Ferris, Bazelon zero in on broadcast ‘structure’
Carnegie II unveils its vision

The strength of a program can be gauged by its value in the marketplace.

Stations have made “All in the Family” the highest grossing off-network series in television history for the number of markets sold.

That’s unprecedented strength!

Tandem Productions’ “All in the Family”

Viacom
Your Best Bet!
at the NATPE
Now the sound that won in New York can start winning for you.

TM Pure Disco.

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

Available only from TM Programming

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

Not all "disco" is Pure Disco

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

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

Problems with programming your own disco format

The first problem is time. By the time your staff learns the ins and outs of programming disco, one of your competitors could already be on the air with TM Pure Disco — a proven format created by the nation's leading disco programmers, Kent Burkhart and Wanda Ramos. You could be trying to get the bugs out of your format while your competitor's salesmen are on the street with their first monster book.

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

Pure Disco is going to be around for a while

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

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

TM Pure Disco is already unavailable in the following major markets: New York City, Los Angeles, Dallas, Knoxville, El Paso, Boston, Chicago, Phoenix and Springfield (Mass.). Don't let the competition beat you to the punch in your market. Call TM Programming right now, before you call a staff meeting to discuss it. A TM Sales Consultant can answer your questions, give you a better idea of what Pure Disco can do in your market, and set a date for your free market analysis.

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

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

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TM Programming
1349 Regal Row
Dallas, Texas 75247
FUTURE TALK  □  FCC Chairman Ferris and Judge Bazelon are two of the speakers at UCLA's symposium on the future of TV networks. They both see the answer in a regulatory "structure" that will promote an abundance of networks and a reduced need for government intrusion.  PAGE 29.

CARNEGIE II  □  The long-awaited report on public broadcasting urges a new system that would be funded to the tune of $1 billion a year and would be administered by a new agency that would supplant CPB. PAGE 30. Reaction in Washington: A mixture of praise and reservation. PAGE 31. Analyses of the various aspects of the report begin on PAGE 56. Carnegie Commission Chairman McGill tells why U.S. public broadcasters would not accept a BBC-type system. PAGE 66.

LINE-UP SET  □  The House Communications Subcommittee chooses its members. Among changes are the return of past-member Broyhill and the departure of Waxman, Mikulski, Moore and Moorhead. PAGE 32.

FINALLY, SOME ACTION ON FEES  □  The FCC decides to refund fees over $129 for radio, $121 for TV. Amount to be returned is less than had been expected. PAGE 33.

MEGADEAL YEAR IN TRADES  □  Station buying and selling in 1978 was a high in volume of sales and 1979 could even surpass that mark. A BROADCASTING special report gives the total dollar track record since 1954 plus a rundown on the major transactions last year. PAGE 34. Some of the leading station brokers have mixed feelings on how the market will hold up. PAGE 42.

RESTLESSNESS IN THE RANKS  □  Ferris's winds of change are whipping up a morale problem at the FCC. Some say it's more than a power struggle. The chairman hopes a record of success will win over the rebellious troops. PAGE 44.

ONE FOR THE ROAD  □  In what she calls her last speech as an FCC commissioner, Margita White contends too much power rests with the chairman. And she urges broadcasters to carry their deregulatory case to Congress. PAGE 46.

INDEPENDENTS’ DAYS  □  The INTV opened its convention in Washington yesterday with an agenda that includes many of that city's shakers and makers in communications. PAGE 50.

ANSWER IS STILL NO  □  Amexco raises its offer to McGraw-Hill to $40 a share, but the latter's board steadfastly rejects the takeover. Amexco also proposes putting M-H's TV stations into a trust in order to avoid FCC complications. PAGE 68.

COMMUNITY SERVICE  □  NAB and two group owners tell the FCC that such a program category is not necessary for broadcast stations. PAGE 68.

SILVERMAN TOUCH IN HOLLYWOOD  □  NBC-TV's West Coast programing gets a boost from the new president's philosophy. And there's more staff, ideas and control. PAGE 70.

CHANGES BRING NO CHANGE  □  Second-season TV shows in network prime time result in some changes on Wednesday and Friday. But the bottom line in ratings is a familiar ABC-CBS-NBC order. PAGE 73.

LOW-LEVEL RESPONSE  □  The FCC's request for comments on the use of time-brokerage contracts to stimulate minority-oriented programing generates little reaction from broadcasters. PAGE 74.

SONTAG MIFFED  □  The 20th Century-Fox executive is unhappy about NBC-TV's decision to scuttle a major miniseriies on American Indians. He may try to put it on an ad hoc network. PAGE 74.

CELEBRITY TIME  □  The American broadcasters last week brought out their best to cover the visit of Teng Hsiao-ping, China's vice premier. PAGE 76.

IN SYNC  □  This week's column takes yet another look at plans for 9 kHz spacing on the AM radio band. Both NRBA and NAB are taking second looks. Ampex and RCA announce major deals with Italian television. PAGE 78.

BRING ON THE FUTURE  □  Terry Elkes is the first to admit that he doesn't know exactly what is down the communications pike in the years ahead. But the new president of Viacom International is insuring that his organization has the proper flexibility and iron in the fire to cope with change. PAGE 105.
THE MOST SUCCESSFULLY PROGRAMMED STATIONS IN THE NATION, TURN TO PARAMOUNT!
PARAMOUNT
COVERING ALL DEMOGRAPHICS... IN ALL TIME PERIODS...
FIRST RUN PROGRAMMING AND THE
HAS IT ALL!
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"Mission: Impossible" • "The Untouchables" • "The Lucy Show"
"Star Trek Animated" • "The Brady Kids" (Animated)
"Make Me Laugh" • Marquee I • Paramount Action Theatre
Portfolio I Thru V • Portfolio VI • Portfolio VII
Portfolio VIII • "Premiere Fever"

COMING ATTRACTIONS:
"Mork & Mindy" • "Taxi"

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“This is the time for an innovative company to take advantage of radio’s new vitality. And Sears is the company.”

That’s the world’s largest retailer—Sears, Roebuck and Co.—talking about its new advertising commitment.

It’s a big commitment. Full network sponsorship of SEARS RADIO THEATER five nights a week on CBS Radio. Stars such as Richard Widmark, Cicely Tyson, Vincent Price and Andy Griffith as hosts and performers. Top-flight production values.

And significantly, this radio drama venture comes at a time when we’ve been making other strong program moves as well.

For one, we’ve now built the most ambitious play-by-play sports (and special action reports) schedule of any network broadcaster, radio or television.

For another, we’ll introduce this year an important radio first, involving CBS News’ worldwide resources: instant, 20-part weekend reports in depth when major news breaks anywhere in the world.

Drama... sports... news. Radio’s new vitality? Here it is!

Isn’t this the time—and isn’t yours also the kind of company—to take advantage of it?

CBS Radio Network
Carnegie conflicts
Although last week's Carnegie Commission report on future of public broadcasting made no mention of discord among 17 members, some engaged in running battle against what they perceived to be studied effort to demean commercial broadcasting. Among them: Kenneth Mason, president, Quaker Oats; Kathleen Nolan, president, Screen Actors Guild; Virginia Duncan, former member of Corporation for Public Broadcasting board, and J. Leonard Reinsch, chairman of Cox Broadcasting Corp. Final report, riddled with rhetorical pot shots at commercial television (see page 30; also detailed report beginning on page 56), would have been shriller still in earlier versions. Most impassioned critics of commercial system were said to be Chairman William J. McGill, president, Columbia University, and Peggy Charren, president, Action for Children's Television.

There'll be no minority report, but some "explanation papers," including one on radio, are expected. Much of report was written by staff members Rob Stengel and Nick DeMartino under supervision of Sheila Mahony, executive director, and Dr. McGill.

Swift kick
Suggestion that broadcasters should be made to devote percentage of profits or revenues to public affairs programs, which has been made by FCC Chairman Charles Ferris among others, is being raised by someone far closer to Communications Act rewrite in House. New Communications Subcommittee member Allan Swift (D-Wash.), former news and public affairs director of KVOS-TV Bellingham, Wash., intends to make that and other suggestions to Chairman Lionel Van Deerlin (D-Calif.) and rewrite staff.

Mr. Swift generally shares broadcasters' feelings about pointless FCC regulations, community ascertainment for one, but he strongly believes broadcasters have greater responsibilities to serve public than most businesses, and that they haven't been doing best job of it. His aim on subcommittee is not to get rid of broadcast rules, but to find least and most efficient regulation.

Sears again
Another regional agency of Sears, Roebuck, this one Rollband Inc., Philadelphia, has run into trouble, owing 70 stations in mid-Atlantic region about $186,000. Rollband says Sears, on few days' notice, dropped it for MARC Advertising, Pittsburgh, putting Rollband in financial pinch. Sears traditionally has disavowed responsibility for agency payments. Rollband has offered stations 57 cents on dollar and says stations seem willing to cooperate—or else Rollband will go into bankruptcy.

Meanwhile stations have complained that new agency, MARC, has proposed cash-and-barter deals or sought deals for up to 40% off rate card. Less than two years ago large number of stations were stuck when LBJ Advertising, Chattanooga, one of Sears's main regions, went broke (BROADCASTING, Oct. 24, 1977, et seq) and Sears refused to accept responsibility to pay.

Collectors' fancies
FCC's network inquiry special staff seems bent on scooping up tons of information. One of three requests in letter that went to networks asks for data for each year between 1966 and 1977 on hours offered to and cleared by affiliates, minutes offered and sold to advertisers, and minutes available to stations clearing network programs for sale of advertising adjacent to or within network programs. Another letter asked for copies of contracts that would enable staff to examine effects of prime-time access rule on contractual relations between networks and advertisers and copies of spot contracts between owned and operated stations and station reps that staff will examine in researching performance of national spot market.

Those are not only requests for information, and more are expected. Network officials show no reluctance to supply data, but digging material out is causing headaches. Some requests "will take months" to satisfy, said one network representative.

Auditor
In wake of its discovery of expense-account irregularities among some unit managers (BROADCASTING, Jan. 29), NBC-TV is creating high-level post to oversee unit managers and other areas. Michael Sherlock, NBC News vice president, business affairs and administration, has been tapped for executive vice president, production administration, NBC Finance. He'll have executive responsibility for unit managers—who supervise budgets and expenditures for projects ranging from NBC-produced programs to NBC affiliates conventions—and also for Telesales (rental of facilities to others when not in use by NBC) and program merchandise.

Mr. Sherlock is former vice president for administration at RCA's Hertz Corp., before that was director of business administration for NBC-TV.

Other side
CBS-TV officials are in mood to strike back at ABC-TV claims that ABC has signed 17 CBS affiliates since reaching top of prime-time roost. Of those 17, CBS people note, six were satellites, not originating stations. Of remaining 11, they say, seven were in markets outside top 100. In two markets within top 100 (Milwaukee and Spokane, Wash.), it was CBS that initiated changes, CBS says. In other two (Providence, R.I., and Albany, N.Y.), ABC made moves.

CBS statisticians say what it comes down to, with CBS's replacement coverage added in, is net coverage loss of 0.18% of U.S. TV homes—about 134,100 homes. More satisfying, CBS people contend, ABC has made "major presentations" to CBS affiliates in 24 markets in last six months or so without winning any way.

In thing
New regulatory emphasis on economics as well as law—evident at both FCC and National Telecommunications and Information agency—hasn't escaped notice on other side. National Association of Broadcasters is thinking of recruiting chief economist of its own, perhaps to fill vacancy occasioned by departure of John Dimling, research vice president, for Arbitron job (BROADCASTING, Jan. 29).

Custodian?
Should American Express yet prevail in its so-far-spurned attempt to take over McGraw-Hill, and should "voting trustee" for McGraw's four TV stations eventually evolve (story page 68), it could mark return to active duty for Richard W. Jencks, former CBS executive now retired in northern California. He won't comment, but sources close to negotiations consider him ideal candidate. He's lawyer (was CBS general counsel), broadcast executive (headed CBS/Broadcast Group) and knows Washington scene first-hand (was company's vice president there before taking early retirement in 1976).
Now you can strip a series of star-spangled programs into your schedule with America's best loved comedy shows... "Laverne & Shirley" and "Happy Days" still deliver the highest shares of any network offering in the
current season – “Laverne & Shirley” and “Happy Days” … #1 and #2 … just two more good reasons to turn to Paramount for the most successful programming you’ve ever known.

source: NTI Share September 17–December 24, 1978

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**TV only**


Dos Equis □ Fifteen-week TV campaign starts in late April for Dos Equis beer in Los Angeles and San Francisco during sports time. Agency: Basso/Boatman, Newport Beach, Calif. Target: men, 18-34.


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Back to network. For the first time in 10 years, Pan American World Airways is tapping network television to help boost its message, "We fly the world the way the world wants to fly." The launch of the network TV effort was on the telecast of the Super Bowl game on Jan. 21, and over the next four months Pan Am will be represented on network telecasts of such events as PGA golf, NCAA and NBA basketball and on such programs as NBC SportsWorld, CBS Sports Spectacular and 60 Minutes. Pan American has earmarked an ad budget of about $20 million for 1979, continuing its heavy spot radio and television commitments in its eight gateway cities. Pan AM's new campaign was created by N W Ayer.

campaign begins in late March for exterminators group in nine markets during day, news, fringe and weekend time. Agency: Rafshoon Advertising, Atlanta. Target: adults, 25-54.


Ole South Foods □ Six-week TV campaign starts in mid-April for Ole South frozen pies in 15-20 markets during
TOM AND JERRY IN THE MORNING
The Number One cartoon show of last season is still going strong in markets airing weekday mornings, leading its time period in such major markets as Los Angeles (31 share) and Detroit (31 share).

TOM AND JERRY IN THE AFTERNOON
A weekday winner in early fringe as well! TOM AND JERRY carries its time period in Washington, D.C. (24 share), Minneapolis-St. Paul (50 share), Cincinnati (29 share), Nashville (40 share), Greensboro-Winston Salem-Highpoint (43 share), Syracuse (40 share), Albuquerque (36 share). And, in Chicago, TOM AND JERRY is tied for the leading position.

TOM AND JERRY IN THE EVENING
Who said cartoons were just for children? In the two markets where TOM AND JERRY had their prime-access debut, they captured the time period away from several adult-oriented game shows and sitcoms: in Cleveland, Monday-Friday, 7:30 PM (21.0 rating - 37 share), in Rochester, Thursday, 7:30 PM (15.8 rating - 31 share).

TOM AND JERRY, ANYTIME!

MGM TELEVISION
What every needs, is a great

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TAKE IT FROM THE TOP, AND IT WILL SHOW ON THE BOTTOM LINE
In local markets, the most effective cost-efficient way to produce excellent ratings is to program great movies. Find the films our audience is looking for, in the world’s reatest title holders: Portfolio I thru V.

Portfolio VI. Portfolio VII. Portfolio VIII... an outstanding collection of the most highly acclaimed films of the decade. Turn to Paramount for revenue producing programming... we’ve got just the ticket!
day, early fringe and prime access time.


Seneca Foods □ Three-week TV campaign starts in late February for Seneca apple juice in eight-to-10 markets during day and early fringe time. Agency: Mathieu, Gerfen & Bresner, New York. Target: total women.


Baskin Robbins □ One-week TV campaign begins this week for ice cream chain in four markets during late news, sports, specials and news time. Agency: Ogilvy & Mathers, Los Angeles. Target: total adults.


Communications Engineering □ Two-week radio campaign starts in early February for sales and service group, division of Communications Industries, in seven markets including Houston, New Orleans and Oklahoma City. Agency: DBG & H Unlimited, Dallas. Target: men, 35 and over.

Frontier Air Travel □ Two-week radio campaign begins this week for airline in three western markets and two eastern markets. Agency: Tracy-Locke, Denver. Target: adults, 18-49.


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...so AFFILIATE!

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*WTVT
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***KSTW-TV
Seattle/Tacoma

*KHTV
Houston

*KYTE-AM/FM
Portland

*KWY
Oklahoma City

*WUAB-TV
Cleveland/Lorain

*WVTV
Milwaukee

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WKJG-TV
WKJG-TV. KATZ. THE BEST.
AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (BROADCASTING, Sept. 18, 1978). Included in proceeding are five proposed systems—Bel-Air, Harris, Kahn, Magnavox and Motorola.

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (BROADCASTING, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programming area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suit, and last fall, judge in case refused (BROADCASTING, Nov. 6, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (BROADCASTING, July 31, 1978) and late last year held seminar on media concentration (BROADCASTING, Dec. 18, 1978).

AT&T rates. FCC has rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify increases and did not follow procedures laid down by commission in earlier proceeding for allocating costs among AT&T services. Commission indicated it would designate existing tariff for hearing, after which commission could prescribe rates. FCC’s rejection of occasional use tariff, however, is seen by some as legally risky and commission’s order rejecting rates, which was issued last spring, reflects that view as it attempts to plug every loophole in decision (BROADCASTING, April 10, 1978). AT&T has petitioned commission for reconsideration.

Automatic transmission systems. FCC has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATIS at AM directional and TV stations soon.

Blanking intervals. FCC last June issued public notice on problem of growing number of tapes programmed by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and 56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to “identify problem areas and recommend corrective action” to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see “In Sync,” Oct. 23, 1978).

Broadcasting in Congress. Mid-February is projected start-up time for live daily television coverage of House of Representatives’ floor activities. Feed will be distributed only within Houses offices during shakedown period expected to last about two weeks before going out to any broadcasters and cable systems that want it. Networks and Radio Television News Directors Association lost their fight for broadcaster control of live feed, but some House members are predicting they may win in long run after House members grow accustomed to live coverage. For now control room and remote-controlled cameras will be run by House employees. There have been proposals for broadcasting in Senate chamber but they have not yet been seriously considered.

Cable economic inquiry. FCC has opened investigation into economic relationship between cable television and over-air television. Its purpose, commission says, is to provide factual information where “intuition” has been used in assessing cable television’s likely impact on local television stations. Comments were filed last March (BROADCASTING, March 20, 1978); main contenders—National Association of Broadcasters and National Cable Television Association—are waging ongoing battle of words in inquiry. On Capitol Hill, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that legislation he will introduce this year will give cable “legislative mandate” and Communications Act rewrite this year in House may do something along same line.

Carter use of broadcasting. President has held 43 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to “fireside chat” on energy to 1978 year-end interview with representatives of national TV networks; more such exposure can be anticipated with official return to Carter camp of campaign media advisor Gerald Rafshoon (BROADCASTING, May 29, 1978).

Children’s advertising. Federal Trade Commission has completed 10 days of hearings in San Francisco on proposals to limit, and in some cases ban, advertising aimed at children. Hearings resume in Washington March 5 and are scheduled to go five weeks, with 138 witnesses slated to testify. Opponents of proposed ban argued action would be unconstitutional and is, in fact, unnecessary since industry self-regulation has been effective. Proponents, however, argued that self-regulation has not worked, and children are unable to understand and accept ads, making them “targets” of industry. FCC, meanwhile, received similar comments in inquiry into children’s TV programming and advertising. And Senate Communications Subcommittee Chairman Ernest Hollings has announced that the unit will be looking into matter.

Clear channels. FCC initiated rulemaking that could result in addition of 125, or even more AM stations in clear and adjacent chan-
nents. Commission decided against higher power for clear channel 1-A stations as means of providing service to areas without nighttime radio service (Broadcasting, Jan. 1).

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) President Carter has become involved, urging commercial networks to make use of system. However, only ABC offered positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to use of closed captioning system. However, administration is not giving up. Officials of Department of Health, Education and Welfare have met separately with each of networks, producers and advertisers in ongoing discussion of problems.

Communications Act. Foundation for communications regulation is now being revamped in both houses of Congress, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) having announced last October that Communications Act of 1934 is to be "renovated" (Broadcasting, Oct. 16, 1978). He eschews "rewrite" approach of House Communications Subcommittee, saying there's lot of good in old statute. Nor will his bill, to be introduced this year, go as far in broadcasting area. He will retain public trustee concept, fairness doctrine and equal time—but he has endorsed House rewrite's license fee concept (Broadcasting, Oct. 23, 1978). Rewrite, having undergone marathon hearings last year (those on broadcasting reported in Broadcasting, Sept. 11, 1978), is itself being renovated at moment, to be reintroduced by Lionel Van Deerlín (D-Calif.) by March 1. Third revamping of act is being prepared by Senator Harrison Schmitt (R-N.M.), member of Senate Communications Subcommittee.

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownership requiring break-up of "egregious" crossownership cases (Broadcasting, June 19, 1978).

Crossownership (television-broadcast-cable television). FCC has amended its rules to require divestiture of CATV system co-owned with TV station that is only commercial station to place city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting is seeking appeals court review, arguing rule should be broader. Two system owners involved are appealing on appropriate grounds (Broadcasting, April 26, 1976). Pending before appeals court are petitions by three crossowners for stay of deadline for divestiture.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has promulgated new cable EEO regulations anyway (Broadcasting, Oct. 22, 1978). In broadcast EEO area, commission has tentatively voted to amend form 395, commission's annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (Broadcasting, Nov. 6, 1978). However, after that action generated considerable criticism, commission decided to issue further notice of rulemaking to obtain comments on various options (Broadcasting, Jan. 1).

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1978) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has begun inquiry aimed at helping it develop plan for refunding some $60 million in fees it collected illegally between 1970 and 1976 from those it regulates—$33 million is expected to be returned to broadcasters—and at developing new fee schedule based in part on spectrum use (Broadcasting, Oct. 2, 1978). FCC expects to begin making refunds this spring. Commission is also asking for comments on proposal to obtain "fair market value" for spectrum use through spectrum fees or auctions, of some combination of the two. And, still pending before U.S. Court of Claims is request by some 90 parties, including broadcasters, for refund of fees.

FM quadraphonic. National Quadraphonic Radio Committee (NQRG) was formed in 1972 to coordinate industry efforts. It submitted its conclusions to FCC in 1975 and commission has conducted tests at its laboratory division since then. FCC issued notice of inquiry in June 1977 to study merits of various quadraphonic techniques. Comments were filed over year ago (Broadcasting, Dec. 19, 1977); second notice of inquiry was issued last month (Broadcasting, Jan. 15).

Format changes. FCC several years ago concluded inquiry to determine whether it can or should be involved in radio's format wars with formats with order concluding that it can't and shouldn't (Broadcasting, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission's position (Broadcasting, Sept. 13, 1976).

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure suddenly became more urgent after Washington appeals court's weak decision in October. Senator Howard Cannon (D-Nev.) chair of Senate Commerce Committee, told them Senate plans to act on legislation in upcoming Congress (Broadcasting, Oct. 30, 1978). Any action on renewal issues will take place within context of House's rewrite and Senate's revamping of Communications Act, it appears. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both return from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24, 1978). FCC also has adopted policies aimed at ensuring minorities path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to nonwhite-owned enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broadcasters has incorporated its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn management operations. Group consisting mostly of blacks has filed for what will be first minority-controlled VHF in continental U.S., WHEC-TV Rochester, N.Y. (Broadcasting, Aug. 28, 1978); another all-black firm is seeking VHF WAAO-TV in Lindbergh, Wis. (Broadcasting, Sept. 25, 1978).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP.

Continues on page 86.
Datebook

- Indicates new or revised listing.

This Week

Feb. 4-7 - Association of Independent Television Stations annual convention, Sheraton hotel, Washington.
Feb. 5-6 - New Mexico Broadcasters Association sales and programing seminar Albuquerque Inn and Convention Center, Albuquerque, N.M.
Feb. 6 - International Radio and Television Society newsmaker luncheon. Speakers will include Anthony D. Thompson, ABC, Robert A. Daly, CBS, and Mike Weinblatt, NBC. Waldorf-Astoria, New York.
Feb. 6 - Television Bureau of Advertising regional sales meeting, Airport Marina, Dallas.
Feb. 6 - Radio Advertising Bureau/Sterling Institute radio sales clinic, Hilton Inn, Dallas.
Feb. 6 - Broadcast Pioneers board meeting (10 a.m.), Broadcasters Foundation board meeting (11 a.m.) and Mike Award dinner (6:30 p.m.) at WGY/FM Schenectady, N.Y. Pierre hotel, New York.
Feb. 6 - Legislative meeting of Michigan Association of Broadcasters, Lansing, Mich.
Feb. 7 - Arkansas Broadcasters Association business meeting and legislative reception Bill Clinton, new Arkansas governor, will be luncheon speaker. Coachman's Inn, Little Rock, Ark.
Feb. 8 - Conference on "Public Service Programming for the Hispanic Community" sponsored by the University of Maryland College of Journalism and the Johnson & Johnson Family of Companies. Speakers will include Hector Acuna, director, Pan American Health Organization; Pablo Escobar, secretaries of national affairs. U.S. Catholic Conference of Bishops; Raymond Roybal (D-N.M.); chairman, Congressional Hispanic Caucus; Rene Anselmo, president, Spanish International Network; and William Medina, assistant secretary for administration, HUD. Campus of UM, College Park, Md.
Feb. 8 - Columbia University seminar on public communications. Topic will be "Challenges of the Network Television News: The Last Decade and an Outlook on the Future." Guest will be Richard Salant, president, CBS News, Case Italiana, 1161 Amsterdam Avenue, New York, N.Y. (212) 687-6020.

Feb. 9 - New deadline for comments in FCC rulemaking concerning network representation of television stations in national spot sales (Docket 78-309). Previous deadline was Jan. 31.
Feb. 9-11 - Second annual radio news minicourse of Department of Journalism of Florida A&M University and Florida Association of Broadcasters, Marriott hotel, Orlando, Fla.

Also in February

Feb. 14-18 - Howard University School of Communications eighth annual communications conference. Theme will be "Communications and Health." Conference participants will include former FCC Commissioner Benjamin Hooks, new executive director of National Association for the Advancement of Colored People, FCC Commissioner Tyronne Brown, and Dr. Jesse Barber, president, American Medical Association. Agenda will also include sessions on careers for students. Howard American hotel, Washington, D.C. Information: (202) 636-7491.
Feb. 15 - Deadline for comments to FCC on multiple ownership of educational broadcasting stations (Docket 78-165). Replies are due March 15.
Feb. 15 - Deadline for entries for 1979 Clarion Awards competition to recognize outstanding communication in areas of human rights, resources and community. Radio and television documentaries and series are among all-media categories. Information and entry forms: Women in Communications Inc., PO. Box 9561, Austin, Texas 78766.
Feb. 16 - Religion in Media's rim awards presentation. Convention Center, Anaheim.
Feb. 16 - Annual North Carolina Farm Press, Radio and Television Institute of the North Carolina Farm Writers and Broadcasters Association, Sheraton-Crabtree motor inn, Raleigh, N.C. Information: Frank Reel Jr., PO. Box 27307, Raleigh 27611.
Feb. 16 - "Law'79" Workshop, sponsored by the National Association of Broadcasters. Featured will be Dr. Arthur Ginzburg, chief of FCC Complainants and Compliance, and four communications lawyers. Registration is $25 for NAB members, $45 for nonmembers. NAB headquarters, Washington.
Feb. 23 - Colorado Broadcasters Association engineering seminar, Williams Manor, Denver.
Feb. 25-26 - CBS Radio Affiliates board meeting, The Breakers, Palm Beach, Fla.
Feb. 26-March 2 - Intelcom '79 international exposition. Speakers will include Joseph Charyk and John A. Johnson, Comsat; Henry Geller, assistant secretary of commerce for communications and Information, and Dr. Mahoud Riady, secretary general, Arab Telecommunications Union. Dallas Convention Center information. Horizon House International, 610 Washington St., Dedham, Mass. 02026; (617) 225-9677.

Champagne Movies 34.

A TRUE LOVE STORY...
For everyone who believes in happy endings

The continuing true story of Marlene, a woman with enough courage to be liberated...and a man with enough love to carry them both.

The OTHER SIDE OF THE MOUNTAIN, PART 2

MARILYN HASSETT TIMOTHY BOTTOMS

A collection of six, one night only, wild and woolly productions filmed on an island by 1,450 feet of narrow film. The most exciting review you've never seen before.

21
When you slip, it hurts

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, the station is in trouble. When you finally realize it, the reaction is often panic, and hasty changes accelerate the decline.

When we study your audience in-depth every year, we know just what is going on, and we harass you to make sure you don't get careless, so that the corrective action you take will be productive.

For other clients who are second, third or even fourth in their markets and heading for Number One, their ability to move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for gathering basic information about your own market keeps decisions out of the personal opinion area.

It also helps that the number one station in town usually sleeps while it slips. It's not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

March

March 1—Deadline for news and entertainment media entries for American Bar Association's Gavel awards. Television, radio, wire services and news syndicates are among the categories that will be judged for efforts during 1978 to increase legal and judicial system. ABA Gavel Awards program, 17 South Wacker Drive, 6th floor, Chicago 60606, attention: Dean Tyler Jenks.


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

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


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

March 1—Deadline for entries in the 1978 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and $2,500 will be given to the all-out broadcast winner with $1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: Rick Reeves, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

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

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

March 5—Society of Cable Television Engineers regional technical meeting. Del Webb's Townhouse, Phoenix.

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

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


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


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


March 15—Deadline for nominations for first Michelle Clark Awards, sponsored by Radio-Television News Directors Association to recognize excellence in broadcast journalism by those who have been in the profession less than three years. Information: Ted Landphair, WMAL(W) Washington 20051.


March 15—Deadline for entries in Radio Television News Directors Association competitions, including Edward R. Murrow annual Television Workshop, March 21 and Media Workshop, (March 22). Combination fee for both events will be $100 for ANA members, $115 for non-members, and for either event, $60 for members and $70 for non-members. Plaza hotel, New York.


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

March 23—New deadline for comments on proposed changes to alcoholic beverage advertising rules by Bureau of Alcohol, Tobacco, and Firearms (BROADCASTING, Jan. 18). Regulations Procedure Division, R. O. Box 385, Washington 20044.

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


April

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

April 1—Deadline for registration for June 18-20 Prix
**Major Meetings**

**Feb. 4-7** — Association of Independent Television Stations annual convention. Sheraton hotel, Washington, D.C.


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

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

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


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

**May 20-23** — National Cable Television Association annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; Dallas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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


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


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


**Sept. 24-26** — Start of World Administrative Radio Conference for U.S. and 152 other member nations of International Telecommunication Union, Geneva.


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Jeunesse seminar at Bayerischer Rundfunk, Munich, Germany. Entitled “Emotions As a Means of Drama,” seminar will feature international experts in analyses and discussions of children’s TV programming. Contact: Dr. Ernst Emmich, Organisationsburo Prenn Mueni, Bayerischer Rundfunk, Rundfunkplatz 1, D 8000, Munich 2, West Germany.

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


**April 2** — Deadline for comments on FCC proposal establishing table of assignments for FM ED stations and new classes of stations (Docket 20738). Replies are due May 15.

**April 2-5** — Electronic Industries Association spring conference. Shoreham Americana hotel, Washington.

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

**April 3** — Advertising Research Foundation annual convention. Washington.


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

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

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


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

**April 8-10** — West Virginia Broadcasters Association annual meeting. Lakeview Inn and Country Club, Morgantown, W. Va.


**April 11** — New England Cable Television Association annual meeting. Sheraton Inn and Conference Center, West Lebanon, N.H.

