

Blair’s evaluation was based on demographic buying data requested by agencies through all 13 of its radio offices for buys on the 72 AM and 55 FM radio stations represented by Blair.

Its study placed the 18-49 age group (21%) in first place among agencies making radio purchases in the first nine months of 1978. It noted that figure represented a decline from 28% in the same period of 1977.

The second most sought-after demographic, according to Blair, was the 25-54 category, which was reported for the first time by Arbitron in 1977. It accounted for...
18.8% of availabilities, as against 4.1% last year.

Other front-ranking demographics, Blair said, were ages 18-34, with 13.8% of

demand, as against 12.5% last year, and

the 25-49 group slipping from second place

in the 1977 period (19.7% of all requests)

to fourth place this year (13.5%).

Blair reported the 60-second commercial

campaign was sought in 75.2% of availabilities,

up from 69.9% in last year's period, while

30-seconds followed with 18.6%, down from

20.2% in 1977.

Katz said its tabulations represent a

cross-section of major spot radio cam-
paigns carried on the stations it represents.

Not all campaigns were analyzed.

For the third quarter of 1978, according
to Katz Radio, the most-sought demograph-
cics were adults, 18-34 (10% of availa-
 bilities); women, 18-49; men, 18-34, and

adults, 18-49 (each 8%).

Katz noted that requests for new de-
mographics are on the rise. Agencies

asked for ages 25-54, 25-64 and 35-64 in

increasing numbers over the past year.

Metro rating information continued to
dominate TSA (total survey area) by a

57% to 32% margin, with ADI (area of

dominant influence) in third at 6%.

The daypart combination most sought

was Monday through Friday, 6 a.m.-7 p.m.
The commercial length favored was 60 sec-

onds (83%), followed by 30 seconds (12%).

Average campaign length was

seven weeks, dropping to six weeks if 52-

week flights were excluded.

**Ratings reader**

A 32-page, nontechnical guide for ratings

users, "Understanding Broadcast Rat-
ings," has been published by the Broadcast

Rating Council. Written by BRC Execu-
tive Director Hugh M. Beville Jr., for

many years a key research official at NBC,
it is intended for use by station personnel

who purchase and use ratings, by advertis-
ing, marketing and corporate executives

involved in advertising, planning and by

young people starting in advertising

("Closed Circuit," July 24).

The booklet starts with the introduction

of broadcast ratings in 1930, describes the

principal methodologies in use and
defines—and illustrates—basic ratings

terms, such as reach and frequency, gross

rating points, HUT levels, cume and cost-

per-thousand. One chapter also deals with

"potential bias and variability in ratings,"

and another describes the various uses to

which ratings are put—in programing,
sales, promotion and the like. A final

chapter recalls the congressional investiga-
tion of broadcast ratings in the 1960's and

outlines some of the steps the industry has

taken—including formation of BRC—to

prevent recurrence of shortcomings

turned up in those hearings.

BRC officials said it had prepublication

orders for 6,000 copies of the booklet.

Additional copies are available at $2 each for

up to nine copies; $1.75 each for 10 to 99

and $1.50 each for 100 or more.

**Broadcast Journalism**

**Newsman's privilege: new case reaches Supreme Court**

Case involves TV reporter and tip he received in murder trial

Another "confidential source" case has

reached the U.S. Supreme Court, this one

involving a television station and an

investigative reporter. The high court last

week was asked to review a case in which

Joe Pennington, then with KAKE-TV

Wichita, Kan., and now with KPIX(TV)

San Francisco, was sentenced to 60 days in jail

for criminal contempt for refusing to
divulge the identity of a confidential

source—even though the material the

source provided was never broadcast.

Ironically, the issue arose in connection

with a murder trial of interest to the broad-
casting industry—that of Mild

Sandstrom, accused of murdering her hus-
bond. Thad, who had been vice president

for broadcasting of Stauffer Publications

Inc. (BROADCASTING, May 9, 1977).

Mrs. Sandstrom pleaded innocent by reason of

insanity.

At issue in the case is Mr. Pennington's

refusal to divulge the identity of a person

he said had told him that a man who later

became a prosecution witness at Mrs.

Sandstrom's trial had threatened to kill

Mr. Sandstrom. The threat was said to

have been made at a social gathering a few

days before Mr. Sandstrom was murdered.

The trial judge sentenced Mr. Pen-
ingenton to 60 days in jail for criminal con-
tempt. The appeals court affirmed the

judgment, rejecting Mr. Pennington's

argument that his refusal to disclose a con-

fidential source was, under the circum-

stances at least protected by the First

Amendment. And the state supreme

court, while rejecting some of the conclu-

sions of the lower courts, affirmed the con-

viction and jail sentence.

His case, now before the Supreme

Court, could become another in the series

in which the high court has been drawing

the limits of what it believes a reporter's

First Amendment protection is.

As the petition for review notes, the

case is not a typical one. The material

given to the reporter was never broad-
cast—he was not able to verify the re-
port—but he told the prosecution and the

defense attorneys in the case what he had

learned. The prosecution held that the

identity was not relevant to the guilt or in-

nocence of the defendant. Mrs. Sand-

strom's attorneys, who asked for the iden-

tity that Mr. Pennington refused to reveal,
made no other effort to learn the identity of the source.

The petition says review by the Supreme Court would be helpful, since there is "uncertainty among state and federal courts as to when and under what circumstances a court should require reporters to disclose the identity of confidential sources "in a manner compatible with the First Amendment" when the information supplied by the source has been made available to all parties.

The petition notes that in the Branzburg case, in which the high court, in a 5-4 decision, held that reporters did not have a First Amendment right to refuse to testify at grand jury proceedings, opinions issued by members of the majority held that reporters can be required to divulge material only if it is "relevant" to the issues. Justice Lewis F. Powell, in a concurring opinion, also said courts should balance the freedom of the press right against the obligations of citizens to give "relevant testimony" on criminal conduct.

The state supreme court found reporters had a limited privilege under the First Amendment to protect confidential sources. However, it found that the privilege did not apply to Mr. Pennington because, although there was no finding that the identity of the source was relevant, that information might lead to evidence that was relevant to the defense of Mrs. Sandstrom.

The constitutional questions in the petition are not limited to the First Amendment. The petition argues that, in summarily convicting Mr. Pennington and sentencing him during a session in his chambers, Judge E. Newton Vickers violated the 14th Amendment's guarantee of due process. The petition contends such summary action is permissible only for acts committed in open court.

The state supreme court had affirmed the criminal contempt citation. It said although the action was taken in private, Mr. Pennington's refusal to divulge the identity of his source was reported "as instantly" and was as "demoralizing to the court's authority" as if it had occurred in open court.

**Be prepared**

NAB offers advice on how to deal with police searches of newsrooms that will occur in wake of 'Stanford Daily' decision.

There is nothing like an air-raid drill to make a community aware of the possibility of an air raid. So if the Supreme Court decision in July in the Stanford Daily case seemed to pose none more than a remote danger for broadcasters, a memorandum from the National Association of Broadcasters' legal department on how to cope with police searches may have heightened the apprehension that broadcast newsrooms face a real danger.

The Supreme Court, in its 5-3 Stanford decision, held that police armed with a search warrant may search newsrooms for evidence of a crime even when there is no indication any of the journalists involved had committed a criminal act (BROADCASTING, July 10).

Media interests throughout the country saw the decision as presenting the danger that any newsroom—newspaper or broadcast—could be visited by police free to search through files and drawers.

The NAB memorandum states that the best response to the court's holding that there is no constitutional protection against such searches is legislation. And a number of bills aimed at providing protection have been introduced in Congress.

But in the meantime, the memorandum, prepared by Richard M. Schmidt Jr., a partner in the communications law firm of Cohn & Marks, offers advice on how broadcasters can protect themselves.

First, it says, broadcasters should call their lawyers and let them know they are concerned, and have them familiarize themselves with the Stanford Daily case. And then they should establish guidelines for action in the event police do show up at
the newsroom door with a search warrant. This is the drill suggested in the memorandum:

The person receiving the search warrant should call his superior and the station's lawyer. The police should be asked to delay the search until the lawyer can determine its validity. (For instance, does it identify the persons who submitted the affidavits in support of the warrant's issuance? Does it describe the place to be searched or the item to be seized? Are there reasonable grounds for its issuance?)

The station's lawyer should be instructed to move to quash the warrant in court, and the police should be asked to delay their search until a hearing can be held. If all else fails and the search is made, the police should be asked for a receipt for all items taken.

The memorandum advises that someone in authority in the newsroom be present while the search is under way. It adds that a number of broadcasters plan to record the search and comments made on both audio and video tape.

The memorandum makes another point regarding precautions that might be taken. Some news organizations, it says, are requesting reporters to turn over "all unpublished notes, tapes, outtakes, and any matter that would identify confidential sources to one person within the organization, who then secures it in a place known only to that person."

Planning ahead

Networks meet with GOP to present their requests for coverage of that party's 1980 convention

Although the immediate election concern was preparing coverage of last Tuesday's (Nov. 7) House, Senate, gubernatorial and referendum contests, 1980 also was on the minds of network representatives appearing before the convention site selection committee of the Republican National Committee late last month.

Admitting that "you've heard this pitch before," Sylvia Westerman, CBS News vice president, special events and political coverage, made a suggestion.

"Now, if you really wanted to do us a favor—and perhaps do yourselves a favor as well—," she said in prepared remarks, "you'd arrange for both conventions—yours and that of the other party—to be in the same city." Ms. Westerman said that "national conventions are the most expensive broadcasts we produce at CBS News. Every four years, they mean a net loss to CBS of several million dollars."

"Obviously a single city would save us—and you—time, effort and money, each an important factor as we marshal the people and facilities needed to get your convention on the air to the best of our abilities," wrote Jeff Gralnick, ABC News executive producer and director of television special events, in his presentation. Mr. Gralnick, unable to attend, was represented by John Lynch, director of election coverage.

(The Democratic Party's site selection committee has yet to meet with the networks. However, word from its national committee is that the convention will not go to a state where the Equal Rights Amendment hasn't been approved. It is currently leaning toward Houston, Dallas or Los Angeles.)

Of particular concern to Gordon Manning, NBC News vice president for news planning, was the possibility that the Republicans might go with an Aug. 11, 1980, alternative start-date instead of the preferred July 14. Should the Democrats choose to begin the week of Aug. 18, he said, "the three-day interval between conventions obviously will not be sufficient time for NBC to pull down one large and complex broadcasting operation and set it up again at another location."

Mr. Gralnick called for at least "a three-week hiatus" between conventions if they are to be held in different cities. Union considerations at the networks also were said to make quality housing close to the site a major priority. Ms. Westerman, for example, said that in Kansas City in 1976, "in one hotel, the conditions were so poor that the entire group of CBS technicians threatened to quit work."

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

There is confusion as to what doctor treats what. As a result, people often go to the wrong practitioner—only to be shuttled to a second or third specialist. This crowds the busy doctor's office and costs the patient needless money. Even worse, confusion sometimes causes patients to put off getting treatment until it is too late.

This campaign defines health specialists in easy to understand terms. Audition the spots without obligation. Schedule them only if you agree with the merit of their public service message.

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

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<thead>
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<td>Chiropractor</td>
<td>Dentist</td>
<td>Neurologist</td>
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HELP RELIEVE PUBLIC CONFUSION WITH THIS INFORMATIVE SERIES OF PUBLIC SERVICE SPOTS

TO: American Chiropractic Association
78-4
2200 Grand Avenue / Des Moines, Iowa 50312
Please send me copies of "DEFINING THE PROFESSIONS:" public service spots for:

- Television (one 60-sec. & one 30 sec. Filmstrip Spots)
- Radio (five 60-sec. & five 30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.
Public Service Director
Station
Street Address
City State Zip

Broadcasting Nov 13 1978
ABC goes into high gear in first sweep week

It outpaces closest rival, CBS, by five rating points; 'Sting' starts it all off with 48 share

ABC-TV jumped off to an affiliate-pleasing lead in the November sweep period by crushing its competition during the prime-time week of Oct. 30-Nov. 5. CBS-TV was runner-up in the ratings for the second week in a row with a 17.2 average rating, still more than five points behind ABC's 22.3. NBC-TV brought up the rear with a 16.9.

ABC capitalized on all of its strong points and eliminated most of its weak ones to post its highest weekly average of the season. The only shaky show the network let stand was The Hardy Boys Mysteries on Sunday, which pulled its lowest share so far this season, a 19. But ABC could well afford that loss: the three-hour premiere of "The Sting" followed, topping the week's list of most-watched programs with a 48 share and delivering the mighty win to ABC—its fifth of the week.

On Monday, ABC filled its traditionally weak lead-off hour with an unsponsored—and thus unrated—news Close-Up: Terror in the Promised Land (Broadcasting, Nov. 6). On Friday, Donny and Marie were pre-empted by special episodes of Happy Days and Welcome Back, Kotter, sent in as spoilers against the premiere of NBC's Diff'rent Strokes. Happy Days pulled a 34 share, clobbering Strokes, which came in with a 25. Kotter, helped not only by Happy Days but also by a John Travolta appearance, came in with its best showing of the season by far, a 34. That held NBC's Who's Watching the Kids to a slightly-lower-than-usual 17. CBS held the middle ground with Wonder Woman's 28.

On Saturday, where ABC has problems with its regularly scheduled lead-off shows, Kotter and Carter Country, a special 90-minute Love Boat pulled a 39 share for the network, followed by a special 90-minute Fantasy Island, which had a 38.

The first part of ABC's schedule was left intact and performed in its customary steam-roller fashion, taking Tuesday night by a margin of almost nine rating points over the nearest competing network, Wednesday by almost five points and Thursday by almost six points. ABC came in third by a nose on Monday, when Monday Night Football pulled a 36 share after the Close-Up, and second on Friday, when its Close-Up pulled a 35. "How to Pick Up Girls," pulled a low 28.

CBS held on to second place for the week primarily by staying close to NBC with specials on Monday and beating NBC with series on Sunday. "It's the Great Pumpkin, Charlie Brown and Puff the Magic Dragon edged out Little House on the Prairie's 37 share at 8-9 p.m. NYT Monday. NBC took the night by a little more than 1 share with a 36-share performance from "Summer of My Germ Soldier," the premiere offering of the network's NBC Theater. CBS followed M*A*S*H's 39 share with a try-out airing of WKRP in Cincinnati; it pulled a 31 share, better than average but still nothing to shout about considering its lead-in. Lou Grant followed with a 31. On Sunday, CBS's 60 Minutes delivered its highest share of the season, a 43, followed by All in the Family's 42 and Alice's 32 (both holding up well despite facing "The Sting"). Kao again dropped far below its lead-ins, to a 24, while Dallas came in with a 26. NBC lost to CBS all along the line, as Walt Disney pulled a 29 share and "The Time Machine" and Lifeline had 31.

In other notable performances:

- NBC premiered David Cassidy—Man Undercover at 10-11 p.m. Friday. It matched the 33 share delivered by its lead-in, Quincy although in terms of ratings, it dropped three points. CBS offered little competition with a 23-share variety special Cinderella at the Palace, while ABC's Family won the time period with a typical 35. NBC's lead-off show of the night, Project Ugo, appeared near total collapse with a 19 share; ABC's Mork and Mindy kept sailing with a 44.
- Both CBS and NBC may be quietly establishing beachheads at 9-11 p.m. Friday, two of the few hours during the week when there are not consistent, decisive winners. ABC's Friday Night Movie has the best average of the entries there, a 31 share, but despite considerably weaker lead-ins, CBS's The Incredible Hulk and Flying High and NBC's Rockford Files and Eddie Capra Mysteries have been holding up reasonably well. On Nov. 3, when ABC fell short with "How to Pick Up Girls," Hulk had a 33 share and Flying High a 30, while Rockford pulled a 29 and Capra had 28.
- Adults were still uninterested in the shows that are supposed to make them desert ABC's Happy Days and Laverne and Shirley on Tuesday. CBS's Paper Chase had a 20 share, NBC's Grandpa Goes to Washington a 21. Happy Days had a 44; Laverne and Shirley a 44.
- CBS gave people a tryout airing behind the Jeffersons on Wednesday, with no success: Jefferons, 25: People, 19.

Prison program gets the ratings for KTLA, will air on other outlets

A one-hour TV documentary on a state program in which juvenile delinquents are exposed to the brutal and degrading aspects of prison life enabled independent KTLA-TV Los Angeles to beat out its network program competition and touched off more than 1,600 telephone calls in less than a week.

Titled Scared Straight!, the program was telecast at 10 p.m. Nov. 2 and attracted at 15.6 Nielsen rating, compared with a 13.6 for Family on KABC-TV, a 12.5 for Man Undercover on KNBC-TV and a 10 for Cinderella at the Palace on KNXT-TV. The same rating pattern prevailed in Arbitron measurements.

The documentary concerns a program at the Rainbow (N.J.) State Penitentiary, in which convicted murderers and rapists hold three-hour encounter sessions with hardened juvenile offenders, and the youths are made to view prison living conditions. The convicts explain in loud and obscene language the rapes, murders and other violence that are endemic to prison life.

Scared Straight! was produced by Golden West Television, licensee of KTLA, and was filmed on location last May. Producer-writer-director Arnold Shapiro conceived the idea for the documentary after reading an article on the Rainbow lifers program in Reader's Digest. Anthony Cassara, vice president and general manager of KTLA, and John T. Reynolds, executive vice president of Golden West Broadcasters, liked the idea. They approached the Signal Cos., Beverly Hills, Calif., a conglomerate which holds a 49% interest in Golden West, for financial support. Signal agreed to underwrite the costs as a public service, and the Los Angeles telecast carried only a brief announcement at the beginning and the end.
of the program.

Golden West and Signal had some trepidation that the raw language and the strong subject matter might offend the sensitivities of viewers. A spokesman said screenings were held for groups in Los Angeles and Washington and the comments were uniformly positive. She added that of the estimated 1,600 telephone calls received after the telecast only 59 were negative and these were a reaction to the raw language.

Signal plans to place Scared Straight! on stations in the other nine top markets via the same public service-type sponsorship. In other markets the documentary will be available via distributor Alan Silverbach in Los Angeles.

Program Briefs

HUT watch. NBC Research analysis of homes-using-television levels, January-September 1978 compared to same period in 1977, shows statistically significant difference—just barely—in one daypart: early morning. HUT's then were up 5%. Prime-time HUT's were up 1%, NBC said, while daytime was up 2% and network news time up 1%. Late night and Saturday morning showed no change.

Nobel effort. WQED(TV) Pittsburgh, through exclusive agreement with Nobel Foundation, will present Nobel Prize awards special Dec. 12 on Public Broadcasting Service. Producing 90-minute show will be Trans World International. Show will include documentary portraits of 1978 laureates and coverage of awards ceremony, scheduled Dec. 10 in Sweden.

Focus on blacks. LeVar Burton will be host of Black America, which will run on Mutual Black Network Jan. 31-March 1, 1979. Star of Roots will narrate two-minute, 20-second vignettes, focusing on inventions and discoveries by black people. Afternoon series will be broadcast twice daily on weekends, twice on Saturdays and once on Sundays.

Two to CBS. CBS Entertainment has signed exclusive production deals with Earl Hamner, co-executive producer of The Waltons, and David Jacobs, creator of Dallas and upcoming CBS series, Married: the First Year.

No cause. Jewish War Veterans' petition to deny renewal of license of noncommercial WHYY-TV Wilmington, Del., because it aired program JWV said "incited hatred against both Jews and blacks" has been rejected by FCC. Program, Black Perspective on the News, broadcast on Sept. 30, 1977, featured discussions by representatives of Ku Klux Klan and American Nazi Party on goals and philosophies of their organizations. Commission said not only was it barred by First Amendment and Communications Act from censoring programs but it had made clear its position that its consideration of licensee's programming is limited to determining whether over-all programming served public interest.

Denial of renewal, commission said, cannot be based on "subjective determination" of viewer or group of viewers regarding what is or is not "good programming."

New old idea. Studiohouse Radio, Hollywood, has developed The World at Our Fingertips, radio soap opera. Show is set in present day Los Angeles and focuses on life and problems of character, Barbara Lamont, played by Judith Doty. Series, created and produced by George Gilbreath, is in 25-minute segments intended for Monday through Friday afternoon time slot.


Debut effort. Program Development Group, cooperative of independents comprising WPIX(TV) New York, KTLA(TV) Los Angeles and Five Field Enterprises UHF's, has taped first project. It's pilot for Make Me Laugh, half-hour co-production with Paramount TV, intended for late-night scheduling. Decision on property will be made this month; if PDG rejects it, Paramount may proceed on its own.

Read on. CBS Television Reading Program is offering scripts to students and guides to teachers for following prime time programs during first half of school year: "Day of Infamy" Waltons episode (Dec. 7); Lovey: A Circle of Children, Part II (Dec. 13) and The Corn is Green (to be scheduled in January). Affiliates handle groundwork with local educators, newspapers and interested corporations. Ninety affiliates are expected to participate in 1978-79 school year, up from 30 last year.

How TV deals with child abuse set as U. of Pa. panel topic

A national conference on child abuse, with sessions involving broadcasting, is planned at the University of Pennsylvania's Annenberg School of Communications in Philadelphia Nov. 20 and 21. Problems of portraying child abuse in television drama and of covering it in broadcast news are among subjects to be explored by panels that include, among others, the program standards vice presidents of all three networks: Hermino Traviesas (NBC), Donn O'Brien (CBS) and Alfre Schnieder (ABC). Other participants include Virginia Carter of Tandem Productions and TAT Communication Co.; Joanna Lee of Christiana Productions and John Furia, an independent producer.

Also on the program is an analysis of the networks' depiction of child abuse in prime time the last nine years by George Gerber, dean of the Annenberg School, and the school's research coordinator, Nancy Signorielli.
**Another Bee Gees biggie.** The Bee Gees have the Midsas touch when it comes to making hits: Everything they record turns to gold and even platinum. And apparently their new single, Too Much Heaven (RSO), will not break the string. Added by most of "Playlist's" reporting stations this week, it enters the chart at 21. The single is a ballad with familiar Bee Gees harmonies, and many say it is reminiscent of How Deep Is Your Love. Mark Lawrence of WORFM Bangor, Me., calls it "phenomenal. It's nice not to hear disco from the Bee Gees." The single will be included in the group's next album, to be released in February. The title has not yet been determined, but according to RSO regional promotion manager, Tony Marino, it's a toss-up between Spirit and Tragedy. Also getting airplay is the single's flip side, Rest Your Love on Me, which will not be on the album, Mr. Marino says. It was added at WOWO(AM) Fort Wayne, Ind., where Sam DevIncent says "it has a country flavor." And C&W it is: It was written by the group two or three years ago for Glen Campbell, who never recorded it, says Mr. Marino. As for the rest of the album—the group's first studio album in nearly two and a half years—it will mostly be a "disco thing, close to Nights On Broadway," Mr. Marino reports.

**Country**

<table>
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<th>Last This week</th>
<th>Title □ Artist</th>
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<tr>
<td>1</td>
<td>Don't Bring You Down Flowers</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>Too Much Heaven</td>
<td>Bee Gees □ RSO</td>
</tr>
<tr>
<td>3</td>
<td>Dancing In The Dark</td>
<td>Ronnie Milsap □ RCA</td>
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<td>4</td>
<td>The Man Who Sold The World</td>
<td>Tom Jones □ RCA</td>
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<td>5</td>
<td>I Just Want To Make Her Mine</td>
<td>The Osmonds □ RCA</td>
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<td>Love Is The Answer</td>
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<td>8</td>
<td>Nothing Is Real For Me</td>
<td>The Isley Brothers □ RSO</td>
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<td>Johnny Rivers □ RCA</td>
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<td>I Can't Help Myself</td>
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<td>Be Mine</td>
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These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A □ square indicates an upward movement of five or more chart positions between this week and last.
Pierce calls for better perspective on viewers’ tastes

ABC executive says new study reveals public is less concerned with sex and violence, contrary to contention of some critics

It’s not sex and violence on television that people complain about, but program quality—or lack of it.

Frederick S. Pierce, president of ABC Television, said last week that finding emerged from an ABC-commissioned study of public attitudes toward 26 shows that returned to the network schedules this fall, “including a number of shows that some critics had labeled ‘socially objectionable.’”

Mr. Pierce, addressing an International Radio and Television Society luncheon in New York last Monday, said the study’s findings “were surprising, to say the least.” He continued:

“Very few of those interviewed complained about the existence or effect of so-called violent or sexual content in the surveyed shows. Instead, their complaints centered on such things as plot lines, actors and characterizations. In short, what prompted them to turn the set on or off was the quality of the show—not concerns about any perceived existences of violence, sex or moral issues.

“I think this is significant, especially when we remember instances where programs were maligned or misrepresented on hearsay, even before they were viewed. I’m not saying broadcasters shouldn’t be concerned about violence, but I am saying that often the most vocal or visible critics of television do not represent the views of the audience as a whole. And I’m saying that often, more controversy arises from the talk about television than from the talk and action on television.

“Those interested in the industry should be much more in touch with what viewers watch and why they watch it—not with what some think viewers should watch. The viewers as a whole are sometimes a quiet lot—but the clicks of their dials speak loud and clear.”

Mr. Pierce said “quality” in his book has to do with how well a program is executed, and is not necessarily synonymous with “important” or “educational” or “socially significant.” And quality, he said, can be found in all sorts of programs, “from Mork and Mindy to Holocaust, from Lou Grant to Taxi, from Quincy to Battlestar Galactica, from Good Morning, America to Saturday Night Live.”

“The public,” he said, “is telling us: Give us quality, but don’t get boxed in by yesterday’s definition of the word. They’re willing to try new ideas. And we, in turn, have got to be willing to take risks in giving them new forms. As broadcasters, we make mistakes—but we can’t let the fear of mistakes stop us from pre-
senting the public with new choices.”

The misconception that “makes the least sense to me,” Mr. Pierce said, is the one that says “Americans really hate television—they just watch it because it’s there.

Actually, he said, “Americans do really like television,” but feel defensive about how much they watch it “because there’s a confusion about TV’s role.

“Americans watch television because they enjoy it. Yes, television can also educate—and should. And it does. But more than any other reason, Americans watch television to be informed and entertained. As viewers, we need to quit feeling guilty about how someone else thinks we should spend our leisure time, and accept television for the information and entertainment medium that it is.

“... The crux of it is that television is not an isolated industry serving a select, narrow consumer. Perhaps no other service or product directly touches more people than television today. And because we serve so many diverse publics and interests, the key to maintaining our relevance is understanding everything we can about our viewers, their lifestyles and attitudes.

“Television’s constituency,” Mr. Pierce said, “is the audience as a whole. That’s why I believe that a broadcaster’s underlying concern is to be certain that the voices he hears speak for the majority of his viewers. We must listen to the voices, but know whom they represent. We cannot let programing decisions be based on the narrow interests of a noisy few, or let the most vocal segments divert our attention.

“We need to understand that not every show on television—or, for that matter, every book that is published—is a classic. Tastes change, interests change and people change. I like to think of television as a visual library—with something to appeal to virtually every taste...

“Not every show has to deal with a subject of social significance—any more than every show should leave the audience laughing.

“It is important that television does not move too far ahead—or lag too far behind—the ever-changing interests and needs of the public...

“But we owe it to the viewing public to fulfill that responsibility, knowing the rich potential of this unique medium to entertain, inform and bear witness to our times.

“And above all, we should never stop striving to improve the level of quality and craftsmanship in everything we present. That is what makes the business such an exciting and vital one.”

In a question session after the speech, Mr. Pierce was asked whether ABC would apply President Carter’s suggested 7% limit on price increase to TV commercial time. He replied that ABC was still studying the President’s proposals but that “as a company we will comply with the spirit of the wage and price guidelines.”

To another question he said he considered the TV Code Review Board’s plan to reduce “clutter” a stride in the right direction.

Here's the private eye who can work a triple shift for you...
ATC subsidiary to set up cable service in Queens

New York City board awards franchise for 20-year period, subject to waiver of present 15-year limitation; 36-channel capacity with two-way service planned

American Television and Communications Corp.'s Knickerbocker Communications Corp. last week was awarded a 20-year cable TV franchise for an area covering more than 600,000 households in the New York borough of Queens.

In approving the Knickerbocker application after two-and-a-half years of negotiations, the New York City Board of Estimates specified that wiring be started next year and completed by 1985.

Knickerbocker agreed to provide two-way capability in the system, making possible its use for fire- and burglar-alarm services, polling and communications among city agencies. The system is to have 36-channel capacity but will offer only 30 channels at first.

Knickerbocker was the only company bidding for the entire borough. The Board of Estimates gave a local group, Queens County Community Cable, additional time to establish its financial qualifications for a franchise covering three Queens neighborhoods. If it fails to do so, the franchise for those neighborhoods is to go to Knickerbocker.

Knickerbocker still needs certification by the New York State Cable Commission—and for that it will need a waiver of the state agency's 15-year limit on franchises. City officials said the Knickerbocker grant was made for 20 years because 15 years didn't seem enough in view of the length of time Knickerbocker would need to build such a large system and the heavy costs involved. They appeared confident the state would grant the waiver.

ATC, Knickerbocker's owner, would be merged into Time Inc.—already a minority owner of ATC—in a stock deal valued at close to $140 million, now pending before the FCC. Although the commission staff found no reason to hold a hearing on possible antitrust problems, FCC Chairman Charles D. Ferris has expressed concern about antitrust implications in a merger of "the one number one programer," Time Inc.'s Home Box Office, with "the number two cable system," ATC (Broadcasting, Oct. 30). Time Inc. and ATC have extended their own deadline for completion of the deal to Nov. 20.

Cable news via satellite

The Community Antenna Television Journal is going electronic this week. On Thursday (Nov. 16) cable industry officials with access to the RCA Satcom satellite will be able to watch Satellite Magazine, a new one-hour weekly news program about the satellite and cable industries. The program is being produced by Bob Cooper, editor of CATJ, the publication of the Community Antenna Television Association, in cooperation with the school of broadcast journalism at the University of Oklahoma.

“Our whole premise is to simply provide a national television vehicle through which the cable industry can thrust out its own problems and deal with its explosive growth,” Mr. Cooper said. He said the program is costing up to $1,000 a week to put on—$250 a week for satellite time and $500 to $750 a week for production.

The first show, which will be fed at noon NYT, will feature a video tour of RCA Americom's Vernon Valley, N.J., earth facility; a look at Showtime's production center, and an interview with Edward Taylor, president of Southern Satellite System. The Dec. 7 show, which will examine satellite technical problems, will be seen at the Western Cable Show in Anaheim, Calif.

Although CATJ will carry the costs for the new program at first, Mr. Cooper said, he expects that the program "ultimately will become an advertising medium." There will be no charge to systems picking up the program.

Tall towers: great expectations for Class IV's

Kansas station owner says if antennas were higher, these low-power AM's could up their powers with longer wavelengths

The operator of one of the country's approximately 1,000 Class IV AM stations has suggested a method by which, he says, such stations could increase their power—a five-eighths wavelength antenna. (Wavelength is a function of antenna height.) At present, Class IV's operate with 1kw daytime and 250w nighttime.

Mr. Harbart said a station with a five-eighths wavelength antenna should be permitted to operate with 1kw, and one with a one-half wavelength antenna, with 500w. (Most Class IV's operate with 1/4 wavelength antennas.) And he has written some 100 Class IV's asking them to file comments supporting the proposal.

Mr. Harbart contends that not only would the coverage area be increased substantially—it would be doubled—but that interference to co-channel stations would be decreased by a factor of 10.

Mr. Harbart, who relies in part at least on FCC rules and calculations, notes that the shorter the wavelength, the higher the radiation to the earth and resulting reflection down to other stations. With one-half or five-eighths wavelength, more of the energy is radiated to the ground.

How tall the towers would depend on the frequency involved. Mr. Harbart said that on 1340 kHz, on which KSEX operates, a five-eighths wavelength would require a 460-foot tower, and a one-half wavelength, a 380-foot tower. A one-quarter wavelength requires a 195-foot tower.

Mr. Harbart's petition (RM 3228) does not seek the same authority for all stations at present. It says Class IV's within 500 miles of the Canadian and Mexican borders would be obliged to comply with power limits in existing treaties with those countries until the treaties can be modified.