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

**April 11-13** — Kentucky Broadcasters Association annual convention. Hyatt Regency, Louisville, Ky.

**April 13-14** — Meeting of Texas Association of Broadcasters. Sheraton, Abilene, Tex.

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

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


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

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

I am shocked that some of my quotes relating only to the NBC-Universal association were taken out of that context entirely and used by Broadcasting in a different story (Jan. 29) to make it appear that I am somehow disavowing responsibility for NBC's new schedule. Your reporter, during the interview, mentioned the five Universal projects represented some that were in development before my arrival here, and that in our fall development there are fewer Universal series.

Somehow this all got transformed into a headline and lead paragraph that has me saying that NBC's second-season schedule is someone else's responsibility. I did not say that, I do not believe that and your reporter never asked me about that.—Fred Silverman, president, NBC, New York.

In praise of parallelism

Editor: "History lesson" is a nifty editorial (Broadcasting, Jan. 22). I use that same parallel constant in dealing with the FCC people—that is, the growth of FM and the present status of UHF. It's ever so true. In fact, the television boys should just look at everything that's happened in radio because I think an awful lot of it is going to be happening in television, including specialization.—Don B. Curran, president, Field Communications, San Francisco.

All by itself

Editor: Regarding your article "TV is coast-to-coast host to retailers" (Jan. 15), we appreciate your mentioning our market, Beaumont-Port Arthur, as performing a unique service during our presentation to area retailers. However, KFDM-TV is not the only TVB member in our market (not "the stations"), the only station supporting TVB's efforts, hence the additional local testimonials were of our origin (conception, production, presentation).—Lee R. Salzberger, general sales manager, KFDM-TV Beaumont, Tex.

What's in a name

Re your Jan. 22 cartoon, "This is Gordon Feldmeyer filling in for our weatherman who couldn't get here tonight because of an unexpected snow storm."

And people ask: "Arlene, why don't you use your married name on the air?"—Arlene Garbett Feldmeier, president, Garbett Communications, New York.

To the blackboard

About your WESH story (Jan. 22, page 50). The word is not "inchoate" but rather "inchoate"—derived, as we all know, from the Latin "inchoare," to begin.—Joseph R. Dominick, associate professor, Grady School of Journalism and Mass Communication, University of Georgia, Athens.
When it comes to News, KTVU is Honored

In 1978, KTVU won more news reporting and craft Emmys than any other Bay Area station. KTVU twice has received the Emmy for the Best Daily News-cast in Northern California. In the Television News Division, KTVU cameramen and film editors swept the field, receiving 21 of 33 awards given by the California and Bay Area Press Photographers Associations.
When the ad regulator turns into the advertiser

Public service announcements: Can they be an effective tool in alerting consumers to their legal rights in the marketplace? Or are the subjects too complex to be reduced to 60-second, 30-second or even 10-second commercials? Or too dull inherently to be made interesting? Or too controversial? Or, as some suggest, is the airing of PSA's so unpredictable and unmeasurable that a reasonable level of reach and frequency is an unreasonable goal, regardless of the importance of the message and the quality of the presentation?

On the other hand, might not stations welcome this kind of PSA? Station response cards from an earlier PSA suggest that this is the case. Most stations seem to be engaged in a continuous dialogue with their listeners, and consumer issues are way up there in listener interest.

The Federal Trade Commission hopes to shed some light on these questions this year. Several flights of TV and radio messages will be issued this month and some others will follow later in the year.

The messages stem from FTC mandates and enforcement responsibilities. Congress made it quite clear in the original FTC Act of 1914 that the commission had an obligation to inform the public, and, lest the FTC forget, Congress reminds it from time to time in specific legislation such as the Energy Policy and Conservation Act (appliance labeling) and the Equal Credit Opportunity Act.

The trend in FTC rulemakings these days is toward regulations that are self-enforcing in the marketplace. They do, however, depend on knowledgeable consumers and sellers to function properly. The eyeglass rule, for example, eliminates the barriers to the competitive advertising of glasses. Presumably, those who want to advertise will enforce the rule by advertising. But the rule has a second part, which provides that consumers have the right to be handed their prescription after their eyes are examined. This completes the cycle. Presumably, consumers who know about this right and wish to shop around will be sure they get their prescriptions.

One message, being issued in both TV and radio form, alerts married women to their right to have credit reported in their own names. Traditionally, married women operate with credit that is reported in the husband's name. If they become divorced or widowed, they run into serious problems establishing credit without credit histories of their own. This subtle form of discrimination is now outlawed by the Equal Credit Opportunity Act, but the effect lingers on, as any formerly married woman can attest. Focus group research revealed that women really tune into this subject when it is dramatically presented.

A complex subject? Indeed, the credit laws are among the most complex the FTC enforces. But pretesting suggests the FTC has a simple and effective commercial. As with any other advertiser, we await the verdict of the marketplace. Step number one is to get them on the air.

Another message the FTC has tackled comes right out of the Magnuson-Moss Act, which reformed and simplified FTC procedures and rewrote warranty law. Specifically, the law says that warranties on products worth $15 or more must be available for consumers to read before purchasing. How many consumers really know they can compare warranties as well as price and quality?

As a user of public service announcements, the Federal Trade Commission has no more inherent right to air time than any other agency of government or nonprofit organization. The messages have to earn their right to be aired just like any other PSA.

To raise the odds in its favor, the FTC has carefully defined its message in terms of consumer benefits and listener interest. In focusing on the credit-history problem of formerly married women, for example, a huge segment of the listening audience is targeted. What's more, the message has meaning to men as well as to women. His understanding of the problem can make it easier for her to take a simple step in her own behalf without threatening a happy marriage. The spot actually explains that step, and she need not write in for a booklet to take action, though some of our spots offer that option. The FTC's goal is to offer an actionable message.

But many worthy messages fail to get on the air because of unprofessional presentation. While working with a rather restricted budget, the FTC has been fortunate to have great producers help put the spots together. Care has gone into the packaging as well, so that PSA directors at the stations will be able to assess the usefulness of these messages for their audiences.

Designing an advertising program for the FTC is a unique experience. Professional advertising people, working on commercial accounts, usually dread that part of the approval process that has to get through "legal." Imagine, then, producing ads for 600 lawyers, many of whom are specialists in advertising law. In practice, the process has been far less harrowing than one might anticipate. Quite the contrary, in fact. The PSA program has aroused considerable professional interest within the agency, and attorneys involved in specific programs for which spots are being developed are especially eager to see a simplified message get out.

President Carter's admonition, when he took office, that there be fewer regulations and that they be written in plain English, could well have been a prescription for the PSA program. One can joyfully fantasize a day when all regulations everywhere will have to pass this acid test:

"Can you spell it out in 30 seconds or less?"

"And can an average listener get it in one or two hearings?" Obviously, that's an oversimplification of the regulatory process.

The program is experimental, and a year from now the FTC hopes to know a good bit more about the subject. For now, it is betting on the notion that a strong public service message, put together into a professional, entertaining commercial, will make it in the world of PSA.
PROFESSIONAL SALESMASTERSHIP MAKES THE DIFFERENCE

WFBL Syracuse

NOW REPRESENTED NATIONALLY

by

Buckley Radio Sales, Inc.
On April 10, 1978, Broadcasting told the rating story. The $128,000 QUESTION was tied with THE MUPPETS as the number one prime access show in the top fifty markets (1978 Feb/Mar ARB). It beat such current hits as FAMILY FEUD, THE GONG SHOW, HOLLYWOOD SQUARES and NAME THAT TUNE, showing a remarkable 40% share growth from October to February.

Now Show Biz is proud to announce that this top rated game show is available on barter for Fall 1979.

We've pulled all stops in bringing back this television classic. All new production by Cinelar Associates with Steve Carlin as Executive Producer...an elaborate new set design...the biggest dollar pay-off in game show history.

We're taking orders now...so don't let this one get away. Grab a winner by telling us to put a hold on THE NEW $128,000 QUESTION for your station. In the ratings game the Question is the answer. We think you'll agree—this is the hottest new prime access entry of the year.
Bazelon, Ferris: more sources of programs mean less regulation

At UCLA seminar, D.C. appeals judge says television should be restructured to provide diversity; FCC chairman says technology may get there before the lawmakers can.

The policymaker and the judge were in agreement last week on the way to go in broadcast regulation: structure. Provide the kind of structure in which an abundance of networks can flourish, and the need for government intervention in programming matters will be sharply reduced, said FCC Chairman Charles D. Ferris.

"The key," said Judge David L. Bazelon of the U.S. Court of Appeals in Washington, is "a 'structural' regulation of the media." It can "substantially increase the likelihood of diversity in programming," while posing few First Amendment problems, he said. "It is content-neutral."

The views expressed by the two principal speakers at a UCLA communications law symposium on "The Foreseeable Future of Television Networks" may not have broken new ground. But the speeches seemed significant, nevertheless. At a time when Congress is attempting to write a new charter for telecommunications, the chairman of the agency conceived in the notion that it can, and should, discern the public interest, and a judge who has been known to be soft on hard-nosed regulators seem in general agreement that, as Chairman Ferris said, "our most effective regulatory options are primarily structural in nature rather than directly content-oriented."

Judge David L. Bazelon of the U.S. Court of Appeals in Washington last week added his voice to the rising chorus of criticism of government regulation of broadcasting, and placed himself on record as favoring deregulation—of radio at least.

But the "key," he said, is to give up trying to regulate how the media behave and to regulate them instead through their structures—through antitrust policies, limits on media crossownership and a requirement of mandatory access to cable television systems.

Judge Bazelon, who expressed his views on Friday in keynoting the UCLA communications law symposium, urged Congress, as it gears up to create a regulatory framework for the next 50 years, to avoid the mistakes of the last 50.

His concern is the First Amendment, which, he said, has not been served by FCC policies. Intermixtures of VHF and UHF have impeded the development of UHF and precluded the development of additional networks. "Hostility" to cable television has slowed the growth of that medium. And the fairness doctrine, instead of promoting diversity, has "suppressed programing on controversial issues almost entirely."

What has been fostered, he said, is "the domination of three large, but virtually identical, networks, which exercise an unprecedented influence over the national political and cultural life."

Judge Bazelon, a liberal member of the court who in recent years has shown an increasing sensitivity to First Amendment issues in broadcast cases, said the commission's "abysmal" record alone would justify a re-examination of the First Amendment standards for telecommunications regulation. But more than that, he said, the advances in telecommunications technology have called into question the technological predicate of regulation—spectrum scarcity.

Judge Bazelon said three lessons can be drawn from the country's 50-year experience in applying First Amendment standards to broadcast regulation.

One is that the "print model" of the First Amendment, the "hands off" policy, has proved "more congenial to our national political values than the 'different' First Amendment standards endorsed" by the Supreme Court in the Red Lion case, in which the constitutionality of the fairness doctrine was upheld.

And one way to promote independence of the broadcast media is by eliminating "unnecessary regulation." He is not prepared for "full deregulation of television," nor does he believe complete deregulation of that medium is warranted. But he applauds the call for deregulation of radio, which, he said, would provide an opportunity to test the assumptions underlying deregulation.

But it is "structural" rather than "behavioral" regulation that appears essential to Judge Bazelon. The nature of the markets—natural monopolies, economies of scale, and high entry barriers—"may counsel against leaving telecommunications entirely to market forces," he said. But the use of antitrust policies, media-crosstownship limitations and the imposition of access requirements on cable systems would "permit rectifying undesirable aspects of the market without government involvement in program content," he said.

The third lesson to be learned from experience of the last 50 years is that when the government does promote specific programming in the name of diversity—as in funding public broadcasting—"we must be on guard to prevent abuse, and to insulate such efforts from political pressure," he said.

"Examine the time-worn assumptions that underlie regulation," he urged those concerned with the task of creating "a new charter" for telecommunications. "There is a tremendous danger that we will unwittingly apply old bromides about broadcasting and the First Amendment to new technologies, both broadcast and non-broadcast."

Deregulation, a word heard often around the FCC these days, was not used once in Chairman Ferris' speech; rather, he talked of structural change as his answer to the question of providing the diversity of voices he said is a principle rooted in the First Amendment. And he suggested the commission learn how to
bring that about in television by looking at the senior electronic medium—radio—where the enormous diversity of services available led the commission a few years ago to eliminate most of its radio network rules.

But he also suggested that TV diversity would not develop without leaving a mark on the shape and function of the networks. Their primary, and saving, function, he said, might be live journalism.

At a time when the technological revolution sweeping the telecommunications industry is introducing such developments as nationwide pay cable television, operation and satellite interconnection of public television stations, he said the best thing government can do is to stand aside and let them happen.

Of course, the commission, in the name of structural regulation, has over the years adopted rules to prevent the networks from abusing their power. And the network inquiry now under way will investigate a variety of alleged abuses by networks in relations with their suppliers and affiliates, he said.

But after more than 30 years of concern with such matters, he said, there are still only three television networks. But radio, he said, the medium for which the chain-broadcasting rules were adopted in 1941, is now free of most of them. The reason, he said, is a structural change. There are now 8,000 radio stations, compared to some 700 in 1941 and now 10 conventional networks plus a variety of state, local and special ones, when 30 years ago there were only four national radio networks.

Those developments occurred without FCC involvement, he said. They were in response to improved technology and the changing tastes and needs of listeners and advertisers. With a vastly increased number of stations and networks, he said, the commission found that competition "could accomplish most of what our radio network regulations were intended to do."

He noted that "important seeds of change in the television networks" are taking root. And while the commission record of accommodating such change is not particularly good, he said—he then recalled the FCC regulation of FM in the 40's and the intermittent of VHF and UHF television in the same markets—it's not been all bad either. He cited the open-skies satellite policy, the decision to relax policies on the size of small-market earth stations, the effort to stimulate the development and acceptability of UHF television, and the inquiry into low-powered television and translator stations.

Chairman Ferris does not guarantee such developments will have no impact on the function of the existing networks. The three networks, for all their expertise, may not be able to withstand the competition of the entertainment that could be packaged and delivered by a multitude of "networks," he said.

But, he added, that may simply mean the networks will have a new primary function—satisfying the public's desire for immediate, live contact with important current events and issues. He noted that some network executives are also saying as much ("In Brief," Jan. 29).

But in the long run, the chairman said, "the public interest can most effectively be voiced by the public itself as it turns the dials of television sets across the country to choose among an abundance of program choices." That is the best hope, he said of a system that combines diversity of service, limited potential for abuse of market power and "a greatly reduced need for government intervention in decisions on what the public sees and hears."

Carnegie II: fine tuning its predecessor

It's out with old corporation, in with new "trust" to oversee budget of $1.2 billion a year, half from federal government, and to harbor program "endowment" financing national productions

The Carnegie Commission on the Future of Public Broadcasting, or "Carnegie II," last week pronounced the noncommercial system that evolved from the recommendations of the first Carnegie Commission "fundamentally flawed." The latter-day Carnegie then detailed its own recommendations for preserving public radio and television as a "national treasure." Briefly, Carnegie II's plans envision:

- An increase in the public telecommunications budget to $1.16 billion by 1985. $590 million of that in federal dollars which would derive partly from a spectrum fee on FCC commercial licensees.
- Establishment of a Public Telecommunications Trust that would guide and maintain the system, with a semi-autonomous Program Endowment under its umbrella to concentrate on programming.
- Employment of further controls to insulate the system from government control.

As Carnegie II's chairman, William J. McGill, said at a New York press conference where its report, "A Public Trust: the Landmark Report of the Carnegie Commission on the Future of Public Broadcasting," was unveiled: "While the commission believes, after nearly 18 months of study, that public broadcasting has become a national treasure of unparalleled importance in the life of our country, we reluctantly conclude that the present structure of public broadcasting's financial, organizational and creative activities is fundamentally flawed."

The work of the 17-member commission and its staff, led by Executive Director Sheila Mahoney, is a second look at the noncommercial system. The first, done 12 years ago by the Carnegie Commission on Educational Television, was the groundwork for congressional legislation and much of the current system, particularly the Corporation for Public Broadcasting.

This new analysis, funded with a $1 million grant from the Carnegie Corp. of New York, would eliminate CPB and replace it with the Public Telecommunications Trust. The increased federal funds would support this new private, nonprofit organization as well as the public "endowment. Key to the endowment, according to Dr. McGill, would be that "its funds would be supplied so as to offer the maximum feasible protection..."
cized review of its programing decisions.”

The insulation question is critical in the report. As it stated: “Herein lies the fundamental dilemma that has revealed itself over and over again in public broadcasting’s brief history and led to the empanelment of this commission: How can public broadcasting be organized so that sensitive judgments can be freely made and creative activity freely carried out without destructive quarreling over whether the system is subservient to a variety of powerful sources including the government?”

As outlined in detail in individual stories beginning on page 56, the report went into considerable detail regarding how the $1.16 billion would be collected and distributed and how the proposed structure would operate. Other recommendations are wide-ranging: a call for 250-300 new radio stations, more autonomy and strength for local radio and television operations, a commitment to journalism, new technology and public accountability.

As to the matter of the membership organizations—the Public Broadcasting Service and National Public Radio—the commission was nearly silent, saying that how the stations organize is their own business.

“These are, we repeat, appropriate decisions for the stations to make, provided no station is coerced, network style, into carrying a program against its will,” the report said. However, it is clear that the structure and funding levels Carnegie II proposed, and technology itself, open the door to various organizations, regional and national.

In an interview with Broadcasting, Dr. McGill claimed that PBS hasn’t been "very effective in its present form." He explained that the "statutory organization" was created with too many voices trying to be part of the decision-making process. That apparently is one reason why the commission recommended strong power to be vested in the chief executive of the program Services Endowment.

Although the commission’s recommendations may take considerable time to be translated into reality, if they ever are, the commission is counting on White House support.

Dr. McGill told Broadcasting that the Carter administration was briefed on the report prior to its release and is expected to use the report as a basis for drafting proposed legislation. Dr. McGill said he expects that the commission should know if its work is "dead or alive" by July.

President Carter, in a statement timed to the release of the report, said that it "provides a focal point for continued work by government and—most importantly—by the system itself." He added that the administration "will study the recommendations with care, along with the proposals being developed in Congress."

The study runs 408 pages, is published by Bantam Books and is available at bookstores for $2.95.

One-hand clapping for Carnegie Commission

Establishment reaction consists of praise for the effort, reservations about the results; only NPR, however, stands in outright opposition as most wait to wade through the report.

Washington’s official reaction to the Carnegie Commission’s report was, in a word, polite. Unofficially, the capital’s public broadcasting establishment, which gathered Wednesday night for a Carnegie-sponsored reception at the Mayflower hotel, voiced some reservations about the study, especially the political feasibility of some of the commission’s recommendations. With the notable exception of public radio’s vocal dissatisfaction with many of the recommendations regarding it, most interested observers in the medium reserved substantive comments on the study until after they had an opportunity to finish reading the lengthy document and to reflect on some of its more far-reaching implications.

Official comments on the study were issued quickly after the release of the report. Public Broadcasting Service President Lawrence K. Grossman said: “While all of us in public broadcasting may not agree with all the points made in the report, Carnegie’s efforts will help us enormously as the entire public broadcasting system proceeds to address the future of public broadcasting in this country.”

The PBS president added: “We are particularly pleased with the report’s confirmation of the vastly increased funding level needed to make public broadcasting a major force for good in our society.”

In a statement issued jointly with Mr. Grossman’s, Hartford Gunn, vice chairman of PBS, said, “I hope this report, together with the discussion of plans being considered in the Congress and the public broadcasting system itself will result in a single blueprint for public broadcasting to follow.”

The commission’s report dealt little with PBS, addressing as Chairman William McGill said, the “statutory” organizations rather than the membership groups. As one PBS official read it, however, the omission could be seen as a fortuitous one. “Don’t you think they did that by design?” A Carnegie recommendation was suggested by Carnegie purposely placed the independent stations and their membership organization in the same category and thus left the question of PBS’s role in the public broadcasting system up to the stations.

Nor did PBS officials see the report as running counter to its position, expressed in a speech by Mr. Grossman last month (Broadcasting, Jan. 15), that the stations should grant the service greater central authority in programing. That, too, more than one PBS official said, was something Carnegie apparently felt should be left up to the stations.

Newton Minow, appearing, Tuesday night on PBS’s MacNeil/Lehrer Report in his role as chairman of the television service, said that PBS was in “very major agreement” with the commission. He said the report was an endorsement of the view that the “stations should be the ones to make the decisions.” He added, however, that “we’re not sure” where PBS would fit in the system envisioned by Carnegie.

National Public Radio’s reaction, on the other hand, was less than positive. Chairman Edwardelson said, “With apparently the best will in the world, the Carnegie Commission has produced a report which, if enacted, would endanger the existence of the very public radio system it praises. It is apparent that the commission has failed to understand the fundamental differences between public radio and television or to recognize the revolutionary changes already under way through our satellite distribution system.”

NPR President Frank Flankiewicz added that, in polling members, many of the recommendations were “most unrealistic.” The nine-member board governing the proposed trust, which would be appointed by the President but not confirmed by the Senate, was “not going to be taken very seriously” among Washington’s politicians, he said.

Robert Fleming, now president of the Corporation for Public Broadcasting, which would be abolished under Carnegie’s proposals, reserved comment “until we can carefully examine” the report. The study came at an “opportunity moment,” he said, “both because of the demonstrated interest of the Congress, and the willingness of CPB to subject itself to a thorough internal re-examination.”

From political Washington, comments tied the report to last year’s Public Telecommunications Financing Act and to the rewrite of the Communications Act of 1934, which is now under way. The White House said many of the commission’s points had been addressed in last year’s legislation. The administration said as well that the report “provides a focal point for continued work by government and—most importantly—by the system itself.”

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, issued a statement praising the report, but, when asked about his reaction, he admitted he was “troubled” by the idea of the trust. He questioned whether it was “going to do anything more than add one more layer” of bureaucracy and create “overlapping functions.” The chairman also said Carnegie’s version of the spectrum use fee was a “real disappointment” because it would offset only part of the system’s needs. “I would just observe that this is not moving us in any manner toward protected, insulated funding,” he said, because it does not get
away from the perils of the appropriation process."

His Senate counterpart, Ernest F. Hollings (D-S.C.), indicated that his committee at least would be in no hurry to do anything with the Carnegie report. He was of the opinion that last year's law did much to address the problems explored in the study. "With regard to the structural changes being recommended," the senator said, "there will be ample time to evaluate them since new authorizing legislation will not be needed during the next two years."

Paul Bortz of the National Telecommunications and Information Administration said his agency would be studying the report and would probably include some of its recommendations in an upcoming NTIA study of the public broadcasting system.

House sets line-up of Communications Subcommittee

Among the changes are the return of former member Brophyll and the departure of Waxman, Mikulski, Moore and Moorhead

Reorganization of the House Communications Subcommittee membership last week saw the departure of one of its more outspoken members and the return of one, possibly two, who were active participants in broadcast matters as subcommittee members several years ago. Leaving is Representative Henry Waxman (D-Calif.), a third-term congressman who overcame the House's tradition of granting subcommittee chairmanships to its senior members by defeating six-term Richmond Preyer (D-N.C.) in an election for the chairmanship of the Subcommittee on Health and the Environment. Mr. Waxman, who has been an advocate for the Hollywood creative community and critic of the networks, thus leaves the Communications Subcommittee.

But James Brophyll (R-N.C.), the second ranking Republican on the full Commerce Committee, and a one-time sponsor of broadcaster-supported license renewal legislation, has opted to return a take in the Communications Act rewrite. Mr. Brophyll, who will be ranking Republican on the Consumer Subcommittee, will not occupy the ranking seat on Communications. That role, which carries with it control over the Republican subcommittee, will be filled by Representative James Collins (R-Tex.) (BROADCASTING, Jan. 29).

Representative Clarence (Bud) Brown (R-Ohio), another former member, has expressed a desire to return to the subcommittee, but can do so only if the subcommittee size, which was restricted to 15 members last week, is increased.

There was some discussion of doing that after assignments by the Commerce Committee's Democratic caucus last week froze out two members who wanted spots on the subcommittee. Both Representative Barbara Mikulski (D-Md.), a member last year, and Mickey Leland (D-Tex.), the member the Congressional Black Caucus wanted to place on the subcommittee, found the panel full by the time it came their turn to choose.

Subcommittee workers were cheered by the outpouring of requests for membership, taking it as an indication that the Communications Act rewrite is being taken seriously by committee members. Those who did make it onto the subcommittee included Ronald Mott (D-Ohio), a third-term member who is new to this panel, and freshman member Allan Swift (D-Wash.) who shares Subcommittee Chairman Lionel Van Deerlin's background as a TV news director ("Closed Circuit," Jan. 22).

The subcommittee roster will not be complete until the Republicans announce their choices somewhere this week, but if their unofficial selections hold up and if the subcommittee size remains at 15, the House Communications Subcommittee will look like this in the 96th Congress (new members are italicized): Lionel Van Deerlin (D-Calif.), chairman; John Murphy (D-N.Y.), Timothy Wirth (D-Colo.), Martin Russo (D-III.), Edward Markey (D-Mass.), Mr. Mott, Mr. Swift, Thomas Luken (D-Ohio), Albert Gore (D-Tenn.), Harley Staggers (D-W. Va.), full committee chairman; Mr. Collins; Mr. Brophyll; Carlos Moorhead (R-Calif.) Marc Marks (R-Fla.), and Samuel Devine (R-Ohio), ranking Republican on the full committee.

In other elections during the Commerce Committee Democrats' caucus last week, Representative Bob Eckhardt (D-Tex.), former chairman of the Consumer Subcommittee, defeated John Murphy for the chairmanship of the Subcommittee on Oversight and Investigations. Mr. Eckhardt indicated to reporters that he would not be inclined to use the subcommittee as a vehicle to reform regulatory agencies as did John Moss (D-Calif.), who retired at the end of last Congress. Representative James Scheuer (D-N.Y.) was elected to succeed Mr. Eckhardt as chairman of the Consumer Subcommittee.

In Brief

Hearing on nomination of Anne R. Jones to FCC seat now held by Margita White has been scheduled Feb. 23 before Senate Communications Subcommittee. Commissioner White has resigned effective Feb. 28 or on confirmation of Miss Jones, whichever occurs first (see story page 50).

Federal grand jury in Pittsburgh, investigating possible collusion among television stations in fixing of rates, has subpoenaed time-sheets records since Jan. 1, 1974, of three stations -- Westinghouse's KDKA-TV, Cox's WQED and Hearst's WAVY-TV. Michael Flinn, attorney for WICN-TV, said, "We don't know what they're investigating or why." Rates among stations are said to vary greatly. As one general manager said, "If anything, there's a war."

Operational digital video recording is still at least five years away, in opinion of Ampex Corp., which last Saturday (Feb. 3) was first U.S. manufacturer to demonstrate working -- albeit experimental -- model. Although machine (modified AVR-3) attracted great interest at annual TV conference of Society of Motion Picture and Television Engineers in San Francisco, company's Charles Anderson cautioned that it was "engineering curiously;" not breakthrough. Picture quality of three-minute segment was described as excellent, although at cost of great "inefficiency." Observers felt one Ampex object in unveiling laboratory model was to dampen enthusiasm for digital's future and refocus attention on today's marketplace reality: one-inch analog video recording. Ampex's digital approach is 180 degrees away from that demonstrated by Britain's John Baldwin's Independent Authority in London last fall (BROADCASTING, Oct. 9, 1978), which used modified Fernseh one-inch helical machine as opposed to Ampex's two-inch quad.

U.S. Court of Appeals in Washington has upheld portion of FCC crossownership rulemaking that ordered divestiture of "egregious" newspaper-broadcast combinations in same market. Break-up deadline is Jan, 1 of next year; commission says requests for waiver of divestiture order must be filed in 60 days.

ABC Inc. has sold its loss-plagued ABC Records to MCA Inc. for price believed to be under $50 million. Records division lost $29,807,000 in 1977, Deal is expected to be consummated in early March. In meantime, MCA has agreed to press and distribute ABC records.

Taft Broadcasting has agreed to acquire up to 80% interest, with option to acquire rest, in new company that is buying substantially all assets of QM Productions from Quinn Martin for $12 million. Allan D. Yasny, chairman of QM, and Merrill H. Karpf, president, will have same posts in new company, also called QM Productions, and are among those owning remaining 20%. Assets consist primarily of name QM Productions, QM film library (over 1,000 hours of prime-time TV programs) and company's live production capabilities. Taft also owns Hanna-Barbera Productions and expects to close soon on its acquisi-
Fee refunds finally may be on the way

FCC ready to give back everything over $129 for radio, $121 for TV; that's less than most had expected

The FCC is almost prepared to tell broadcasters and others demanding fee refunds that "the check is in the mail." The commission last week adopted a report and order providing for the refund of fees in excess of $129 for radio stations, $121 for TV facilities.

That means the recoupment of $31.5 million paid by broadcasters under fee schedules adopted in 1970 and 1975 that the U.S. Court of Appeals says were illegal. All told, broadcasters paid $47.8 million, but the commission says a new schedule designed in accordance with court-prescribed criteria indicates $16.2 million was collected illegally.

The order as adopted contains changes that will cheer some small broadcasters—but dismay others counting on refunds. The notice would have established the minimum cost of annual fees at $250—a figure so high that, according to the National Association of Broadcasters about 50% of the broadcasters would not receive any refund. The final order reduced the cost to the $129-$121 figures.

A primary reason for the reduction in the cost established by the commission is that, in response to broadcasters' complaints, it abandoned its original idea of allocating costs for adjudication among all fee categories, regardless of whether a particular application was subject to a hearing. As a result, the $222 adjudicatory cost that would have been figured into every fee has been removed. Instead, the total cost of adjudication is to be included only in the fees associated with applications involved in hearings—and will boost the cost of each of those fees by $9,550.

Some 700 broadcast fees are affected. The broadcasters who paid them will get substantially less than they had expected—in some cases, the refund will disappear.

The commission estimates it will be able to begin making refunds in about 60 days. The commission must obtain General Accounting Office approval of the forms to be used for seeking refunds, and then additional time will be required to print 200,000 copies.

Besides the money to be returned to broadcasters, the commission expects to refund almost as much again to others it regulates, or a total of $60 million of the $88 million involved.

But while the commission in this phase of the refund process was preparing to refund most of the money it took in fees of more than $20, it indicated it would refund only a small portion of the fees of lesser amounts.

Most of the fees were the $4 ones paid by citizen band operators. Commission rules preclude repayment of fees of less than $3, and since the commission's figures indicate CB operators could be charged more than $1 for their licenses, the commission could decide not to refund any of those fees.

Involved are two million of 11 million fees of $20 or less—or $28 million out of the total of $75 million.

No final decisions were made. The commission instructed the staff to draft a notice of inquiry to aid in the development of Phase II of the fee refund program.

Actors, agencies, advertisers on reconciliation road

The first break in the extended strike by performers in television and radio commercials came last Thursday (Feb. 1) when management and labor officials reached tentative agreement on a new pact to cover TV commercials.

The strike will continue pending settlement of codes covering radio commercials and screen extras. Details of the TV commercials agreement were withheld pending the framing of a master contract to cover all sectors of performers.