CBN buys RCA. RCA Broadcast Systems reports Christian Broadcasting Network, Virginia Beach, Va., has ordered RCA color television cameras valued at more than $1.3 million to be installed at CBN's new production center in Virginia Beach.
Up and coming in broadcast technology

Round and round it goes. On Oct. 22, WXYZ-TV in Detroit, Mich., started broadcasting from a new 68 outlet scheduled to begin broadcasting Dec. 1. It installed a Cetec Jampro circularly polarized antenna atop the city's 65-story Prudential Center (see picture). According to Joe Niccoli, general manager, the station expects the new antenna to provide it with a grade A signal extending 30 to 40 miles. It is expected, too, that viewers will be seeing fewer "ghosts," less "snow" and less distortion on their sets as a result of the new antenna. ☐ ☐ ☐ A particular need.

The war antenna will be used to transmit regular UHF programming, but it also will be put to use some six hours a day through the week and 12 hours a day Saturdays and Sundays to beam the scrambled signal of Universal Subscription Television Inc., a firm building a network of subscription television stations around the country (Broadcasting, May 22).

According to Rinaldo Brutoco, president of Universal, subscriber homes will be fitted with circularly polarized receiving antennas that will make their home pictures "second to none" in the Boston market. There will be, however, a "hefty" installation fee of something "under $100" and a monthly fee of about $16. Universal is considering installing circular antennas at its other outlets after the company "sees how it looks in Boston," says Mr. Brutoco. ☐ ☐ ☐ How the antenna works. Differing from conventional horizontally radiated signals, a circularly polarized transmission radiates in both the horizontal and vertical planes—in a "corkscrew" pattern of signals alternating millions of times each second between the two planes. According to Cetec, the result is "a stronger and more constant signal"—strong enough that the primary signal can overpower any signal that has been bounced off obstructing buildings of terrain. Cetec says there are fewer than 10 circularly polarized television installations in operation. ☐ ☐ ☐ Recycling.

Remember Jimmy Carter's call-in show on CBS-TV last year (Broadcasting, March 14, 1977)? WCNN, Atlanta, an NBC O&O, did, and it has acquired one of three special telephone interconnection devices designed by Bell Labs and the local C&P Telephone Co. for the President's appearance. WCNN is using the new gear in "more or less an experimental basis" as part of its switch from an all-news to a news-talk format. According to Scott Standiford, the station's engineer in charge of the project. The unit is so new, a C&P official said, that not only has the phone company not given it a name, it has yet to receive tariff approval on it. The official said the other two units are "on a shelf somewhere" and not being used.) ☐ ☐ ☐ What's so special? Although, as Mr. Standiford says, the new gear is basically a "variation of the speaker phone" used on most radio call-in shows, it was designed specifically for broadcast use and, as a result, conversation "sounds much cleaner on the air" than over conventional hook-ups that have a tendency to "clip" speech. The new equipment allows the station's listeners to hear both the program's host and his callers with no distortion or interference. ☐ ☐ ☐ Rare, but well done. The C&P official said that the device was rigged up by telephone company technicians under the time pressures imposed by the White House and CBS before the President went on the air. As a result, he said, the unit at WCN is "not the final one" the station will have. Similar time pressures resulted in WCNN acquiring the unit. It is "not being offered to the general public," the C&P official said. ☐ ☐ ☐ Looking. Richard A. Luff, vice president for engineering at the National Cable Television Association, has an idea. He says that NCTA is "seriously considering" establishing a "separate technician's day, with an independent program offered at a lower, no-frills registration fee," at next year's association convention in Las Vegas (May 20-23). He says it's part of a new program that will place greater emphasis on the practical, as well as theoretical side of cable television technology. Other ideas he says NCTA is considering for the technical conference include adding a series of "informal, round-table discussions" on technical issues and special displays of hardware in a "noncommercial or learning environment." Mr. Luff is looking for comments from the industry on the ideas.

Acquisition. Acrodynne Industries, Montgomeryville, Pa.-based manufacturer of low-power TV transmitters and translators, has been purchased by Whittaker Corp., Los Angeles, for undisclosed price. Acrodynne will continue to operate under present management as wholly owned subsidiary. Whittaker, with operations in metals, technology, marine, life sciences and chemicals fields, is traded on New York Stock Exchange and reported sales of $720 million for fiscal 1977.

Richard P. Kale, VP, general manager of KEXI(AM)-KQFM(FM) Portland, Ore., named VP of radio for licensee, Golden West Broadcasters, Los Angeles. He will be responsible for GWB’s five AM and three FM stations, Major Market Radio, national radio representative firm, and Market-Buy-Market, radio research computer service. Luis G. Nogales, VP of business and legal affairs, GWB, named senior VP-administration. Michael M. Schreter, VP-finance and administration and treasurer, named VP-finance and planning.

DM&M, New York, as copywriter on M&M/Mars.

Wayne Fickinger, chairman of J. Walter Thompson’s U.S. operations committee, and member of JWT board of directors and executive committee, based in New York, named to newly created post of president and chief operating officer of JWT’s operations in North America.

William E. Phillips, president of Ogilvy & Mather, New York, assumes additional title of chairman and will function as chief executive officer of U.S. company, succeeding Andrew Kershaw, who died Oct. 28 (Broadcasting, Nov. 6).

Donna Schwartz, advertising manager of Los Angeles savings and loan company, joins Needham, Harper & Steers, New York, as account executive.

Ted Sanko, responsible for Ragu sauce account at Waring & LaRosa, New York, joins Venet Advertising there as VP-account supervisor on Prince macaroni and Tuscan Farms accounts.

Barnard Nosbaum, executive art director, and Harry Wilson, associate creative director, Leo Burnett Advertising, Chicago, elected VP’s.

Tom Hartke, audio-visual production manager, Sive Associates, Young & Rubicam subsidiary in Cincinnati, named broadcast production manager.

Norman R. Thomas, director of sales and marketing for plastics and synthetics division of Norton Co., Akron, Ohio, joins Fahlgren & Ferris, Toledo, Ohio, as director of marketing services.


Marc Schacher, director of TV sales research for Katz Television, named VP of Katz marketing division, New York.

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**Media**

A.B. Hartman, VP and general manager of Westinghouse Broadcasting’s KEYA(AM) Pittsburgh, named to same post at company’s WBZ(AM) Boston. He succeeds William Cusak, who continues as VP of Westinghouse radio group. Tony Hirsh, general sales manager of Westinghouse’s WINS(AM) New York, succeeds Mr. Hartman as VP and general manager of KDKN.

F. Craig Magee, general manager, WAKR(AM)-WWEZ(FM) Akron, Ohio, picks KQYT(AM) St. Louis in same capacity.

Mike Knox, general sales manager, KQYT(AM) Phoenix, named general manager of co-owned KYTV(FM) there.

Dan B. Speare, owner of Dan B. Speare Broadcast Enterprises, advertising business in Bakersfield, Calif., becomes owner, president and general manager of KPMC(AM) Bakersfield.

George Gholston, operations manager, Speare Broadcast Enterprises, named operations manager for KPMC.

Charlie Eads, sales manager, KGAL(AM) Lebanon, Ore., appointed general manager.

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"The person you describe is the person I’ll deliver"

Joe Sullivan

*Finding a first-rate executive isn’t enough.
*You want the right one.
*Right for your company. Right for you.
*I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person.
*I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting.
*You get an effective, knowledgeable, professional search. And you get exactly the person you’re looking for.*


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(212) 752-8888

Jerry Jones of Katz Agency elected president of newly formed chapter of Station Representatives Association in Los Angeles. Tom Carrol of Harrington, Righter & Parsons, named vice chairman, Bob Miggins, Telerep, named treasurer and Bob Dickenson, MMT Sales, secretary. New SRA chapter is also being formed in San Francisco. SRA, based in New York, also has chapters in Chicago, Dallas and Minneapolis.


Steven B. Engles, assistant general manager and director of sales, WROC-TV Rochester, N.Y., joins WIZ-TV Baltimore as general sales manager.

Jeffrey Trumper, from KGGO-TV Des Moines, Iowa, joins KWK(AM) St. Louis as general sales manager.

Scott Faye, from WXVFM Baltimore, named general sales manager of co-owned WPSFM AM Memphis.

Tom Simkins, VP-sales, WCOL(AM) Columbus, Ohio, appointed general sales manager of WCOL and co-owned WXGFM there. Bill Caridas, also VP-sales, WCOL named local sales manager, WCOL-WXGT.

Mel A. Stebbins, sales manager, WJM-TV Lansing, Mich., joins WJOL-TV Toledo, Ohio, as local sales director.

Fred Murr, in sales department of WAVELA.

Honored, Joan Ganz Cooney, president of the Children's Television Workshop, received the distinguished service award of the National Association of Educational Broadcasters at its convention in Washington two weeks ago. (She's pictured here being congratulated by FCC Chairman Charles Ferris.) Mrs. Cooney said she hoped that CTW's new science program for children (Broadcasting, Oct. 30) could be previewed before next year's NAEB convention, and announced that the Public Broadcasting Service would show a *Sesame Street* Christmas special on Dec. 3.

Joseph Ceslik, vice president, operations, syndication division, United Artists Television, New York, named VP, domestic syndication sales administration and operations, ITC Entertainment, New York.

Todd Gauloucher, VP-motion picture sales, Viacom Enterprises, New York, named VP, domestic sales.

Paul Bogrow, director of prime time program practices, Hollywood, CBS, assumes additional responsibilities for dramas based on fact.

Michael Piller, senior editor in program practices working with dramas based on fact, appointed director of dramas based on fact, program practices, Hollywood, reporting to Mr. Bogrow.

Dayna Kalins, associate director of contracts, ABC, Los Angeles, and Michael Wallach, attorney, business affairs, RCA, Los Angeles, join Columbia Pictures Television, Burbank, Calif., as associate directors of business affairs.

Don Laricke, from WGR-TV Buffalo, N.Y., joins WIZ-TV Boston as director in programming department.

Bobby Hattrick, program director, WQGVI(AM) Minneapolis, joins WKBW(S) St. Louis in same capacity.

Shirley Jacobi, manager of traffic, KMOX(AM) St. Louis, named director of program operations. Mary Foster, manager of data processing, succeeds her.

Peter A. Frid, acting program director, non-commercial WSBETV Providence, R.I., named director of programming.

Chuck Mitchell, from Downbeat Magazine, Chicago, joins WVRF(AM) New York as music director and assistant program director.

Linda Hill, traffic manager, WCMX-TV Miami, joins WLA-TV Washington as operations supervisor in traffic department.

Stephen Linden, art director, WCGB-TV Boston, joins noncommercial KQED-FM-TV San Francisco in same capacity.


Start off an “action night” schedule with The Rockford Files. Its perfect mix of adventure and whimsy makes it the ideal opener in prime time.

The Rockford Files. 113 hours available Fall 1979.
News and Public Affairs

Meredith Hollaus, reporter and newscaster, WNBC(AM) New York, named director of news and public affairs for WNBC and co-owned WNYFY(FM) there.

James Disch, executive producer, WGN-TV Chicago, named assistant news director for WGN-AM-TV.

Hans J. Krause, news coordinator, WBBV(FM) Augusta, Ga., joins WRDW-TV there as news director.

Elliott Wiser, reporter for noncommercial WAMU-FM Washington, joins noncommercial WMRA(FM) Harrisonburg, Va., as director of news and public affairs.

George Caldwell, correspondent, ABC News, New York, and Cindy Martin, consumer reporter and anchor, KAKE-TV Wichita, Kan., join KPMG-TV Houston as anchors.

Kathleen Sullivan, associate producer, KNXT-TV Los Angeles, joins KTVM(AM) Salt Lake City as co-anchor.

Kimberly Ann Sedgwick, reporter, KSTAR-TV Mesa (Phoenix), Ariz., and Jose Santiago, from WFSB-TV Hartford, Conn., join KYW-TV Philadelphia as general assignment reporters.

Brook Stanford, general assignment reporter, and producer and anchor of Sunday newscast, KOMO-TV Seattle, named health, science and technology reporter and will continue Sunday newscast assignment. Timothy E. Hillard, production assistant, succeeds Mr. Stanford as general assignment reporter.

Kathryn Ann Lindsey, regional and general assignment reporter, WFMY-TV Greensboro, N.C., succeeds Mr. Hillard as production assistant.


Craig Roberts, senior news reporter, WCKX-TV Miami, joins WTPR-TV Tampa-St. Petersburg, Fla., as weekend anchor. Adele Tyree, reporter-anchor-producer, KUTV(AM) Salt Lake City, joins WJXT-TV as general assignment reporter.

Norm Howard, in sales and programming for Warner Cable in Bakersfield, Calif., joins KPMG(AM) there as news and sports director. Dr. Richard Bilas, professor, California State at Bakersfield, and Jan Bilas, nurse at San Joaquin hospital there, join KPMG as public affairs directors.

Judith Simms, director of program operations, KMOX(AM) St. Louis, named director of public affairs and community relations.

Mildred Gaddis Odomes, reporter, KTRK-TV Houston, joins KMOX in same capacity.

Lorraine Sarafin, news director, noncommercial WCFM(AM) Brookville, N.Y., joins news department of WBLF-FM Patchogue, N.Y.

Suzanne Fuqua, director of promotion and public affairs, WHF(AM) Miami, named host of public affairs program.

Cable

Charles Hairston, director of film and program development, NBC Entertainment, Los Angeles, joins Showtime, New York, as VP of programming.

Carlo Dietz, regional supervisor, affiliate relations, ABC-TV, New York, joins U.A.-Columbia Cablevision, Oakland, N.J., as account executive.

Barbara Sanford, graduate, Syracuse (N.Y.) University, joins Madison (Wis.) Community Access Center, Cable Four, as training coordinator. She is also film assistant, noncommercial WHAT-TV Madison.

Broadcast Technology

Charles B. Redloff, president of Oak Switch division of Oak Industries, Crystal Lake, Ill., assumes additional responsibilities as VP of operations of components group of Oak. William G. Douglas, president and general manager of Harper-Wyman de Mexico, Mexico City, joins Oak switch division as executive VP.

Jack Calaway, VP of research and development, Vidtronics Co., Los Angeles, named VP engineering after four-month leave of absence.

James Broderick, international sales manager, Scully Audio, Mountain View, Calif., named audio product manager for audio-visual systems division of Ampex Corp., Redwood City, Calif.


Accolade. Julius Barnathan, president of broadcast operations and engineering for ABC (left), was awarded a special commendation award by William D. Hedden, president of the Society of Motion Picture and Television Engineers, at the society's convention in New York two weeks ago. The ABC Executive, who developed many of the innovative video techniques employed in the network's sports programs, was cited for his "leadership in developing new technologies and willingness to share his knowledge."

Allied Fields


Alain J. Tessier, former president of Axion Market Research Bureau, New York, has joined Audits & Surveys, New York, to develop client service programs and to assist in A&S/TRAC-7 radio audience measurement service expansion into major markets.

Donald H. McGannon, president and chairman of Group W, New York, will receive 1978 Equal Opportunity Day Award of National Urban League for his leadership in equal opportunity and corporate social responsibility in broadcast industry at dinner in New York on Thursday (Nov. 16).

Deaths

William C. Miller, 41, general manager of WJRI(AM) Gallipolis, Ohio, and VP of licensee of station, Wagner Broadcasting Co., died Oct. 27 in crash of two private planes in Gallipolis. Mr. Miller worked for noncommercial WOBU-AM-FM Athens and WMPO-AM-FM Middleport, both Ohio, before joining WJRI in 1968 as production manager. He was named VP-general manager in 1974. Survivors include his father, sister and two brothers.

Bruce Rice, 50, sports director, KCMA-TV Kansas City, Mo., died there Oct. 31 of heart attack. Mr. Rice joined KCMO-TV in 1961 after working as sports director for KNX-AM-FM Los Angeles and CBS Radio there.
As compiled by Broadcasting, Oct. 30 through Nov. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: ALJ—Administrative Law Judge.
alt.—alternate ann.—announced ant.—antenna.
aur.—aural aux.—auxiliary CH—critical hours.
CP—construction permit.
DA—distance.
DA—day.
DA—directional.
Doc.—Docket.
ERP—effective radiated power.
Hz—hertz.
KHz—kilohertz.
MHz—megahertz.
MW—megawatt.
N—night.
PSA—presunrise service authority.
SL—station licensed.
TL—transmission line.
UMA—unlimited.
AM applications

- KGBS-AM Seeks assignment of license from Continental Urban Television Corp. to Booth American Co. for approximately $39 million, says Vincent B. Welsh, chairman, and seven others, who have other broadcast interests. Buyer: Group owner of seven AM's and seven FM's, owned by John L. Brown, his wife, Louise and their sons John L. II and Ralph H. II. Ann. Nov. 3.

- WLOE-AM—WEAF(FM) Eden, N.C.—Sold (AM: 1490 kHz, 1 kW-D, 250 w-N, FM: 94.5 kHz, 27 kW)—Seeks assignment of license from So Corp. Inc. to Carolina Virginia Broadcasting Co. for $450,000. Seller: owned by David Clark, W Jackson Brown and five others. Mesters: Clark and Brown are part owners of WLOI(AM) Lincilinth, N.C. None of other stockholders has other broadcast interests. Buyer: Mary Ann S. Bohl (66.6%) and Virginia King Terry (33.3%). Their husbands, Eugene and Frank are president and general manager and business manager and personnel director, respectively, at WGHP-TV High Point, N.C. Ann. Nov. 6.

- WGGM(AM) Nashville, Tenn. (AM: 1560 kHz, 10 kW-D)—Seeks assignment of license from Crawford Radio Enterprises to Dean A. Crawford for $265,680. Seller: subsidiary of Crawford Broadcasting Co., group owner which is selling KPBC(AM), WYCA(AM), and 50% of WDJD(CFM) (see below). Buyer: Mr. Crawford, part owner of seller, is songwriter and artist living in Laguna Beach, Calif. Ann. Nov. 6.

- KPBC(AM) Dallas, WYCA(AM) Hammond, Ind. and 50% of WDJD(CFM) Birmingham, Ala. (AM: 1040 kHz, 1 kW-D, FM: 92.3 MHz, 30 kW and FM: 93.7 MHz, 100 kW, respectively)—Seeks assignment of licenses from Crawford Broadcasting Co. to Donald B. Crawford for $2,316,764. Seller: owned by Ruth C. Porter and her children, whom WPEO(AM) Peoria, III., WMUZ(FM) Detroit, WDCH(FM) Buffalo, N.Y., KELR(AM) El Reno, Okla., WDAC(FM) Lancaster, Pa., and have sold, subject to FCC approval, KFMK(FM) Houston, Tex. (BROADCASTING, July 24) and WGGM(AM) Nashville, Tenn. (see above) Buyer: Donald Crawford, is son of Ruth Porter and 14% owner of Crawford Broadcasting. He additionally owns 50% of WDJC. Ann. Nov. 3.

Facilities Changes

- WWNS Statesboro, Ga.—Seeks CP to make changes in antenna system (increase height).
- WBTI Ocean City, Md.—Seeks CP to change TL; install new trans.
- KDOV Ashland, Ore.—Seeks CP to change TL and SL

FM applications

- WZGC Atlanta, Ga.—Seeks CP to change SL; change type trans.; change type ant.; change ERP: 17.96 kw (H&V).
- WFBQ Indianapolis, Ind.—Seeks CP to make change in antenna system; change type trans.; change type ant.; change ERP: 176 kw (H&V).
- WZAP Indianapolis, Ind.—Seeks CP to change SL; change type ant.; make changes in antenna system (increase height); ERP: 1 kw (H&V); HAAT: 609 ft. (H&V); change type trans.
- WWYX cartridge, Miss.—Seeks CP to make changes in antenna system (increase height): ERP: 1 kw (H&V); HAAT: 609 ft. (H&V); change type trans.
- WWCU Cullowhee, N.C.—Seeks CP to installment new aux. trans. at main TL.
- WZBS-FM Vicksburg, Ms.—Seeks CP to make change in antenna system; change type ant.; change ERP: 95 kw (H&V).
- WYXE Sun Prairie, Wis.—Seeks CP to make change in antenna system; change type ant.; HAAT: 400 ft. (H&V); change type trans.

LATE NIGHT

IT'S NEVER TOO LATE FOR ROCKFORD.

Rockford's so popular, they're even staying up late to watch him. He's been top-rated of all late night hours, and he keeps breaking his own records!

*Source Niel, four weeks ending October 57, 1978. Subject to survey limitations.

The Rockford Files. 113 hours available Fall 1979
Summary of Broadcasting

FCC tabulations as of Sept. 30, 1978

<table>
<thead>
<tr>
<th></th>
<th>Licensed</th>
<th>On air</th>
<th>STA*</th>
<th>CP's on air</th>
<th>Total on air</th>
<th>CP's off air</th>
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*Special temporary authorization **Includes off-air licenses

In Contest

Proposed
- Uptown New York—Howard M. Ginsburg and Russel Kinsley seek amendment FM table of assignments to 1) delete ch. 237A from Saranan Lake and add 269A there; add ch. 237A to South Burlington, Vt.; add ch. 227A to Tupper Lake, and add ch. 288A to Lake Placid; or 2) delete ch. 237A from Saranan Lake and assign it to South Burlington, Vt.; add ch. 227A to Tupper Lake and add ch. 298A to Lake Placid, (RM3121). Re- ceived Sept. 31.
- Lakeport, Calif.—Lake County Broadcasting Co. (KBLJ) seeks amendment FM table of assignments to assign ch. 252A to Lakeport (RM3123). Received Sept. 7.
- Plainview, Tex.—Panhandle Broadcasting Inc. (KKNY) seeks amendment FM table of assignments to assign ch. 294A to Plainview (RM3141). Received Sept. 7.
- Marina del Rey, Calif.—John C. Butler seeks amendment FM table of assignments to assign ch. 224A to Paradise, Calif. (RM3125). Received Sept. 11.
- Big Pine Key, Fla.—Lower Keys Broadcasting Corp. seeks amendment FM table of assignments to assign ch. 228A to Big Pine Key (RM3127). Received Sept. 13.
- Scottsbluff, Neb.—Media Inc. seeks amendment FM table of assignments to assign ch. 267 to petition to deny filed by Committee on Children's Television and Bay Area Hispanic Institute for Advancement. Action Oct. 24.

Rulemaking

Procedural ruling

Action
- San Francisco—FCC renewed license for Bahia de San Francisco Television Co.'s KDTV (TV), rejecting
Buy time more effectively with

**Spot Radio Small Markets Edition**

For the radio buyers and planners who have told us, "we need full data on smaller market radio stations," STANDARD RATE & DATA SERVICE is publishing the new SPOT RADIO SMALL MARKETS EDITION.

SMALL MARKETS lists about 3,000 radio stations licensed to communities of less than 25,000 population...not including suburban towns within metro markets. The new publication is a semiannual companion to the monthly SPOT RADIO RATES AND DATA and is issued each April and October.

SMALL MARKETS is a boon to buyers of spot radio time. It has the information that buyers and planners have told us they need, as a minimum, to schedule and buy small market radio time. Each station profile has:

- Call Letters by City of License
- Address
- Phone Number
- Personnel (1 name)
- Sales Representative
- Programming Format (1 line)
- Facilities
- Network or Group Affiliation
- Time classification and spot rate schedule

**SMALL MARKETS** will reduce your phone calls to radio stations and lessen time spent on the phone searching for contacts. It'll save time and money. Rural buyers will be easier. Program format and network affiliation information makes buying by those criteria more efficient.

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Order your subscription now...Make sure you have enough copies of SPOT RADIO SMALL MARKETS EDITION for everyone in your organization.

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<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Address</th>
<th>Phone Number</th>
<th>Personnel</th>
<th>Sales Representative</th>
<th>Programming Format</th>
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</tr>
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Name: ___________________________ Title: ___________________________

Company Name: ___________________________ Type of Business: ___________________________

Address: ___________________________

City: ___________________________ State: ___________________________

Your signature: ___________________________ Title: ___________________________ Date: ____________
Translators

New station grants

- K5SST Deming, N.M.—Marsh Media of El Paso granted CP for new UHF translator to rebroadcast signals of KVIA (ch. 13) El Paso, Tex.

- W0PAZ, W11AW, North Creek and Sodom, N.Y.—Town of Johnstown granted CP for new VHF translators to rebroadcast signals of WCDC (ch. 19), Adams, Mass. and WKTW (ch. 2) Utica, N.Y.

- K13PH Cauley Place, Ore.—Southern Oregon Education Co. granted CP for new VHF translator to rebroadcast signal to KSYV-TV (ch. 8) Medford, Ore.

- K13P1 Ranch Appleridge, Ore.—Southern Oregon Education Co. Granted CP for new VHF translator to rebroadcast signal of KSYV-TV (ch. 8) Medford, Ore.

- K578E Wendover, Utah Wendover City granted CP for new UHF translator to rebroadcast signal of KD-1150 (ch. 7) Salt Lake City.

- K578S Randolph, Woodruff, Utah—University of Utah granted CP for new UHF translator to rebroadcast signal of KD-1150 (ch. 7) Salt Lake City.

- K10LA Issaquah, Mirrorrow, Wash.—Television Reception District No. 2 of King County granted CP for new VHF translator to rebroadcast signal of KIRO (ch. 7) Seattle, Wash.

- K45AC Wenatchee, East Wenatchee, Wash.—King Broadcasting granted CP for new translator to rebroadcast signal of KREM (ch. 2) Spokane, Wash.

Cable

Service registrations

- The following operators of CATV systems have filed service registrations:

  - Teleprompter, for Loring Air Force base, Me. (ME00035) add signals.

  - Warner Cable of Akron, for Akron, Barberton, Cuyahoga Falls, Fairlawn, Stow and Tallmadge, Ohio (OH01243, OH01217, WS, JJ, JS, JS) add signals.

  - Teleprompter, for Caribou, Fort Fairfield and Limestone, Me. (ME00043) add signals.

  - Blue Run TV Cable, for Dunnington, Fla. (FL0258) add signals.

  - Tri-Cities Broadcasting, for Amory, Miss. (MS0002) new system.

  - Multion Cablevision, for Manteca and San Joaquin, Calif. (CA0557-0639) add signals.

  - Teleprompter, for Commerce, Hunt, Cuit Bank and Glacier, Tex. (TX0157, 419, 023, 72) add signals.

  - Point View Cable TV, for Henderson, Mason and Point Pleasant, W.Va. (WV0493, 372, 66) add signals.

  - Semmon Communications, for Russellville, Ala. (AL0018) add signals.

  - Storer Cable TV, for Banning, Calif. (CA0304) add signals.

  - Warner Cable of Galax, for Galax, Va. (VA0027) add signals.

- Trans-Am Communications, for Ala. Okla. (OK00035) add signals.

- Warner Cable, for Russellville, Ark. (AR00031) add signals.

- Warner Cable of Maritime, for Peshigo, Wis. (WI0181) new system.

- Riverfront Cablevision, for Riverton, N.J. (NJ00034) new system.

- Teleprompter Southeast, for Homes Beach, Anna Maria and Bradenton Beach, Fla. (FL0117-8, 291) add signals.

- Blytheville TV Cable, for Blytheville, Ark. (AR0001) add signals.


- Ohio Valley Cable, for Boaz, Williamson, St. Marys, Sisviersville, W.Va.; Crooksville, Roseville, Marietta and Reno, Ohio (OH0016-8, 7, 16, OH0090-9, JS) add signals.

- Home and Auto Supply, for Marion, Va. (VA0038) add signals.

- New Vision Cable, for Paden City and New Martinsville, W.Va. (WV0123-2) add signals.

- Manhattan Cable Television, for New York (NY00234) add signals.

- Ellenville CATV Associates, for Ellenville, Fallsburg, Waring, Roscher and Masmakking, N.Y. (NY0436, 9, 441) add signals.

- Community Television of Utah, for Riverdale, Utah (U02325) new system.

- Midway Cable TV, for Kansas City, Kan. (KS0045) add signals.

- Vernon CATV, for Vernon, Tex. (TX0319) add signals.

- UA-Columbia Cablevision, for Scherzer, Tex. (TX0494) new system.

- Orange County Cablevision, for Walkill, N.Y. (NY0717) add signals.

- Point View Cable TV, for Mason, New Haven, W.Va.; Middleport, Pomero, Gallipolis, Green ville and Syracuse, Ohio (OH0492, 364, OH01245, 220, 494, 592) add signals.

- Riverfront Cablevision, for Cinnamon, Palmyra N.J. (NJ0305-6) new system.

- Teletro Cable TV, for Rothschild, Wis. (WI0182) new system.

- Warner Cable, for Plattsfield, Richmond, Mass. (MA00936) add signals.

- Teleprompter, for Nesque Isle, Me. (ME00042) add signals.

- New Ulm TV Signal, for New Ulm, Minn. (MN00033) new system.

- Clinton County Cable, for Wilmingon, Ohio (OH01281) add signals.

- Southeastern Cablevision, for Trainer, Marcus Hook, Chesper and Eddyside, Pa. (PA1710-3) new system.

- Cablecom-General for Dyerburg, Tenn. (TN0047), Clarksville, Miss. (MS0010) add signals.

- Audubon Electronics, for Berlin, Gloucester, Pemberton and Stratford, N.J. (NJ0307-0) new system.

- Liberty Communications, for Sweet Home, Lebanon, Junction City, Harrisburg, Corvalais, Philomath, Ore. (OR0130, 68, 67, 193, 47) add signals.

- Liberty TV Cable, for South Haven, Mich. and Angola, Ind. (IN00042), (IN00042) add signals.

Certification actions

- The following operators of CATV systems have received certificates of compliance:

  - Alcona Cablevision, for Harrisville, and Lincoln, Mich. (CA-12983-3; Williamson County Cable TV, for Brownwood, Williamson and Franklin, Tenn. (CA-13027-9); Warner Cable of Fayetteville, for Fayetteville, Farmington, Green land and Washington, Ark. (CA-13502-6); Blatt Brothers TV Cable, for Union, Tenn.; Wayne and Columbus, Pa. (CA-12916-9); Waco Cablevision, for Hewitt, Tex. (CA-13236); Newchannels, for Lee, N.Y. (CA-13236); Southern Television Systems, for Colorado City and Loraine, Tex. (CA-11444-5); Warner Cable of Fayetteville, for Elkins, Ark. (CA-13505).
HELP WANTED SALES

Florida Station seeks Sales Manager who is looking for 20,000 dollars to 30,000 to start, now or after first of year. Must be someone hard-selling live-wire with track record selling local accounts and agencies. Send resume Box P-67.

Professional Salesperson to sell adult oriented rock FM station. Only live-programmed FM in the market, and it's just starting to take off! New company with terrific growth potential. You must have a proven track record, desire to make a lot of money and potential to grow. Contact Danny Mathis, KULX, 224 S. Main, Sioux Falls, SD 57102, 605-339-1520, EOE.

Southeast Florida, MOR, AM-FM adjacent to everything needs two Small Market, well organized, spot selling, self starting pros. Ground floor opportunity with hustling new owners. S12,000, cas. incentives, benefits. EOE. Resume, references to Box P-120.

California Daytimer seeks strong sales manager in personal billing, promotions, merchandising training, motivating sales staff. Excellent compensation. Send resume to Box P-126.

To want to step ?? Take charge! A Midwest small Market is looking for a Street Fighter Sales Manager, who can sell, train, and Promote Radio and Print Media. You only answer to own. All replies confident. Box: P-128.

Sales person — grow with young company sales account, airshift at start, Management, even ownership available later. EOE. Box P-143.

Sales—Operations Director, Emphasis, sales and sales direction, 5-figure salary plus commission. Great Plains medium market. Box P-145.

Springfield, Illinois' fastest-growing radio station grows on weekends! We need a dynamic salesperson with creative writing/campaign development capabilities. Experience a plus. Call Jim Lundgren at WMAY 217-629-7077. EOE.

Experienced sales professional needed by top-rated contemporary. Good list, draws, expenses, benefits. Send resume to Don Blesse, WDQO, Box 9250, Canton, OH 44711. EOE.

Experienced salesperson — Excellent opportunity for ambitious self-starting individuals. Sales positions open on the Central Coast of California. Please send resume and track record to BILL SIEGEL, Vice President/General Manager, Forest Communications, PO Box 1450, Salinas, CA 93902, EOE.

Radio Advertising Salesperson in AM-FM station. Proven sales ability write and produce copy, Diacets, voices preferred. Must have musical abilities and ability to write and score for jingles. Experience with musicians and sound studios mandatory. Must have or be willing to acquire Third Phone. KISU/KSNN, Box 97, Pocatello, ID 83201.