Executives of the Screens Actors Guild and the American Federation of Television and Radio Artists went into marathon negotiation sessions with management representatives on Jan. 26 in New York, and, with few respite, the two sides continued to talk until 4 a.m. last Thursday when they reached the tentative settlement on TV commercials. The sessions were held under the auspices of the Federal Mediation and Conciliation Service.

Negotiators resumed talks on the radio commercials and screen extras areas Thursday afternoon. Once settlement is reached on those components, the agreements must be ratified by the boards and members of the unions.

The old three-year contract expired on Nov. 15. The strike began Dec. 19 following disagreement on AFTRA's demands for an increase in radio rates and on management's insistence that payment for alternative scenes of lines in TV commercials be made only if these additional segments are used (Broadcasting, Jan. 1).

boycott and hot-cargo statutes in strike against WPGC-AM-FM Morningside, Md., Washington suburb. Union had tried to force advertising agencies to withdraw commercials from station, arguing that taped messages using voices of people who subsequently joined strike against station amounted to same thing as crossing picket line. Marshall Berman, attorney representing stations, said case is important because it may mark last time AFTRA will attempt to use that tactic.


Miller Brewing last week asked Federal Trade Commission to stop Anheuser-Busch from what Miller claimed was misleading beer advertising. Number-two Miller said top-ranked Anheuser-Busch adds tannic acid (which is safe, but not "natural") to its beers, thereby making "natural" references in its advertising claims "false and misleading."

Sherrill W. Taylor, CBS Radio vice president, development, and for many years head of network division's affiliate relations, joins Torbet Radio, New York, station rep firm, as vice president, station relations, effective today (Feb. 5). Peter Moore, Torbet Radio's New York sales manager, named to new post of vice president, marketing, effective March 1, to coordinate station relations, research and promotion. Lou Mahacek, Torbet vice president and Southeast area manager, Atlanta, succeeds Mr. Moore.

tion of Worldvision Enterprises in stock deal that totaled about $12.68 million when announced (Broadcasting, Nov. 20, 1979).

Sears, Roebuck plans to reduce its advertising in 1979 by about 7% but said it has not completed allocations of funds to specific media. Study by Newspaper Advertising Bureau claims network TV for Sears in 1979 will be trimmed by 20% to $43 million, network radio by 25% to $3 million, local TV by 8% to $21 million and local radio by 10% to $19 million, plus large cut in magazines and small cut in newspapers.

Board of trustees of WETA-FM-TV Washington has established seven-member committee of inquiry to investigate charges of financial mismanagement at noncommercial stations. Board made its decision to go ahead with inquiry after station's president, Ward Chamberlin, submitted 15-page memo rebutting article in Washington Journalism Review that made allegations (Broadcasting, Jan. 8).

Representative Paul Findley (R-Ill.) will reintroduce his bill today to require FCC to convert 2,300 daytime-only radio stations to fulltime. New bill lifts out Communications Act rewrite's directive to insure that there is 24-hour radio service for every community in U.S.

American Federation of Television and Radio Artists has dropped fight following National Labor Relations Board affirmation of administrative law judge's decision that union had violated secondary boycott and hot-cargo statutes in strike against WPGC-AM-FM Morningside, Md., Washington suburb. Union had tried to force advertising agencies to withdraw commercials from station, arguing that taped messages using voices of people who subsequently joined strike against station amounted to same thing as crossing picket line. Marshall Berman, attorney representing stations, said case is important because it may mark last time AFTRA will attempt to use that tactic.


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Megadeal year for station trades

1978 sees highest volume of sales ever, with skyrocketing increase in total value to nearly two-thirds of a billion dollars; 1979 could even top that figure

Station prices not only shot through the roof in 1978, they reached the stratosphere. The 1978 market marked a record 645 stations (54 television and 591 radio outlets) for a total of $651,728,398. (The previous record was 1971's $393.5 million.)

It was a year characterized by the appearance of large group broadcasters and corporations upgrading and significantly expanding their holdings, the entrance of new broadcast companies, the withdrawal of some old ones, a new tax law that appears to have made it far more agreeable for sellers to part with their holdings and a general feeling that broadcasting, as one media broker put it, has become an "inflation-proof" business, attractive to those wishing to ride out bad economic times.

The average television station was sold for $5,680,807 in 1978, while radio properties went for an average of $365,797. Last year will also be remembered as the year of the big deal. Two mergers announced last year—Gannett Co. with Combined Communications Corp., worth $370 million, and General Electric Co.'s with Cox Broadcasting Co., worth $488 million—will, upon FCC approval, be worth something in the neighborhood of $558 million, a monumental figure in its own right. Those deals will also result in spin-offs that could push the total value of the mergers up as much as $80 million or more, according to estimates of Wall Street analysts. Gannett and Combined have already struck spin-off deals, and GE and Cox will be disposing of at least nine of their stations.

Other major deals of the year that have yet to close or to receive FCC approval include: the $59-million purchase of WNAC-TV Boston, a record price for a single station; a $28-million merger of Sonderling Broadcasting Corp. into Viacom International; the $21.6-million acquisition of the Starr Broadcasting Group into Shamrock Broadcasting Inc.; the $81-million Ziff Corp. acquisition of Rust Craft Greeting Cards Inc., which is expected to be approved within 60 days, according to broker Howard Stark, and the $24.4-million buy of Newhouse Broadcasting Corp.'s TV stations by Times Mirror Co.

Another major announcement of last year that is certain to have an effect on the 1979 market was Storer's decision to sell its radio group at a $32-million asking price.

Combined Communications Corp. may remember 1978 as the year the big one got away. But, then, so much happened to the Phoenix company last year that a little thing like the falling through of the swap of KOCO-TV Oklahoma City for Joseph L. Albritton's WLA-TV Washington (worth an estimated $100 million)—the largest single-station broadcast deal ever—might easily be forgotten.

A brief rundown of CCC's exceedingly good year:

- A $370-million merger agreement

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Station Trading Since 1954

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<tr>
<th>Year</th>
<th>Radio only</th>
<th>Combined Radio-TV†</th>
<th>TV only</th>
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<td>$60,344,130</td>
<td>$10,224,047</td>
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<td>27,333,104</td>
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Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

†Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-one customer rule that became effective in 1971.

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.
Announcing an unprecedented offer
for an off-network smash series. There are 141 episodes,
but you buy only one year's stripping,
not the usual multi-year deal.

Just a 1 year commitment
of 260 plays.
In other words, we are taking the chance
on the long term strength of the show and you get the short term advantage.
It's an offer you can't afford to miss
and it's available immediately...

Maude

...for laughs, for ratings, for a year.

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with Gannett Co.

- FCC approval of a $13.8 million agreement merging Globe Broadcasting Co. into Combined.
- The acquisition of WLDI(FM) Detroit from Lincoln Broadcasting Co. for $2 million, plus $25,000 shares of stock.
- A swap of Combined’s KSTAR(AM)-KBBC(FM) Phoenix for Pulitzer Publishing Co.’s KSJD(AM) St. Louis.
- And the announced purchase of KCFM(FM) St. Louis for $3 million.
- The sale of WWDA(AM) Hackensack, N.J., to Palmer Broadcasting Co. for $4 million.

Under the terms of the company’s agreement with Gannett, which has not been approved by the FCC and is not, therefore, included in the totals for 1978, Gannett will be the surviving company. It will be worth some $800 million a year with 79 newspapers, an almost full portfolio of broadcast stations and one of the largest outdoor advertising firms in the country. Karl Eiler, president of Combined, estimated last year that upon completion of the merger, Gannett will have something approaching two percent of the $44-billion U.S. advertising market.

As a result of the merger, Combined agreed to swap the Phoenix AM and FM stations for KSJD St. Louis. Combined has also agreed to purchase KCFM there from Commercial Broadcasting Co. Those transactions also await FCC approval.

The Combined station group now includes: WXIA-TV Atlanta; KOCO-TV Oklahoma City; KBTV(DV) Denver; WPTA(TV) Roanoke, Ind.; WLKY-TV Louisville, Ky.; KARK-TV Little Rock, Ark.; KSTAR-AM-KBBC(FM) Phoenix; KSJO(AM)-KJLL(AM) Financial Newsweek

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Tex. (Houston), and WRRV(AM)-WRVO(FM) Richmond, Va.


Other transactions of 1978 of more than routine interest included:

Two major newspaper-broadcast groups, Post-Newsweek Stations and the Evening News Association of Detroit, swapped their homes. The Post-Newsweek group, which includes the Detroit Free Press, was sold to Gannett Co. for $1.5 million. The Evening News Association, which owns the Detroit Free Press, was sold to Gannett Co. for $1.5 million.

The Outlot Co. picked up another Post-Newsweek station in the capital—WPTA-FM for $6,675,000.

A complicated three-way trade of stations in the San Francisco area finally received FCC approval. CBS Inc. sold KSIX-FM to Golden Gate Radio for $850,000. CBS then acquired KEAR(FM) from Family Stations Inc. for $2 million, and Family bought KMXP(FM) for $1 million from National Science Network.

American Family Corp., a Columbus, Ga.-based insurance company acquired WYES-TV there for $1.5 million—its first broadcast property. Next it bought WAFF(TV) Huntsville, Ala; for $3.35 million. Then, late last year, the firm made separate arrangements to acquire four other stations. It agreed to buy KFVS-TV Cape Girardeau, Mo., from the Broadcast Group of Nations, and WJW-TV Providence, R.I. Knight-Ridder had previously sold its 45% interest in Group One Broadcasting, and at the time of the announcement of the Poole deal had no other broadcast holdings. Poole was principally owned by John B. Poole.

Pulitzer Publishing Co. also bought big in television last year—$43 million worth. The St. Louis publisher, which owns KSJZ(AM) there (although transfer to Combined Communications is pending), KSJZ-FM, KETV(TV) Omaha and KOTA-TV Albuquerque, N.M., bought the Steinman family’s WGAL-TV Lancaster, Pa., and WTV(TV) New Bedford, Mass. Under the terms of an agreement reached with local women’s groups in 1976, the Steinmans agreed to relinquish WGAL-TV by 1981.

The San Antonio stations—KABB-TV, KABB(AM)-KWIN(TV) Regency, and Tribune Co. bought McCoy Broadcasting Co. for $27.7 million. The McCoy station group included: KLAK(AM)-KPLP-FM
Lakewood, Colo.; KHAW-TV Hilo, KHON-TV Honolulu and KAIH-TV Wailuku, all Hawaii; KYXH(AM) Oregon City and KQON(FM) Portland, Ore.

After a time-consuming petition to deny was finally withdrawn, Sarkes Tarzian Inc.’s sale of WTVV(TV) Bloomington, Ind. (Indianapolis), to Teleco Indiana Inc. was approved by the FCC. The $26-million deal had been contested by Herbert A. Terry, a local university professor, who contended that the station had not properly served its city of license. The new owners amended the assignment application to make it clear that its “principal commitment” was to Bloomington and not the “Bloomington-Indianapolis area.”

Landmark Communications bought KNTV(TV) San Jose, Calif., from Gill Industries for $24,525,000. Landmark, which also bought KLAS-TV Las Vegas last year (see below), is principally owned by Frank Batten. Landmark also owns WTAQ-AM-TV-WKEZ(FM) Norfolk, Va., as well as the local papers there.

Landmark also bought KLAS-TV Las Vegas from the estate of the late Howard Hughes, for $8 million.

On the second time around, Superior Tube Co. found a buyer for its UHF ch. 20 WDCA-TV Washington-Taft Broadcasting Co. A deal to sell the station to the Tribune Co. of Chicago for $12 million fell through, and the new buyer, Taft, appeared with $13.5 million. That buy brought the Taft portfolio of television stations to its legal limit of seven: VHF’s WRKQ-TV Cincinnati; WTVN-TV Columbus, Ohio; WRRC-TV Birmingham, Ala.; WOAF-TV Kansas City, Mo., and WGR-TV Buffalo, N.Y., and UHF’s WTAQ-TV Philadelphia and WDCA-TV. Taft also owns five AM and five FM radio stations.

A newcomer to broadcast ownership, A-T-O Communications Inc., a subsidiary of the publicly traded A-T-O Inc. electronics firm, paid $12.5 million for WLXH-TV Orono, Mich. The seller was Television Corp. of Michigan. The sale was announced shortly after A-T-O announced it would be starting out on a $30-million acquisition spree of broadcast and cable properties.

Affiliated Broadcasting Co. (The Boston Globe) bought KRASK(AM)-KQNT(FM) Sacramento, Calif., for $11,637,500. The seller was Hercules Broadcasting Co.

Meredith Broadcasting bought WPCH-TV Pittsburgh from Pittsburgh Telecasting Inc. for $11.7 million, plus an additional consideration of $500,000. That buy was made in the same year that Meredith closed its $5.2-million purchase of WPCH(FM) Atlanta from Sudbrink Broadcasting Inc.

Metromedia Inc. bought KDOG-TV Houston for $11 million from Crest Broadcasting Co. That purchase rounded out Metromedia’s complement of TV stations, which includes: KTTV(TV) Los Angeles; WTT(TV) Washington; WXIX-Newport, Ky. (Cincinnati); WTCN-TV Minneapolis; KMBC-TV Kansas City, Mo., and WNEW-TV New York.

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and KIAK(AM) Fairbanks—for $3 million. WLFI-TV Lafayette-Kokomo, Ind., was sold for $2,972,248 by RJN Broadcasting Inc. to The Wooster Republican Printing Co.

Morris Network Inc. bought WCWB-TV Macon, Ga., for $2.8 million from Bibb Television Inc.

Jonsson Broadcasting Corp. paid ASI Communications Inc. $1,650,000 for KROI(AM) Sacramento, Calif., and $1.1 million for co-located KROX(AM).

Donald B. Crawford, a 14% shareholder of Crawford Broadcasting Co., bought that company's KPBC(AM) Dallas, WYCA(AM) Hammond, Ind., and 50% of WDIC(AM) Birmingham, Ala., for $2,316,764. Mr. Crawford already owned the other half of the Birmingham station.

Tascosa Broadcasting Inc. sold KOIZ-AM-FM Amarillo, Tex., toWiskes/Abaris Communications for $1,950,235, plus a $377,000 consulting agreement.

WRBO(AM)-WCWO(AM) Pompano Beach, Fla., were sold by Radio Broward Inc. to Rose Broadcasting Co. for $1.7 million, plus a $200,000 covenant not to compete.

KWKI(AM) Kansas City was bought by Swaggart Broadcasting Corp., owned by the Jimmy Swaggart Evangelistic Association, for $1.9 million from FM Broadcasting Inc.

WALL-AM-FM Middletown, N.Y., went to the Sillerman-Morrow Broadcast Group for $1,875,000. Castle Communications was the seller.

Sandusky Newspapers Inc. bought KZAM-AM-FM Bellevue, Wash., for $1,620,000 from Bellevue/Eastside Ltd.

Gilmore Broadcasting Corp. paid $1,375,000, plus a $200,000 covenant not to compete, for KVOR(AM)-KSPZ(AM) Colorado Springs. The seller was Wolverine Broadcasting Corp.

KSKY(AM) Dallas went from Sky Broadcasting Service to Sky Broadcasting Co. The price was $1,575,000.

A group headed by Robert G. Ligget paid $1,550,000 for WLOL-AM-FM Minneapolis. Midcontinent Broadcasting Co. was the seller.

KITE-AM-FM Terrell Hills, Tex., were sold by Doubleday Broadcasting Co. to Lone Star Radio Inc. and to Lotus Texas Corp., respectively, for $750,000 each.

Robert Weathers, the general manager of WACO(AM)-KHOO(AM) Waco, Tex., headed a group that bought those stations for $1.5 million from Waco Radio Inc.

Suburbanaire Inc. sold WAWA(AM) West Allis, Wis.-WAWA-FM Milwaukee to All Pro Broadcasting Inc. for $1.5 million.

Harold W. Gore, executive vice president of Sudbrink Broadcasting, bought KLRQ(AM) San Diego from Multicasting Corp. for $965,000, plus a $500,000 covenant not to compete.

Lubbock (Tex.) Broadcasting Inc. bought KLLL-AM-FM there for $1,490,000 from Corbin Broadcasting Inc.

KZAP(AM) Sacramento, Calif., went for $1.4 million to KLUC Inc. of Las Vegas. The New Day Broadcasting Co. was the seller.

CKK Broadcasting Co. bought WORL(AM) Orlando-WORJ-FM Mount Clemens, Mich., from WORL/AM. The sale price was $1.1 million.
Dora, Fla., from Orlando Radio and Television Corp. for $1.2 million.

Heftel Broadcasting Corp. (see above) bought WSMJ (FM) Greenfield, Ind., for $1.3 million. WPPR Inc. of Middletown, Ohio, was the seller.

Mack Sanders sold KOOTO-AM-FM Omaha to Centennial Communications Inc. for $1.2 million, and he bought WVOX (AM) Birmingham, Ala., from Voice of Dixie Inc. for $1.1 million.

Central Broadcasting Corp. sold KTRM (AM)-KIELI (FM) Beaumont, Tex., to Security Broadcasting of Beaumont Inc. for $1.2 million.

WRKR-AM-FM Racine, Wis., were sold by J.W. O’Conner to Broadcast Management Corp. for $1.2 million.

Hale Broadcasting Corp. bought WMST-AM-FM Murfreesboro, Tenn., for $1,159,431.66. The sellers were Mary Reeves Davis and Tom Perryman and his wife, Billie.

First Media Corp. paid $750,000, plus a $250,000 covenant not to compete, to Central Arizona Broadcasting Inc. for KGRI (AM)-KDOT-FM Scottsdale, Ariz. (Phoenix).

KVOK-AM-FM Moorhead, Minn., were bought by Forward Communications Corp. from Valley Communications Corp. The price was $800,000, plus a $230,000 covenant not to compete and the assumption of $55,000 in liabilities.

KQEO (AM) Albuquerque, N.M., went for $900,000, plus a $100,000 covenant not to compete, to Sunbelt Communications Inc. Swanson Broadcasting Inc. was the seller.

What the market looks like to deal-makers

Brokers say 1978 saw prices skyrocket and don’t expect much different this year with the new capital gains tax providing an impetus to sales

Media brokers’ predictions early last year for the 1978 trading year were, to say the least, mixed. Some expected the year to boom—or, rather, to continue the expansion begun in 1977, a year of unprecedented activity in the trading market. Others were less enthusiastic about the prospects. Some, for example, spoke at the time of an aberrant decline in the number of stations available. Some warned of a contraction in the market because of the appearance of large corporations in the broadcasting business. Others expressed concern about the spiraling prices of broadcast facilities of all kinds.

So how did 1978 turn out? It boomed; the corporations did show up, and the prices shot through the roof—which seemed to rise ever higher with each new announcement.

Assessing 1978’s business and looking ahead, one broker, Clyde Haehnle, of R.C. Crielier & Co., Cincinnati, expressed some serious concerns about the trading market: “We are in a sellers’ bull market. It is our opinion that many sale prices have reached unrealistic sales multiples and that buyers may be making business decisions that could ultimately be detrimental to the industry.

“Some are paying prices that simply preclude a reasonable return on invest-

“....We feel that the recent change in the capital gains tax will permit owners to sell with a more reasonable tax exposure. This will increase supply and aid in reducing price multiples. We anticipate the prime rate will trend downward by the end of the second quarter, and we hope to see a return to normality.”

Mr. Haehnle’s comments touched on three areas that other brokers suggested had much to do with shaping the 1978 market: prices, the new capital gains tax and the rising prime interest rate.

Cecil R. Richards, a media broker in the Washington suburb of Falls Church, Va., said prices, even today, are still subject to “limiting factors.” Basically, he said, those limits are set by the type of facility in the type of market. “Underdeveloped FM, AM and TV facilities located in large growth markets will continue to bring astronomical multiples of the bottom line.” But such multiples should not apply to “mature” stations, those with a respectable share of a market’s revenues, or to “marginal facilities” or to smaller markets. Mr. Richards also said “less growth-oriented” markets were also unlikely to see the kinds of prices that characterized some of the more visible deals of 1978.

Ted Hepburn in Cincinnati took issue with Mr. Haehnle’s assessment, however, and said the prices were not really out of line—all though they are high. Rising prices, he said, are in line with “escalating earnings,” and that nine to 10 times cash flow or operating income has remained the industry norm. Mr. Hepburn also discounted the significance of the prime rate as well as the tax law. The latter, he said, is only “just now” becoming a factor in the market.

And another broker, Joseph Sitrick of Washington’s Blackburn & Co., discussed the capital gains tax situation. He called the new tax relief measure a “positive thing” that, in broadcasting at least, “makes it more desirable for sellers to sell.” Under the old tax law, there was a “hampering and restricting effect” on sellers, who for various reasons thought they would have liked to sell but for tax reasons would not. The new tax can only “help the sales picture,” Mr. Sitrick suggested, and early returns for 1979 indicate, that the novelty of the new tax situation has hardly worn off.

(Although terms of the Revenue Act of 1978, sole proprietorships and partnerships may deduct 60% of the value of the sale rather than 50%, effective Nov. 1, 1978. Corporations’ tax rate, under the new law, dropped from 30% to 28%, effective Jan. 1 of this year.)

The prime rate, Mr. Sitrick said, does not have a profound effect on the broadcast trading market. Two-thirds of the transactions involve seller financing, he said, wherein the seller loans the buyer part of the selling price (“takes back paper,” in broker parlance) at a reduced rate of interest—9%, for example, while prime is at 11 1/4%. If the seller does not need the money and is getting his price,” the broker said, he is more than willing to do this.

Another broker, Frank Kalil of Richter-Kalil, Tucson, Ariz., seconded those sentiments: “Despite the prime rate, nobody is pulling in his horns. Everybody is in a very aggressive state.”

Whether the boom of 1978 will carry over into 1979 is a question many brokers suggested may depend on one thing—deregulation. Mr. Kalil said, for example, that deregulation will “make licenses more tangible,” and it could lead to a “more entrepreneurial spirit in broadcasting.”

And, according to Mr. Sitrick, “deregulation will improve the selling climate. Less red tape makes broadcasting a more desirable investment.”

Paul Chapman of the Atlanta brokerage of the same name said that the Court of Appeals clarification of WESH decision could have a favorable impact on the trading business as well.
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**Rules**

1. Material must have been broadcast in calendar 1978.

2. A letter from the station manager must accompany each entry detailing:
   a. The problem.
   b. How it was uncovered.
   c. Journalistic enterprise used in studying and exposing the problem.
   d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
   e. How the results—if any—were measured.

3. Entries submitted on:
   a. Radio—1/4" audio tape, 7 1/2 or 3 3/4 ips or cassette.
   b. Television—3/4" videotape cassette only.

(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)

4. Deadline: all entries must be received by March 1, 1979.

5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

**Send Entries to:**

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The natives are restless at the FCC

Chairman Ferris's winds of change are whipping up a morale problem in the staff ranks; some say it's more a power struggle; he hopes successful accomplishments will win rebellious troops over.

For the past several months, the FCC has given the appearance of an activist agency determined to break new ground. Significant moves have been made to introduce competition in the common carrier field. Proposals for deregulation of broadcasting are being fashioned to go far beyond those considered in earlier days, when it was politic to talk of "reregulation" (BROADCASTING, Jan. 29). In short, the commission would appear to be the kind of place where morale is high and work is attacked with zest.

But it is not. "Morale," says one staff member with more than a dozen years of service with the agency, "is at the lowest point I've ever seen it." The place, he added, with feeling, "is a shambles."

That verdict may be harsh. Work is getting done, if not, as some veteran officials say, at the same pace as under former Chairman Richard E. Wiley. The work is important. But officials, including some commissioners, agree that morale is a problem.

Frequently, what is perceived as the current situation is presented in terms of comparison with the Wiley era, which ended in October 1977. "In those days," says one official, "there was a spirit of, 'Let's get on with all the important things' ... People were enthusiastic. ... That's deteriorated a bit."

Officials, including commissioners as well as staff, place the blame on Chairman Charles D. Ferris. "There is a gap between the chairman's office and the troops," said one. "I don't think he [the chairman] understands morale," said another. And more than one said the chairman's experience as a top aide to the Senate majority leader for 13 years did not equip him for dealing with an organization of 2,200 individuals.

Chairman Ferris does not quarrel with descriptions of the staff's morale as low. But he makes no apologies. Indeed, he pictures the problem as growing out of what might almost be called a power struggle. "I must admit," he said last week, "there is change in the wind, in how decisions are made." They are being made on the eighth floor, where the commissioners' offices are located, not on the floors where the staff is situated, he said.

"Change in the process, in policy, brings uncertainty," he said. "Adjust-
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Next, look at our BVU-50 recorder.
It saves space and weight by having record-only circuitry. Yet a unique video confidence head system lets you know you’re getting adequate RF signal on the tape. Framing servo insures proper frame orientation. And professional picture quality makes the BVU-50 equal to any ENG or EFP situation.
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SONY BROADCAST
ments have to be made. And until these people know how policy is to be made and adjust to things differently, there is going to be disruption."

"It has to be measured by the wisdom of the policies," he said. And he said he is confident the "professionals will feel more fulfilled" after those policies have evolved.

Staff members who served under former Chairman Wiley would probably be surprised to hear they had dominated him. But there seems to be no doubt that Mr. Ferris intends to dominate the staff.

He made clear in one of his first acts as chairman, when, with the concurrence of the other commissioners, he changed the official working hours at the commission from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. (Broadcasting, Oct. 31, 1977). Even those employees who agreed that the change would enable the commission to serve the public better objected to the pertinent manner in which the order came down.

The first visible consequence of the chairman's action was the employees' rush to join a union—The National Treasury Employees Union.

The tension has not eased. An us-against-them mentality seems to have developed within the agency.

Although the chairman keeps lines open to the staff, more than one staff member has left a lengthy discussion with him feeling frustrated. "He gets a gut reaction, and then won't change his mind," says one staff member. (Mr. Ferris notes that making a case and prevailing are not necessarily the same thing.)

What's more, complaints are heard about the "two Franks"—Frank Lloyd, the chairman's administrative assistant, and Frank Washington, his legal assistant—complaints about everything from a proclivity on their part to demand picky changes that require redrafting of letters for the chairman's signature to attempts to influence the manner in which agenda items are being prepared.

Personnel matters are another cause of discontent. Some middle-level staffers are known to believe they have been unfairly passed over for promotion. And there is evidence that the pressure the chairman is feeling regarding the hiring and promoting of minorities and women is causing some bitterness among staff members who feel qualified, but have been passed over, because of race and sex in the selection process. (To which one commissioner commented: "Those who expected this agency to go on through the 'old boy' method of selection are going to be disappointed.")

Personal appointments, incidentally, are an area in which the chairman seems to be dominating the commission as he has坐住 the chairman's seat. For a new chairman to be given virtually a free hand in the selection of major appointments. Normally, however, these are made at a closed meeting; Chairman Ferris has taken to circulating appointment orders. He has "walked" them around to each commissioner for a vote.

The commissioners have not objected, particularly. The chairman's selections are generally regarded as first rate. (Some commissioners are wondering, however, when the chairman will promote someone from within the agency to a top staff post.)

But there is some uneasiness over his using the same circulation technique to reorganize the Office of Engineer's Chief Engineer into the Office of Science and Technology; establish a new Office of Public Affairs and reshape the Safety and Special Radio Services Bureau—and rename it the Private Radio Bureau. Some commissioners feel the chairman may be stretching the commission's right under the Sunshine Act to decide on routine matters by circulation. (The reorganization of the Safety and Special Bureau, reportedly, was on the initiative of the bureau chief, Carlos Roberts.)

(The chairman does not always have his way. Late last year, he distributed a memorandum naming a two-tier committee to represent the commission in the final preparations for the World Administrative Radio Conference to be held beginning in September. The first tier, composed of Chairman Ferris, Commissioners Robert E. Lee and Tyrone Brown, caused no problems. But the second tier did: In fact, said one official, it "caused a tremendous outcry; was seen as an effort by the chairman to place the unit under his control rather than the commission's—an attempted "power grab," as one commissioner is said to have commented. It included the dudist, the chief of the Office of Plans and Policy, the chief of the Safety and Special Radio Services Bureau, a representative of the Chief Engineer's Office and the commission's adviser on international affairs. Only the last two had been active in WARC preparations, and a large number of staff members who had been active were excluded.

The commission discussed the matter at a closed meeting on Jan. 17, and persuaded the chairman to withdraw the second tier. The commission decided to rely instead on the staff members who are chosen to serve as members of the WARC delegation.

One index of the level of morale is the number of rumors in circulation at any given moment. The commission has its share, the most persistent being that the chairman plans to replace Wallace Johnson, head of the Broadcast Bureau, with Philip Verweer, who now heads the Cable Television Bureau. ("Closed Circuit." Jan. 29). The failure of either Mr. Verweer or Mr. Ferris to effectively spike that rumor did not do much for morale at the Broadcast Bureau. (On the other hand, reports quickly began circulating that Mr. Ferris would face a bitter fight on the commission if he attempted to force such a change.)

But it is probably in the Cable Television Bureau that morale is at the lowest point. For almost a year, Chairman Ferris has let it be known he had big—drastic, in fact—changes in mind for the bureau. The assumption was that its operations would be divided between the Common Carrier and Broadcast Bureaus. But there has been no hard information.

"It isn't really a question of people wanting to hold on to what they have so much as wanting to know what the alternatives are so they can make a judgment on what to do," said one staff member familiar with the bureau. "It's a classic case of twisting slowly in the wind."

Chairman Ferris offered something less than unqualified reassurance: "We'll make every effort to place every person in the Cable Bureau. But we might make them focus on different sets of problems. You can't avoid that. It's what happens when change takes place. Unadaptability to new ways is something professionals should be able to accomplish."

The question of commission staff morale is expected to be brought to Congress's attention in a management report the General Accounting Office is making on the commission at the request of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Communications Subcommittee (Broadcasting, Oct. 9, 1978). GAO investigators are said to have asked staff members about morale problems.

For now, some commissioners who say they admire and respect the chairman are expressing regret at what one sees as "a lot of unhappiness."

But one other commissioner, like the chairman, is counting on the commission's accomplishments to solve any morale problem. He said: "The staff will see that change is needed, and they'll get used to it. And they'll see the commission is moving on important issues, and will take pride in that. That's the important thing. Moving ahead on things like license renewal, radio deregulation and the important common carrier matters that are pending can have an important effect on morale."

But if there is a real morale problem remaining at the end of 1979, he said, "then I'd be concerned."

---

**Last blast from Margita White**

In Industry swan song before Georgia broadcasters, she says FCC chairmen have too much clout, urges broadcasters to take their deregulatory case to Congress and expect little from commission

Margita White, in the home stretch as an FCC commissioner, last week summed up some of the experience she has gained in the last two and a half years with recommendations aimed at, in effect, strengthening the role of the commissioners with respect to the chairman's, and, in her terms, freeing broadcasters of government regulation.

The commission, she says, should break the grip of what she feels is the chairman's domination of policy-making power. And broadcasters, she adds, should support congressional efforts to rewrite the Communications Act. Commission efforts at
The longest night.

Late one night last summer, three tornadoes were sighted near Kalamazoo. Intense storms such as these are especially dangerous if people are caught unprepared. WKZO Radio, working with the weather bureau, plotted the path of potential destruction throughout the night.