HELP WANTED ANNOUNCERS

WTLF-FM/Indianapolis accepting applications for future on air positions. Applicants must have at least one year experience on air large or medium market. Send tape and resume to Asst Manager, WTLF. 2126 N. Meridian, Indianapolis, IN 46202. EOE/MF

Announcer with good voice and air personality wanted by top station in excellent market in North Carolina. EOE. Send resume, First Phone, required. Send resume to Box N-183.


Personal May, as needed at a growing station in a beautiful and thriving major market suburb. EOE. Box P-85.

Radio Personality for Modern Country station Medium Market looking for a good communicator with good production and news delivery. Experience a must. New facilities. Resume with references to Johnny Knight, General Manager, KMND Radio, PO Box 4041, Midland, TX 79701.

Strong Personality Jock wanted. Good pay good market covering N orth Boston to Portland, Maine. Send tape & resume: PD, WRER. Portsmouth, NH 03801.

Sharpen your skills in a good small market station. We’re looking for an announcer/producer person writing. Join staff of twenty with much more for advancements. Send resume and tape including news and live commercials to Ross Hunter, WJMA, Orange, CA 92866. EOE.

Southern New England’s dominant Beautiful Music Station seeks experienced announcer. Excellent opportunity to move into a highly competitive major market. Send tape, resume and salary requirements to Tony Rizzini, c/o WDKW, 1185 North Main, Providence, RI 02904. EOE.

First phone with interest in engineering to handle routine maintenance at KMNR in Cameron, MO, and KAAN in Bethany, MO. Some announcing at KAAN. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIR Radio, Noberty, MO. Phone: 816-292-1230.

We’re looking for an individual who enjoys communicating one-on-one with the listener. Excellent pay, benefits. Station is located in a Midwest market of 40,000. Box P-124.

Announcer for big, small market, traditional country station in mountainous Far West. Also production, monitor automated FM and some local news gathering. Join staff of twenty with much more for advancement. Salary plus incentives. EOE. Box P-135.

Professional, mature-sounding personality and production announcer wanted by regional Adult FM. Lake Michigan Shoreline Community Beautiful area, excellent working conditions, benefits. Send resume to Box P-146.

WANTED Announcer who can sell. Will teach you the rest. Northeast. Not ambitious—don’t apply Box P-154.

Maine vacationland, mountains, lakes, ocean. FM drive-time, top 40 personality strong on production. Great opportunity for professional individual with one of Maine’s largest operations. Maine’s second largest market. Salaries $8,500 - $10,500 plus talent fees. Tape, resume. Don Zihlman, WLAM, Box 929, Lewiston, ME 04240. No beginners, EOE.

The lure of the Sea. Major New England FM (50 kW) Beautiful Music seeks an energetic, seasoned announcer for on-air and production. Must understand automation and all facets of successful Beautiful Music station operation. Station located on the beach. S1300/month to start. EOE. Reply in confidence to Box N-15.

WBNO Radio, Bryan, Ohio, needs early morning announcer. Must have minimum three years experience in news radio, writing and important. BA degree necessary. Salary commensurate with qualifications. Send resume to WBNO Radio, Box 603, Bryan, OH 43506.

The beat of both worlds, studio in small town, signal covers large nearby cities. 100,000 watt FM with young staff seeking experienced announcers. Some news, mostly production, Call Frank Newell for interview appointment 402-643-4571.
HELP WANTED ANNOUNCERS CONTINUED

Colorado Springs MOR station has immediate openings for two mature experienced announcers. Vacancies open up staff due to increased employment and management jobs in other markets. Requirements: smooth delivery/good voice/excellent production skills. Include resume, recent photo, and show. Production salary requirements and an open opportunity for National and local commercial sales. Nelson, Project Manager, Box 1457, Colorado Springs, CO 80907.

Fulltime AM, Adult Contemporary has immediate openings. Must be experienced, good production, able to follow directions. Send tape, resume to Mark Shannon, PO, Box 990, Reidsville, NC 27320. Before 2, 919-349-4381. EO.

Personality, Production essential for immediate openings on KAM. AM looking for a good voice who wants to get involved. Award winning facilities, good pay and benefits. Resume (including salary) and tape to Ken Sawyer, WWPA, Box 2168, Williamsport, PA (E.O.E.) Re-emphasize Production.

WCDM-FM Cape Cod. We're the leading station in the market; have modern studios, new equipment, and an outstanding opportunity now for an afternoon drive pro. Send Airchecks/FnO, sample, resume, and salary requirements to General Manager, AM/FM, WCDM, 105 Stevens St, Hyannis, MA 02601.

Automated FM Stereo Needs morning person for live assist with Bill Robinson of Music Works, Production too. Contact Jim Simpson... 919-439-8111, insurance, profit sharing etc. EEO.

HELP WANTED

TECHNICAL

Palm Springs, California has an immediate opening for a Chief for directional AM, FM automated. Send resume and salary requirements to Joe Tourtellou, KZTV, Suite 500 N. Palm Canyon Drive, Palm Springs, CA 92262—An Equal Opportunity Employer.


KWGS, Tulsa, is a University-Owned, NPR affiliated FM looking for an experienced Chief Engineer dedicated to broadcasting wishing to settle in a beautiful medium size city Salary negotiable. Closing date: November 24, 1976. Contact Gary Chew, KWGS, 600 S College, Tulsa, OK 74104, 918-939-6351. University of Tulsa has an equal Opportunity/Affirmative Action program for students and employees.

If you're tired of working in a rat hole, keeping it on the air with wiring, are a well qualified and leaner who fits in a modern facility, where you can earn a good salary plus insurance, profit sharing, retirement, and where your efforts are appreciated, and would like to reside in the land of pleasant living, answer this ad. It might be the best move you ever made. Box P-72.

Engineer for Virginia AM-FM, Prefer combo, but straight engineer considered. Must be engineering pro. Permanent position. EOE. Box P-74.

Number 2 Engineer—for Midwest Ski Day-N plus automation experience a must. Contact KXRT, Box 1350, Des Moines, IA 50305, 515-280-1350. Equal opportunity employer.

Wanted—Maintenance engineer for WLAP-AM/FM, Lexington, Kentucky. Will have duties relative to both transmitters and studio equipment, including automation, maintaining, and other equipment operation and FCC regulations. Solid state knowledge and experience desirable. Excellent company benefits. Contact Lew White, WPLO, 606—292-7400, or write to PO. Box 11870, Lexington, KY 40577. An equal opportunity employer.

First phone with interest in handling routine maintenance at KMQR in Cameron, Mo. and KAAN in Béthany, Mo. Some announcing at KAAN. Excellent opportunity for growth and advancement. Contact Richard Womack, KWIX Radio, Mobberly, MO. Phone: 816—263-1230.

Chief Engineer—Live North of the tension line in beautiful Wisconsin vacation country, Fulltime AM and FM. Well equipped-stable station. Salary open. Write or call WOBT, Rhinelander, WI 54540.

WDEF AM-FM Chattanooga is looking for a Chief Engineer, Production System and automated Stereo FM necessary. Send resume to Mike Tolman, General Manager, WDEF Radio, 3300 broad St, Chattanooga, TN 37408. An Equal Opportunity Employer.

Chief Engineer who likes the challenges of fast, growth and the variety of multiple systems, RPU, RENG, PA, multiple studios, directional AM, C-FM, new construction and rising sophistication in a small market that takes its listening and extensive outdoor recreation in the far West. A big work load and an equally big future if you go with us. EOE. Twelve thousand to start, plus incentives. Box P-116.

Young Engineer who loves to play radio and help build a dynamic AM-FM combo in Southeast Texas. Need you. We've got a young, talented and dedicated staff that has a load of fun . . . and we might even pay you! First phone and references, No pets. Box P-136.

10KW Radio Station on small Pacific island (American Samoas) needs first-phone engineer. Station applying for increased power. For further information call: L. Berger, 106th Bishop, Honolulu, HI 96813 E.O.E.

Progressive group owner needs chief engineer for class IV AM and 25 kw automated FM stereo. Send resume to Trans Western Communications at 2985 Bank of America Center, San Francisco, CA 94104; or call 415—989-0860.


Broadcast Engineer—must be sharp on maintenance of audio and RF first class ticket required. Contact Chief Engineer, WGJ-AM-FM, PO, Box 98, Newport News, VA 23607 or 804—826-1310.

Chief Engineer for 50kw Watt Regional AM and automated Class A FM in beautiful Central Pennsylvania. Our present Chief promoted to sister station, Group owners are well known and respected. Male/female EEO employer. Send resume and salary requirements to Harvey J. Tate, WCM/R-CoS, Harrisburg, PA 17105.

HELP WANTED

NEWSPAPER

Medium market MOR/information station needs experienced news person with good on-air and news gathering skills. Some experience required, salary with experience. Send resume and references to Box P-83.

Anchor-reporter to handle morning drive news in Southeastern Top 50 market. Must be super-strong on air, Prefer two or more years experience in radio news. Starting salary will range $180-200 weekly Great Benefits, Equal Opportunity Employer. Send resume and tape to Mike Edwards, WRAL FM, N.C. News Network, RO, Box 17000, Raleigh NC 27609.

News/Public Affairs producer for new public station in So. Calif. News production news gathering, writing, skills, 11K—13,000 Degree, min. 2 years experience. Contact R. L. Platt, Saddleback College, 28000 Marguerite Pkwy, Mission Viejo, CA 92692 for application.

Anchor position for qualified news voice with Clear Channel Communications' news and talk station in the Texas Golden Triangle. Authoritative, clean delivery is a must for this position plus a proven news track record. Contact George L. Gordon, News Director, KKFQ, 7700 Gullway, Port Arthur, TX 77640, 713—963-1276.

An Eastern small market radio station close to Baltimore and Washington is looking for a fulltime news person. Must be creative in major markets apply salary open. An Equal Opportunity Employer. Reply to Box P-112.


Newsperson to write and deliver local news at strong AM/FM in New England. Professional voice and delivery important. Three person staff. News director potential preferred. If you are a person with a great reputation as a community group. Opportunity. Group station. $9,100—14000. Box P-155.

South's most listened-to radio station has an opening for a top quality news announcer/reporter. Good opportunity for someone who wishes for the ears, not eyes. Knowledge of Texas governmental and tax structure a must. Tape and Rate: 902. Contact: Carl Cranes, News Director; WBAP Radio, 3900 Barnett, Fort Worth, TX 76103. This Capital Cities Communication station aggressively supports equal opportunity and affirmative action.

Assistant to News Director: Some experience. Write James Thompson, WPPA, Potsville, PA 17901.

Newsperson—Metro New York suburban station with strong commitment to local news seeks dedicated, experienced hard-working news-person to gather, write and deliver news, and do it well. Willingness to learn or working knowledge of automation essential. Tape and resume to Kevin O'Keefe, WVIP, Radio Circle, Mt. Kisco, NY 10549.

We have a Good job at a good station and are looking for a good person to fill it. Willing to pay $320 a week for the right person. If you want to work news, on-air and on-the-street in an active, happy, two person department, check us out. We're a 5 AM with a good reputation. Located in one of the most becoming Wyoming cities. We're looking for a person serious about work, with journalism background or education. Call David King, News Directors, KFML, Gillette, WY immediately 307—682-4747.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

One of the Top Ten Black Stations in the Midwest has an opening for an experienced Production person. Applicants should either have their college degree or five years radio experience. Ability to motivate creative people a must plus good administrative skills. Send tape and resume to General Manager, Box 697, Indianapolis, IN 46208 EOE/MF.

Production Director/Announcer. Average skills in production and top on air sound. At least three years experience. Salary commensurate with ability. Send tape and resume to: Richard Upton, Program Director, WJSO P.O. Box 70. Fort Knox, KY 40160.

Medium market Midwest AM/FM needs take charge PD for true MOR approach. Complete resume with salary desired in first letter. Box P-121.

Can you motivate the staff of a news and information formatted AM/FM? Put your super track record to work in our 5 agricultural counties. Send your resume and references to Box P-130.

Operations Director. Staff direction, anchor morning, and selling. Mature. Experienced. 5-figure income. West-Midwest medium. Box P-147.

California Program Director. Golden opportunity for strong, mass appeal DJ ready to move up to No. 1 rated powerhouse 50KW FM. Work with a No. 1 team. Must be a leader and work hard. Call Gary Wittson, K-104, 12592 S. Cedar Ave., Fresno, CA 93725. 209—834-5904.


NWVY, Pensacola, Florida, needs experienced Program Director. Must be a creative leader. Strong in promotion, market research, tape and resume to: G/M 2070 North Palafax. 32501. EOE.

SITUATIONS WANTED MANAGEMEN

Experienced, Capable, Energetic General Manager with strong sales background in large and medium markets. If your problem is tough new (or old) competition, a new acquisition "turn around" or any of the other little headaches that make our business so much fun to contact me. I would particularly like to hear from you if you're willing to consider offering investment opportunities. Write in confidence to Box P-46.
SITUATIONS WANTED MANAGEMENT CONTINUED

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.

General Manager — Successful major and medium market General Management background. Employed successfully General Manager West Coast. Want relocation general management Florida. Box P-77.

General Manager — Experienced all phases. Major Market track record, references. Seeking long term opportunity. Box P-97.

Foreign position wanted, Fifteen years successful experience (on air, management, sales). Excellent references. Well traveled, educated. No dependents. Box P-123.

Hard Working — Sales and community oriented General Manager available for Small to Medium size market. 30 years experience all phases of Radio. If you’re looking for these qualifications I have them and want to show. I’m looking for security Box P-125.

Sales Manager with excellent credentials seek position with aggressive organization. Prefer Top 50 ADI. Box P-132.

GM or GM Trainee — Intelligent, creative, hard-working. Reply in confidence to Box P-152.

Wharton graduate with a unique combination of experience in both marketing and broadcasting. Trained in sales at Philadelphia’s number one station and previously have a family member very close to your management or sales team contact Andrew Goldberg, Box 290, 3901 Locust Walk, Philadelphia, PA 19104, 215-349-8822.

Broadcast Pro. For 6 months in a row I’ve outsold my Sales Manager. He fired me. If you’re a West Coast station looking for a street smart sales mgmt for dynamic leadership and increased sales — call me before your competitor does. 503—757-7388.

SITUATIONS WANTED SALES

Young Account Executive presently employed by AD Agency and still learning wishes for Radio sales or Cable opportunities. Box P-142.

SITUATIONS WANTED ANOUNCERS

Soul Personality Seeking to relocate to either North Carolina, South Carolina or Virginia area. 919-483-6530.

Able and Ready — hardworking and reliable, 3rd endor- sed, will relocate. Tape and resume on request. Call or write Jim Timm 312—383-0358, 501 N. Harlem, Oak Park, IL 60302.

Articulate Communicator, experienced, top 40 and MOR seeks medium — large market on East Coast. All others considered. Box P-56.

C.M.U. Grad, B.A.A. in Broadcast, willing to relocate in Michigan, 3rd endowed, commercial radio experience, strong on commercials and news, tape and resume available on request. Bill Thompson, W. Airline Rd., Michigan City, IN 46360.


Ambitious Broadcast Graduate 3rd class license, looking for first break in radio. I’m energetic and relia ble. Tape and resume on request. Call anytime 312—562-5856 or write Mr. Dimitrios Alexander, 1401 High Ridge Pkwy, Westchester, IL 60153.


Mornings go better with me. Take the challenge and see! Experience, 1st. Box P-129.

DJ, tight board, good news, commercials. endorsed MOR/AOR/Easy listening looking for break. Willing to go anywhere, ready now. Box P-156.

Sales-minded DJ. Experienced, 3rd, top phone salesman, copywriter. Nostalgia nut, pleasant voice with selling personality. Wants weekends with subur- ban NYC station with personality MOR and/or jazz for mat. Write Ernie Favao, 775 Concourse Village East, Bronx, NY 10452.

Philadelphia Announcer 30 yrs, male, single, 2 yrs college. 7 years experience. Prefer Top 40 or MOR within 50 miles of Phila. You’ll be impressed by tape. Can work for low salary. Not a Prima Dona, will work hard, willing to move to all levels of operation. Box 17729, Philadelphia, PA 19135.

Announcer, seeking first job. Smooth delivery and newscasts. trained in all phases, 3rd endorsed, tape and resume upon request. 415—454-7084 or write Ron Steiler, 185 Larkspur No. 307, San Rafael, CA 94901.