When the crisis had passed, the Kalamazoo County Civil Defense Coordinator complimented the station’s work saying, "WKZO did a great job of tracking the tornadoes for the people of Southwestern Michigan." One listener wrote, "I knew God would take care of me, but it was sure nice knowing you were there."

Providing the information people need to protect their lives and property is all part of the Fetzer tradition of total community involvement.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>Bakersfield</td>
<td>KERO-TV</td>
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<td>Buffalo</td>
<td>WIVB-TV</td>
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<td>29</td>
<td>FIRST</td>
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<tr>
<td>Chattanooga</td>
<td>WDEF-TV</td>
<td>15*</td>
<td>35*</td>
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<td>Chico-Redding</td>
<td>KHSL-TV</td>
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<td>Dallas-Fort Worth</td>
<td>KDFW-TV</td>
<td>8</td>
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<td>Des Moines-Ames</td>
<td>KCCI-TV</td>
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<td>Fresno</td>
<td>KFSN-TV</td>
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<td>WINK-TV</td>
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<td>WISC-TV</td>
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<td>Milwaukee</td>
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<td>Norf.-Ports-Newport News</td>
<td>WSTAR-TV</td>
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<tr>
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<td>San Angelo</td>
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<tr>
<td>San Francisco-Oakland</td>
<td>KRON-TV</td>
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<td>Sioux City</td>
<td>KCAU-TV</td>
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<td>28</td>
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<td>South Bend-Elkhart</td>
<td>WSBT-TV</td>
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<td>KHQ-TV</td>
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<td>Tampa-St. Petersburg</td>
<td>WTVT</td>
<td>16</td>
<td>46</td>
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Estimated audiences are subject to the limitations of the rating service.
In early *fringe time,* "The Merv Griffin Show" is doing spectacularly throughout the country. The program ranks No. 1 in its time period in *rating, share* of *audience* and *women* viewers in many markets coast to coast. It's the kind of glowing success that belongs to the only *talk/variety program originating in Hollywood, Las Vegas and New York* — the *entertainment* capitals of the world. Come to think of it, "The Merv Griffin Show" is one of the entertainment capitals of the world.

"The Merv Griffin Show"

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necessarily of the individual but of the office. The system, she said, "is stacked against dissent because individual commissioners lack the time and resources to present thoroughly explored alternatives to many staff recommendations." The chairman, on the other hand, she said, not only selects key staff members but meets with them to discuss upcoming agenda items and, thus, is in a position to influence the timing and content of the recommendations presented to the commissioners.

She buttressed her observation with two sets of statistics—one compiled by the National Citizens Committee for Broadcasting, in 1975, when Richard E. Wiley was chairman, and one compiled by her office last summer, after Charles D. Ferris had been in office eight months. Both showed the commissioners voted with the chairman more than 97% of the time, and while the items included many that were routine, she said her office's statistics disclosed "dissenting or split votes on only 19 of . . . 502 issues."

Her suggestion is that the commission be exposed to conflicting views on the part of the staff—or, as she said, the commission should apply "the spirit of the fairness doctrine" to its own proceedings. The advocacy system of staff recommendations, she said, "should be modified to require that, when there are reasonable public interest arguments in support of a position contrary to the bureau's, the staff "experts" should represent them—as well as the bureau's recommendation—to the commission.

The view the commissioner expressed on deregulation were an expansion of those she expressed in a speech to the National Association of Broadcasters fall conference, in Atlanta, last October (BROADCASTING, Oct. 23, 1978).

Broadcasters, she said, should cast their lot with Representative Lionel Van Deerlin (D-Calif.) and his efforts to rewrite the Communications Act and, in the process, to substitute the marketplace for the public interest standard—not with commission deregulation.

When it comes to broadcasting, she said, the commission—"clinging to legal precedents built on an outdated law, propelled by an institutional momentum for ever-increasing regulation, and with a mindset that the public interest is "dis- served" by eliminating regulations—is unlikely to provide for any meaningful or permanent deregulation."

Chairman Ferris's plan to experiment with deregulation in the major markets (BROADCASTING, Jan. 29) in her view, begins from the wrong premise—that radio, at least, can be deregulated where it is likely that the marketplace will operate in the public interest.

The public should decide whether it is better off with or without regulation, but, she added, it will be the commission that decides whether the marketplace "serves the public interest according to its already established theories, definitions and standards." Chairman Ferris, she noted, has testified before Congress that the goal of deregulation is reliance "on competition to achieve regulatory goals."

There is also the problem of time. She said experiments will put off forcing the commission to explain why, in the current competitive environment, regulation of radio is in the public interest, as well as delay deregulation of all broadcasters.

To support her argument, she cited the commission's experiment with freeing small-market stations from requirements to ascertain the formal procedures associated with the community needs. The test—designed to extend three years ending in September 1979—has thus far produced results that are "useless."

But, she said, the experiment not only will continue, but the commission has also authorized a $55,000 study of the small-market experiment. "The end," she said, "is not in sight."
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NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • DETROIT • ATLANTA
will deliver Monday's luncheon address, and Representative Lionel Van Deerin
(D-Calif.), chairman of the House Communications Subcommittee, will speak on
his proposed rewrite of the Communications Act of 1934 later that afternoon.

Paul Bortz, deputy secretary for communications for the National Telecommunications
and Information Administration, will be the featured speaker on Tues-
da. Other activities of the day include a panel "Community Programming for Inde-
pendents" and another titled "Independent Programming Horizons: Problems and
Prospects." There will be a congressional reception at Washington's Capitol Hill
Club that evening.

FCC Chairman Charles D. Ferris will

The whos, whats, wheres and whens of INTV

Sunday, Feb. 4

Brunch and meeting—board of directors and distributor mem-
bers (by invitation). 10 a.m.-noon, Diplomat Room.

Workshop. 1-3 p.m. Tudor Room. So You Want to Open a New Inde-
pendent Station. Moderator: Eugene D. Adelstein, general manager KZAT-TV
(Nogales (Tucson), Ariz.). Panelists: Robert W. Faull, general manager, WFFT-TV Fort Wayne, Ind.; Robert E. Johnson, vice president and general
manager, Christian Broadcasting Network, Virginia Beach, Va.; Martin I.
Lévy, deputy chief, FCC Broadcast Bureau; William S. Pepin, general
manager KATU-TV Salt Lake City; John A. Serra, vice president and general
manager, WPTV-Memphis.

Reception. 7-8:30 p.m. Diplomat Room.

Dinner. 8:30-10 p.m. Palladian Room.

Monday, Feb. 5

Buffet breakfast. 7-8:30 a.m. Palladian Room.

General session. 8:45-10 a.m. Blue Room. INTV Reports. Robert J.
Wormington (president and general manager, KBMA-TV Kansas City, Mo.),
INTV chairman; Herman W. Land, INTV president, and Nicki Goiststein,
INTV vice president, operations. Washington Update. Moderator: Milton
W. Grant, vice president and general manager, WOCA-TV Washington.
Panelists: Jonathan D. Blake, Covington & Burling (UHF outlook);
Thomas G. Krattenmaker, co-director, FCC network inquiry staff (the
network inquiry); David H. Polinger, vice president and assistant to the
president, Wink Inc., New York (cable copyright developments); J.
Laurent Scharff, INTV counsel, Pierson, Ball & Dowd (cable television).

Break. 10-10:15 a.m.

Workshop. 10:15-11:45 a.m. Blue Room. What's Ahead for Children's Tele-
vision? Moderator: Don B. Curran, president, Field Communications,
San Francisco. Panelists: David K. Braun, director of media services,
General Foods; Robert N. Cooper, broadcasting management and au-
dience research consultant, Sacramento, Calif.; Brenda Fox, assistant
general counsel, National Association of Broadcasters; Daniel Wilson,
vice president, Daniel Wilson Productions, New York; Richard M. Woollen,
vice president, program operations, Metromedia Television.

Reception and luncheon. 12:15-2 p.m. Palladian Room. Speaker: FCC
Commissioner James H. Quello.

Workshop. 2:15-3 p.m. Blue Room. The New Communications Act.
Moderator: Harry J. Pappas, president and general manager, KMHP-TV
Fresno, Calif. Speaker: House Communications Subcommittee Chair-
man Lionel Van Deerin (D-Calif.). Press panelists: Alfred J. Jaffe,
editorial director, Television Radio Age; Randall Moskop, associate edi-
tor, Broadcasting; Dawson Nail, executive editor, Television Digest.

White House briefing. 4:15-6 p.m. Old Executive Office Building.

Reception. 6:30-8 p.m. Diplomat Room. Host stations, WOCA-TV and
WTTG-TV, both Washington.

Tuesday, Feb. 6

Buffet breakfast. 7-9:30 a.m. Palladian Room.

Sales meeting. 7:30-8:30 a.m. Diplomat Room. Moderator: Arthur C.
Elliot, vice president, marketing, INTV.

Workshop. 8:45-9:45 a.m. Blue Room. Community Programming for In-
dependents. Moderator: Elmer C. Snow, general manager, WTTV-TV
Indianapolis. Panelists: Edward Q. Adams, senior vice president and gen-
eral manager, WEX-TV Miami; Ellen B. Adelstein, public affairs director,
KZAT-TV Tucson, Ariz.; John J. Moffitt, vice president and general manager,
WUA-TV Cleveland; Greg A. Nathanson, program director, KTLA-TV Los
Angeles; Robert J. Williamson, vice president and general manager,
WOR-TV New York.

Break. 9:45-10 a.m.

Workshop. 10-11:20 a.m. Blue Room. Independent Programming Horizons:
Problems and Prospects. Moderator: James C. Dowdle, general
manager, WOOG-TV St. Petersburg-Tampa, Fla. Panelists: Anthony B.
Cassara, vice president and general manager, KTLA-V Los Angeles;
Harold A. Christiansen, vice president, director of business affairs and
controller, Metromedia; Paul S. Lenberg, vice president, Audience Stud-
ies Inc., Los Angeles; Michael Lepiner, senior vice president and director
of broadcast programming, Benton & Bowles; Stanley H. Moger, executive vice
president, SFM Media Service Corp.

Business meeting. 11:25 a.m.-noon. Blue Room.

Reception and luncheon. 12:15-2 p.m. Palladian Room. Speaker: Paul
Bortz, deputy secretary for communications, National Telecommunica-
tions and Information Administration.

General session. 2:30-3 p.m. Blue Room. INTV Marketing Report.
Arthur C. Elliot, vice president, marketing, INTV New York; Roger J.
Lareau, director of marketing, INTV Los Angeles; Armella Selso, director
of marketing, Midwest, INTV Chicago; Frederick J. Gold, research man-
ger, INTV New York. Advertising Outlook. Moderator: Robert R. Hart-
man, general sales manager, WUA-TV Cleveland. Panelists: Robert H.
Bolte, director, advertising services, Campbell Soup; Sy Goldis, vice
president, director of media services, Doyle Dane Bernbach; Marian W.
Lockett, advertising media manager, Scott Paper.

Congressional reception. 5:30-7 p.m. Capitol Hill Club.

Wednesday, Feb. 7

Breakfast. 7:15-9 a.m. Palladian Room. Speaker: chairman, FCC.

Workshop. 9:15-10:30 a.m. Blue Room. Improving the Independent's
Performance—Developments in Technology. Moderator: Harold E. Protter,
vice president and general manager, KPLU-TV St. Louis. Panelists: Neville
H. Bennett, director of engineering, Telelation Division, Bell & Howell;
Clinton S. Hartmann, manager of RF technology, Texas Instruments;
Jeanne Smith, broadcast consultant, Smith & Powellsteno, Washington;
Jerome S. Spencer, product manager, studio and control equipment,
RCA; Charles Toten, vice president, operations, Viacom.

Break. 10:30-10:45 a.m.

Workshop. 10:45-12:15 p.m. Blue Room. The Superstation. Moderator:
Crawford P. Rice, executive vice president, Gaylord Broadcasting, Tampa,
Fla. Panelists: Fritz E. Attaway, vice president, Motion Picture Association
of America; William Donnelly, vice president, group supervisor, Young &
Rubicam; Henry W. Harris, president, Cox Cable Communications;
Leavitt J. Pope, president, Wnx Inc.; Tom Villante, executive director of
marketing and broadcasting, Office of the Commissioner of Baseball.

Adjournment. 12:15 p.m.
Thirty Years of...

**Independence.**
On October, 1949, WOR-TV went on the air as an independent station serving the Tri-State region with programs uniquely suited to the area.

**Innovation.**
First with movies.

Number one in live local sports coverage.

A leader in presenting the finest imported TV programs.

**Involvement.**
Has won awards for public affairs specials such as:

- The Ex-Con Outside
- Three Women Alone
- Freedom to Hate:
- The KKK in New Jersey

Produces the most local programs including:

- The Joe Franklin Show
- Romper Room
- Bowling for Dollars
- Straight Talk

Produces prime time Public Affairs series such as:

- Meet the Mayors
- New York Report
- 9 on New Jersey
- WOR-Latin New York
- Newark & Reality

 Raises funds for the WOR Children’s Christmas Fund. This year, clothing and toys were donated to over 65,000 kids via 550 agencies.

**Three Decades of Independence, Innovation and Involvement.**
KOCO-TV
OKLAHOMA CITY
Channel 5

Combined Communications Corp.
NOW REPRESENTS:

KOA-TV
DENVER
Channel 4

General Electric Broadcasting Co.

- Dallas - Detroit - Los Angeles - Memphis - Miami - Minneapolis - New York - Philadelphia - St. Louis - San Francisco
Carnegie II's revised blueprint for public broadcasting

CPB would be replaced by new Public Telecommunications Trust which would combine 'leadership, planning and development' with Program Services Endowment handling underwriting process

At the heart of the Carnegie Commission's recommendations is the establishment of a Public Telecommunications Trust and, under its umbrella, an independent Program Services Endowment.

The report stated: "We recommend the creation of a new statutory institution for public telecommunications, the Public Telecommunications Trust, a private, non-governmental, nonprofit corporation. It will provide leadership, long-range planning, evaluation and system development.

"In addition, it will provide financial protection both for broadcast licensees and for a highly insulated, self-directed division of the trust, the Program Services Endowment.

"The trust, according to those who propose it, is intended to become the principal, consolidated fiduciary agent for the system, as well as its leader.

Rather than try to improve the present structure, the report recommends scrapping the Corporation for Public Broadcasting because "a new institution with fresh leadership unencumbered by the burdens of history is in the long-range interest of the system."

Despite its "number of major achievements," the Corporation for Public Broadcasting hasn't succeeded in its mission, the report said, in terms of "insulation from federal pressure, the effective leadership of the entire public broadcasting system and the consistent support of excellence in programming."

The nine new "trustees" would still be subject to presidential appointment, as with the 15 members of the CPB board. However, the selection process has been changed in an attempt to remove nominees from the political arena as much as possible.

There would be a nominating panel, headed by the librarian of Congress, and including the director of the National Science Foundation; chairman of the National Endowment of the Arts; chairman of the National Endowment for the Humanities; the secretary of the Smithsonian Institution, a representative from public TV and another from public radio.

For the first board of trustees only, the Speaker of the House and the president pro tempore of the Senate also would serve, as an extra guard against undue influence from the President who will nominate the first nine members.

The nine nominees chosen for the trust would serve nonrenewable nine-year terms, staggered to normally create only one vacancy per year.

In a sharp departure from common practice, the commission is recommending that there be no public disclosure of the nominees' finances. While the disclosure of possible conflicts of interest is an absolute requirement in the case of board appointments having the stature we envision, the report said, "it is also the case that public revelation of private individuals' financial holdings, or the possibility of discussions in the newspapers about the business activities of partners who are not prospective appointees, now constitutes a major deterrent to voluntary public service by people whose service we seek."

Semiautonomous, but under the umbrella of the trust, would be the Program Services Endowment with the sole purpose of "underwriting and development of programs and services ... by the American creative community."

Although the commission wants the endowment to be as free as possible, it is recommending that it not be an "entirely independent body ... Such a separate entity, dependent upon congressional action for its resources, would become too concerned with congressional opinion."

The endowment, however, would be

Unveiling. Before a packed house at New York's Waldorf Astoria hotel, Dr. William J. McGill (behind lectern), Columbia University president and chairman of the Carnegie Commission on the Future of Public Broadcasting, last Tuesday (Jan. 30) unveiled the recommendations that he and his fellow commissioners have been preparing for the past year and a half. Joining Dr. McGill at the press conference, which was televising the Public Broadcasting Service, were (front row, l-r) Alan Pifer, president of the Carnegie Corp. of New York, which provided the $1-million grant for the study; commissioners John Gardner, founder, Common Cause; Peggy Charren, president, Action for Children's Television; Bill Moyers, CBS News veteran recently returned to Public Broadcasting Service; Red Burns, executive director, New York University's Alternate Media Center; Henry Cauken, director, South Carolina Educational Television Network; Josie Johnson, board member, National Public Radio; (second row l-r) Walter Heller, former chairman, Council of Economic Advisers; Kathleen Nolan, president, Screen Actors Guild; Eli N. Evans, president, Charles H. Revson Foundation; Virginia Duncan, television producer and board member, Corporation for Public Broadcasting; Leonard Reinsch, board chairman, Cox Broadcasting Corp., and Alex Haley, author.

Not present were Stephen K. Bailey, president, National Academy of Education; Wilbur Davenport, Massachusetts Institute of Technology's department of electrical engineering and computer science; Kenneth Mason, president, The Quaker Oats Co. and Tomas Rivera, poet, author and executive vice president, University of Texas at El Paso.

Initial members of the commission who resigned earlier because of professional commitments were Bill Cosby, actor, Caria Hills, former secretary of housing and urban development, and Beverly Sills, opera star.
“Although we in the L.A.P.D. view Barney Miller as a comedy series, my colleagues in N.Y. think of it as a documentary.”

Daryl F. Gates
Los Angeles Chief of Police

On January 25 Barney Miller began its fifth year as one of the most loved shows on television.

So in Los Angeles Mayor Tom Bradley declared January 21-29 "Barney Miller Week." And in New York each star of the series was awarded,"Honorary Officer of the Department" by that city's finest.

We always knew Barney Miller was a great comedy with human drama.

We've watched it grow until it became an all-time audience favorite.

But we didn't know it would come to mean so much to the men and women in the Barney Miller business.

To all of them from Barney, the boys, the crew—thank you.

We couldn't have done it without you.

Columbia Pictures Television
Proudly accepts the 1979 MIKE AWARD presented by the Broadcast Pioneers.

WGY, in its 57th Year, is dedicated to quality, integrity, responsible programming and public service.

810KHZ · 50,000 Watts
A GENERAL ELECTRIC BROADCASTING STATION
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 points 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.
Carnegie II's low opinion of commercial TV

"Observing the growing degradation of America's commercial communications media —radio and television—in a competition for mass audiences, the Carnegie Commission seeks in this report to point out another way. These magnificent electronic extensions of ourselves can teach, and heal, and inspire, if we use them not for the ruthless pursuit of the least common denominator but for their highest human potential."

"Had radio and television evolved in this country with a fuller definition of public service, the need for an alternative institution would have been less critical. The enormous profitability of the commercial electronic media mandates the development of a viable institution operating in the public interest."

"We must come to know ourselves as we really are, not as advertising would have us be."

"We remember the Egyptians for the pyramids and the Greeks for their graceful stone temples. How shall Americans be remembered? As exporters of sensationalism and salaciousness? Or as builders of magical electronic tabernacles that can in an instant erase the limitations of time and geography, and make us into one people? The choice is in our hands and the time is now."

classification of a spectrum fee, loosely de-
scribed in the report, with Congress asked to determine the fee schedule. It is thought that a maximum of $150 million to $200 million could be raised (possibly much less), from broadcasting alone, offsetting the additional burden put on the U.S. Treasury during the early years of the trust (see story, page 65).

During the transition period the com-
mission recommended that the matching formula be instituted immediately at $1.50/$1, and that $400 million in federal support be appropriated as soon as possi-
ble with $20 million for trust activities and $50 million for increased facilities.

Answerability: Carnegie says the medium should be responsive to the public in all areas

When the commission addressed itself to public accountability, it included audience, financial disclosure, equal opportunity, station governance and ascertainment.

In terms of potential, the goal the com-
mission set is service for all Americans. However, the report talked in terms of "cumulative audience" for the entire schedule, rather than just mass audience during certain hours. "If 100 different pro-
grams broadcast in a month each attracted a different 1% of the audience, the cumulative audience would be 100% for that month."

Furthermore, the commission recom-
mended that "available cumulative au-
dience data be analyzed on a per program basis according to demographic group, variety and frequency of viewing." The measurements can be accomplished, the report said, by working on the raw material from the 100,000-homes surveys con-
ducted several times a year by Nielsen and Arbitron.

Most of this discussion is geared towards television, since "radio listeners generally do not listen to specific programs" but rather the "sound or format." Still, the re-
port emphasized the importance of non-
commercial-radio audience measurement.

As to financial accounting, the report said that there should be "a complete and regular disclosure of over-all station fi-
nances" for the sake of "fair and efficient use of system funds."

On another aspect, the stations are called upon to use increased funding to better equal employment opportunity. The trust is charged with exploring ways to assist minorities in establishing "second public television channels in markets with substantial minority populations and for assisting minorities in establishing radio services."

Station governance is expected to use "a wide variety of participation mechanisms including elected governing boards, citizen advisory committees, open board meet-
ings and volunteerism." And community ascertainment surveys are thought of as "a general guide in program develop-
ment."

However, in all aspects of public ac-
countability, the commission made a strong case for editorial freedom. It said, for example, that "demands for more and better programming for underserved minorities have enormous merit." But, it added, "Demands that stations and the system set aside fixed portions of their budgets for use by particular constituencies seem to us to be at variance with sound administration and inconsistent with the First Amendment."

Proposal for public radio would upgrade present facilities and add up to 300 new ones with help of up to $1 million per grant

- The first priority the Carnegie Commis-
sion sees for radio is expansion and upgrading.

"The present coverage of about 50% of the population," the report explained, "is inequitable and weakens the rationale for federal support of the system." Recommended are 250-300 new public radio stations, bringing the system total to 450-500. Aside from establishing new sta-

tions, upgrading old ones and achieving full national coverage, the report claimed that multiple channels are needed in vari-

ous metropolitan areas:

"A single radio channel is insufficient service for many metropolitan areas where the listening habits are conditioned by sta-
tions that compete for listeners by creat-
ing a format that can attract an identifiable portion of the total audience," the report said.

While not expected to be as rigid as on commercial stations, the commission ex-
plained, public stations cannot create a "sound" and a promotable format unless they further specialize. "Moreover, the broad variety of national and more-than-
local radio programs that we envisioned would swamp the capacity of a single sta-
tion," the report added.

In adding the new stations, the trust would be encouraged to give a special push to management by women and minorities, and to help community licenses see fund-raising and management expertise.

The commission admitted that the ex-
\n
The "single most fruitful course of ac-
\n
The single most fruitful course of action" is to work with regulation, according to the report. The commission claimed to be encouraged by various steps already being taken such as the FCC's considera-
tion of whether a table of allocations should be established for noncommercial FM. And on the AM band, the commis-
sion urged "the reservation of a substan-
tial number of these new frequencies should the U.S. be successful in expanding its AM capacity at the 1979 World Admin-

Broadcasting Feb 5 1979 60.
It's a long way down to the top.

It starts with bellyflops and bruises. Over fifty practice dives a day. Every morning from age 7. And to get from the neighborhood pool to the 3-meter finals takes years of encouragement from coaches and parents and the Amateur Athletic Union.

Phillips Petroleum is a long-time sponsor of AAU swimming. And now we're getting behind AAU diving. Giving thousands of eager young athletes a chance for glory. Because it takes a lot of getting to the bottom to make it to the top.
We broadcast motorsports.  
We generate profits for our affiliates.  
We are MOTOR RACING NETWORK.

On radio, we provide live lap-by-lap coverage of the nation's premier motorsports events. It's fast. It's exciting. And it provides a higher profit potential than any other radio sports programming.

AND NOW WE HAVE TELEVISION ... a unique, exciting, hard-hitting barter package that offers you a creative overview of America's fastest sport.

with all we have to offer, 
where have you been?

MOTOR RACING NETWORK, P.O. DRAWER S, DAYTONA BEACH, FLORIDA 32015
gative Radio Conference.

For the upgrading of stations, “assistance grants” from the trust could range from $30,000 to $1 million. It is anticipated that 150 stations will need such help, at an average cost of $300,000.

Purchases of stations also factor into the commission’s plan. One suggestion offered is that the FCC give the right of “first-refusal to qualified public groups at the negotiated price for the transfer of any license.” The report stated that financial help from the trust “might be appropriate, although we recognize the risk in having a federally funded entity entering into—and perhaps inflating—transfer prices.” The commission wants “workable rules and guidelines” here and called upon NPR, the trust, the FCC and Congress to investigate.

On funding from the trust, the report recommended that direct matching dollars be used to improve local service and to finance new “concerto of more-than-local programing.” The endowment will support national radio programs, “particularly new and innovative projects,” and “provide transitional support for the present National Public Radio.”

Although NPR would continue receiving grants to assure that its “excellent programing” isn’t disrupted during the transition phase, “lump-sum support that has been NPR’s mainstay since its inception would end eventually.”

“Instead,” the report suggested, “NPR and others face a more open, competitive environment in which it will be necessary to plan for, seek, and justify support from several quarters: first and foremost, the audiences being served, and secondarily the endowment and the trust.”

**Balance in programing power called for with some kind of happy medium between single authority and none at all**

“A system that is station-controlled in its totality would be a very limited one, just as a system which gave all money and power to a single central programer would be a mistake.”

With that recommendation against local or central extremism, the commission called for balance.

On the national level, the Program Services Endowment is considered “the centerpiece of interaction with the creative community in America.” And through it, the commission believes critics of British imports, in particular, will have less to worry about. “The endowment,” it said, “is being established primarily as a stimulus to American creative talent, notably absent from the system.”

While far from advocating a “programing czar,” the commission does believe there must be a place where the programing buck stops—at the chief executive officer of the endowment. “Current system practices tend to militate against any identifiable party taking responsibility for decisions with the result that decision making travels in endless bureaucratic ellipses,” the report said.

“Diversity” would come through be-

cause the chief executive would have to rely upon a staff and advice from the endowment board. And for the sake of fairness, and to counter allegations that the system has been “arbitrary” and “confusing,” the call is made for an open decision-making process: “Decisions must be explained.”

Over-all, the report said, “We believe strongly that the endowment and the trust must devote themselves to building a public broadcasting enterprise that emphasizes programing, not structure. We urge the trust and endowment to work toward developing a public affairs tradition and an aspiration for excellence in drama and the arts.”

The endowment as planned would have a division devoted entirely to radio. Currently the national radio efforts by National Public Radio are funded almost in total by CPB. The commission hopes to “ultimately transfer the principal responsibility to the licensees themselves, who will be able to establish more centers for radio production and to continue NPR at its present, or greater funding levels, at their discretion.”

When it comes to the membership organizations within public broadcasting, the word discretion again is important. In effect, the commission believes that independent and autonomous stations need organization but should be free to organize as they wish:

“Effective program development cannot exist if every station insists on a voice in every decision. Some delegation of powers must be given to station-governed bodies that have the full confidence and financial support of stations.”

Hence, the stations may well decide that a single station or other production agency should be designated to organize an activity such as drama production, performance programing or news. They may well feel that PBS [the Public Broadcasting Service] or any other organization should be given responsibility to receive program proposals and to fund pilots and acquisitions.

“These are, we repeat, appropriate decisions for the stations to make, provided no station is coerced, network-style, into carrying a program against its will.”

The report, however, in discussing satellite-multipath channel capacity, ad hoc networks and regional groupings—said “the imposition of an actual network-type operation is almost impossible.”

**Acknowledgement of the medium’s origins as educational broadcasting**

Not overlooked in the report is the potential for instruction through the new public telecommunications structure. And the commission urged that “it is time to take a
Deciding on nuclear energy.
One side of an issue facing the electric power industry.

Nuclear power is not the energy form of the future. It is very much a part of the present. And important national decisions must be made if it is to continue to make its contribution to energy supply.

Nuclear plants have been generating electricity commercially in the U.S. since 1957. Today, 71 plants provide 12% of this country's electricity—about as much as we get from hydro-electric dams, more than all electric power generated in the country in 1946. In some areas, most of the electricity people use is nuclear. 95 more nuclear stations are now under construction. The number of countries with nuclear power programs is now 53.

A clean record

Nuclear generation of electricity has grown because of its safety, reliability and economy. No other industry started with a greater appreciation of potential hazards. None is operated under more stringent occupational and environmental safeguards.

The American Medical Association's Council on Scientific Affairs recently reported that, among the principal fuels available for electricity production over the next 25 years, nuclear power has the lowest adverse impact on health.

The near future

Nuclear power makes economic sense in meeting growing energy demands and in reducing the nation's dependence on oil and gas.

Unless we try to rely entirely on coal production for generation, or to shut down the economy until forms like solar power prove affordable, nuclear power will become increasingly important to the near-term well-being of the country.

Nuclear policy

The electric utility industry agrees with the many expert opinions that ultimate disposal of radioactive wastes presents no insurmountable technical problems. Several acceptable methods are available.

But failure of the federal government to implement available nuclear waste disposal technology is being mistakenly seen as an indication that the nuclear waste issue cannot be resolved.

Recently, we urged the Administration to take advantage of extensive, existing technical and scientific knowledge and to implement a program on a rigid schedule to provide a spent-fuel storage facility and a waste repository at the earliest practical time. These steps are necessary to assure the continued operation of nuclear power plants, to minimize the uncertainty that has been slowing down commitments for future nuclear plants in this country, and to separate the waste disposal issue from the licensing of new power plants.

Congress has divided responsibility for the national waste management program among several agencies of the federal government. The Department of Energy, the Nuclear Regulatory Commission and the Environmental Protection Agency have elements of responsibility.

Now, Congress must provide additional effective legislative guidance for the waste management and spent-fuel storage programs.

The long run

Opinion polls repeatedly show that majorities of the American people support the use of nuclear energy to generate electricity. Where nuclear plants are in operation, the percentages are even higher.

If we are to be able to take advantage of the economic and energy-supply opportunities presented by nuclear energy, both in the near term and the long term, the federal government will need to take responsible action today.

If you would like to read more about nuclear energy as a source of electricity or learn more about the management of high-level radioactive wastes and spent fuel, write to us: Edison Electric Institute, 90 Park Ave., New York, NY 10016. We will be glad to send you more information.

Edison Electric Institute
The association of electric companies
fresh look at the role of television and radio in American education."

Although citing the accomplishments of Westinghouse Broadcasting Co.'s Call it Macaroni, ABC-TV's After School Specials and other commercial successes, the report said the commercial system "as a whole is unwilling or unable to devote significant resources to exploiting television's potential for learning."

Therefore, education becomes even more a charge for the noncommercial sector. The report noted that the system has moved more toward a "public" rather than "educational" concept, but that the latter still remains significant.

In addition to the increased funding the stations would have, the Program Services Endowment would give approximately $15 million yearly for research and programming to demonstrate radio and television's potential. The endowment's role here is characterized as "catalytic."

Using technology to extend the reach of public broadcasting to every corner of the country

In discussing "the new telecommunications environment," the commission made it clear that "we do not minimize the importance of broadcast technology."

Over the next five to seven years, the report urged, concerted efforts should be made to extend public radio and TV service to at least 90% of the population. For public television, for example, it noted that Montana and Wyoming have no PTV stations and that there are 10 states where 40% of the population cannot receive a PTV signal.

With the addition of some 480 radio stations and the activation of 60 TV's (already in various stages of development, according to PBS), the 90% coverage can be met. The report predicts that annual matching funds of $50 million could be a major boost. Not unexpectedly the report also called for UHF improvement.

Beyond that, the commission said, "the cost of extending public television and radio service to the last 10% of the population by means of conventional broadcasting will in all likelihood be prohibitively high." It would therefore look for at least "partial service via cable television, satellite, translators or low-power broadcasting."

The commission acknowledged that the commercial sector "no doubt ... will continue to play the major role in basic research and development in telecommunications," but it said that the public sector, "removed from the dictates of the marketplace," also can be a leader. The endowment would allocate $10 million annually towards research and development.

Regarding satellite, the report said that it will strengthen the autonomy of the stations, allow for more decentralization, greatly increase program capacity and is, over-all, "perhaps the most significant development in the evolution of public broadcasting's physical system . . ."

Why Carnegie settled on a spectrum fee

And why it passed over other options for funding

The spectrum use fee proposed by the Carnegie Commission to help fund public broadcasting is left to be set by the Congress from various users. Commercial broadcasting's share, in the commission's estimation, would "probably generate no more than $150 million to $200 million, and perhaps considerably less."

At $150 million a year it would represent about 25% of the $590 million in annual federal funding that the commission calls for by 1985. In the meantime, however, commission leaders see it as an inducement for support for the over-all plan in an economy-minded administration and in Congress, because the spectrum fee would cover most if not all of the extra federal funds needed in the first year or so.

The spectrum fee would apply to all private spectrum, including AT&T, CB's, multipoint distribution services, physicians' call services, data transmission services and the like, as well as commercial broadcasters—and possibly public broadcasters.

Commission Chairman William J. McGill, president of Columbia University, and Sheila Mahony, executive director of the commission, told Broadcasting in an interview last week that White House aides seemed "a little frightened" by the amount of money being called for.

"As much as President Carter wants to encourage public broadcasting," Dr. McGill said, "he faces terrible problems in containing spending."

The outlook among White House aides brightened, Dr. McGill said, when commission leaders pointed out that their plan calls for "phased growth," in which the spectrum fee will probably take care of increased federal allocations needed in the early stages.

"Pick up on the Hill and in the White House staff a considerable amount of support for the spectrum use fee," Dr. McGill said.

"If I were a broadcaster," he added, "I'd oppose it because it's a new element of cost. But the logic for it is persuasive."

The commission's report develops that logic in some detail, starting with other approaches that the commission considered and rejected—among them a special tax on commercial broadcast profits, a tax on broadcast advertising, a tax on the transfer of stations and the setting aside of commercial broadcasters' regular taxes for the use of public broadcasting.

The 1967 Carnegie Commission's proposal for a tax on TV sets, the new report

MIKE'S FIRST WITH PITTSBURGH WOMEN IN PITTSBURGH, BURGH, BALTIMORE AND SAN ANTONIO...

markets of all sizes all over America.

Pittsburgh: 47% more total women than next four stations combined. The most 18-49 women, too. KXKA-TV, 5-6 p.m.

Baltimore: tops in total women and 18-49 women vs Bionic Woman, Six Million Dollar Man, Mary Tyler Moore, News, others. WJZ-TV, 4:30-6 p.m.

San Antonio: more total women and 18-49 women than Carol Burnett/Price Is Right, Card Sharks/Jeopardy.

THE MIKE DOUGLAS SHOW

THE MIKE DOUGLAS SHOW

GROUP W PRODUCTIONS

THE MIKE DOUGLAS SHOW

NATPE: MAJESTY ROOM, MGM GRAND

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

Broadcasting Feb 5 1979 65
A special tax on the profits of commercial broadcasters, the report continues, would be "extremely difficult to administer."

"Depending on how the tax were designed, networks and stations would be encouraged to alter their accounting in order to hide resources. For example, if only stations were taxed, the networks, as owners of several of the most profitable stations, would have a strong incentive to reallocate costs, reducing reported revenue from their profit centers. Also, as large corporations with many divisions, networks could easily shift corporate overhead to reduce reported broadcasting profits."

Another factor against taxes on commercial broadcasting's profits, the report says, is that so many stations are at best only marginally profitable. Apart from that, "there would be inequities when stations change hands," in that "original owners may well have reaped windfall profits in the sale of the station while current owners might simply earn a conventional return on investment."

Similarly, the report concludes that a tax on station sales, "while theoretically appealing, could be subject to big fluctuations from year to year "as the climate for sales is altered by changes in FCC policies and other factors."

"More important, it would be extremely limited in amount, since total sales are not generally more than a few hundred million dollars annually."

Another approach rejected was that of using commercial broadcasters' existing federal taxes to support public broadcasting: "These taxes are estimated at $700 million or $800 million at the federal level," the report asserts, "more than enough to finance the federal share of the costs of public broadcasting." But such a plan "does not generate a new source of revenue," the commission concluded. Instead, it "seems to move funds from one federal pocket to another."

So the commission settled on the spectrum fee.

McGill: a rapid descent from the ivory tower

Carnegie Commission chairman discovered early on that U.S. public broadcasters wouldn't stand for domination by any 'intellectual or geographic elite'

William J. McGill, president of Columbia University, says one of the surprises he got as chairman of the Carnegie Commission was the discovery that you can't impose a BBC-type system on U.S. broadcasting.

"As an Eastern liberal intellectual," he said in an interview last week, "I thought at first that all we'd have to do was reestablish the BBC." But he soon found out differently.

"There are 470 public television stations, a majority of them creatures of colleges and school districts, all amalgamated into a loose confederation," he said. Moreover, each has its own distinctive constituency, he added, and both individually and as a group they won't stand for "domination by an intellectual or geographic elite." People familiar with the public broadcasting system would have known that, "but it came as a shock to me," Dr. McGill said.

"An analog of the BBC could have been built," he suggested, "if it had been done by 1950—or in [commercial] radio and television in the 1920's or 1930's."

What sort of programming does he envision on public television in 1985 if the commission's plan is adopted?

In most large urban areas, he replied, there should be a choice of two or three—or more—services, perhaps including one that is essentially textual, providing news, weather and the like.

There should be "high-quality drama," he said, and "high-quality news and public-affairs shows," especially since, in his opinion, commercial TV news is moving more and more into "personalities." He also sees good prospects for the development of "avant-garde techniques," adult education oriented toward science and the humanities, and perhaps some educational programming leading toward academic degrees.

Asked which commission members worked hardest, Dr. McGill said "all of them worked hard—or perhaps I should say nearly all." He didn't identify the ones who prompted the qualifier, but said Walter W. Heller, Bill Moyers and Kathleen Nolan "gave an extraordinary amount of time" to the project. As for his own part, he told a news conference earlier that "my blood is on every page" of the commission's report.
Proposed

- **WKBW(AM)** Manchester, N.H.: Sold by Granite State Broadcasting Co. to The Enterprises for approximately $2 million. Seller is owned by Ralph Gottlieb and James McCann, who also own WTRM(AM) Dover and WEMS(AM) Laconia, both New Hampshire. Mr. McCann also has interest in WZID(AM) Manchester and WBSM(AM) New Bedford, Mass. Buyer is owned by Charles Howard and Donald Teeters. Mr. Howard is vice president of Thomson McKinnon brokerage firm. Mr. Teeters—Bedford, N.H., businessman—will be active in managing WKBW. Station is on 1250 kHz with 5 kW.

- **KELI(AM)** Tulsa, Okla.: Sold by Broadcasting Associates Inc. to Philip R. Jonsson for $1.65 million. Seller is owned by Sammons Enterprises (80%) and Raymond Ruff (20%). Sammons, principally owned by C. A. Sammons, is holding company with interests in hotels, CATV, insurance and broadcasting. With Mr. Ruff, it owns KTRN(AM) Wichita Falls, Tex., and KHOG(AM) Fayetteville, Ark., and has sold, subject to FCC approval, KXZ(AM) Amarillo, Tex. (Broadcasting, Jan. 1). Mr. Jonsson is former owner of KRLD(AM) Dallas. He also is chairman of petroleum exploration company in Dallas and principal owner of bank in Richardson, Tex. KELI is on 1430 kHz with 5 kW.

Approved

- **KXYZ(AM)** Houston: Sold by KXYZ Inc. to Slater Broadcasting Co. for $1,800,000. Seller, also licensee of KAUM(AM) Houston, is wholly owned subsidiary of ABC Inc. which said it was spinning off station to buy AM in another market. (ABC owned maximum number of AM and FM properties allowed by FCC.) Buyer is owned by Manning Slater (75%) and William B. Walters (25%). Mr. Slater was principal in Hercules Broadcasting Co., licensee of KRAK(AM)-KEWT(AM) Sacramento, Calif., and KMPS-AM-FM Seattle, sold to Affiliated Broadcasting Inc. last year. KXYZ is on 1320 kHz with 5 kW.

- **WTNT(AM)-WLWV(AM)** Tallahassee, Fla: Sold by Walter-Weeks Broadcasting Co. to Robert Ingstad for $1 million plus $100,000 consultancy agreement. Seller also owned WMFI(AM)-WQXO(AM) Daytona Beach, WSPB-AM-FM Sarasota and WNOH-AM-FM West Palm Beach, all Florida. Buyer owns KGRI(AM) Missoula, Mont.; KKOA(AM) Minot, N.D.; KKLQ(AM)-KKHJ(AM) Rapid City, S.D., and KGBX(AM) Pierre, S.D. WTNT is on 1270 kHz with 5 kw full time. WLWV is on 94.9 MHz with 51 kw and antenna 210 feet above average terrain.

- **WMTI(AM)** Miami: Sold by SJR Communications Inc. to Martin Limited Partnership for $960,000. Seller is subsidiary of publicly traded San Juan Racing Association Inc., group owner of WRLE(AM) Atlanta; WQAL(AM) Cleveland; WTMJ(AM)-WITU(AM) New York; WSPF(AM) Philadelphia; WUST(AM) Washington and WJMD(AM) Bethesda, Md. Corporation publishes The Fugue, Miami monthly magazine, owns race track in Puerto Rico and Washington Diplomats professional soccer team. Hyman N. Gluckstein is president. Buyer is principally owned by Howard P. Tanger, general and operating partner, Edward W. Saunders and John Baird. Mr. Tanger is sales manager at WEFM(AM) Chicago. Mr. Saunders is attorney with Chicago law firm of Sidley & Austin. Mr. Baird owns Baird & Warner, Midwest real estate firm. WMTI is on 93.1 MHz with 100 kw and antenna 390 feet above average terrain.

- **WOKB(AM)** Winter Garden, Fla.: Sold by Everbach Broadcasting Co. to Lesli Broadcasting Co. for $600,000 plus $221,000 for transmitter site. Seller is principally owned by J. H. Everback, who has no other broadcast interests. Buyer is owned by Arnold Schorr and his wife, Dotti. Mr. Schorr is former vice president of Tracy Broadcasting Co. and general manager of KKTT(AM) Los Angeles and KUTE(AM) Glendale, Calif., which Tracy Broadcasting has sold, subject to FCC approval. WOKA is 5 kW daytimer at 1660 kHz.

- **WDLP(AM)** Panama City, Fla.: Sold by Dae Broadcasting Co. to Media Investors Ltd. for $800,000. Seller, principally owned by R. L. Danner and Larry Edwards, owns WDVH(AM) Gainesville, Fla. Buyer, which has also bought WFTF(AM) Fort Pierce, Fla., subject to FCC approval (Broadcasting, Nov. 20, 1978), is principally owned by Mr. and Mrs. Robert L. Cole and Mr. and Mrs. Thomas E. Dickey. Messrs. Cole and Dickey own broadcast advertising production studio in Kansas City, Mo., and have no other broadcast interests. WDLP is on 590 kHz with 1 kW full time.

- **KUFO(AM)** Galveston, Texas: Sold by Beacon Broadcasting Co. to Kufo Broadcasting Co. for $400,000 plus $146,000 for station not to compete. Seller is partnership of 20 individuals and corporations, none of whom have other broadcast interests. Buyer is owned by David Siegel (75%). Jerry Shiverdecker (12.5%) and R. L. Danner (12.5%) and
Jeff Stacy (12.5%), who have same interests in WLIQ(AM) Mobile, Ala. Mr. Siegel has real estate interests in Florida. Mr. Shiverdecker is former employee of Panax Corp., publishing and broadcasting firm. Mr. Slacy is general manager of WLIQ.

KUFO in on 106.5 mhz with 26 kw and antenna 195 feet above average terrain.

- WABI(AM)-WOQE(FM) Adrian, Mich.: Controlling interest in Metrocom Inc., licensee, sold by Robert G. Liggett to Allan C. Graybiel and others for $210,050 plus $5,000 bonus and $1,000 covenant not to compete. Mr. Liggett is removing himself from corporation by selling his interest (50.25%) to other stockholders, led by Mr. Graybiel. They are local businessmen with no other broadcast interests. WABI is on 1490 kHz with 1 kw day, 250 w night. WQTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

**Ameco ups offer: McGraw-Hill still refuses to give in**

Bid, raised to $40 a share, includes offer to put TV's into trust, but publisher says no

The McGraw-Hill board of directors unanimously spurned an improved offer last week from American Express which proposed to buy the giant publisher-group broadcaster firm for almost $1 billion (Broadcasting, Jan. 15 et seq.).

Two weeks ago the McGraw-Hill board rejected a bid from American Express to purchase McGraw stock at $34 per share for a total of $880 million. Last Monday (Jan. 29), American Express upgraded what it called a "friendly" offer by proposing to pay $40 a share.

Along with the price hike, American Express also proposed to put McGraw-Hill's four TV stations in a voting trust in order to avoid FCC complications to the deal, and also offered to negotiate arrangements for the "editorial independence" of McGraw-Hill's editorial subsidiaries.

McGrath-Hill's board convened at the company's New York headquarters on Wednesday (Jan. 31) and rejected the latest American Express bid, describing it as "not in the best interests of McGraw-Hill and its shareholders."

In a letter sent to James D. Robinson III, chairman of American Express, Harold W. McGraw Jr., chairman-president of McGraw-Hill, said the latest American Express proposal "reflects the same disregard, as did your original offer, of the legal and regulatory problems involved in a takeover of McGraw-Hill by American Express, problems which have been confirmed rather than resolved since our rejection of your original offer on Jan. 8."

A spokesman for American Express said the company was "disappointed and surprised by this precipitous action," and added: "We carefully reviewed all legal and regulatory issues relating to the offer and we have complete confidence there are no legal or regulatory reasons that would prevent us from making and consummating the offer."

American Express said its offer will stand until March 1 but noted that it retained the right to terminate it sooner.

One possible legal complication cited by McGraw-Hill centers on American Express's business activities in the Middle East. McGraw-Hill cited an opinion from the New York law firm of Wachtell, Lipton, Rosen & Katz which asserted that investigations raise "very serious questions as to whether American Express's business operations in the Middle East have not been (and continue to be) guilty of illegal compliance with the Arab boycott of Israel and certain Israeli-associated business entities."

The law firm suggested that these questions could be the subject of scrutiny by the FCC in connection with the application by American Express for transfer of the McGraw-Hill TV facilities. The law firm indicated these proceedings could result in lengthy delay and the ultimate denial of the transfer.

Mr. Robinson of American Express said at the time the second offer was made that if the majority of the McGraw-Hill board voted against the proposal, he would accept that decision. He indicated then that American Express might keep its offer open for a few weeks or a month, but said there would not be any further attempts.

In a separate announcement, McGraw-Hill reported record earnings and revenues for 1978. Net income climbed to $63.7 million, or $2.57 per share, compared with $51.4 million, or $2.08 per share, in 1977. Revenues rose 15.5% to $761.2 million.

**Contention over 'community service'**

NAB, two group owners claim proposed new program category isn't needed, would give access to air time to groups that aren't necessarily representative

Storer Broadcasting Co. and the National Association of Broadcasters have taken issue with religious groups concerning the need for broadcast stations to add a new "community service" program category.

The crossfire came in comments responding to an FCC inquiry to broaden program definitions and make available to nonprofit groups substantial and regular program time. Religious groups argued that stations should be required to make the time available as part of their obligation to serve the public interest. Storer, however, claimed such groups don't mirror the interests of the community, and broadcasters already adequately fulfill their...
No more dirty movies.

The reason: the Ikegami TKC-950B film chain camera's unique optical system removes the correcting field lens from the focal plane where the aerial image is located. Thus, any dust that collects on the field lens is out-of-focus. When you run movies on the large-image field lens of the TKC-950B, the viewer receives a clean, sharp, dust-free picture on his home TV screen.

The TKC-950B system is dedicated to produce the highest color quality and picture stability. For example, a prism beam-splitter separates the images to its three one-inch vidicons.

The TKC-950B takes into consideration the tight quarters in which most film chains must be installed and operated. Remarkably small, it can accept an external multiplexer on either the left or right side of the unit for additional installation flexibility. Compatible with your existing equipment, it is easy to replace obsolete cameras.

Because film chain cameras must run with minimum supervision, we've built a lot of self-control into the Ikegami TKC-950B. A servo-controlled neutral-density filter disc, built into the optical system — along with fast-acting video gain control — respond so quickly, there is no need for individual light compensators with your projectors. A very stable color encoder provides precise color reproduction. Three types of test pulses with six functions, built into the unit, are provided to facilitate set-ups, daily checks and calibration of the gamma-correction circuit.

The TKC-950B is highly stable and any variations in the source material can be compensated for manually or with an optional new automatic color balance accessory which balances white, black and gamma automatically. And each function is available for local or remote control.

For a complete picture of the Ikegami TKC-960B or a demonstration, contact: Ikegami Electronics (USA) Inc., 37 Brook Avenue, Maywood, N.J. 07607; phone: (201) 368-9171.
public service requirements. "Public service programming has and will continue to be broadcast without the proposed rule change, as a natural consequence of the ascertainment process," Storer argued. It added that if the proposal were implemented, "Nonprofit groups would receive a right of access enjoyed by no other group except candidates for federal office."

NAB argued that there is no evidence that broadcasters have shirked their responsibility to accommodate public needs. In addition, NAB argued, the First Amendment and Section 326 of the Communications Act "place the responsibility—and the right—for making moral and esthetic judgments as to programming on licensees and beyond the power of the government." It concluded that the FCC action was "another fishing expedition seeking information and opinions, and expending its energies—and monies—for a purpose which the law does not allow."

Typical of the comments in favor of the proposal came from the Catholic Education Center of St. Paul. It argued that the people of its archdiocese have a major contribution to make, and have a fundamental right "to an equitable share of program time" on the commercial and public TV stations in its area. In addition, it argued, the community service program category would make for a "broader and more creative" of television. But Storer argued that there is nothing inherently superior about programming that is not commercially sponsored.

This theme was also picked up by Jefferson-Pilot Broadcasting, which stated: "Whether or not the program is paid for has nothing to do with whether the program performs a 'community service.'"

Jefferson-Pilot also took issue with the claim that a significant membership necessarily indicates the worth of a group, and the importance of espousing their positions. "There are certainly plenty of weak and silly nonprofit organizations with substantial memberships," it concluded.

The commission last week extended to February 28 the time for filing comments, and to March 28 the time for filing replies.

Ford's new leader. Franklin A. Thomas, New York lawyer who has had an extensive career in public service, was last week named president of the Ford Foundation, succeeding McGeorge Bundy, who is retiring.

The foundation has been a principal source of funding for public broadcasting, having contributed about 250,000 million over the past 25 years. The foundation has been reducing its contributions in recent years and now averages some $2-3 million annually, a spokesman said. Mr. Thomas, 44, was head of the Bedford-Stuyvesant Restoration Corp. in Brooklyn, N.Y., from 1967 to 1977. Earlier he was deputy police commissioner in New York. Mr. Bundy, who will be 60 next month, is said to be considering a return to the teaching field.

Silverman touch at NBC Hollywood

NBC-TV's West Coast programming department gets boost from new 'make money' philosophy; more staff, more ideas, 'control'

After screening a few of NBC-TV's new prime-time series a couple of weeks ago, a television critic not known for kind-hearted comments told several of the network's programmers that the ragged quality he had grown accustomed to seeing in NBC pilots didn't seem to be there this year.

Early ratings results for those shows haven't yet shown a similarly positive reaction from viewers. But the critic's remark stands as one objective acknowledgement, at least, of the efforts of the new Fred Silverman program department at NBC— an operation that has grown by 21 or more executives in the past eight months.

The network's West Coast program ranks ballooned so quickly after Mr. Silverman arrived in June that for four months its public relations staff was moved into nine 60-by-12-foot trailers on the Burbank lot to open up office space. John J. McMahon, senior vice president of programs and talent, West Coast, said in an interview that with all the additions, he believes NBC is now about equal in its programming forces to the other networks.

"I had always maintained we were totally understaffed out here," he said. "You can get the job done with fewer people, but whether or not it gets done as efficiently or as effectively is another question. It really took somebody like Fred coming in with not only the knowledge from another network but also the authority and clout to say, 'OK, we're going to have the staff to shake this whole thing loose.'"

Other network sources say that philosophy contrasts markedly with that of Mr. Silverman's predecessor, Herbert Schllosser, who they say took a more economy-minded approach to programming. "Schlosser wanted to save money; one network source said, "Silverman wants to make it."

In any event, Mr. McMahon likes what has happened. "Since last summer, we have had much better control over the product we're turning out," he said.

Many industry observers were surprised that Mr. Silverman did not conduct an immediate housecleaning of NBC's program ranks. In fact, there has been a major realignment just below Mr. McMahon. Brandon Tartikoff, a dramatic program executive at ABC Entertainment during Mr. Silverman's tenure there, was elevated last July to second in command on the West Coast after spending less than a year as a director in the NBC comedy department. The 29-year-old's promotion to vice president, programs, leapfrogged Dick Ebersol, vice president of comedy and variety programs, who subsequently left to go into "independent production."

Reporting to Mr. Tartikoff is an all-new troika in charge of series. Robert Singer went over from Lawrence Gordon Productions in September as vice president, dramatic development. Paul King, a 10-year programing veteran at CBS, went aboard in October in the new position of vice president, prime-time series. And early this year, Joyce Burditt was named to replace Mr. Ebersol as vice president of comedy programs, after six months as a director of comedy at NBC.

The biggest single change has come in the creation of a full casting department, which formerly had consisted of one vice president, Al Trescony. There are now at least six executives assigned full time to talent acquisition, all under Ethel Winant, a former colleague of Mr. Silverman's at CBS and head of that network's talent operation for 11 years. Additions to NBC's talent department include Marsha
It's No Secret.

KCOP's A Winner!

The Radio & Television News Association of Southern California selected KCOP a GOLDEN MIKE AWARD WINNER for the BEST NEWS BROADCAST in its division.

In the opinion of the judges, KCOP 13 NEWS exhibited "GOOD PACING, AGGRESSIVE NEWS COVERAGE, IMAGINATIVE PRODUCTION, GOOD WRITING and INTELLIGENT EDITING."

Chris-Craft Industries and the management of KCOP is proud of their News Team and their continued broadcasting excellence.

KCOP 13 On Its Way!
usual, while CBS's White Shadow came in with a 27, a two-point improvement over its premiere in the time slot the previous week.

CBS had better results on Monday with WKRP in Cincinnati, which again held up well with a 35 share in its new berth behind M*A*S*H. ABC had a less conclusive 31 share from How the West Was Won, which exactly matched the share of its lead-in from a special episode of Fantasy Island. On Sunday, ABC premiered its Osmond Family Hour to a 25 share at 7-8 p.m. Battlestar Galactica followed with a so-so 29 share.

Low-level response to FCC proposal for more minority programs

An FCC request for comments on the use of time-brokerage contracts to stimulate more minority-oriented programing has generated little interest from broadcasters.

The commission sought to explore possible incentives to encourage time-brokerage arrangements, which, the FCC hoped, could help provide program services otherwise not available. But the proposal brought few comments, and those mixed.

Howard Shapiro, president of WCiu-TV Chicago, said he contracts out 31.5 hours each week. The system, he said, has allowed at least eight foreign-language groups in the Chicago area to produce programs. "The best, and probably only viable, way to develop minority-directed programing, public service announcements, and related media items is to independently contract for such services," he stated.

In addition to public service announcements, Mr. Shapiro said such arrangements have permitted time for local talents, foreign-language telecasts and educational and informational segments in foreign languages.

The FCC rules, he said, seem to be adequate. He noted that it would be difficult for the commission to have licensing arrangements with independent contractors, adding that placing all responsibility on the

Roots of inflation. David Wolper, producer of ABC-TV's Roots and its sequel, says the 12-hour original cost $6 million to make. The upcoming Roots: the Next Generations cost $18 million for 14 hours, he said.

licensee is acceptable.

Group owner Harte-Hanks Southern Communications Inc., however, did not find the FCC's proposal at all acceptable—at least in terms of radio programing. Harte-Hanks stated that dividing a single station's format into two or more blocks to include part-time minority operations is "unfeasible."

"Whether temporary periods of time brokerage, or a share-time license, or any other device, the concept of more than one format on the same station is extremely impractical and flies in the face of contemporary radio marketplace life."

Harte-Hanks suggested that it would be better to serve a minority audience with a full-time radio facility than to interrupt a station's primary format with "periodic interludes of an incompatible format."

Miniseries writer calls NBC Indian giver

Sontag says network backed out of proposed 16-hour show on native Americans because it's more concerned with developing series than specials

NBC-TV has backed out of a major miniseries project about American Indians, and in doing so drew the wrath of the program's creator and producer.

David Sontag, vice president of prime-time programing for 20th Century-Fox TV and writer of the book, "The Yazzis: A Navajo Family," said he was informed in a letter last month of the network's decision not to go ahead with the proposed 16-hour production. Mr. Sontag lived with the Hopi and Navajo Indians to research the book, which has been described as an Indian "Roots," and had begun its development as a miniseries before accepting his current post at Fox.

NBC withdrew after five scripts had been completed and after paying $250,000 for the initial development, he said. Among the writers involved were Budd Schulberg and N. Scott Momaday, a Pulitzer Prize winning Indian novelist. According to Mr. Sontag, NBC vacillated for several months on the project, telling him at various times it would complete anywhere from all 16 hours to only two.

Mr. Sontag's opinion is that NBC President Fred Silverman "is more concerned with episodic series than he is with special projects. That's sad, for television and for the American public."

He added that the cost of The Yazzis would have fallen within the range of the average miniseries, but that negotiations with the network never reached the licensing stage.

Mr. Sontag promised last week that he would get the project produced even if he has to form his own ad hoc network to carry it. He said that although CBS-TV has also rejected the miniseries, several major corporations and advertising agencies have expressed interest. Production was to have started in March for NBC.

Days are numbered for 'EveryDay'

Group W's syndicated offering will go off the air March 30

Group W Productions' EveryDay entertainment-information series, which began as a syndicated one-hour program last October, is going off the air on March 30.

In making the announcement last week, William F. Baker, president and chief executive officer, said the program's ratings have been increasing but "a decline in the station line-up has contributed to this difficult decision."

EveryDay started with 40 stations but the tally now is about 30, a company spokesman said. Production will end on Feb. 8, with the taping of a total of 100 one-hour shows.

Mr. Baker said Group W Productions will remain active in production and distribution from its Hollywood headquarters. The company produces and distributes the Mike Douglas Show and PM Magazine program service. Its other syndicated properties include Mario and the Magic Movie Machine, News Test, feature films, specials, children's series and documentaries.

Schafer 903, Vintage 1976

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Program Briefs

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The remarkable Scientific-Atlanta 6250 falls about $7,000 short of the price you might normally pay for a comparable high quality demodulator. But it doesn't fall short in engineering and performance. We've sold over 300 6250 Demodulators since its introduction a year ago. In fact one group of station engineers wrote, "we are amazed at your demod's performance," after comparative bench tests against a unit close to the $10,000 range.

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Consider the features: Zero chopper capable of operation from external as well as internal command. Envelope detector with optional synchronous detector. Intercarrier sound detection, also direct mode with synchronous detection option. Local or remote control of chopper on/off, envelope/synchronous detection, intercarrier/direct sound detection. Automatic switch-back to envelope mode if phaselock is lost in synchronous mode. AC operation with optional +DC standby powering. Optional powering from −DC.

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Getting together to cover Teng

China’s vice premier is subject of half-hour group interview with Cronkite, Brinkley, Reynolds and Lehrer in Washington


After lengthy negotiations with the three major networks, which declined to broadcast the Wednesday (Jan. 31) interview in its entirety, as the Chinese wished, PBS agreed to the conditions set by the vice premier and broadcast the meeting at 3:30 NYT that afternoon. The network pool was the responsibility of CBS, however.

The major networks used portions of the interview on their evening news programs.

Prior to the broadcast, a snag developed over the Chinese’s insistence that the interview be broadcast without editing. The vice premier demanded sequential instead of simultaneous translation of his remarks. He also specified that the network anchors conduct the interview.

(One public broadcasting official said last week that when the major networks balked at the idea of a full broadcast, it was the Chinese who pointed out that PBS could handle the request. According to the official, the Chinese demanded that at least one of the networks show the interview in full.)

The vice premier’s week-long visit was also covered extensively by Chinese television. NBC took responsibility for originating the feeds to China during Mr. Teng’s stay in Washington. CBS was to handle the Atlanta and Houston legs of the trip, and ABC the Los Angeles and Seattle stays. In the last city, KOMO-TV’s facilities were to be used.

Utah cops, disguised as mild-mannered reporters

For the second time in three months, a Utah police employe has been caught posing as a newsmans and in the process caught the attention of and brought on criticism by the Radio Television News Directors Association.

A Salt Lake City Police Department employe was asked to leave a Jan. 16 news conference called by Iranian students at the University of Utah when his identity was discovered. The man gained entrance to the press conference by posing as a staffer of “Channel 6”—a nonexistent news organization in Utah.

Last fall, three Utah policemen, posing as reporters from the Los Angeles Times, attempted to arrest a man who had refused to send his children to public school.

RTNDA urged the Salt Lake City Police Department and the Utah Department of Public Safety “to take immediate steps to prevent such inappropriate action from happening again.

“We believe such actions seriously damage the credibility and independence of the news media, and seriously hamper the free flow of information,” RTNDA said.
Cover news events on the spot from this dependable motorcoach. 
Great for station promotions, too. 
(Prices start at a mere $30,000)

A used Trailways Eagle bus is not just a used bus but a bus used by Trailways. It's 40 feet long—a full five feet longer than most buses. And you can get immediate delivery.

It's easy to add a snack bar or galley. Or convert it into a mobile newsroom, a deluxe motor home for eyewitness news crews, or whatever suits your particular needs.

Air conditioning? Of course!

Service? This is where we really whip up on the competition. Ask somebody who owns a domestic bus how impossible it is to get good service. Bonus: we have a multimillion-dollar parts inventory, and service is available all across the country.