College grad, with 3rd and 4 years experience is seeking first professional job. Willing to relocate. Call 312—593-2556.

Community Mingled Announcer Looking for Posi tive Career move, Oklahoma, Texas, New Mexico, or West, Gordon, top local humor. 5 yrs experience. Bill Belts 308—384-3543 after 2 CST.


Presenting & Charging Chicken Feed, want to move up to Peanuts. Experienced, creative Radio Pro. Ken 914— 856-6757.

SITUATIONS WANTED TECHNICAL

Engineer — mature, competent, personable — direc tions. automation, FCC, programming, production, copy, economic, interested, cares. Box P-50.

Experienced Chief Engineer seeks position with station(s) committed to technical quality, audio, studio construction RF installation. STS, R/C, directional arrays, FM, SCA’s, FCC. Rigs, proofs, etc. Not interested in automation. Box P-70.

Chief Engineer, 26 yrs. AM FM DA at present located in Northern Arizona. Box P-87.

SITUATIONS WANTED NEWS

Outside reporting only. Radio newsman, 4 years experience, BA political science, MS broadcast jour nalism, currently NY. Box 111.

Energetic newswoman with over 7 years experience available as News Director/Anchor. Extensive experi ence covering local government. 27, family man, 2nd Class license, excellent references, and willing to work hard to make your news the best. Box P-66.

News Director of small station needs living wage. Three years experience in production, studio, morning drive, etc., Bill Thoennes, Box 10100. 775 S. St., Broad St., Philadelphia, PA 19141.


Attractive Spanish surname young woman seeks entry level position in broadcast journalism. BA. Highly articulate, resourceful, tireless worker. Published writ er. Quick to learn any aspect of broadcast field. Will relocate. Virginia Perez, 1677 Belmar Rd. Cleveland Heights, OH 44118-932-9760.

Recent college grad with a dynamic personality looking for a sports or news position in radio/TV. Every thing covered thoroughly & intelligently plus super PBP Good voice goes with good cred. Call Ed 618— 854-8440.


SITUATIONS WANTED PROGRMING, PRODUCTION, OTHERS

Commercialists that will Knock You Out! That’s what you’ll find on my audition tape. I’m looking for a posi tion as Production Director; I’m skilled in writing, multi track recording, special effects, editing, character voices and straight announcing. 12 years in radio. West Coast medium and major markets only. For my tape and resume, write Box P-59.

Kent Verbeck Formerly KFRX, KGFW, KRNY seeks on or off-air position in Midwest. 1st. Automation. Box 80751 Lincoln 68501.

All your programming needs met. Versatile three member team will study design programs, formats, hire additional staff and manage broadcast operations of small to medium market station in Midwest. Team meets all minority requirements. On-air and management experience; currently employed in broadcasting. Box P-113.

Creative commercial concepts — outstanding orga nizational ability. Available now for larger market stations and groups. Box P-134.

12-year broadcaster seeking active programming position would build station existing ratings problem. AM&FM experience, will face contracts at medium-market major-group winner. Sales Management-mention background, various formats. I’ll produce long-term growth. Please consider my freedom and excellent compensation. Box P-153.

Want Job as Record Music Librarian on Radio or Television Station. Have good music background, I’m an artist of children’s variety. Like to sing advertising. Call Bob Smith 417—865-0565 or write to 315 South Doillton, Springfield, MO 65806.

TELEVISION

HELP WANTED MANAGEMENT

Television Sales Executive with plenty of hands-on experience who knows today’s pricing techniques and can build sales for both the top and bottom rated affiliates in a market. Heavy on ideas, administrative drive, innovation. Eastern group. Reply Box P-9.

Immediate opening. Local Sales Manager for Mid west station. Experience necessary. Must be completely conversant with up-to-the-minute selling and pricing techniques, Equal opportunity employer. Box P-20.

Studio Manager. WGBH-TV has an opening for an innovative, experienced, trained Studio Production Manager to supervise day-to-day operation of studio and remote production activities. Responsibilities also include supervising hired, Station Manager WGBH-AM, 521 Techni cal personnel and involvement in the production planning process. Minimum of four years’ practical experience in studio/management required as well as state of the art familiarity with production operations and production tools. Salary negotiable to the mid-20’s. WGBH is an equal opportunity employer. Send a complete resume to: WGBH, Personnel Department, 5M, 125 Western Ave, Boston, MA 02134.

Graphix Designer for WHA Television, University of Wisconsin-Extension, Madison. Responsible for preparation and design of art work for use in public television production and other TV-related productions. TV sta tion break slides, TV illustrations, video cell animation, charts, graphs, maps, title and credit sequences, large scale promotion program, newspaper ads, posters, direct mail pieces, magazine graphics, book covers, Bachelor’s degree or equivalent required, and a mini mum of two years successful experience in television graphics and design. Knowledge of printing materials, with evidence of successful professional accomplishment and recognition by peers. TV graphic experience will be given preference. Written and oral communic a tion skills a must. Applications close December 1, 1978. Salary per annum $11,250 minimum based on July 1—June 30 fiscal year. For application write to WHA-79, 521 University Avenue, Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Broadcasting Nov 13 1978 78
THE EASY WAY TO ADVANCE YOUR CAREER!

A guaranteed job-changing system that gets results:
more money...prestige...power...growth.

Chances are you’re not completely satisfied with your career. You share a dilemma with millions of people: underemployment—the stagnation of your talent and enthusiasm.

Here’s a revolutionary new answer to both underemployment and unemployment: the Job Leads Career Kit.

It was originally designed to serve those in the media professions (broadcasting, communications, entertainment, etc.). Now, the system is being made available to job seekers in all lines of work. It can help you get your first job...or get a better job...or get more out of the job you already have.

Here’s what you’ll receive as part of your Career Kit:

1 What Color Is Your Parachute?
This 300-page bestseller blows the lid off the traditional job search techniques. What Color Is Your Parachute? (A Practical Manual for Job-Hunters & Career-Changers) is packed with priceless information.

It shows you how to turn the tables and screen out the employers who don’t interest you...how to overcome and triumph if you’re rejected in the job marketplace...why you don’t necessarily need experience or credentials...how to uncover the perfect job in an unlikely place...when to bypass the personnel department...what never to say during the interview...how to negotiate salary, raises, promotions...how to successfully shift to a new career when your experience doesn’t match your goals—and much, much more.

2 The Quick Job-Hunting Map
This practical series of exercises gives you detailed help in analyzing skills and finding the right career field. The Quick Job-Hunting Map is becoming a valuable tool for career counselors and agencies as well as individuals seeking new jobs or new careers. For easy use, this full-length guide is incorporated in your edition of What Color Is Your Parachute?

3 Job Leads Adviser
In question-and-answer format, this handy booklet shows how to solve the ‘nuts and bolts’ problems you’ll face in building a career. It answers many questions...among them:
• How do I get that first job?
• Will lack of union membership stall my career?
• I’d like to work overseas. Will I have a problem getting a visa?
• Should I use an employment agency? Which one?
• Where can a woman go for in-depth career counseling?
• Which government program will pay me to get job skills?
• and many, many more.

4 Tea Leaves: A New Look at Résumés
This amazing report reveals a new approach to using résumés. It shows how to present your past so that employers will see a promise for you in the organization. Most important, it explains when using a résumé can help and—ironically—when it can actually hurt your chance of getting the job. Must reading.

FREE BONUS:
Résumé Rebate
A second-rate résumé can doom your job search to complete failure. What you need is a custom-crafted résumé. A résumé that will package your unique skills and talents...grab the employer’s attention...and convince him to choose you for the job. A résumé prepared by the Job Leads Résumé Service can do just that. By ordering your Career Kit now, you’ll be eligible for a $5 discount off the regular preparation fee. Naturally, you’ll be under no obligation to request this extra service. But if you later decide to order within thirty days, you’ll receive a guaranteed rebate of $5. This bonus is absolutely free!

Here’s what job seekers and the experts say:
“This is the best job-hunter’s and job-changer’s guide ever written.”
—Northern Illinois University
“One of the finest contributions to literature on life/work planning.”
—Harvard Business Review
“I’ve been hired.”
—R.W. Santa Cruz, California
“THANK YOU! I have the right career at the right price.”
D.A.C., Council Bluffs, Iowa

You’re invited to step into a new career experience. Send for your Job Leads Career Kit now. Clip the coupon and mail with your payment today!

Job Leads Adviser
Includes What Color Is Your Parachute? (job-hunting manual), The Quick Job-Hunting Map, Job Leads Adviser, Tea Leaves (résumé guide), and $5 Résumé Rebate.
□ $38 includes all of the above plus a 20-issue subscription to Job Leads—the weekly newsletter covering employment opportunities in the glamorous media professions.
California residents add 6% sales tax.

YES, rush me the Job Leads Career Kit so that I can give my career a big boost. My check or money order is enclosed.

□ $18 Kit includes What Color Is Your Parachute? (job-hunting manual), The Quick Job-Hunting Map, Job Leads Adviser, Tea Leaves (résumé guide), and $5 Résumé Rebate.

Clip coupon and mail in the envelope below.

Job Leads
Suit 820-JW
1680 Vine Street
Hollywood, CA 90028

Name ____________________________
City _____________________________
State ____________________________ Zip __________

Free BONUS: Résumé Rebate
A second-rate résumé can doom your job search to complete failure. What you need is a custom-crafted résumé. A résumé that will package your unique skills and talents...grab the employer’s attention...and convince him to choose you for the job. A résumé prepared by the Job Leads Résumé Service can do just that. By ordering your Career Kit now, you’ll be eligible for a $5 discount off the regular preparation fee. Naturally, you’ll be under no obligation to request this extra service. But if you later decide to order within thirty days, you’ll receive a guaranteed rebate of $5. This bonus is absolutely free!

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Clip coupon and mail in the envelope below.

Job Leads
Suite 820-JW
1680 Vine Street
Hollywood, CA 90028

Name ____________________________
City _____________________________
State ____________________________ Zip __________

Free BONUS: Résumé Rebate
A second-rate résumé can doom your job search to complete failure. What you need is a custom-crafted résumé. A résumé that will package your unique skills and talents...grab the employer’s attention...and convince him to choose you for the job. A résumé prepared by the Job Leads Résumé Service can do just that. By ordering your Career Kit now, you’ll be eligible for a $5 discount off the regular preparation fee. Naturally, you’ll be under no obligation to request this extra service. But if you later decide to order within thirty days, you’ll receive a guaranteed rebate of $5. This bonus is absolutely free!

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D.A.C., Council Bluffs, Iowa

You’re invited to step into a new career experience. Send for your Job Leads Career Kit now. Clip the coupon and mail with your payment today!
HELP WANTED MANAGEMENT CONTINUED

General Manager. We need a person with proven management abilities to develop the full potential of a major Midwestern public television station. Must have executive public broadcasting experience. Minimum of a B.A. degree, Salary and attractive benefit package. Equal Opportunity Employer. Mail resume to: Search Committee, PO. Box 118, Detroit, MI 48224. Att: Dept. 5359.

HELP WANTED SALES

Account Executive: Looking for an aggressive, highly motivated local salesperson interested in building a career with a major broadcast group. Needs heavy on the air broadcast experience with emphasis on retailer contact and co-op development. If you qualify, please send background information to: Al DeVaney WTCN-TV, 441 Boone Ave. No. Minneapolis, MN 55427. All replies will be held in confidence. An equal opportunity employer.

Local Sales Manager needed for No. 1 group owned VHF station in the Southeast. Must have proven local sales ability and strong leadership and motivational capabilities. Experience in regional or national sales desirable. Please send resume and salary requirements to: Hugh Robinson, WSFA-TV, Montgomery, AL. Equal Opportunity Employer.

HELP WANTED TECHNICAL


Broadcast Maintenance Engineer: Jackson, Mississippi. First Class Radiotelephone license and experience in broadcast maintenance required. Video tape maintenance very helpful. Equal Opportunity Employer. Send resume to Personnel, WILK-TV, PO. Box 12033, Jackson, MS 39210.

TV Maintenance Supervisor—Major West Coast Independent—Degree preferred, five years TV maintenance or related experience required. Management or supervisory experience required. Send resume to: Ray Swenson, Chief Engineer, KTUU, One Jack London Square, Oakland, CA 94607.

CBS affiliate in Buffalo, NY looking for experienced engineer capable of managing studio operations, transmitter color remote unit, earth station(s) and implications of same. An Equal Opportunity Employer. Mail resume to George Lilly, WIVB-TV, 2077 Elwood Avenue, Buffalo, NY 14207.

San Diego NBC affiliate wants first class licensed VTR switcher for on-air operations. Experienced applicant. Please send resume to Richard Schuetze, Personnel Manager, KSWB-TV, Box 11039, San Diego, CA 92111, phone 714-279-3393. An equal opportunity employer.

Central California NBC affiliate is looking for a TV engineer with strong background in all phases of commercial television engineering, especially maintenance, 2-inch reel-to-reel tape machines and TCR-100 cartridge tape equipment. ENG experience/knowledge highly desirable. First class FCC license mandatory. 40-hour week, salary $18,000-$19,000 range, excellent fringe benefits. Send complete resume with salary history to: KMJ-TV, 1520 7th Street, Santa Barbara, CA 93101.

Maintenance and Operations Engineer—For color production facility in major market. Responsible for maintenance of television studio equipment including digital technology. Send resume to Jim Doys, KTVK-TV, PO. Box 5068, Phoenix, AZ 85010. 602-286-5691.

HELP WANTED NEWS

Photographer—We are looking for an experienced television news photographer capable of handling ENG and film, professional level experience in all phases of news photography and editing. Send video cassette with samples of field work and resume to: News Director, PO. Box 2009, Durham, NC 27702. A complement of our EEO policy is available on request.

Reportor—A substantial background in television news reporting is required. Must be experienced in all phases of TV news operation. Reporting, 16mm photography electronic news gathering, writing, editing, etc. Heavy telephone use. Excellent writing and editing ability. No telephone applications can be accepted. Send complete resume to: News Director, WTVD, PO. Box 2009, Durham, NC 27702.

Strong Weather Personality... who can build a following with a unique personality, is looking for employment. Must be a college graduate preferably with a knowledge of the weather, excellent on-the-air personality, good on-camera speaking skills, excellent writing ability, and the ability to communicate clearly and effectively. 11 o'clock Anchor—Must be experienced reporter/photographer. Send resume and recent cassette to: WTVR-TV, 734-2nd St. N.W., Washington, D.C. 20002. An Affirmative Action/Equal Opportunity Employer.

Producer—Looking for an experienced producer for our 11 p.m. news. Must have background in all phases of news and ENG, including live microwave. If you have never worked in a microwave environment before and have a desire to learn, you are encouraged to apply. Send all materials: resume and references to: Barron Keiger, KTVF, PO. Box 2909, Durham, NC 27702.

Anchor/Producer. Demanding job for someone taking a challenge. Top news operation in one of the South's fastest growing markets. Experienced only. Resume in first letter. EOE. Send replies to: Box P-73.

Weekend Anchor/Reporter needed for progressive news organization. Television experience required. Send video tape, resume and salary requirements to: Eric Rave, News Director, WJAW-TV, 5000 6 Avenue, Alton, IL 62003.

Weekend Anchor. Will also Co-Anchor noon three days a week. Must be familiar with SOP and ENG. Would consider someone with several years Radio experience. Send tape and resume, no telephone calls to: Ron Hellet, KTVO, PO. Box 945, Kirkwood, MO 63150.

TV Writer—send work sample. Frank Jones, UMC 85, Utah State University, Logan, UT 84322.

Assignment Editor-Reporter, All ENG News Department seeks aggressive news person. Video cassette and ENG experience required. Send resume to: Kent Rottman, KMJ-ABC, PO. Box 3, Harrisonburg, VA 22801.

Network affiliate on small Pacific Island (Guam) looking for two television news reporters with ENG experience. Contact L. Berger, 1080 Bishop, Honolulu, H 96813, E.O.E.

We're a leader in the local news ratings in a highly competitive market. We're looking for a staff of 20 solid journalists. I'm leaving my position as the chief administrator of the news desk. I'm looking for someone with a staff. Contact Rick Pease, KMAR-TV, PO Box 333, Wichita, KS 67201, 316-265-563.

Weather Anchor: For 6 and 11 p.m. news Monday through Friday. Experienced only. Should have knowledge of meteorology. Strong air presentation essential. Will work with color weather radar. Possibility of environmental reporting. Will fill quickly Resume and salary requirements to Ron Miller, News Director, WWST; Box 12, Richmond, VA 23201.