Very attractive financing is available—2 percent above prime rate, 25 percent down, up to 48 months' term.

How do you want it painted? Wild 'n crazy? Ultraconservative? Or anywhere in between?

These are not your run-of-the-mill assembly-line jobs. The body was carefully handcrafted in Europe—something like expensive luxury automobiles. And the engine is the famous Detroit Diesel 8V-71N.

They're road-ready and ready to roll. And the past service record is yours for the asking. New radial tires are available.

There's a huge baggage compartment underneath. Racks above the seats give you additional storage space.

Torsion bar suspension gives you a smoother, more comfortable ride. There's little or no maintenance and no air leaks.

If the spacious coach can carry this fiddler, plus 45 more riders, it's probably just what you need for station promotions and news coverage crews.

You bet I'm interested in this coach. Rush me your brochure.

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NRBA on the fence. The National Radio Broadcasters Association is not opposed to 9 kHz spacing on the AM band; in fact, it feels it doesn't know enough about the issue to take any position for now. The group's board, meeting Jan. 26 at La Costa, a resort outside San Diego, decided to set up a committee to study the technical after-effects that might occur from shrinking the spacing. From both sides now. The National Association of Broadcasters top staff engineer says those effects could be: an increase in adjacent channel interference, a reduction in coverage areas, a disruption of directional antenna patterns and an adverse impact on AM receivers using frequency synthesis tuning. Nevertheless, the NAB board has ordered a further study of its on-the-record position opposing the idea (Broadcasting, Jan. 22). Gearing up. NRBA will hire at least one engineer to assist its committee, the members of which haven't been picked yet. Executive Vice President Abe Voron says the NRBA board members aren't afraid of more competition if the evidence turns up in favor of 9 kHz. The board agreed that if there are to be more stations, the FCC should allocate as many as possible to minorities and broadcasters who currently operate only in the daytime—a point raised by the Daytime Broadcasters Association. The NRBA board members also agreed they are "ardently opposed" to reducing spacing in the FM band, however. In one final action, they voted to support increasing night-time service for all Class IV AM's to 1,000 watts.

Oak goes west. Oak Industries is moving to San Diego, forsaking the Chicago area where it has been based for its entire 46 years of operation. The company broke ground for a new $4.5-million corporate headquarters in San Diego's Rancho Bernardo industrial park. Completion of the 70,000-square-foot facility set for the end of the year. Disk development. Magnavox has announced that Seattle-Tacoma will become its second test market for its video disk system. The units are to go on sale there in several department stores in 60 to 90 days. The company has also added six more retail outlets in Atlanta, the first test market.

Down-to-earth digital. Micro Consultants is offering a new digital synchronizer-time base corrector for $15,750. The DFS-1550, manufactured by Quantel Inc. of Great Britain, represents a commitment by Micro to "bring the digital synchronizer within the reach of every broadcast station in the U.S." Add-on from ADDA. A new low-cost digital still frame storage and retrieval system designed primarily for use in small-to-medium-sized broadcast markets has been put on sale by ADDA Corp., Campbell, Calif. The new ESP-100B (electronic still processor) will sell for $42,000—about half the cost of larger systems, according to Jesse Blount, vice president-marketing. The microprocessor-based system stores up to 200 digital stills on-line on a fixed disk. That feature should allow the ESP-100B to replace mechanical slide chains used for graphics in television news shows.

Italian power. Ampex and RCA have struck separate deals with Radiotelevisione Italiana (RAI) for equipment worth in the neighborhood of $8.5 million. Ampex has sold almost $6 million worth of VPR-2 helical scan video recorders and accessory equipment. The 77 recorders, TBC-2 digital time base correctors and HPE-1 editing systems will be used in RAI's new channel 3 broadcast service. RCA has sold 36 TK-76 portable color cameras, valued at more than $2.5 million, primarily for use in RAI's first two networks. RAI already owned 50 of the cameras.

Down under. Consolidated Video Systems, Sunnyvale, Calif., has opened a new sales and service office in Crows Nest, New South Wales, Australia. The office will handle time base correctors, video signal processing equipment and company's EPIC computer-aided editing system in Australia, Asia and the Far East. CBS also announced the expansion of its London office, which serves Europe, Africa and the Middle East.

Countdown. The National Association of Broadcasters reports that it has already booked 310 exhibitors to occupy more than 140,000 square feet of floor space at its upcoming convention in Dallas March 25-28. That's already a record for the show. Last year's meeting in Las Vegas had 122,445 square feet of floor exhibits.

Making ready for Moscow. Ampex Corp. Redwood City, Cali., has contracted to supply NBC-TV with $4 million worth of equipment to be used in the coverage of the 1980 Olympics in Moscow. The equipment, which includes one-inch video recorders, helical editing systems and digital time base correctors, will be leased to NBC. The network will also have an option to buy. The NBC order includes 41 VPR-2's, one-inch recorders; 41 TBC-2's, digital time base correctors; nine SMC-60's, slow motion controllers, six VPR-20's, portable video recorders, and 17 HPE-1's, helical editing systems.
Introducing a new AITV program made to fit any station's time periods.

Comeback

For weekday and weekend access and early evening.

An entertaining weekly half-hour series of personal docu-dramas of people who were at the height of success, suffered tragedy and near disaster, survived, triumphed over fate, and started their lives all over again.

Many of them show business stars, some from the world of sports and other exciting walks of life.

People like Patricia Neal, Herve Villechaize, Rosemary Clooney, Neil Sedaka, Hank Williams, Jr., Rick Nelson, Tony Conigliaro, Bill Veeck, Freddy Fender, and more.

In fascinating and compelling stories, told in actual film and dramatic recreations.

Hosted by James Whitmore, 20 original, highly entertaining episodes tailor-made to a station's weekday and weekend prime access and early evening time periods.

Distributed by American International Television

For further information and screening cassettes, contact Ms. Sandy Aronowitz, Mr. Dan Cleri
### The Broadcasting

**Playlist**

**Feb 5**

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**Bee Gees business.** The Bee Gees latest album, *Spirits Having Flown* (RSO), has been out two weeks and programmers just can't play enough cuts from it. Seven of the 10 tracks are getting airplay. Topping the adds this week, *Tragedy* also released as a single, which enters "Playlist" at 22 this week. Barneby Love of WJET (AM) in Erie, Pa., says it's "the best the Bee Gees have done in a long time—the best thing since before Saturday Night Fever. It's a lot different—the arrangement is different, there's more orchestration... It sounds like they spent more time in production." In Cincinnati, Mark Elliot of WKROI-FM is playing *You Inside Out and Search, Find,* which he calls "the most danceable, and pretty representative of the album." At WREAX in Erie, Pa., David Langford is playing the title cut which he says is compatible with his adult contemporary format.

"It's a little more down-tempo—more acoustic." Don Selasco of KNOMI Sacramento, Calif., has added still another cut, *I'm Satisfied.* "It has a good, strong beat," he says. "It's not disco—it's a slower beat—real smooth, and good harmonies." But that's not all. Reach Out is at #2, with *You Inside Out* rising to #3, high on the chart at number three. **Chart breakers.** *Haven't Stopped Dancin' Yet* (Capitol) by Gonzalez enters "Playlist" at 7. As the title suggests, it's a disco single and it's on at WABCI-AM and WLOL-FM, both New York. *Crazy Love* (ABC) by Poco comes on at #5 and Harry Nelson of KLUX-FM Dallas calls it "a great record. It's a mellow sound and very easy to listen to. It doesn't have a huge hook or great lyrics, but it's a nice light sound and it's well produced.

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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 □ indicates an upward movement of five or more chart positions between this week and last.
Wayne Kearl, television group president and chief operating officer, Harte-Hanks Communications, San Antonio, Tex., named chairman and chief executive officer of group. William G. Moll, president and general manager of company's KENS-TV San Antonio, succeeds Mr. Kearl but will continue duties at KENS-TV. John G. Johnson, president and chief executive officer, Southern Broadcasting Co., Harte-Hanks radio group headquartered in Winston-Salem, N.C., appointed chairman of Southern. L.G. Bob Jones, executive VP and chief operating officer of Southern, succeeds Mr. Johnson. Harte-Hanks owns and operates four TV, five AM and five FM stations.

Walter H. McCroba, general manager, Weya-Tv Columbus, Ga., named managing director, broadcast, American Family Communications Group, licensee of station. He will have operational responsibility for Weya-Tv and American Family’s Waff(Tv) Huntsville, Ala., and also KFVS-Tv Cape Girardeau, Mo., and Wtoc-Tv Savannah, Ga., which have been purchased by American Family, subject to FCC approval. Robert G. Lee, VP-sales, WTVM(Tv) Columbus, Ga., succeeds Mr. McCroba at Weya-Tv.


Frank N. Moore, senior VP-general manager of Insilco Broadcast Group’s Wjil(Tv) New Haven, Conn., named senior VP-general manager of co-owned WVCG(Tfr)-Wore(Fm) Coral Gables, Fla. Larry Getz, VP-general manager of Insilco’s Wqwe(Fm) New Orleans, moves to Weli in same capacity. David R. Donovan, general manager of Wbir Tm-Fm Knoxville, Tenn., joins Insilco as general manager of Wqwe. Insilco is subsidiary of Broad Street Communications Corp., New Haven.

Sam Horel, general sales manager, KMPHTV Tulare, Calif., appointed general manager.

Michael E. Rosen, general sales manager, Knuf(fm) Dallas, named acting general manager.

John Carl Morgan, general manager, Weya Am-Fm Fredericksburg, Va., retires after 24 years in that position. Vince Genson, former general manager, WMAL-Fm Washington (now Wrox(Fm)), succeeds Mr. Morgan.

Allan M. Miller, former public relations director of Darlington, S.C., International Raceway, joins WRH(AM) Rock Hill, S.C., as general manager.

David R. DeArmond, VP-sales, Wlos-Tv Asheville, N.C., appointed VP-station manager.

Jack L. Rea, from Kxon(Tv) Mitchell, S.D., named VP-operations manager of co-owned Wsev(Tv) Erie, Pa., Darald McElroy, program director, Kxon-Tv, named operations manager.

Arnold Messer, West Coast senior studio counsel for Columbia Pictures Television, Los Angeles, joins Viacom International there as director of business affairs, West Coast.

Stephen D. Hofflich, president of his own data processing consulting firm, New York, joins Viacom there as director of management information systems, East Coast.

Barbara Chandler, manager of New York office of Price Waterhouse & Co., joins NBC there as director of financial practices and procedures.

Thomas W. Westrate, director of human resources development, ABC, New York, named director of human resources planning and development. Robin I. Forst, compensation specialist in corporate personnel department, named manager of personnel, ABC, Hackensack, N.J., where company’s management information systems department is based.

Hugh Hyman, former executive assistant to mayor of Monroe, La., named executive director of Louisiana Association of Broadcasters. He will maintain full-time office in Baton Rouge.

Jack Kopp, chief executive officer and chairman of board of Leo Burnett Co., Chicago, assuming additional responsibility for company’s U.S. business. Howard Shank, president of Leo Burnett, will act as chief creative officer, concentrating on U.S. work, with U.S. creative division reporting to him. Phil Schaff, director of executive committee, who is preparing for upcoming retirement, becomes chairman emeritus and special adviser to Mr. Kopp and others. Marty Snitzer, president, Leo Burnett U.S.A., succeeds Mr. Schaff as chairman of executive committee with variety of additional duties. Bob Noel, who retires at end of 1979, will work with Mr. Shank in U.S. and international, but will concentrate increasing percentage of time to latter.

Elected VP’s, Ogilvy & Mather, New York: Philippe Defechereux, Bruce Johnson, Paul Kurnit and George Wilson, account supervisors; Florence Friedman, associate research director; Spencer Hapliu and Joel Schatzberg, assistant media directors, and Mark Shap, art group head.


John Coulter, manager of sales proposals, central division, ABC-TV, New York, named director of sales proposals and development, central division. He succeeds Chris Cross who was named account executive, ABC-TV, central division. Melinda Fishman, account executive, Venet Advertising, New York, named to new post of manager of advertising, ABC.

She’s Sherlee Barish. And television news people are her specialty. Call her.

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527 Madison Avenue, N.Y.10022
(212) 355-2672

* The Wall Street Journal, 1977

Harold Alterman, Manager of television marketing projects, NBC-TV, New York, named director of marketing projects.

Phillip J. Gugliemelli, advertising programs manager, offices division, IBM, New York, joins Needham, Harper & Steers as account supervisor.


Judith W. Hofscher, broadcast manager, Ketchum. MacLeod & Grove, Pittsburgh, named VP.

Michael R. Lange, producer at Cunningham & Walsh, New York. named manager of TV/radio production department at Creamer Inc. New York.

Jean Custer, assistant account executive. Leo Burnett Advertising. Chicago, joins Kelly, Scott & Madison there as buyer-planner.

Bruce E. Reid, associate director of radio and television production. Byer & Bowman, Columbus, Ohio. named director of broadcast production.


James R. Bradley, executive producer. WLKY-TV Largo, Fla. (St. Petersburg), joins OmniMedia Productions. Tampa, Fla., as creative services director.

Terry Burris, assistant director of communications for the public library of Columbus and Franklin county, Ohio. joins Lord, Sullivan & Yoder Advertising Inc., Marion, Ohio, as creative copywriter.

C. Carroll Larkin, VP-Eastern sales manager, H-R/Stone, New York. appointed executive VP.


Neil Wein, manager of Los Angeles office of Adam Young Inc., named West Coast VP. Joan Barron, salesperson in New York office, appointed manager of company's Chicago office.

John F. Brennan, in programing research department of NBC-TV. New York, joins Adam Young there as research director.


Mike Dunlop, account executive. Field Spot Sales, Chicago, joins co-owned WFLD-TV there as sales manager.

Frank Montesano, account executive. WIPAM-AM Philadelphia, named general sales manager for co-owned WMRF(FM) there.

Gary Waller, local sales manager. KMPH-TV Tulear, Calif., named general sales manager.

Frank Savage, regional sales manager, named national sales manager.


Joan E. Gerberding, sales manager. WOOD-FM Hyannis, Mass., appointed VP-director of sales.

Ed Ward. account executive. WRAL(FM) Raleigh, N.C., joins WOCNIAM Durham, N.C., as general sales manager.

Robert F. Kaplan, account executive. WROC-TV Rochester, N.Y., joins WZZ-TV Baltimore in same capacity.

Jere Patterson, senior account executive. KNAC(FM) Long Beach, Calif., joins KHJAM Los Angeles as account executive.

Joe Connor, in sales department of WTHC-AM Hartford, Conn. joins WFSB-TV there as account executive.


Judy Browning, retail sales representative. Athens Newspapers Inc., Athens, Ga., joins WSB-AM-FM Atlanta as account executive.


Tom McCallum, from KWHO-SF Seattle, joins sales staff of KXI-AM-FM there.

Timothy McNamara, regional sales manager for Portland. Ore., community newspaper, joins KMPF-FM Portland, as account executive.

Mary R. Parks, air personality. KRKE(FM) Iowa

Mr. Brown in 1927 with a television receiver of his own design and construction.

Gordon P. Brown, 74, pioneer radio broadcaster and constant crusader for regulatory reforms in broadcasting, died Jan. 29 in Rochester, N.Y. He had been ill for the past year with ailments of the heart and lungs. A native of Rochester, Mr. Brown built his first radio set in 1914 and received his first broadcast station license from the Department of Commerce in 1927. He had been licensee of WAKAM Rochester since 1936 and of WHAM Cheektowaga, N.Y. since 1956. His attempts to sell those stations have been stalled in the FCC by an appeal against the transfer decision.

Mr. Brown applied unsuccessfully for three television licenses, most recently losing in a competitive hearing for channel 13 in Rochester in the 1960's. In the post-World War II era, he became a frequent and outspoken figure in Washington circles. In the early 1950's, he was a legislative adviser to Representative Harry Shepard (D-Calif.). He testified regularly before Congress and the FCC on such issues as multiple ownership, licensing of networks, rebroadcasting rights—offering the perspective of the small-station owner in competition with larger operators. As recently as last December, Mr. Brown filed comments in an FCC inquiry, recommending direct satellite-to-home television broadcasting ("In Sync: Dec. 18.

Mr. Brown is survived by a sister, Elizabeth Palmer, a nephew and a niece.
Sierra, responsible for planning and construction of new facilities for company, and for direction of communications and security departments, elected VP.

Jane DiFusco, supervisor, program information, ABC Entertainment, New York, appointed manager, program planning, for unit.


Dan Rosenthal, director of business affairs.

Hanna-Barbera Productions, Hollywood, named VP.

Henry H. Osborne, assistant to president, WRAS-TV Peoria, Ill., joins WRC-TV Washington as manager of broadcast standards and program analysis.

Hernan Quezada Escandon, air personality, KXV-TV Los Angeles, named program director.

Gary W. Johnson, production manager and assistant to program manager, KXTV-TV Sacramento, Calif., joins WKB-D-TV Detroit as production manager.

Benny Dominguez, on production staff of

Papal honors. Pope John Paul II accepts a boxed set of video cassettes of the ITC film, "Moses," from Lew Grade, chairman of ITC Entertainment, after ceremonies at which the Pope conferred on Sir Lew the title of Commander of the Order of St. Sylvester. The production company chief, accompanied by his wife (in foreground), was honored for his "extraordinary contributions to communications and the arts" and cited particularly the film, "Jesus of Nazareth." The ceremony took place at the Vatican.

City, and David M. Kelch, from KClFMAM there, named account executives for KRNA.

Theresa E. Wurth, graduate University of Iowa, Iowa City. joins KRNA as coordinator of special events.

Jan Barton, account executive, WRFDFAM Columbus, Ohio, and Tom Hunt, in marketing department of University of Dayton, join WRFDFAM Dayton, Ohio, as account executives.

Jon Gary Taylor, account executive, WRCD-FM Riverhead, N.Y., and Cathie S. Blatte, radio advertising manager, Abraham & Straus retail stores, New York, join WRFDFAM Garden City, N.Y., as account executives.

Louise Peters, from KMOD-FM Sacramento, Calif., and Tom Reardon, former field coordinator for candidate in November elections in Fresno, Calif., join KFIA-FM Carmichael, Calif., as account executives.

Jane Smerglia, associate marketing director, ABC-TV Spot Sales, New York, named assistant research director of co-owned WABC-TV New York.

Programming

William F. Baker, VP, general manager, WIZY-TV Baltimore, appointed president and chief executive officer of co-owned Group W Productions Inc., New York. He succeeds David E. Salzman as chief executive officer while Mr. Salzman continues as chairman of board.

Martin D. Payson, VP, general counsel. Warner Communications Inc., New York, elected senior VP. Rafael De La

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Harris advanced technology gives you high reliability with the new MSP-90. Select a combination of modules with the latest audio processing capabilities at surprising low prices.

Harris MSP-90 Audio Processor lets you set it and forget it.

Extensive LED metering...Overdrive indicator...Peak modulation adjustment 100% to 130%...RFI protection...Fully regulated power supply ... eliminates problems with high line voltage or brown outs...12 dB of expansion...24 dB of compression...AM mono or stereo...FM mono or stereo...

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March 25-28

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In the last 25 years, Al Primo has found the most successful people in broadcast journalism . . .

NOW HE CAN DO IT FOR YOU!

An exclusive VTR analysis of your market will enable us to provide your station with the person who, in our experience, is exactly right for your newsteam and your community.

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- Anchormen
- Reporters
- Sports
- Weather
- Magazine Hosts

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A Division of Primo Communications
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203-637-3653
Revolved. Two attorneys have left the FCC's hearing division, and two more are slated to go. LuAnne Anderson has joined the Justice Department and W. Kennedy Kane has moved to McKenna, Wilkinson & Kittner, Washington. Jerald Fitz will leave next week for Pierce, Blal & Dowd, Washington, and Robert Ware, next month, for Freedman, DeRosa & Rondeau, North Adams, Mass. Two recent members of the Common Carrier Bureau's international and satellite branch, James Blaszak and Kent Nakamura, have also joined McKenna, Wilkinson & Kittner. Rejoining the commission after a tour with Kirkland, Ellis is Willard (Randy) Nichols, who is special assistant to Common Carrier Bureau Chief Lawrence Darby.

ager of broadcast systems news services for RCA broadcast systems.

Dick Bock, Southwest regional sales manager for Philips Broadcast Equipment headquartered in Dallas, will join Martin Zienkosky Browne & Associates in Dallas and Houston in broadcast sales.

Rod Robinson, on engineering staff of KHOU-TV Houston, named chief engineer.

Allied Fields

Robert R. Hartman, general sales manager, wuAB-TV Lorain, Ohio (Cleveland), appointed chairman of the Association of Independent Television Stations' advisory committee.


Robert B. Beusse, secretary of communications, U.S. Catholic Conference since 1970 and earlier, director of public affairs for RKO General, New York, has resigned, effective this spring, but will remain in media field.

Deaths

Ted Cassidy, 46, TV actor who appeared in various series, died in Los Angeles Jan. 16 of complications following open-heart surgery for non-malignant tumor. Mr. Cassidy played Lurch on Addams Family from 1964 to 1966; Bigfoot on Six Million Dollar Man, and was voice of The Incredible Hulk. He also appeared in movie, "Butch Cassidy and the Sundance Kid." He was production director for wfaA-TV Dallas where he was chosen for role in Addams Family. Survivors include son, daughter, mother and sister.

H. Jerome d'Amato, 51, NBC radio and television announcer, professionally known as Jerry Damon, died Jan. 24 of cancer at Beth Israel Medical Center, Newark, N.J. Mr. d'Amato joined NBC in 1954 as announcer. During his career he was host of show on WNBC(AM) New York; announcer on NBC-TV series, That Was the Week That Was; and was national food editor for NBC Radio's News and Information Service. Survivors include his wife, Gloria, and four children.

George Dunham Jr., 69, VP-general manager of wBNG-TV Binghamton, N.Y., until his retire- ment in 1974 and earlier sales manager of wcB-TV New York, died of cancer Jan. 30 at his home in Binghamton. He is survived by his wife, Por- tia, daughter and son.

Willard H. Hauser, 73, retired engineering manager at wBz-AM-FM-TV Boston, died of heart attack Jan. 24 at Nashua Memorial hospital in Nashua, N.H. Mr. Hauser joined Westinghouse Broad- casting, licensee of wz, in 1928 at kWvAM Chicago, which is now located in Phil- adelphia. He retired in 1971 and then worked as consultant to various broadcasting companies.

Survivors include his wife, Anne, one son and two daughters.

Richard C. Candor, 51, senior VP and associ- ate creative director, Campbell-Ewald Co., Detroit, died Jan. 27 in Royal Oak, Mich., of heart attack. Mr. Candor worked for Campbell- Ewald from 1955 to 1965, and from 1970 until his death.

LaVerne Watson, 50, owner of LaVerne Wat- son Associates Inc., Virginia Beach, Va., adver- tising agency, died Jan. 14 of cancer. Mr. Watson worked for wtAR-AM-TV Norfolk, Va., for 15 years, first as radio announcer and then as anchor on TV for 12 years. He opened advertising agency in 1972. Survivors include his wife, Teresa Carr, one daughter and two sons.

HARRIS ANNOUNCES A SPECIAL PRICE ON THE OUTSTANDING AUDIO PROCESSING PACKAGE IN THE INDUSTRY.

SAVE OVER $1,000.00 ON THE COMBINATION OF:

[ ] the NEW MSP-90 Stereo FM Limiter

[ ] MS-15R Remote Stereo Generator

Regularly

MSP-90 Stereo FM Limiter — $1,995.00

MS-15R Remote Stereo Generator — $3,950.00

Total — $5,945.00

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MAJOR BENEFITS INCLUDE:

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[ ] Highest reliability and operating stability —

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[ ] PLUS the backing of the industry leader —

The new MSP-90 FM limiter and MS-15R stereo generator incorporate advanced design and circuitry that brings TRUE high fidelity to FM.

The MS-15R remote stereo generator can be used with any modern FM exciter or transmitter; in addition it can be placed at the studio to feed a composite STL link. A built-in compensation network corrects for STL and exciter deficiencies to provide maximum stereo separation.

The MS-15R also incorporates a patented over- shoot protection circuit that permits maximum modulation with minimum distortion, without loss of high frequencies.

music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee's negotiations for new Broadcast Music Inc. licenses are temporarily in abeyance. In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, Dec. 4, 1978). In network TV, Supreme Court has agreed to review appeals court decision siding with CBS in its demand for "per use" licenses as alternative to current blanket licenses (Broadcasting, Oct. 6, 1978).


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncom-mercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, changes in permit allocations for educational assignments and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Some comments have already been filed by public TV radio groups (Broadcasting, Nov. 27, 1978).

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (Broadcasting, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series four routine operation and one for maintenance of various classes of radio stations—for retiling of licenses and for new class of license for operation of television transmitters.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-per-view rate regulations has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10). As industry, pay cable reached 1.6 million subscribers on over 600 systems in 1978. Pay subscribers represent around 25% of cable universe. There are four over-air pay TV stations currently telecasting: wcntv Newark, NJ; wess-tv Corona, Calif.; wqtv-tv Boston and kwvh-tv Los Angeles.

Performer royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.). Although bill made little progress in last Congress, broadcast representatives in Washington are bracing themselves for more activity this year. Bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet. It's entirely possible that Judiciary Committee will call out under chairman, Edward Kennedy (D-Mass.), who voted in 1974, will get involved again after inactively in copyright area for last two years.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programing. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Last week, second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (see story, this issue).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even in instances of tip tubing in FBI tapping of phones and jailing of New York Times reporter M. A. Farber (for refusal to return notes to New Jersey court), have spurred new wave of bills in Congress to protect press (Broadcasting, Jan. 29). After Stanford Daily decision, House Government Operations Committee has moved to tighten language in legislation (Broadcasting, Jan. 1). Representative Philip Crane (R-Ill) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (Broadcasting, Aug. 28, 1978). And Carter administration has announced plans to draft legislation to overcome effects of Stanford Daily (Broadcasting, Dec. 18, 1978).

UHF. FCC's May 1977 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (Broadcasting, June 2, 1975). Texas Instruments has delivered prototype receiver built under FCC contract, which is aimed at overcoming UHF taboos (Broadcasting, Feb. 20, 1978). Commission also has added new, tighter standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978). And last month, it set up new task force to work toward UHF comparability, and made plans for spending up to $610,000 on project (Broadcasting, Jan. 8).

VHF drop-ins. This FCC proceeding, concerning a year's standing, looks to short-circuited TV assignments in four markets and anticipates possibilities of further rulemakings or drop-ins in other markets (Broadcasting, March 14, 1977). Comments, most of them negative from broadcasters, were filed with commission (Broadcasting, Dec. 19, 1977). Commission had matter on agenda in one of last meetings of last year, but postponed action (Broadcasting, Jan. 1).

WARC. U.S. and 152 other member nations of International Telecommunications Union are in what technically is Sandfong's (on international spectrum) battle as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (Broadcasting, Dec. 11, 1978) WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU by last month (Broadcasting, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's wesh-tv Daytona Beach, Fla, and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (Broadcasting, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission's and private parties' decisions to set achievable, realistic standards for handling comparative renewal matters (Broadcasting, Jan. 22). Broadcasters, meanwhile, fear that decision has seriously weakened their positions at license renewal time, have had summit meeting on issue (Broadcasting, Oct. 23, 1978) and will pursue judicial and legislative remedies.
As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 22 through Jan. 26.

Abbreviations: ALI—Administrative Law Judge. all.—afternoon; ann.—announced; ant.—antenna; aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Document. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEQV—maximum expected operation value. mhz—megahertz. MFR—Morning. 

New Stations

AM application

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Location</th>
<th>Format</th>
<th>Primary Owner</th>
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<tbody>
<tr>
<td>KCHU-FM</td>
<td>Worden</td>
<td>Fergus Falls, MN</td>
<td>Classical</td>
<td>Frederick W. Constans, Timothy C. Caulfield</td>
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FM Applications

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Broadcasting Feb 5 1979


Clovis, N.M.—Zia Broadcasting Co. seeks 107.5 mh., 100 kw. Address: 568 l. Street. Address: P.O. Box 1907. Estimated construction cost $60,465; first quarter operating costs $37,446; revenue $36,000. Format: easy listening. Principal: Artisan’s Convenience Stores Inc. (100%).


Ohio, N.Y.—The Petroleum of V. Nasby Corp. seeks 101.1 mh., 3 kw. Address: 118 Plymouth St. P. Plans: 14465. Estimated construction cost $66,495; first quarter operating costs 19,650; revenue $12,000. Format: variety. Principal: L. L. Root (40%) and Thomas L. Root (20%). Mr. Huston is an announcer for WSPDI(AM) Toledo, Ohio. Mr. Root is Washington attorney and his mother, Joanne, is teacher.


Canyon, Tex.—Tillis Communications Inc. seeks 107.1 mh., 3 kw. Address: 300 ft. Address: 1722 West End Ave., Nashville, Tenn. 37203. Estimated construction cost $268,258; first year operating costs $18,600; revenue $14,000. Format: standard. Principal: Lonnie (Meo) Tillis (100%). Mr. Tillis is country recording artist who recently purchased KIXIZ(AM) Amarillo. Tex. Ann. Jan. 22.

Copperwone, Utah—First Nacional Broadcasting seeks 139.1 mh. Address: P.O. Box 1418ous, Ogden, Utah 84403. Estimated construction cost $35,740; first quarter operating costs $7,792 and revenue $8,000. Format: standard post. Principal: Brent Lebaron (100%). Mr. Lebaron is KUZE(FM) Nampa, Idaho, and half owner of KXAX(AM) Seattle, Wash.; KODLAM(AM) The Dalles, Ore.; KUZNM(AM) Roseburg, Ore.; and KUZM(AM) Portland, Ore. Also operates other real estate interests.

Amherst, Va.—Byrath Broadcasting Corp. seeks 107.9 mh., 3.9 kw. Address: 1161 ft. Address: P.O. Box 242, Amherst 24521. Estimated construction cost $115,350; first quarter operating costs $30,255. Format: educational. Principals: Charles B. Brown (60%), Walter M. Allen, Jr. (20%) and three others.

Crozet, Va.—McClenahan Broadcasting Corp. seeks 102.3 mh., 3 kw. Address: 300 ft. Address: P.O. Box 8, Crozet 22932. Estimated construction cost $78,090; first quarter operating costs $42,000; revenue $45,000. Format: country. Principal: W. Edward McClenahan and family. They also own WPED(AM) Crozet. Va. Ann. Jan. 11.

Loudon, Va.—Mid-Virginia Broadcasting seeks 105.5 mh., 3 kw. Address: 300 ft. Address: P.O. Box 446. Mineral, Va. 23117. Estimated construction cost $18,000 per year equipment lease: first year operating costs $52,000. Format: MOR. Principals: Richard P. Brier (10%) and Synergistics Inc. (50%).

Applications

KHTZ(AM) Los Angeles (97.1 mh., 55 kw.) seeks broadcast license to Seven Brothers Broadcasting Co. to Greater Media Inc. for $4 million. License, which it sold KTNQ(AM) Los Angeles for $8 million last October, is publicly traded major group owner. It is in process of selling off local radio properties. Greater Media owns WCTR(AM) Asland, Ky.; WGAY(AM) Silver Spring, Md.; -WGAY-FM Washington; WMJ(AM) Birmingham and WNDH(AM) Montclair, both Michigan; WGSFM(AM) Huntington and WCTOF(AM) Smithtown, both New York.


J. Donald S. and Mrs. Nations, owners of the last sold stations. He will turn back license of WTHO(AM) to FCC upon reacquisition of WTW. Ann. Jan. 23.

Actions

WTIM(AM) Miami (93.1 mh., 100 kw)—Broadcast Bureau granted assignment of license from SCR Communications Inc. to Miami Limited Partnership for approximately $1 million. Seller is subsidiary of publicly traded San Juan Racing Association Inc., group owner of all its broadcast stations.

WJIT(AM)-WKTU(AM) New York; WSFP(AM) Philadelphia; WUST(A) and WJMD(FM) Bethesda. Md. Corporation publishes a weekly newspaper and the last few years have operated in Puerto Rico and Washington Diplomats, professional soccer team. Hyman N. Giekinstein is president. Principally owned by Herb Pollard, general and operating partner, Edward W. Saunders and John McBride. T. Nair is sales manager at WFTM(AM) Chicago. Mr. Saunders is attorney with Chicago law firm of Bekker, Smith & May, while Mr. McBride is a former station owner, WNNC(AM) in Brunswick, Ga. Mr. McBride is former sales manager.

WDLP(AM) Panama City, Fla. (590 kHz, 1 kw—U-D.A.N) —Broadcast Bureau granted assignment of license from Dade Broadcasting Inc. to Southern Life Insurance Co. Ltd. for $600,000 and $200,000 covenant not to compete. Seller is principally owned by Larry Edwards and associates. They also own WDVH(AM) Gainesville. Fla. Buyer is partnership owned primarily by Thomas E. Dickey, his wife, Mary, Bob L. Cole, his wife, Annette L. (10.58%) and Harold D. Nelson (31.42%). Mr. Dickey and Mr. Cole are officers and stockholders of Syndicated Services Inc., a Kansas City, Mo., broadcast investment firm. Mr. Dickey is also owner of WFTM(AM) Miami and recently sold stations. He is also former station employee. Media Investors is also seeking control of WFTM(AM) with Mr. Pier F. P. Atitt$18114EA). Action Jan. 22.

WTNT(AM)-WLWVF(WF) Tallahassee. Fla. (94.9 mh., 51 kw)—Broadcast Bureau granted assignment of license from Walter-West Weeks Broadcasting Co. to Robert D. Weeks for approximately $250,000. Full power agreement.


WBOA(AM) Tampa, Fla. (1050 kHz, 250 kw—W.D.)—Broadcast Bureau granted assignment of license from Floridco Inc. to Buccaneer Broadcasting Inc. for $287,500 plus $50,000 agreement not to compete and $119,113 to cover real estate costs. Mr. George Martin and Martha Boling, who have no other broadcast interests. Buyer is owned by George Burley, automobile dealer in Akron, Ohio, and Robert Barnes, general sales manager of WETP(AM) Akron. (BAL780814EA). Action Jan. 22.

WOKI(AM) Winter Garden, Fla. (1600 kHz, 5 kw—D.)—Broadcast Bureau granted assignment of control of Everbank Broadcasting Co. to Mr. and Mrs. John E. Elston. The Elstons are principals in Everbank Broadcasting Co. and general manager of KKT(AM) Los Angeles and KUTE(FM) Glendale, Calif. which Tracy has sold (BTC781103ED). Action Jan. 17.

WMUCE(AM) Winchester, Ind. (98.3 mh., 3 kw) seeks assignment of license from Indio Radio Inc. to Webster Radio Co. for $150,000. (Real estate valued at $75,000 will be leased to
Webster for five years at $600 per month with option to buy.) Seller is principally owned by Martin R. Williams (68.5%) who also owns 10% of WORT(AM) Danville, Ind. Buyer is owned by John W. Carlisle Sr. (34%), John W. Carlisle Jr. (29%), Jack E. Kaufman and Robert F. White (17% each). And two others. John W. Carlisle Sr. is president of Webster Co., manufacturer's rep and distributor. John Carlisle Jr. is 9% owner and general manager of WKKI(FM) Celina, Ohio. Mr. White is owner and salesman for WKKI. Mr. Kaufman is 80% owner of Midwest Wireless Inc., which is 50% owner of WDBC(AM)-WJNN(FM) Escanaba, Mich. 37.5% owner of WBMB(AM)-WBMFM(FM) West Branch, Mich., and 51% owner of WKKI. He is also proprietor of sailboat charter service in Escanaba. (BAL781110E4.A). Action Jan. 18.

- **WABJ(AM)-WOTE(FM)** Adrian, Mich. (AM: 1490 kHz, 1 kw-D, 250 w-N; FM: 95.3 mhz. 3 kw)—Broadcast Bureau granted transfer of control of Metrocom Inc. from Robert G. Ligetti (50.25% before; none after) to Allan C. Graybel and others (49.75% before; 100% after). Consideration: $210,050 plus $5,000 bonus and $1,000 covenant not to compete. Principals: Mr. Ligetti is removing himself from corporation and selling his shares to other holders. Mr. Graybel and nine others are presently minority stockholders of sasus. Group is composed of local businessmen. (BTC781108EA, BTC781108EB). Action Jan. 17.

- **WRIE(AM)** Erie, Pa. (1330 kHz, 5 kw-U)—Broadcast Bureau granted transfer of control of Radio Erie from David E. Schutte (60% before; none after) to F. Brady Louis and Irene Louis (20% before; 80% after). Consideration: $120. Principals: Mr. Dorrheggen was father-in-law of Mr. Louis. The Louis will jointly own 60% of stock to be transferred. Mr. Louis 20% individually. Remaining 20% is owned by F. William Erb. None have other broadcast interests. (BTC781101EB). Action Jan. 24.

- **WTRA(AM)** Larrope, Pa. (1480 kHz, 500 w-D)—Broadcast Bureau granted assignment of license from WTRA Broadcasting Co. to Advance Communications Corp. for $110,000. Seller is owned by Louis Rosenberg, Henry J. Mahady, estate of Paul W. Mahady and Kenneth E. Rennekamp (25% each). Rennekamp estate owns 50.9% of WKRZ(AM)-WKJR(FM) Oil City, Pa., and 50% of WKB-AM-FM St. Mary's, Pa. No other principal has broadcast interests. Buyer is owned by Pepsi-Cola Bottling Corp., of Fairmont (Pa.) of which John A. Roberts and John D. Roose are vice presidents, directors and half owners. They have no other broadcast interests. Dessuline Ciganti is president of Advance Communications, but has neither ownership nor other broadcast interests. (BAL781109EA). Action Jan. 22.

- **KUFG(FM)** Galveston, Tex. (106.5 mhz, 26 kw)—Broadcast Bureau granted assignment of license from Beacon Broadcasting Co. to KUFO Broadcasting Co. for $400,000 plus $146,000 covenant not to compete. Seller: partnership of 20 individuals and corporations, none of whom have other broadcast interests. Buyer is owned by David Segel (70%) and Jerry W. Shiverdecker and Jeff L. Stacy (12.5% each). All own same interest in WLQJ(FM) Mobile, Ala. Mr. Segel has real estate interests in Florida. Mr. Shiverdecker is former employee of Panax Corp., publishing and broadcasting firm. Mr. Stacy's general manager of WLQJ. (BAL780824EB). Action Jan. 22.

- **KKYZ(FM)** Houston (1320 kHz, 5 kw-U, DA-NI)—Broadcast Bureau granted assignment of license from KKZY Inc. to Slater Broadcasting Co. for $1,800,000. Seller, which is also licensee of KAUM(FM) Houston, is wholly owned subsidiary of ABC Inc. which wants to spin off KKZY and buy AM in another market. Buyer is owned by Manning Slater (75%) and William B. Walters (25%). They were part owners of four radio stations in Seattle and California, licensed to Hercules Broadcasting Co., which were sold to Affiliated Broadcasting Inc. last September. (BAL781124E). Action Jan. 18.


**The EARLIER DISEASE IS DIAGNOSED, THE BETTER THE CHANCE FOR CURE.**

**The life cycle moves so fast. Todays minor symptoms may be tomorrow's major health problems.**

The greatest obstacle to attaining better health for America is that human characteristic of putting off until tomorrow what we need to do today: America's health authorities are concerned because advances in science and better methods can't be given a chance to work if people do not cooperate. To really prevent disease and disablement, we need more interest and awareness in the requisites of health maintenance.

Help us to help your audience to better health. Help us to catch health problems in time to remedy them. Audition these spots; program them on your station; and, take heed yourself.

**Facilities Changes**

**AM applications**

- **KHAR(AM)** Anchorage, Alaska.—Seeks CP to change TLL to 0.27 miles NE of intersection of Klaic Rd. and Hill Top Dr. Anchorage; change SL and RC to 3900 Old Seward Highway, Anchorage. Ann. Jan. 26.

- **KHUM(AM)** Eureka, Calif.—Seeks mod. of CP to change TLL to Bay and 7th St.; Eureka; change SL to 6th and E St.; Eureka. Ann. Jan. 16.

- **KHVH(AM)** Honolulu.—Seeks CP to make changes in ani. system; change TLL to 331 F Kamani St., Honolulu; change SL and RC to 1060 Bishop St., Honolulu, and change type trans. Ann. Jan. 26.

- **WQVO(AM)** Highland Park, Ill.—Seeks CP to change hours of operation to unlimited; DA-2; by adding nighttime operation with 1 kw, and make changes in ani. system. Ann. Jan. 24.


- **KJOE(AM)** Shreveport, La.—Seeks CP to make changes in ani. system; change TLL of Russell Road, S. of I-20, Shreveport, La., near Shreveport, and change type trans. Ann. Jan. 26.


- **WYRUI(AM)** Red Springs, N.C.—Seeks CP to change freq. from 1510 kHz to 1520 kHz; increase power to 5 kw critical hours to 1 kw in all other trans. Ann. Jan. 24.
KBW(A)M Aberdeen, Wash.—Seeks CP to change station licensed site; increase ERP: 50 kw (H&V), and change TPO. Ann. Jan. 22.

KQIN(AM) Bakersfield, Calif.—Seeks CP to change station licensed site; increase ERP: 50 kw (H&V), and change TPO. Ann. Jan. 22.

KQNX(FM) Las Vegas—Seeks CP to install new tower, change station licensed site; increase ERP: 50 kw (H&V), and change TPO. Ann. Jan. 22.

KP(M)F(FM) New York—Seeks CP to change FM station licensed site; increase ERP; 50 kw (H&V), and change TPO. Ann. Jan. 22.

KRM(AM) Havana, Ky.—Seeks CP to increase power to 2.5 kw (1 kw critical hours); change trans. (BP:20,735). Action Jan. 22.

KsB(AM) Saginaw, Mich.—Returned as unacceptable filing application for CP to increase power. Action Jan. 17.


KX(W)M Harrisville, Ky.—Granted CP to increase power to 2.5 kw (1 kw critical hours); change trans. (BP:20,735). Action Jan. 22.

KB(AM) Kingsley, Mo.—Returned as unaccept- able filing application for CP to increase power. Action Jan. 17.

KX(W)M Cabo Rojo, P.R.—Granted CP to change trans. and SL to route 311. 1 mile N of center of Cabo Rojo, P.R.; make changes in ant. system (nighttime hours). (BP:20,923). Action Jan. 22.

KSTO(FM) Camarillo, Calif.—Granted CP to increase ERP; 3 kw (H&V); ant. height: 530 ft. (H&V); make changes in ant. system. (BP:B780919AL). Action Jan. 22.


KPG(FM) Honolulu—Granted CP of CP to make changes in station licensed site; and locate control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change SL to 331 E. Kamani Street, Honolulu; change trans. and ant.; decrease ant. height: 720 ft. (H&V); change TPO (BP:B781102A). Action Jan. 22.

KXJX(FM) Appleton, Ind.—Granted CP to make changes in station licensed site; and locate control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change SL to 331 E. Kamani Street, Honolulu; change trans. and ant.; decrease ant. height. (H&V); change TPO. (BP:B781102A). Action Jan. 22.

KUW(FM) Concord, Calif.—Granted CP to make changes in station licensed site; and locate control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change SL to 331 E. Kamani Street, Honolulu; change trans. and ant.; decrease ant. height. (H&V); change TPO. (BP:B781102A). Action Jan. 22.


KSMR(FM) Minot, N.D.—Granted CP of CP to change station Licensed site; and locate control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change SL to 331 E. Kamani Street, Honolulu; change trans. and ant.; decrease ant. height. (H&V); change TPO. (BP:B781102A). Action Jan. 22.


KXJX(FM) Appleton, Ind.—Granted CP to install new tower, change station Licensed site; and locate control locations to Davies Pacific Center, 841 Bishop St., Honolulu; change SL to 331 E. Kamani Street, Honolulu; change trans. and ant.; decrease ant. height. (H&V); change TPO. (BP:B781102A). Action Jan. 22.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
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<tbody>
<tr>
<td>Jansky &amp; Bailey</td>
<td>Atlantic Research Corp.</td>
<td>5230 Oakleaf Avenue, Alexandria, VA 22314</td>
<td>(703) 354-3400</td>
<td><a href="http://atlanticresearch.com">Website</a></td>
</tr>
<tr>
<td>CARL T. JONES ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>2990 Telesar Ct., Suite 405, Falls Church, Va. 22042</td>
<td>(703) 560-6800</td>
<td><a href="http://jonesconsulting.com">Website</a></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Engineers</td>
<td>INWOOD POST OFFICE BOX 7004, DALLAS, TEXAS 75209</td>
<td>(214) 331-8360</td>
<td><a href="http://cullumconsulting.com">Website</a></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>8200 Snowville Road, Cleveland, Ohio 44141</td>
<td>216-526-4386</td>
<td><a href="http://smithconsulting.com">Website</a></td>
</tr>
<tr>
<td>Hatfield &amp; Dawson</td>
<td>Consulting Engineers</td>
<td>Broadcast and Communications, 3525 Stone Way N., Seattle, Washington 98103</td>
<td>(206) 633-2395</td>
<td><a href="http://hatfielddawson.com">Website</a></td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, Inc.</td>
<td>9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>301-299-3900</td>
<td><a href="http://mullaneycorp.com">Website</a></td>
</tr>
<tr>
<td>C. P. CROSSNO &amp; ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>P. O. Box 18312, Dallas, Texas 75218</td>
<td>Computer Aided, Design &amp; Allocation Studies</td>
<td><a href="http://crossnoengineering.com">Website</a></td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON, INC.</td>
<td>Consulting Engineers</td>
<td>Radio &amp; Television, Box 68, International Airport, San Francisco, California 94128</td>
<td>(415) 343-2308</td>
<td><a href="http://hammettedison.com">Website</a></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineers</td>
<td>9208 Wyoming Pl., Hilland 4-7010, Kansas City, Missouri 64114</td>
<td><a href="http://heffelfingerconsulting.com">Website</a></td>
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<tr>
<td>MIDWEST ENGINEERING ASSOCIATES</td>
<td>Consulting Engineers</td>
<td>6934 A N. University Peoria, Illinois 61614</td>
<td>(309) 692-4233</td>
<td><a href="http://midwestengineers.com">Website</a></td>
</tr>
<tr>
<td>MATTHEW J. VISSIDES, P.E.</td>
<td>Structural Consultant</td>
<td>250 West 57th Street, New York, New York 10019</td>
<td>(212) 246-3967</td>
<td><a href="http://vissidesconsulting.com">Website</a></td>
</tr>
<tr>
<td>JOHN F X. BROWNE &amp; ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>1901 Pennsylvania Ave., NW, Washington, D.C. 20006</td>
<td>525 Woodward Avenue, Bloomfield Hills, MI 48013</td>
<td><a href="http://browneengineering.com">Website</a></td>
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<tr>
<td>WILLIAM B. CARR &amp; ASSOCIATES, INC.</td>
<td>Consulting Engineers</td>
<td>DALLAS/FORT WORTH, GLENN &amp; B. CALLION 13745 Terrace Lawn Circle, Dallas, Texas 75240, 214/233-6034</td>
<td>WILLIAM B. CARR, P.E.</td>
<td><a href="http://carrconsulting.com">Website</a></td>
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<td>DON'T BE A STRANGER</td>
<td>157,000&quot; Readers</td>
<td>Display your Professional or Service Card here!</td>
<td><a href="http://broadcasting.com">Website</a></td>
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</tr>
<tr>
<td>EAGLE ENGINEERING, INC.</td>
<td>216 NEW YORK CITY-CITY HEIGHTS</td>
<td>216 N. Green Bay Rd., THIENSVILLE, WISCONSIN 53092</td>
<td>Phone: (414) 242-6000</td>
<td><a href="http://eagleengineering.com">Website</a></td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>Precision Frequency Measurements, AM, FM, TV</td>
<td><a href="http://comradio.com">Website</a></td>
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<tr>
<td>JOHN D. SILENCI</td>
<td>1735 Delaware St. N.W., Washington, D.C. 20036</td>
<td>Phone: (202) 638-1022</td>
<td><a href="http://silenciengineering.com">Website</a></td>
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Summary of broadcasting

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<th>FCC tabulations as of Nov. 30, 1978</th>
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*Special temporary authorization
**Includes off-air licenses

Cable

The following operations of CATV systems have filed the following service registrations:

- Morehead State University, for Morehead University, Ky. (KY0239) new system.
- Cox Cable TV of Pensacola, for Escambia, Fla. (FL0026) add signal.
- Kellogg TV Systems Inc., for Kellogg, Ind. (ID0026) add signal.
- Centre Video Corp., for Wall, Pa. (PA0172) add signal.
- TV Service Inc., for Pumpkintown and Jeremiah, both Kentucky (KY0228) new systems.
- Television Signal Corp., for San Francisco (CA0245) add signal.
- Mahoning Valley Cablevision, for Girard, Ohio (OH0343) add signal.
- Warner Cable of Windsor, for Windsor, Mo. (MO0027) add signal.
- Warner Cable of Warrensburg, for Warrensburg, Mo. (MO0024) add signal.
- Telewens of Camarillo Inc., for Camarillo, Calif. (CA0653) add signal.
- Americable Association, for Homestead, Dade and Florida City, all Florida (FL0137, 375, 401) add signals.
- Nor Ca Cablevision Inc., for Paradise, Calif. (CA0512) add signal.
- Apache Cable TV Inc., for Blountstown, Fla. (FL0169) add signal.
- Rogers Cable TV Inc., for Rogers, Ark. (AR0031) add signal.
- Tower Communications Inc., for Uhrichsville, Naches, Gadenen, Stuart and Tuscarawas, all Ohio (OH0126, 17, 20, 541) add signals.
- Waverly Cablevision Inc., for Waverly, Tenn. (TN0147) new system.
- Continental Cablevision of Ohio Inc., for Upper Sandusky, Ohio (OH0042) add signal.
- National Cable Co. of Pennsylvania, for Pittsburgh, Pa. (PA0175) new system.
- Cablecom of Benham, for Bonham, Tex. (TX0017) add signal.
- Hersch Cable TV Inc., for Hersch, Ill. (IL0291) new system.
- Warner Cable of Paris, for Paris, Ark. (AR0012) add signal.
- Warner Cable Corp., for Booneville, Ark. (AR0010) add signal.
- Calvert Telecommunications Corp., for Catonsville, Md. (MD0001) add signal.
- Bevierview Cablevision of Oregon, for Myrtle Creek, Riddle and Tri City, all Oregon (OR0143, 0212, 0177) add signals.
- Crawfordsville Community Cable Corp., for Crawfordsville and Montgomery, both Indiana (IN0014, 163) add signals.
- Fairfield Cable TV Inc., for Fairfield, Ill. (IL0024) add signal.
- Satellite Systems Corp., for Sumner and Shaw AFB, both South Carolina (SC0106, 0120) add signals.
- Clark County Cablevision, for Clarksville, Jeffersonville and Clark, all Indiana (IN0085, 86, 88) add signals.
- greater Humboldt-Dakota City Cable TV Inc., for Humboldt, Iowa (IA0043) add signal.

Other

RADIO HELP WANTED MANAGEMENT

WANTED— Experienced general manager for a two station small market city located on the East Coast. Only persons well versed in programming, with strong sales background need apply. Salary open, but will range from $30,000 per annum with merit and incentive opportunities available. References required and all will be carefully checked. An equal opportunity employer. Reply to Box S-95.

NC's dominant FM station accepting applications for Sales Manager position. Must be capable of training, motivating and leading staff of 4. Limited inventory and top ratings require ability to maximize dollar return. Full details and earnings history to: Personnel, WRAL, PO Box 12000, Raleigh, NC 27605. EEO/ME.

NC's dominant FM station still accepting applications for the new position of Station Manager. Must be effective leader and strong administrator. First class opportunity with advancement possibilities for a person capable of handling this challenging position. Full details and earnings history to: Personnel, WRAL PO Box 12000, Raleigh, NC 27605 EEO/ME.

Asst. Manager. Emphasis on sales, but having general programming knowledge. Community oriented. Salary $15,000 plus. EOE. Write KHAS-Radio, Box 726, Hastings, NE 68931.

Expanding California broadcast group has openings for General Managers at 30,000 and sales managers at 20,000 plus. Our 34th year! Equal Opportunity Employers. 2588 NEWPORT CORP., 2222 Ave. of the Stars (Suite 2102), Los Angeles, CA 90067—277-4980.

Dominant Middle Tennessee growth market! AM contemporary seeks full-time manager with proven sales track record. Person will handle top agency local list plus direct activities of sales staff and report to corporate supervisors. Send resume to: Jim Perednick, Music Square Services Corporation, 204 Fourth Avenue, North, Nashville, TN 37219.

Radio Manager (Program Director) requires high school diploma & 5 years of responsible experience in radio or television station operation, one year having been in directing the operations of a programming department or BA degree from accredited 4 year college or university with major coursework in Journalism, advertising, or related field. 3 year's experience on radio or TV station operation experience. Salary $10,000—$14,000. Application deadline 2/22/79. Send resume to UFS Personnel Services, 4202 Fowler Avenue, Tampa, FL 33620. The University of South Florida is an Affirmative Action Equal Opportunity Employer.

General Manager, Northeast major market adult contemporary, self-starter, oriented motivator with good management background ready to work hard with this growing station. Group operation. Resume/salary requirements first letter. Box S-81.

District Sales Manager. Cetele Broadcast Group needs a topnotch radio man or woman to sell our full line of program automation, transmitters, antennas, studio consoles and equipment in 680-station market: Pennsylvania, West Virginia, Maryland, and Delaware. Excellent compensation program for knowledgeable, aggressive, ambitious sales professional who can handle a first-class territory and live in key district. Telephone Andy McClure 805—684-7666. Immediate opening.

Radio/Management. Manager educational FM. Must have solid industry background including management and sales experience. Salary $17,000—$18,000. Send credentials to Dorothy R. Johnson, Marshall University, Huntington, WV 25701.

General Manager for major West Coast market sought by young, dynamic broadcast group. Sales management background required. Send resume with compensation history. One of the best opportunities in the U.S. is available. WSAI, Cincinnati, Ohio is looking for a General Sales Manager. Excellent compensation package and an opportunity to join Affiliated Broadcasting. Prior programming experience is an absolute necessity. Written resumes only to Larry Kirby, General Manager, WSAI, 8th St. & Matson Place, Cincinnati, OH 45204. An equal opportunity employer.

HELP WANTED SALES

Number One, Top 40 Radio Station in 45,000 market needs qualified salesperson to take over two sales lists. Contact Sales Managers, Bob Benton 601-636-1494.

Southwest. Expanding daytimer in medium market needs experienced salesperson. Gary Beckner, Box 4041, Midland, TX 79701.

Salesperson wanted for KFSI. Letter and resume to VP/Sales, 174 N. Palm Canyon Drive, Palm Springs, CA 92262.

Sales Manager—we want one good person to implement our proven sales plan in Midwest Medium Market. Must be aggressive, have a strong desire to advance, and a proven sales record. EOE. Send resume to Box S-119.

WHAT—WGOH (1,150 AM—98K FM) Natchez, MS. Seeks professional sales person with track record to assume and develop station's top list. Retiring salesperson bills radio station. We seek an aggressive type who can sell top drawer local and agency accounts. Our stations are No. 1 and No. 2 rated. Good salary, commission, benefits. Immediate opening. Send resume and call Mr. Rinaldi, SPM-SPM 601—442-4895. EEO/AA.

Are you an aggressive street fighter with class in a small market ready to move up to a bigger challenge? Then contact me. Sales Manager. PO Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

Experienced salesperson for hometown radio station. No floats. Send resume to George Walk to WKEL/WJRE (FM), PO Box 266, Kewanee, IL 61443. Equal Opportunity Employer.

Experience and success in selling radio time is essential. Full resume and salary requirements, Appointment in person only, to Harold Robin 303—484-5449 An Equal Opportunity Employer.

Account Executive—Wanted to grow with group-owned, dominant adult contemporary in six-station Rocky Mountain market. Minimum of two years selling experience. Outline career goals, past track record, income requirements, and your personal sales philosophy in first letter to R.G. Elliott, 804 Suthmore Drive, Grand Junction, CO 81501. EOE/ME Come grow with us!

Outstanding Four-State Country Station seeking salesperson. Excellent benefits and potential. Send resume to Larry Henderson, KOAM Radio, Box F, Pittsburg, KS 66762. EOE. Minority applicants requested.

Sales Manager—Aggressive Account Executive ready to move to management? Opportunity at a California FM for a selling sales manager who can motivate and train. Send resume to Gary Brown, KFKS-FM PO Box 49, Hanford, CA 93232, or phone 209—582-0361.

Sell one of Seattle's best radio stations if you have three to five years experience, are aggressive, want to work hard and want your efforts rewarded. Contact Ron Carter at the FM kvi, Plaza 600/600 Stewart Street, Seattle, WA 98101. 206—223-5730 An Equal Opportunity Employer.

RAB Member Service, NY HQ needs experienced radio salesperson to help stations with selling. Clear writing and selling skills essential. Call Joyce Reed, 212—539-6634.

HELP WANTED ANNUCERS

Alabama/Country Format, needs morning air personalities with great sales potential. WBAS is top rated and highly respected station. Moving into new facilities. Please send up-dated tape and resume to WBAS Radio, 905 Bussert Pollard, PO Box 547, Huntsville, AL 35704.

WVMT, Burlington needs a cheerful, relaxed Adult Contemporary midday announcer. We are Vermont's oldest and largest radio station. Good pay benefits for the right person. Send tape, resume, references and salary requirements to: Gary Wheelock, Program Director, WVMT, Box 12, Colchester, VT 05446. WVMT is an Equal Opportunity Employer.

WAMO/Pittsburgh, PA, seeking an experienced morning drive time announcer. Send tape and resume to Eddie Edwards, WAMO, 1811 Boulevard of the Allies, Pittsburgh, PA 15219.

Production and News Person needed for fast growing medium market. Good voice and experience required. No beginners. Send tape and resume to Lyle Electiner, KUID/KJKJ, 1500 E. Oceanica, CA 92054 or call 714—757-1320. This is a good opportunity with an equal opportunity employer.

Philadelphia's No. 1 suburban station has an opportunity for a talented announcer. We require an individual with some experience for this 5 kw fulltimer. You must believe in our MOR/adult format. Send tapes with news and commercials to WCOJ, Coatesville, PA 19320, an affirmative action EOE.

Great opportunity for right individual. Top Rated radio station in Upstate New York looking for nighttime personality. If you would like to grow with a winner, contact us immediately, Box S-172.

Ready to move up? Ready to take on a challenge and express your personality? Full service, 24 hr. No. 1 adult-contemporary Upper Midwest medium market operation is looking for a strong afternoon drive personality who knows how to inform as well as entertain. We also need a mid-morning personality who can think on their feet and conduct an interesting interview. EOE M/F Resume and letter of application stating salary expectations to Box S-168.

AM/FM in Medium Market. FM geared for mass appeal, AM for adults. Also seeking news help. EOE. Send resume Box S-171.

Beautiful Alaska's Beautiful Music Station and Mellow-Rock Sister Station looking for experienced, mature sounding broadcaster. Excellent salary and benefits. Career opportunity. Send tape and resume to Ken Flynn, KHAB/KKVL, 3800 Old Seward Highway, Anchorage, AK 99503. EOE.


Creative, communicative announcer for evening shift at Tender Loving Care Nursing Home. Production experience. EOE. MF Dave Broman, KTLC, Box 65, Twin Falls, ID 83301, 208—733-3381.

WINA is looking for a stable, experienced mature morning-drive personality who would like to move to our Central Virginia Community Community. Experience very important. Send tape, requirements and resume to General Manager, WINA, PO Box 1230, Charlottesville, VA 22902.

Small Market Modern Country Radio Station looking for disc jockey with strong sales ability. Enclosed is resume, tape & salary requirements to Teri Slane, PO Box 123, Cypress Gardens, FL 33880. No phone calls please. An equal opportunity employer.

See last page of Classified Section for rates, closing dates, box numbers and other details.
SUNSHINE—All Pro talent needed for major group operator located far away from ice and snow. Positions now open for modern country and contemporary air personalities. Hard hitters and solid career minded individuals, rush your tape and resume immediately. Women and minorities encouraged. First phone also helpful. Salary open, outstanding group benefits and future assured. All replies in confidence to: Tom Allen, Gulf Broadcast Group, WVOJ, 1935 Ellis Road South, Jacksonville, FL 32205.

EXPERIENCED ANNOUNCER

No. 1 FM Contemporary plus AM beautiful MOR has excellent earnings for experienced announcer with smooth voice. Send tape, resume to General Manager, WKFM, Fulton NY 13069, 315-543-2630.

A NIGHT TIME COUNTRY PERSONALITY looking for a good home can find it here. KDTK, Dubuque Iowa is looking for someone to fill a major country slot on this 5kw regional station serving the beautiful Upper Mississippi Valley (UMV). Two years commercial experience required, but the person with demonstrated talents and less experience will be considered. Tape and resume to Jan Thomas, News Director, WKFR Radio, 1575 -2 Street, Bismarck, ND 58501, Equal Opportunity Employer.


An experienced program director for WCLF-FM, Atlanta, GA.

WMSR, Fall River—New Bedtime is a full-time person-ality/MOR/News/Sports market station seeking outstanding keypersonality. For full details phone Mike McGee, 517-877-9477.

HPE WANTED TECHNICAL

Assistant Engineer with accent on studio and recorder maintenance to start, with opportunity to learn automation, directional and other engineering fields. EOE, Mr. Smith, 500-892-9833.

An experienced engineer/manager looking for new opportunities. Must have strong, creative, personality. AMC 55KW, 25 miles south of Madison, Wisconsin.

A NEW BEDTIME is looking for a creative personality in their new 50KW FM station to start immediately. Send resume to: Greg Rogers, General Manager, Box 204, West Wayne Street, Fort Collins, CO 80526.

WASB, Fall River—New Bedtime is a full-time person-ality/MOR/News/Sports market station seeking morning personality for full details phone Mike Mclean, 617-537-6477.