Producer—needed Producer for 11 pm newscast. Must have background in all facets of news and news production. Experience with Live Microwave Feeds. Format requires someone who thinks good journalism, knows visual techniques, can supervise willing staff. Contact Howard Kelley News Director; WTVU, Jacksonville, FL 904-354-1212.

TV News Anchor and Reporter: We're looking for a solid news anchor/person with experience who can communicate well with the audience. The job will involve anchoring one prime cast daily plus reporting assignments. Five-day week, excellent benefits, degree preferred. Top-rated station in Midwest market. If you are experienced and good, we'd like to hear from you. Send complete resume and cassette all-check to Ted Herrel Group, 4440 Vineyard, North Hollywood, CA 91602.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Directory Producer, Take personal charge. Experienced in news, music, sports, remotes and studio production. Degree preferred. Top-rated station in Miami market. If you are experienced and good, we'd like to hear from you. Send complete resume and cassette all-check to Ted Herrel Group, 4440 Vineyard, North Hollywood, CA 91602.

Operations/Traffic Manager—KGNU-TV, Tucson. Arizona is looking for a strong systems person with administrative ability to take complete responsibility of Traffic Department. Must be familiar with all aspects of the business. Very computer conscious with experience. Submit resume to: KGNU-TV, PO. Box 5707, Tucson, AZ 85703. Equal Opportunity Employer.
SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Manager for public TV station to develop, select, and acquire programming for broadcast; develop broadcast schedules; develop and administer program budget; and manage program operations staff. Salary $25,799-28,655. Application deadline: November 28, 1978. menos Commission, Office of the Public Broadcasting Service, 100 Skytop Dr., San Jose, CA 95110, 408-259-3701.

Public Affairs Producer wanted for Top Fifty Market. Must do on-air hosting on a daily talk show in addition to producing public affairs specials. Salary $15,000. EEO Employer. Box P-34.

Producer/Director for PBS Station 24. Responsibilities include producing news, public affairs, and entertainment programming. Send resume to: KRRU-24, 1401 West Main St., Davenport, IA 52801.

Program Manager for former PBS station seeking an experienced program manager to handle a variety of program functions. Send resume to: WJAS-TV, P.O. Box 968, pearl, MS 39640. EOE.

Program Director wanted for Dallas PBS station. Experience preferred. Send resume to: WFAA-TV, 5555 Forest Hill Blvd., Dallas, TX 75237.

SITUATIONS WANTED MANAGEMENT

General/Station Manager with over 20 years of major market television management available now. Last 5 years as bottom-line oriented General Manager. Box P-75.

SITUATIONS WANTED TECHNICAL

First class license engineer with thirty years experience in AM/TV/CATV, operations, maintenance, and construction. Desire supervisory position with progressive firm in Mid West or South West. Box P-150.

SITUATIONS WANTED NEWS

Anchor/Reporter seeks prime anchor spot, top 50. Box P-82.

Editor: Film and ENG with 16mm camera work, I've a natural feel for structure, rhythm, and creativity. Recently from Miami market but will go anywhere. David Box P-138.

Entertaining Radio Sports Director ready to hit the screen. A Sportscaster who has the potential for development in a Major Market. Call 301-886-7560.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director for market leader. Creative, self-starter with minimum of two years experience in directing news and local programming. An Equal Opportunity Employer. Send resume and salary requirements to Box P-149.

Producer/Director... Minimum 6 years directing news and sports remote. Heavy on commercial studio experience, duties include directing and directing, Salt Lake City. Call 317-469-7750.

Producer/Producer/Director/Production Specialist desper-ately needs responsible position with outstanding or- ganization. 7 years professional studio/remote experience. Graham Brinton, 215-664-3345.

SITUATIONS WANTED MANAGEMENT

General/Station Manager with over 20 years of major market television management available now. Last 5 years as bottom-line oriented General Manager. Box P-75.

Commercial Producer for Northeast production facility; must have experience in studio and remote commercial productions along with multi-format videotape. Candidate should be able to work with budgets and advertisers in establishing goals. At least 3 years television commercial experience required. An Equal Opportunity Employer. Send resume to Box P-64.

SITUATIONS WANTED TECHNICAL

First class license engineer with thirty years experience in AM/TV/CATV, operation, maintenance, and construction. Desire supervisory position with progressive firm in Mid West or South West. Box P-150.

SITUATIONS WANTED NEWS

Anchor/Reporter seeks prime anchor spot, top 50. Box P-82.

Anchor/Reporter; 5 years exp., B.A., 27, net feeds, seeks Med.-Large Mkt. assignment, 517-624-5514, Box P-94.

SITUATIONS WANTED


Television Engineer.... Excellent opportunity for a television engineer to join the KCTV News Group as an ENG Chief Engineer... Box 1101, Kansas City, MO 64101.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Commercial Producer for top 100 network affiliate in Midwest. Must be take charge individual who is experienced in coordinating commercial production efforts. Equal Opportunity Employer. Reply to Box P-117.

Production Manager wanted for small station/large group. Emphasis on local commercial production. Extensive production background essential. EOE. Box P-137.

Production Manager. Leading independent in top 10 market. Strong experience in commercial, promotion and sports production. An equal opportunity employer. Box P-139.

Producer/Director for market leader. Creative, self-starter with minimum of two years experience in directing news and local programming. An Equal Opportunity Employer. Send resume and salary requirements to Box P-149.

Producer/Director... Minimum 6 years directing news and sports remote. Heavy on commercial studio experience, duties include directing and directing, Salt Lake City. Call 317-469-7750.

Producer/Producer/Director... Minimum 6 years directing news and sports remote. Heavy on commercial studio experience, duties include directing and directing, Salt Lake City. Call 317-469-7750.

TV Program Director. Program Director/TV for University TV Center. Must be creative and experienced in all aspects of production. Minimum of four to five years of commercial or Public TV experience in producing and directing. BA, required. Send resume, production credits, and references to: Director of Broadcast- ing, Youngstown State University, 410 Wick Avenue, Youngstown, OH 44555. Closing date November 24. An Equal Opportunity Employer.

Network affiliate on small Pacific island (Guam) looking for production manager with ENG experience. Contact L. Berges 1060 Bishop, Honolulu, HI 96813. EOE.

Commercial Producer for Northeast production facility; must have experience in studio and remote commercial productions along with multi-format videotape. Candidate should be able to work with budgets and advertisers in establishing goals. At least 3 years television commercial experience required. An Equal Opportunity Employer. Send resume to Box P-64.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Dean, School of Communication. The American University in Washington, D.C. seeks a Dean for its School of Communication. Responsible for graduate and undergraduate programs in print, broadcast and film, journalism, visual media and public communication. Should have an appropriate advanced degree and /or extensive professional and/or academic experience. Should also have a distinguished record of publication or production in the areas of communication, media, or public affairs. Salary Negotiable. Send resume to: SOC Dean Search Committee, School of Communication, The American University, Washington, DC 20016. Deadline: December 15, 1978. An Affirmative Action /Equal Opportunity Employer.

HELP WANTED SALES

Salesperson interested in broadcast equipment marketing. Primarily telephone soliciting from established accounts. Send resume with salary requirements. Box N-188.

Ten year old music and entertainment paper seeks aggressive space salesperson. $3000/wk. draw vs. 20% commission. $25K potential, Resume to: Good Times, 1619 E. Sunrise Blvd., Ft. Lauderdale, FL 33304. Interview necessary.


HELP WANTED TECHNICAL

Engineer Wanted for non-profit production/access center 1 1/2 years in maintenance and repair of small format bw and color video, capability to modify and design, commitment to alternative media necessary. Salary $11,000 plus benefits. Resume deadline: 12/5/78. University Community Video/Studio A Rang Center/U of Minn./Mpls, MN 55455. E.O.E.

HELP WANTED NEWS

The American University School of Communication in Washington, D.C. seeks graduate assistants with fulltime journalistic experience to work in teaching and professional positions while earning a Masters Degree in Journalism and Public Affairs. Tasks include writing and airing newscasts over WMU-FM, 50,000-watt public broadcast station, direct involvement with television news bureau operations in Washington, and writing for our American News Service. This is a 1 year fulltime program. For information, write Dean, School of Communication, The American University, Washington, D.C. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer-director needed to head radio/TVi/filmm staff of a major land grant university, an experienced producer/Director to supervise production of TV, films, film clips, radio and TV program materials, and PSA's for campus and statewide media use. Also produces audio news/programming and production of a standard college or university program in appropriate field and six years of progressively responsible experience are required. Commercial radio and television experience desirable. Must have strong background in university administration and have the ability to work with other university unit desirable. Salary in mid-teens. Excellent opportunity for a creative professional with demonstrated supervisory experience. Write to Mr. A. Weisend, Personnel Office, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED

CABLE

HELP WANTED TECHNICAL

"State-of-the-Art" requirement for prospective video engineer. Designer of innovative cable TV system needs video baseband waveform specialist. Bob Watson or Don Nelson 1651 E. 4th St. No. 244, Santa Ana, CA 92701, 714-973-1722.
Radio Frequency Systems Engineer

The individual we seek should possess a minimum of two years operational experience, including TV or AM/FM, Microwave and 2-way communications. FCC First Class license required, Engineering degree helpful.

Maintenance Engineer

For this position we require someone with 2 years maintenance experience in broadcasting, Knowledge of a variety of broadcasting equipment required. First class FCC license required.

Both positions are based in CHICAGO and offer competitive salaries and generous company benefits

Qualified applicants should send resume including salary history and requirements, indicating position desired, in confidence to: Ms. M. Maleaska, Personnel, American Broadcasting Company, 1330 Avenue of the Americas, New York, N.Y. 10019. An equal opportunity employer m/f.

American Broadcasting Company

Help Wanted Technical Continued

GENERAL MANAGER
to replace good person going into ownership—should know Raleigh, Durham, Chapel Hill area. Excellent sound—24 hour A.M. Pay will be salary, percentage of profits & opportunity to go into ownership—all replies confidential. Box P-114. E.O.E.

GENERAL MANAGER

RADIO
Help Wanted Management

EXECUTIVE PD
$50,000 +

Program No. 1 AM & FM Contemporary Stations, Major Sunbelt Market. Sit management board. GM training & profit share. EEO. Reply in confidence Box P-71.

GENERAL SALES MANAGER
TOP 30 MARKET

Major group broadcaster. Competitive salary, bonus and benefits. Experienced applicants only. Former GSM promoted internally. Send resume to Donald S. Kane, Vice-President/General Manager, WJAR AM 176 Weybosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

Help Wanted Technical

Atlanta’s Z-93

The south’s most exciting radio station is looking for a contemporary oriented assistant chief engineer. Experience with FM transmitters and a knowledge of competitive audio and studio equipment maintenance is desirable. New studios just completed, new transmitter site about to be built. Excellent opportunity for advancement with dynamic parent company. Contact John Hutson, Chief Engineer, Z-93, 33 North Avenue, Atlanta 30308.

Help Wanted Announcers

Telephone Talk Host

Major market full time talk station needs daily host who’s well-read, glib, opinionated, with third class ticket. Programming experience and/or newscast background helpful. Box P-110. An Equal Opportunity Employer.

ALL NIGHT TALKER

All-talk WBGB Radio in Cleveland is now accepting resumes from creative, up-tempo talk show hosts for it’s all night slot. If you’re ready to make a move up to major market radio, this is your chance. Send complete resume and tape immediately to Joe Restifo, WBGB Radio, 3940 Euclid Avenue, Cleveland, Ohio 44115. WBGB is an equal opportunity employer.

Help Wanted Sales

MAJOR MARKET

WDQK-FM. Cleveland’s best beautiful music station needs an aggressive sales pro who wants to grow with a major broadcast company if you qualify for The Best. Send your success story at once to Ken Hoag, Sales Manager, WDOK-FM, Park Centre, 1250 Superior Avenue Cleveland, Ohio 44114. A Company of Combined Communications. An Equal Opportunity Employer.

TELEVISION
Help Wanted News

TV NEWS DIRECTOR

Top 50 market station seeking skilled person, E.N.G. and film. Submit detailed resume to Box P-122.

Situations Wanted Management

Ratings and Profit

... are created by people not miracles. What you need is a General Manager with a major market background who knows how to properly research a market and then fit all the pieces together to create a winning team and attitude. I have the ability and experience with local and national references to prove my value. I am accustomed to winning and have averaged through salary and incentive more than $50,000 per year for the past five years. Show me how I can earn more and I will deliver a radio station with the largest net profits obtainable. Please contact me in confidence at Box P-91.

TOP AIR METEOROLOGIST

needed for 6:00 PM and 10:00 PM newscasts on WTCN-TV, Twin Cities, to be affiliated with NBC in early 1979. Send tapes and full information to R. C. Fransen, VP & General Manager, WTCN-TV, 441 Boone Avenue North, Minneapolis, MN 55427. An Equal Opportunity Employer.
**SPORTS ANCHOR**
for two major newscasts per day on major market affiliate. Some play-by-play. An Equal Opportunity Employer. Send full information to Box P-42.

**NEWS ANCHOR**
for new NBC affiliate. We need a strong Anchor with proven record for 6:00 PM and 10:00 PM newscasts to begin with our new affiliation in early 1979. Send tapes and full information to R.C. Fransen, VP & General Manager, WTCN-TV 441 Boone Avenue North, Minneapolis, MN, 55427. An Equal Opportunity Employer.

**Help Wanted News Continued**

**SPORTS ANCHOR**
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**Help Wanted News Continued**

**COMMERCIAL DIRECTOR**
Production company in top ten East Coast market needs first rate commercial director with resume and reel to prove qualifications in video tape and film directing. Excellent salary, fees and fringe benefits. Send information to Box P-158. An Equal Opportunity Employer.

**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/BUV-100, AE600's, TCR-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 Farinon Microwave. If you are selected as Chief Engineer, you will be answering 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.

**Help Wanted Technical**

**Help Wanted Programing, Production, Others**

**COMMERCIAL DIRECTOR**
Production company in top ten East Coast market needs first rate commercial director with resume and reel to prove qualifications in video tape and film directing. Excellent salary, fees and fringe benefits. Send information to Box P-158. An Equal Opportunity Employer.

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**Help Wanted Technical**

**SONY VIDEO MAINTENANCE INSTRUCTOR**
Sony Video Products Company offers this position to experienced maintenance engineers with at least two years of technical school. You should enjoy analyzing and explaining the theory and maintenance of the latest videotape and color camera equipment and be able to stand up before groups of broadcast engineers. You should be good with your hands to demonstrate mechanical disassembly and adjustment. If you are ready to be recognized as "The Sony Expert" Send your resume to:

Larry Silverman, Mgr
Broadcast Training
Sony Corporation of America
PO. Box 5723
Compton, Ca. 90220
(213) 537-4300

**VITAL HAS A FUTURE FOR YOU**

**Help Wanted Programing, Production, Others**

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Production company in top ten East Coast market needs first rate commercial director with resume and reel to prove qualifications in video tape and film directing. Excellent salary, fees and fringe benefits. Send information to Box P-158. An Equal Opportunity Employer.

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Broadcast Training
Sony Corporation of America
PO. Box 5723
Compton, Ca. 90220
(213) 537-4300

**VITAL HAS A FUTURE FOR YOU**

**Help Wanted Technical Continued**

**CREATE/EXPERIENCED ADMINISTRATOR**
(Yale/Howard education, role to plan, organize and coordinate work situations where numerous diverse demands are involved, seeks executive or consulting position in broadcasting. Box 57096, Washington, D.C. 20037.)

**CREATIVE/EXPERIENCED ADMINISTRATOR**
(Yale/Howard education, role to plan, organize and coordinate work situations where numerous diverse demands are involved, seeks executive or consulting position in broadcasting. Box 57096, Washington, D.C. 20037.)

**Attention: TV Production Directors**

**EXCESSIVE BLANKING WIDTHS A PROBLEM? (Public Notice FCC78-423)**
DONT 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 (717) 823-3101 USCABLE WILKES-BARRE, PA.**
ALLIED FIELDS
Help Wanted Programming, Production, Others

CUSTOMER SERVICE REPRESENTATIVES
Kaman Sciences Corporation is looking for individuals to assist our clients in the installation and implementation of BCS computer systems at radio and television stations throughout the country. Applicants should have traffic, operations and/or billing experience and be willing and able to travel. We offer competitive salary with excellent company benefits.

Please send resume in confidence to: KAMAN SCIENCES CORPORATION, Attn: R0, Box 7463, Colorado Springs, Colorado 80933

An Equal Opportunity Employer Male/Female

DATA PROCESSING SALESPERSON
Convert your contacts in radio or TV to big S. We've got experience servicing broadcasters, and can deliver the station management systems that you sell. If you are a professional salesperson, with b'cast management know-how, send your resume, or a letter describing your experience, to Box P-119.

Have STARS. Will Travel.
Big name TV & Film Stars, Sports Celebrities available for personal appearances. They can come complete with autographed pictures (still the best premium going—great for openings, fund-raisers, etc.). For particulars, call or write:

Pfeiffer & Anderson & Co.

Business Opportunities Continued

Investor Group
Available to invest and consult on all phases of TV operations from CP to full growth. Able to provide working capital, solutions or management expertise if needed. Got a problem? Write in confidence, Box P-157.

NEED PRIZES!
If you're in a Top-100 Market, find out how you can get name brand merchandise at 20% off retail. Call or write: Melvin L'Acre, The Prize Cabinet, Inc., 304 Union Arcace, Davenport, Iowa 52801. (319) 326-2023.

Radio Programming

The MEMORABLE Days of Radio
30-minute programs from the golden age of radio VARIETY - DRAMA - COMEDIES - MYSTERIES - SCIENCE FICTION... included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Television Programming

GIVE YOUR TV STATION
A NETWORK SOUND
Have copy logs, intros, promos, IDs, etc., recorded by national talent. Don't neglect your voice promotion and sell. Let us explain how we can economically drive up your audience. Contact: NET SOUNO, 4205 Lincoln Blvd, Marina Del Rey Cali., 90291.

Audience Research

Professional Research Services
SURVEYS from $339.00 - Write or call for brochure
- immage sales revenue
- Archivate greater respect at the agency level
- Increase station prestige among employers

6806 S. Terrance Rd. Tempe, Ariz. 85283 (602) 839-4803

Wanted To Buy Stations

SMALL MARKET STATIONS
Group owner desires AM, FM or AM/FM station in West, Southwest, Northwest or Rocky Mountains. All replies confidential, Box P-151.

For Sale Stations

MEDIUM METRO SUNBELT MARKET
AM-FM for sale. Blue Chip Industry, Federal Installations, Abundant Agriculture and Tourism. Increased sales potential guaranteed in fast growing market. Stations are respected and profitable. Terms available for financially qualified buyers. If interested send complete identification to owners at Box P-45 c/o Broadcasting.

MEDIA BROKERS APPRAISERS

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Select Media Brokers
N.C. daytimer adjacent to metro market, terms.
N.C. daytimer, terms.
Daytimer, Washington State, terms.
P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

Broadcasting Nov 13 1978 85
For Sale Stations Continued

NORTHERN NEW ENGLAND... A property with a history of profit and with growth potential as well. Power AM and Class B FM with broad coverage. All cash required at middle-to-upper six figures.

Low frequency power AM asking $500K on terms including real estate. Call our man in New England for details. That's Bob Kimel, (802) 524-5963.

THE KEITH W. HORTON CO., INC.
Post Office Box 948 - Elmina, NY 14902 - (607) 733-7138
BROKERS & CONSULTANTS TO THE COMMUNICATIONS INDUSTRY.

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor San Francisco, California 94104 415/673-4474
East Coast:
210 East 53rd Street, Suite 50-New York, N.Y. 10022 212/288-0737

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/328-0365 202/223-1553
Suite 214 Suite 417
11881 San Vicente Blvd. Island Ave. N.W.
Los Angeles, CA 90049 Washington, D.C. 20036

HOLT CORPORATION
Brokers - Appraisals - Consultation
Over a decade of service to broadcasters
The Holt Corporation
Box 111
Dallas, Texas 75205
214-686-3775

FLORIDA AM OPPORTUNITY

Young daytime station in explosive growth area. New equipment. Must make sale commitment within 30 days. $100,000 down. Terms on balance. Serious inquirers to Box N-171.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).
Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).
Replies to ads with Blind Box numbers should be addressed to (Box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.
Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarding 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.

FAST ACTION REQUIRED

Full Time 5 Kw AM

Market revenues total about $6-million. Station revenues now ranging between $500,000 and $600,000. Stable economy, low unemployment (3.4% today), college & university environment in the Southeast. No minority ownership nor full time minority programmed station in the market. Regional frequency.

PRINCIPALS ONLY. QUALIFICATIONS IN FIRST INQUIRY, PLEASE.

$1,300,000 Cash

Reply Box P-118.

CHAPMAN ASSOCIATES

media brokerage service

STATIONS CONTACT
MW Small AM $300K Cash Paul Crowder (615) 298-4986
E Sub AM/FM $695K $199K Warren Gregory (203) 767-1203
W Metro AM/FM $675K 29% Ray Stanfield (213) 363-5764
MW Metro AM $1,700MM $493K Jim Mackin (312) 354-3340
E Major AM $725K $210K Warren Gregory (203) 767-1203

To receive offerings of stations within the interests of your area, write Chapman Company, Inc. 1835 Savoy Dr., N.E., Atlanta, Ga. 30341.

BROKERAGE, Nov 13 1978 86
### Broadcasting

<table>
<thead>
<tr>
<th>Station</th>
<th>Closing Wed. Nov. 1</th>
<th>Net change in week</th>
<th>Y change in week</th>
<th>High</th>
<th>Low</th>
<th>Apprx. shares out (000)</th>
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### Broadcasting with other major interests

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Kodak's Ken Mason: film is here to stay

With his mind more on baseball than business at the time, Ken Mason figures he probably was a pretty "unreliable" employee back in the summer of 1935 when he first went to work for the Eastman Kodak Co. in his home town of Rochester, N.Y.

Forty-three years later, Ken Mason is still with Kodak, is back in Rochester and has proved himself reliable enough to be in charge of all domestic marketing for Kodak's motion picture, television and audio-visual product lines that amount to more than $200 million in business yearly.

For the television line alone, that means everything from sales, advertising and budgeting to promotion and customer contact for products ranging from 16mm film to multiplexers, filters and lenses. The networks and virtually all U.S. TV stations are or at one time or another have been among his customers. As general manager of Kodak's motion picture and audio-visual markets division, which encompasses the TV market, he is responsible for 170 employees. He's held that title—and also that of assistant vice president of Kodak—since March 1974.

From the time Mr. Mason reported in at Kodak Park's cine processing department in 1935 and up to the present (discounting college and military service), Mr. Mason has been a Kodak company man. He can cite only two other jobs: one as a newspaper delivery boy and another for the Rochester Board of Education.

He admits it took some prodding to get him back to Kodak after World War II during which he was head of the processing division at the Navy's Photographic Science Laboratory in Washington. But after that, he recalls "I never said no to Kodak. I always took them on faith."

The faith Mr. Mason put in Kodak meant working his way up in Rochester; moving on to manage regional divisions in Chicago (1951-65), New York (1965-70) and Hollywood (1970-73), and back to Rochester on Jan. 1, 1974.

In particular his trust in the company was tested with the new year 1974 when Kodak brought him back from Hollywood where he was Pacific southern regional manager to Rochester for what seemed a lateral move as manager, product programs and research, motion picture and audio-visual markets division. Only a few months thereafter he was named general manager of the entire division—his current position.

When Mr. Mason first went back to Kodak after the war, it was around the time his company had brought out Eastman Color Negative ("the 35 mm color revolution"). And although he considers that the most outstanding breakthrough he's seen in-house, it's certainly not the only one. He has been in the center of television news's own color revolution: Among other things, Kodak brought out, in 1966, a high-quality—and in those days relatively high-speed—16 mm color TV film that was widely used by television newsmen. And some 10 years later it came out with a really high-speed color film, capable of being "pushed" to ASA speeds of 1600.

But there now also has been another revolution Kodak has had to contend with—one not born in its research labs: video tape. "Anyone who says tape is not here is kidding himself," Mr. Mason says, adding however, that "film has a strong and solid future." When it comes to "versatility, quality and 'look,'" he says, "film is pretty hard to match.

There are those who would challenge that, even some who one day see exclusive use of video tape for the television industry. Mr. Mason disagrees. As he sees it, the choice isn't either/or for the television executive and he talks of "continuing developments on an integrated approach" using both film and tape where they best fit. Kodak, he points out, has a subsidiary, Spin Physics, that manufactures heads for quadruplex tape machines.

Among the major challenges ahead for Kodak he mentions is to make the film process "more economical."

From the start, Mr. Mason says, "the glamour of the motion picture has always fascinated me." It was not the fascination of creating "the motion pictures of my dreams," however, but rather one of developing and selling the raw materials.

Over-all, Ken Mason uses the word "uncomplicated" to describe himself. While he may have to show up at the office on weekends, he claims the job isn't all-encompassing preoccupation. "I'm very selfish about my private life when I have the chance to be," he says, claiming such hobbies as golf in the summer and paddle tennis in the winter. Washington and Jefferson College in Pennsylvania, his alma mater, also plays a big part. His five sons all were graduated from there, and Mr. Mason sits on the college's board of trustees.

Ken Mason mentions the expression "you can't go home again," with a smile. Back in Rochester, after Chicago, New York and Hollywood, he literally has done just that. And he claims "maybe that's been my salvation." He doesn't deny also enjoying the glamour available in bigger cities but claims now perhaps to have "the best of both worlds."

There are the meetings with top-flight executives, two-to-three-week business trips a year abroad, participation in the Society of Motion Picture and Television Engineers (he was president in 1974 and 1975) and the like. But then he's always back to a "sleepy suburb of Rochester, where he gardens in the spring and where, this winter, he will probably take good advantage of the snowblower his wife, Edna, just gave him for his birthday.

Under present company policy, Mr. Mason will be retiring from Kodak in about four years, after well over four decades with the company.

No doubt, Ken Mason will do more. But in the meantime his mind is on working for Kodak, not leaving. Clearly reliable.

Profile


Broadcasting Nov 13 1978 89
Political action

A week before the election of Nov. 7, a divided FCC ordered a daytime radio station in Hibbing, Minn., to sell a U.S. senator, running for re-election, five minutes for a political commercial at a specified rate (Broadcasting, Nov. 6).

At the same time, the FCC's Complaints and Compliance Division was counting the largest volume of complaints and requests for information about political broadcasting law and rules ever received at that office ("Closed Circuit," Nov. 6).

The commission's gross intrusion into the Hibbing licensee's affairs and the busy signals on telephone lines leading into the Complaints and Compliance Division were demonstrations of two sections of the Communications Act in action. In the Hibbing case, the FCC stretched its authority under Section 312(a)7, which was inserted in the act as part of the election reform legislation of 1972 and which gives the FCC power to revoke a license "for willful or repeated failure to allow reasonable access" by candidates for federal office. Complaints and Compliance has been kept busy by Section 312(a)7 and by Section 315 which contains the equal-time rule for all candidates, in the act from its beginning, and the fairness doctrine, inserted in 1959. The longer these sections remain in the act, the more the government will usurp the licensees' authority and dictate the conditions of political discourse on radio and television.

This may be what some politicians want. The people of the United States deserve better.

Broadcasters who seek emancipation from the debilitating political broadcasting law have a champion, Senator William Proxmire (D-Wis.), who has been vainly crying for repeal of Section 315 as an offense to the First Amendment and who, if Section 312(a)7 continues to be abused, will logically oppose it too. Are broadcasters making the maximum effort to help in the Proxmire crusade?

Adult education

New York has its newspapers back, and it is fair to say that New Yorkers are happier with them than without them.

The 88-day strike was not, however, as disruptive of the city's commerce as had originally been feared. By all accounts, retail sales held up or increased despite the loss of major newspapers as advertising vehicles. Theater attendance showed no decline. Restaurants were busy.

That business went on so well for predominantly newspaper advertisers in a virtually newspaperless environment does not mean that old habits will not reassert themselves now that the newspapers had resumed publication. Retailers and the agencies that handle retail and specialty accounts are staffed with people who are veterans in the preparation and placement of newspaper ads. The line of least resistance will lead back to the familiar typewriter and paste pot.

It is hard to believe, however, that the more innovative retail managers will let themselves be dragged back to the old ways by drones in their advertising departments. They have at hand 88 days of traffic and sales records to remind themselves that customers respond at least as well to radio and television messages as to print advertising.

It is also reasonable to assume that the retailer who discovers the right mixture and imaginative execution of broadcast and print advertising will begin to disadvantage his competitors who return to principal reliance on print. No merchant whose vista extends beyond his next white sale is likely to go on thinking that there is sanctuary to be found in any one medium.

The broadcasters of New York, the Radio Advertising Bureau and the Television Bureau of Advertising have the opportunity to compel a review of advertising customs. Out of the review could come new levels of sophistication and effectiveness in the use of radio, television and newspapers as local media.

Uncle's buyers' guide

Against the sensible opposition of the National Association of Broadcasters, the FCC has voted to compile and maintain a list of minority representatives who want to buy broadcasting stations (Broadcasting, Nov. 6). It may appear to be a helpful way to assist outsiders to get in. The betting here is that the FCC is creating a monster.

The mere existence of a list will confer a favored status on those who are admitted to it, obligating the FCC to devise a selection process for admission or exclusion. Sellers will sell to buyers outside the list only at the risk of obstruction to their applications for approval of transfer. As the process goes on, the FCC will assume the roles of audior, to check the financial and other qualifications of minority aspirants, and broker, to persuade sellers to meet the prices on its list. If the Communications Act gives the FCC either of those assignments, it is in language that has escaped us.

An inconvenience

The advertising organizations that joined forces to attack the qualifications of Federal Trade Commission Chairman Michael Pertschuk to preside over the agency's inquiry into children's television advertising are rightfully claiming victory. Not only Mr. Pertschuk but also his henchmen, henchwomen and the inquiry itself stand discredited, now that a U.S. district judge has as much as said that Mr. Pertschuk staged the inquiry merely to reach his own foregone conclusions.

Sad to say, there is no sign that Mr. Pertschuk has wavered in his conviction that advertising and advertisers are evil forces, which higher powers have appointed Mr. Pertschuk to subdue. In future he may restrain himself from the candor of prejudicial utterances that the plaintiffs in Judge Gerhard A. Gesell's court laid out in devastating evidence. It would be out of character, however, for Pertschuk to concede that those who make a living in the commercial world may claim parity in rectitude with the civil service.

Perhaps President Carter will wonder about the wisdom of his choice to head the FTC. Don't count on it.

"That's not what we meant by an 'all black station.'"
10 Years of Innovation
...and it's just the beginning!

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.

KTXL is America's only major-market UHF Independent with a major news commitment. KTXL’s 10 O’Clock News is the only full-hour late evening news program in the market. KTXL’s satellite receiver provides access to both national and international news feeds.

KTXL leads all UHF Independents in Metro Audience Share, sign-on to sign-off.* Operating in a market with 3 network Vs, 2 Us and a VHF educational station, KTXL has proven itself to be a major force in a competitive market.

10 Years of Service and Progress
Independent.
And proud of it.

*Feb. '78 ARB  Represented Nationally by MMT Sales
VITAL INDUSTRIES, INC.

VITAL has put it 'all together' for you!

VIX-114 VIDEO SWITCHER

- 12 to 24 Inputs and 4 to 10 bus systems
- Multiple keys on each Mix/Effect
- Auto Transition Control programmable in frames
- Interface for Editor and Computer control
- RGB or Encoded Shadow Chroma Key
- Varkey for Soft, Hard, or See-thru keys
- Digital controlled
- Many more advanced features fully described in the 114 Series brochure

PSAS - Production Switching Automation System

- Controls the VIX-114 Series Switching Systems and SqueeZoom with smart microprocessor systems
- Autolearn or Endpoint Plotting with no time restrictions
- Unlimited floppy disk storage with 1875 events per diskette
- Editor Interfaceable
- Output controls for character generators, frame stores, camera shot box, and other TV devices
- Human engineered control panel fits in switcher control panel

SQUEEZOOM is...

- Frame Syncronizer
- Frame Freezer
- Video Compressor
- Electronic Zoom
- Very special Optical type effects
- Avoid FCC violations with Blanking correction
- Up to 4 channels on one screen
- Ask to see Demo Tape