An excellent program director for GWX in the Mid-west seeks experienced Contemporary PD/morning drive personality. Station is programmed live 6A-9A and 2P-7P. Automation and local personalities (non- syndicated) remainder of the day. Looking for take-charge type who really knows how to take advantage of automation. Experience with production personnel, full knowledge of FCC regs, be able to supervise an- nouncing staff, develop sales promotions, handle public affairs/certification requirements, music selection. Send resume and salary requirements. EOE. Box B-22.

WBDR, Fort Gay—Now seeking Morning Personality with References. Send resume to: Jim Boamer, News Director, WBDR Radio, 261 West Wayne Street, Fort Wayne, IN 46802.

A news director is available for a major market in the South. Send resume, references to: Tom F. Smith, News Director, WJFK Radio, Tuscaloosa, AL 35402.

Operations director for leading AM in vital upper Midwest market. We are an "all service" personality adult contemporary. No experience needed. Must be mature voice. Send tape, resume, salary requirements to Lynn Reed, KIXC—PB Box 274K, Fort Collins, CO 80526.

SITUATIONS WANTED MANAGEMENT


Program Manager, Administrator: Outstanding cre-dentials includes impeccable references. GM oriented. Top 100 markets. Box S-201.

Need a Manager who knows promotion, program- ming, and sales? A man with a proven track record covering 20 years in broadcasting? Well we’ve found him! Top flight professional preparing to move up to medium market position. Prefer South or Southwest, but all offers considered. Box S-171.

General Sales Manager who is not a gambler look-ing for stable permanent position with proper compen-sation. Top credentials, references. Box S-148.

General Manager, running successful station in top 100. Family desires return to Florida. 43 year old with excellent twenty year record. Box S-112.

General Manager, running successful station on West Coast. Interested relocating as general manager on West Coast only Organizer and leader. Accomplished sales, programming, promotion, FCC regulations. Highly experienced broadcaster. Top track record, and qualifications. Many years in the business. Box S-28.

Administrative Assistant or Right-Hand Man! Take your pick! Ambitious, experienced sales man/ or woman. After four years of consulting and appraisals, I want to be on the inside, Resume available. Box S-8.

15 years broadcasting experience, six in manage-ment at successful Medium Market station. Seek Florida position. No revolving doors please. Will con-sider position as Assistant Manager, Operations Managers Public Affairs or News Director or as Program/Production Manager … qualified for each. Send all inquiries to: A. Tolain, 215 Lawood Lane, Bristol, VA 24201, Female.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Southern/Country AM, new facilities, top-rated, highly respected, city-owned station seeking dedicated PD, with 3-5 years experience preferred. Requires active community promotional approach, air shift, completion of personal, music and production. SEND resume and financial requirements to WHPB Radio % Buster Pollard, PO Box 547, Huntsville, AL 35804.

Program Director who understands beautiful music. Air shift. Upper Midwest major market. Send resume to Box S-154.

We have an opening on our staff for a good After- noon Drive personality. We are a leader in the community and professionals only need apply. Beautiful community in Florida. Minorities are encouraged to apply for these openings. EOE. Send resume and complete details including availability date to Box B-7.

Upper Midwest medium market stereo rock FM seeks take-charge, creative, on-air program director. Strong on production with automation background. EOE. Send resume with references and letter of application stating salary expectations to Box B-5.
HELP WANTED SALES

WOWK-TV, Huntington/Charleston, W. Va. has opening for account executive. List will produce income of $25,000 or more for right person. Looking for aggressive, personable individual ready to move from smaller market to a top 50 market. A group Corpora- tion, Gateway Communications. Send resume or contact Bill Myers, 625 4th Avenue, Huntington, WV 25701, Telephone 305-525-7661. Radio or TV experience required. TV Preferred. An Equal Opportunity Employer.

Manager of Sales Development—Major market TV station has an opening for a Manager of Sales Devel- opment. Applicant should have a minimum of 3 years’ sales experience, knowledge of retail co-op, experience in broadcast sales and the retail level; working knowledge of TVB; and experience in in-depth pre- sentations of retail sales plans. This person will also be responsible for isolating and targeting accounts for sports and special events and developing presentations. Will also assist in developing revenue and expense budgets. Equal Opportunity Employer. Send resumes to Box S-182.

Number 1 Network affiliate, Top 50 Sun Belt Mar- ket, seeks aggressive person for new account devel- opment. Broadcast sales, retail and marketing experi- ence helpful. Responsible for developing and closing accounts for all types of sales. Will also represent all stations and sales offices. Salary a must. Income depending upon qualifications. Box S-154.
HELP WANTED SALES CONTINUED

Account Executive. Looking for energetic, motivated salesperson to cover large account list. Outstanding future opportunity with Metromedia, the industry's largest group sales force. Immediate contact Al DeVaney, WTZN. Tel. 812-546-1111. Equal Opportunity Employer.

Local Account Executive in top 30 market in Sunbelt; VHF network affiliate; 2-3 years experience in sales required. Equal opportunity employer. Send resumes to B-33.

HELP WANTED TECHNICAL


TV Maintenance Engineer in Central New York State. First Class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history. An equal opportunity employer. Box S-107.

Assistant Chief Engineer 1st Class 5 years minimum. Must know Ampex GE, Studio and some transmitter. Salary 13-16K with Rocky Mountain small market for position of Teleradio Engineer. VFR TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Chief Engineer for a growing Television Production facility. Solid background in maintenance and repair of studio equipment, with strengths in color cameras and quadruplex video tape. Please send resume and salary requirements to PO Box, 259980, Los Angeles, CA 90025. Equal Opportunity Employer. M/F.

Position available for qualified television maintenance engineer. FCC 1st class required. Contact C.E., WTZN, Nashville TN 37203, 615-385-1717.

Chief Engineer. Small market VHF network affiliate in area requiring maintenance skills plus transmission, studio and ENG experience. Send resume and salary requirements. EOE Box S-175.

Maintenance Engineer for VHF television station in Colorado Springs. Excellent chance for growth with a strong corporation. Applicants should have experience with VR 1200, AVR 2, ACR-25 and GE PE 350 cameras. Send resume to: Rick Craddock, KXTV, PO Box 2110, Colorado Springs, CO 80901. EOE.

TV Maintenance Engineers and Technicians. For TV stations with studio, control room facility. Maintenance Engineer required for quad tape, Witten color editing, studio cameras, sio-mo, scoreboard and computer. IV, VTR, color video, antenna projects, and much more. Technicians also required to work under maintenance supervisor in same area. Contact: Bill Denton, MCI Programming, No. 208 Greenway Plaza, Houston, TX 77046, 713-827-9270.

Senior Broadcast Technician: FCC First Class Radio Telephone License required. Experience in VHF Television Transmitters desired. The ability to design and maintain MATV and CCTV systems helpful. Send resume to: Chief Engineer. The Ohio State University, Telecommunications Centers, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

Maintenance—1st FCC—studio, ENG, transmitter. Experience in two areas minimum. Send resume to—KFTK-TV, 2200 S. San Diego, CA 92109. John D. Weigand, Manager of Engineering. An equal opportunity employer M/F.

Maintenance Professional—Group-owned commercial VHF station is searching for a professional technician. Position requires personal responsibility over our professional production and news departments by maintaining helical and quad VTR's, RCA cameras and associated terminal equipment. Position requires expertise in audio, video-analog and digital, microwave, and an FCC First Phone. Experience highly desirable. Large expanding multi-media corporation with progressive atmosphere and opportunity for advancement. Submit resumes and salary history to: Tom Weems, Director of Engineering. WTVH-TV, 980 James Street, Syracuse, NY 13203. EOE M/F.

A Career in Television Engineering—Television Technician. A minimum of 2-5 years experience in studio broadcast equipment. A 1st Class FCC license is required. The ideal candidate should have a background in electronics as well as strength in maintenance techniques. ROKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements to: Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114, An Equal Opportunity Employer M/F/H/V/E's.

Chief Engineer, New TV station located in major Northeast suburban market requires a 1st class licensed Engineer knowledgeable in all phases of TV station equipment. Attractive salary benefits. All replies strictly confidential. Send complete resume, salary history and references to Box B-8.

EFP Maintenance Engineer. Experience needed on 3/4-inch and other small market studios. Familiarity with Panasonic 3/4-inch machines/editing systems necessary. First Class FCC License Required. Resume to Peter Deibaco, Dept. BG, WITV-TV, Box 2, Hershey, PA 17033.

HELP WANTED NEWS

Reporter—for Southern affiliate station. Experience and/or education required; photo experience desirable. Excellent writing and public speaking skills. School video camera and cassette and resume to Art Angelo, VP KPLC-TV, PO Box 1488, Lake Charles, LA 70601. No phone calls.


Weatherperson for beautiful Gulf Coast area. If you can do more than just read the forecast, we want to talk to you. EOE. Write Box S-194.

Looking for the best. Reporter, photographer, feature reporter and weekend anchor. No calls. Send tapes and/or résumé to WTZN TV, 110 Third Street, Norfolk, VA 23510. EOE.

Producer/Reporter. Seeking experienced Producer/ Reporter to perform on-air reporting and writing for local “Nightly Business Report”, along with other news and public affairs programs. Duties include; producing mini documentaries and news stories for the Business Report, interviewing and providing narration bridges and working with film and engineering crews. Requirements are college degree with coursework in finance or economics, on-air news and production experience preferred. Excellent oratory skills. Send resume in confidence to Personnel Manager, PO Box 610001, Miami, FL 33161. An Equal Opportunity Employer.

Sunny S.W. Fla. TV—AM–FM taking applications for future reporting position. Send resume to: Possible Anchor. Also accepting applications for future MOR Radio Personality positions. Send VTR or audio to News Director or Program Director, Radio-Télévision Centre, 533 8th St. South, Naples, FL 33940. EOE.

Producer for 6 and 10 pm news in sunbelt. Must be good writer with some experience. Good pay for the right person. Medium market. EOE. Write Box S-195.


Co-anchor for medium market in sunbelt. Top salary for right person. Must be able to work nights. Females are urged to apply. EOE. Write Box S-196.

Wanted: Experienced News Director, Mid-West Top 100 Market. Must have strong administrative background. Responsibilities for running day to day operations of News Department, including producing, writing, editing and writing background essential. Salary open. EOE. Box S-144.

Wanted: Experienced Anchor Person for 6 and 11 pm news programs. In active top 100 Mid-West Market. Must have solid news experience and prior anchor background. Salary open. EOE. Box S-143.

Sports/Anchor: We’re looking for someone who knows sports and knows how to present it on the air. Send tapes and resumes to News Director, WTJU-TV, 5000 Sixth Ave., Atlanta, GA 30319. EOE.


The American University School of Communication in Washington, D.C. seeks graduate assistants to work on the Journees d’Ete, a summer intensive in teaching and professional positions while earning a Master’s Degree in Journalism and Public Affairs. Students will write and produce television news reports covering the American News Service. This is a 1 year full time program. For information, write Dean, School of Communication, American University, Washington, D.C. An Equal Opportunity/Affirmative Action Employer.

Reporter/Photographer. We need an experienced general assignment reporter with ENG skills. Send tape and resume to News Director, KWWL-TV, 500 E. 4th St, Waterloo, IA 50703. Equal Employment Opportunity Employer.

Weekend Co-Anchor/Reporter-West Coast medium market network affiliate is seeking experienced anchor with superior field reporting skills. Applicants should have strong writing skills and thorough knowledge of news. Excellent salary and benefits. Please send resume to Mike Dupont, General Manager, KIFI-TV, Idaho Falls, ID 208-523-1111. EEO Employer.

Producer/Reporter—produce our 11 p.m. newscast, serve as street reporter for remainder of shift. Top-rated station in coastal growth market. Producing and reporting experience required. Send resume to: Earl Cope, Personnel Manager. Box 612001, Miami, FL 33181. Encourage minorities and females to apply. EOE.

Midwest ABC Affiliate looking for talent to double as afternoon reporter/10 pm anchor. Box B-44.

HELP WANTED PRODUCTION, OTHERS

Switcher-Director with 1st Class, 3-5 years experience with newest switchers. Excellent pay with no. 1 Rocky Mountain station. Contact Operations Manager, KIFI TV, Idaho Falls, ID 208-523-1171. EEO Employer.

Art Director—Top 30 Market—Capital Cities Communications, Inc. To supervise and organize television news department. 1st Class studio experience required. Must have broadcast journalism experience required. Must be well versed in contemporary art design for on-air promotion, print, sales promotions and working with advertising agencies. Excellent communication and organizational capabilities. Send resume only to: Will Mebane, Promotion Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. Minorities and females encouraged to apply. EOE.

Producer/Writer/Host for public affairs program and special reports wanted for Top 50 market station. Equal opportunity employer. Send resume to S-169.

Creative hands-on Production Manager for VHF network affiliate in small southern market. Must be able to do it all and teach others. Include salary requirements with resume. EOE.

TV Control Room Equipment Operators. No licensing required. Midwest market. Fulltime, Prior experience or education necessary. EOE Box S-152.

ENG Photographer/Editor experienced in all phases of ENG photography, editing, lighting and audio. 1st Class license desirable. Person will assist producers in the field with production of material for programming, public service and promotion departments. Minorities and females encouraged to apply. Submit resume to: Tom Mitrovic, General Manager, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. An Equal Opportunity Employer.

Wanted: Person capable of directing lighting, camera operation, audio production, video production, and writing for daily morning TV show and arts creation. Send resume to Mike DuPont, General Electric Cablevision, 602 W. Glen Avenue, Peoria, IL 61614.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Director Wanted with news and commercial experience. Small station, fast growing company. EOE. Box S-150.

Program Director for group owned Midwest network affiliate. Must have 1-3 years experience in program development, administrative skills, knowledge of FCC rules, supervision and motivation techniques. Position includes program development, station management, Equal opportunity employer. Salary negotiable. Send resume, references and requirements to Box B-38.

Production Director—to head department in MidWest ABC station. $15,000 to the person who can write, produce, direct Box B-43.

Producer-Director: Top ten eastern market network affiliate seeks producer-director with experience in both news and program production. Equal opportunity employer, male or female. Send resume to Box B-29.

TV Producer-Director—Highly responsible work in developing, producing and directing television programs for public TV station. Primary emphasis is on public affairs programming. Salary: $13,404.96. Contact: Jim Moran, Program Manager. WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Production Manager—Top 25 market affiliate seeking experienced Production Manager or Assistant Production Manager. Must have solid administrative, studio, remote and commercial experience. Station is an Equal Opportunity Employer. Write Box B-47.

Director-Producer for public station in Toledo, Ohio. Minimum two years broadcast station TV director experience necessary to conceive, write programs of all kinds. $14,000 to $18,500. Call or write Ms. Schuessler for job description and application procedure. WGTE-TV, 415 N. Saint Clair, Toledo, OH 43604. 419-255-3330. Equal Opportunity Employer.

Producer-Performers (Radio-TV specialist) Develops and prepares TV program materials—news releases, feature stories, and special assignments for on-camera presentation. Requires graduation from accredited college with major course work in radio or television production and one year experience. Salary: $11,275.20. Contact: Jim Moran, Program Manager; WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306.

Major market Northeast affiliate looking for Promotion Manager. Must have at least 2 years experience as Promotion Manager or Assistant Promotion Manager. Station is an Equal Opportunity Employer. Write Box B-46.

Producer-Co-Hostess/Host needed for daily, five-hour talk/variety show. Emphasis should be on programming geared to the local market. Minimum studio experience. No station and show in a medium size market. Salary $1271.3K. Equal Opportunity Employer. Send resume immediately to Box B-39.

SITUATIONS WANTED MANAGEMENT

Ten MBA's with diverse media backgrounds available soon. We will be at the NAB to meet with potential employers. For our resume packet, please write: MBA, PO Box 7345, University Station, Austin, TX 78712.

General Manager, with outstanding credentials: Television 22 years; Radio 12 years; Management 18 years. Now 48. Thoroughly experienced in all aspects of ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive! Produced spectacular sales and profits, plus prestige. In small, medium and large stations. Achieved record rapid turnarounds. Can produce outstanding ratings, sales, profits and prestige! Box B-4.

Television Sales Professional currently with major sales responsibility at station in top 15 markets is looking for that final career move into medium size market. Young, professional, social sales or general sales manager position. Candidate has strong track record in area of local/national sales and in areas of LSMGSM, both for network and independent stations. You will not be disappointed in track record: credentials or potential of applicant. Box B-24.

MA Student from top 5 business school at Carnegie-Mellon University seeking meaningful summer employment in television industry in New York-Philadelphia area. Background as award winning student filmmaker. Phillip Buehler, C-118 1000 Morewood Ave, Pittsburgh, PA 15213.

SITUATIONS WANTED TECHNICAL

Female First Phone with Radar technical background, seeks employment in Houston, Texas area. Kay—Phone 1—713-498-4774.

Twin years television experience in maintenance, operation, and supervision. Want to move up. Resumé on request. Box B-19.

SITUATIONS WANTED NEWS

Health and medical reporting is in. Ambitious 76 journalism graduate with heavy medical training seeks position as medical correspondent in New England area. Box S-103.

Aggressive young sports talent looking for week-end or weekend on-air position in Southern or South-west location. Accomplished sports delivery with some experience in film and tape photography and editing. Four years play by play experience. Can travel for interviews. Contact John Bolling, 3909 7th Pl. N.W. Rochester, MN 55901. 507-285-9942.

What A Catch... young sportscaster with college PEP color and interview program experience. Can't miss top university graduate and athlete, plus good appearance and personality. Box S-197.

Anchorman with heavy reporting, producing experience wants prime anchor position. Box S-186.

Female College Grad anchoring news in Dallas, seeking 1st television news job. Prefer Texas—Box B-11.

Anchor job in small market desired. AM/FM news director. 2 years television experience. 518-842-6252 after 2 PM for videorecipe and resume.

Anchor-News Director prefers anchor only. Top rated. A winner with extensive news background. Currently employed. Box B-32.

Perseverance, Resourcefulness, Drive. Recent graduate major in journalism. Seeking entry level position. Box S-197.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Looking For A young, experienced on-air promotion specialist or "budget minded" film director? Send or phone: Larry Schrack, WFSU-TV, 202 Dodd Hall, Tallahassee, FL 32306. Excellent opportunity for growth. Box S-195.

See MBA's in Situations Wanted, Management.

CABLE

HELP WANTED MANAGEMENT

Experienced CATV Manager, Excellent opportunity available for an experienced CATV manager with a proven record of achievement in a gain-stimulating system for North Carolina's largest CATV operation. Liberal benefits, company furnished car, life, health and dental insurance. Send resume in confidence to Regional Manager, American Cablevision of Carolina, Inc., PO Box 18606, Charlotte, NC 28218.

ALLIED FIELDS

HELP WANTED SALES


HELP WANTED TECHNICAL


Donney Media Group is seeking all around TV studio maintenance engineer. Maintenance, electronics, and microwave technicians for positions in Nevada and Arkansas. Send resume or phone: Director, Broadcast Engineering, Donney Media Group, PO Box 70, Las Vegas, NV 89101. 702—385-4241, ext. 330. An equal opportunity employer.

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment, Telephone or write to: Bremley, Townsend Associates, Inc., PO Box 1122, Westville, MA 01074, Tel: 413—592-5055.

Consulting Engineering firm seeks staff engineer experienced in AM, FM, and/or TV Field experience important but not required. Salary negotiable, based on experience. Must have legal to long term and strictly confidential. An Equal Opportunity Employer. Please send resume to Box B-26.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications—Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 45, State University. AR 72457, Tel: 501—972-3070.

HELP WANTED INSTRUCTION

Assistant Director of Education, Great Lakes area Broadcast School. Our underwritten pro-

grams are expanding and we need a self-starting, creative broadcast educator. Minimum three years on-air experience, instructional background essential. Contact us to work because our instructors are good; are you? Salary competitive. EOE. Send detailed resume. Box B-2.

SITUATIONS WANTED MANAGEMENT

President, broadcasting division of International Co., AM-FM, CATV, all areas broadcasting. Strong sales, programming, news-development, corporate development and communications. Employee benefit plans, union negotiations, finance and acquisition. Good problem-solver in broadcasting and non-broad-

casting industry. Former national sales manager of group, former owner of outlet. Very interested in company interested in expansion or diversification. Available now. Box S-155.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000 and 5,000 watt AM FM transmitters, and any suitable tower equipment. for company interested in expansion or diversification. Available now. Box S-155.

WANTED TO BUY EQUIPMENT
CONTINUED

Instant Cash For TV Equipment: Urgently need UHF transmitters, antennas, VT's, color studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-568-1155.


GR-1330-A Oscillator, state condition, asking price, serial number, post card to Box B-10.

FOR SALE EQUIPMENT


RCA TR-4 Hi Band — Two available, new heads. one with editor, $14,000 ea.

GE-PE 250/350 Color Cameras — Three available, excellent condition. 12,000 ea.


General Electric 4T40 low band TV transmitter; also vestigial side-band filters, low band, 4P32B-3 tuned Channel. EMI KTL-TV, 3150 North Market, Shreveport, LA 71107, 318—425-2422.

RCA TP-86 16mm Film Chain Projector — low hours, looks and performs like new. $12,750. Will take part in trade. International Cinema Equipment Co., 6750 NE 4th Ct., Miami, FL 33138. AC 305—756-0699.


RCA TR 38's & TRA 4's, film chain, RCA slide projector, microwave link, Otari 1/4 & 1/2 inch studio machines, RCA cart machine, switches, cameras, misc. goodies — International Cinema — 305—756-0699.

Optomod — AM in stock, immediate delivery. David Green Broadcast Consultants 703—177-9660.

1-200" Self-Supporting lower, angle legs 2-300', 1-180'-220', 40'-45'-45' sides, all used Terco towers, 275'-tubular leg. Call 901—274-7510 days 901—853-8037 nights.

Used — Two Sharks three inch Orthicon cameras mint condition with lenses tripod dolly cam head. Varadol V zoom with extender. Make offer on two TVC test tapes and Tenfel T2 tape tension gauge. Minimum camera package $1,000. Zoom $2,000. Howard Rutan, College of the Desert, 43-500 Monterey Avenue, Palm Desert, CA 92260.

3 Studio Plummion Color Cameras, Excellent condition. All 6 years old. Cameras now in use for commercial productions. 2 CEI model 280 cameras with electric zooms. 1 lens extends; extra camera cables, $1,000 each. Also 1 Norelco Phillips (DV-1 plummion color camera, self contained sync generator (great for remote), zoom lens, large viewfinder, $6,500. Call Al Etche, Magnetic Video Corporation, 313—779-6028.

Collins 830 H2A Transmitter, with 2 10-KW amplifiers, 1 1-KW driver, 1 A830 excite; stereo generator; 1 diplexer and 2 reject load. Make offer to Tom Kiglin at KSJN in St. Paul, MN 612—221-1554.

Two Teletypes. One Model 3320 5JA send/receive for $1100. One Model 3300 1AA receive only for $700. Contact WQM, Chatsworth, CA 404—695-6777.


Large Promotional Searchlights — Profitable for Radio Station remotes or a sideline business. 2 to sell. 904—763-1777/904—785-2485.

Parts available for RCA BTA 5F transmitters, very complete selection. Les Kleven, KBH8, Sturgis, SD 605—347-4455.

For Sale: 2 Acme-Visible Master Logs with tables. Used for 1 year. Original Price: $1,500 apiece. Will sell both for $2,000. WAJR Radio Station, Rt. 7, Morgantown, WV 26505, Phone: 304—2360029.

New TFT Model 7640 Automatic Logging and Alarm System, still in original cartons, includes scanner boards and Hi-speed modem kit. Can be sold as an offer Call Collect 617—537-4706. Eastern Broadcast Supply, 42 Main, Leominster, MA 01453.

2" Video Tape: New—un-used decks, Cheap. 302—655-7485. Kendel, 111 Valley, Wilmington, DE.


COMEDY

FREE sample of radio's most popular humor service! O'NEILL'S, 366-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie Contemporary Comedy, 5604-B Twinlting, Dallas, TX 75227.

Ten bucks buys you 100 of the best one liners available. If you like the first bunch you can get 100 more for $8.00. Write to BACH productions, 2328 Doland Court, Maplewood MN 55119.

"Phantastic Phonies"... introductory month's 400 one-liners... $200! 1343-B Stratford Drive, Kent OH 44240.

Overwhelming Response. Exclusive to area. Complete show material 365 days a year. Advantage, Box 153, Mt. Prospect, IL 60056.

MISCELLANEOUS

Prize! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade! Better: for fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St., Chicago, IL 60611, call collect 312—944-3700.


"Money Makers"—Proven radio sales idea book and weekly planning guide. $19.95 Barnes Advertising, PO Box 602, Poteau, Ok 74453.


Editorial PA ... Current, profitable! We research, write, produce, introduce less than in-house exclusive. Nationally syndicated since 1971. T.F. Satisfaction guaranteed or pay nothing. Try it! Cessa, Box 5356, Daytona Beach, FL 32018. Collect 904—255-1154.

The Secrets of Radio Programming Power are revealed in a new book. Send $15.00 to: Pat Martin, 809 Third Street, Stevens Point, WI 54481.

Free Jokebook! See why the Best is Not the most advertised. "Hot Tips", PO Box 678, Daytona, FL 32017. 904—252-3861.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 19 and April 9. Student rooms at each school. 6 week announcing course. Emphasis on creative commercial production at Sarasota.

REI 61 N. Pineapple Ave., Sarasota, FL 33757, 713—955-6922.

REI 2402 Tidewater Trail, Frederickburg, VA 22401.

First Class FCC License in six weeks. Contact Elkins Radio License School, PO. Box 45755, Dallas, TX 75245. 214—352-3242.

1st class FCC, 6 wks., $500 or money back guarantee, VA appv. Nat'l Inst. Communications. 111486 Oxnard St., N. Hollywood CA 91608.

First Class License In 6 weeks at First Class Communications School—4801 Classen Blvd., Oklahoma City, OK 73118. 405—942-1978.

RADIO

Help Wanted Announcers

WTUE, Dayton, top-rated, has lost its morning lady and seeks a person for this key 650 Group operation which has stations in Denver, Dallas, Dayton, Akron. All female applicants should submit a tape, resume, including salary requested to Chuck Browning, Program Director, WTUE, 11 South Wilkinson St., Dayton, OH 45402.

Help Wanted Sales

DO IT NOW

IF:
— You’re into radio sales and you’re good.
— You’re good and you want in to radio sales.
— You’re looking for fast advance- ment with a group owner who’s also into cable TV.

THEN:

DO IT NOW
Send Resume To
Bob Evans
WEZG Beautiful Music
Box 20
North Syracuse, N.Y. 13212
OR PHONE (315) 458-1220. EOE.

Situations Wanted Programing, Production, Others

Medium Market Program Director

With 8 years experience desires major or large market position as air personality and production director or assistant. Talent is exceptional! Replies to Box B-37
TELEVISION
Help Wanted Technical

DIRECTOR OF ENGINEERING
Beautiful Shenandoah Valley
Progressive, unique market in Virginia seeks Director of Engineering. Require solid knowledge of studio, engineering and transmitter equipment. Prior supervisory experience necessary. Contact Arthur Hamilton, PO. Box TV 3, Harrisonburg, Virginia 22801, (703) 433-9191. EOE.

VITAL HAS A FUTURE
FOR YOU

TECHNICIAN
Due to baseball telecasting contract, television station WMAR-TV Baltimore needs 4 technicians for 6 month employment, approximately March 15 to September 15. Send resume to Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Md. 21212. WMAR-TV is an equal opportunity employer.

TV MAINTENANCE ENGINEER
In Central New York State. First class radio telephone license, five years experience including digital technology, video switchers, reel to reel and cassette video tape recorders, studio cameras, character generators. Have excellent benefits. Send resume and salary history. An equal opportunity employer. Box S-107.

Help Wanted News

No. 1 RATED top 40's
TV station with heavy commitment to news is expanding and needs experienced personnel: GENERAL ASSIGNMENT REPORTERS with a track record for breaking hard news, enterprise stories. FEATURE REPORTER who can write and produce creative "down home" stories. PHOTOGRAPHERS who are creative with both film and ENG, PRODUCERS who write the way people talk... are good teachers for reporters... have management potential. ASSIGNMENT EDITOR full of ideas and angles who can move personnel and equipment efficiently. Must be experienced, highly motivated and successful. EOE, M/F. Send resume, references with phone numbers and current salary to Box S-3.

ANCHOR
We're a net affiliate in Top-100 Midwest Market. We have aggressive, hardworking news team. Experience, all ENG. We need a fresh, bright anchor to take us over the top—a skilled communicator with journalistic credentials to match. Show us your experience and track record. No beginners, please. Good market for moving up. Perfect spot for No. 2 or weekend anchor looking to be primary anchor. Salary: $25,000 or more. EOE Employer. Send resume to Box B-36.

Television News Director
Position requires extensive background in journalism, personnel management and financial management. Applicant should have minimum of college degree and sufficient work experience to satisfy selection criteria. Application should be made no later than February 15, 1979 to Richard M. Coulter, WISH-TV, PO Box 367, Columbus, SC 29202. Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Help Wanted News

Top 50 market
sunbell state, seeks imaginative investigative/consumer reporter.
Box S-96

Manager
for Production/ Creative Services Department in top 50 market TV Station. Highly experienced in supervision of large staff, production of quality creative work, overseeing local or regional commercial production. EOE, M/F. Send resume to Box S-4.

I NEED A JOB!
- Talk Host in major markets
- Black, Degree, News Background
- Ready to relocate to medium or major market
Box B-27.
**Situations Wanted Management**

**PRESIDENT/EXEC VP-GEN MGR**
Outstanding track record in sales, management, programming, engineering and all phases of the tele- vision business. Currently VP/Gen. Mgr. in medium competitive market. Enjoys wide latitude in corporate management and excellent benefit and compensation package. Seek move to major market station or group as Chief Executive Officer/GM. BA, MS+ Family. Many top references available. Box B-41.

**COMMUNICATIONS ATTORNEY/ADMINISTRATOR**
Young attorney (member NY Bar) seeks to return to communications or communications-related management position. Experience: business, FCC, broadcast/PSA advertising, management, sales, news, continuity, program production, legal and announcing. Proven research and writing ability. Prefers Northeast or Great Lakes location. For detailed resume, write to Box B-25.

**CABLE**
**Help Wanted Technical**

**Television Engineer (CATV) Home Box Office**

HOME BOX OFFICE, a wholly-owned subsidiary of Time Inc. is currently accepting applications from qualified television/CATV professionals, to fill a challenging, responsible position in our New York based Network Operations Department.

Duties to include: signal evaluation and implementation at affiliate locations. Departmental representation at professional functions. Interface between Network and O.E.M. representatives as well as development and documentation of standards and technical support of Regional Managers throughout the country.

Excellent starting salary and company benefits as well as growth potential. Interested? If so, forward your resume in complete confidence to:

GEORGE W. GILBERT
Director Network Operations
HOME BOX OFFICE, INC.
Time & Life Building
Rockefeller Center, New York, N.Y. 10020

**HEO THE BEST SEAT IN THE HOUSE**
Equal Opportunity Employer

---

**ATTENTION: TV PRODUCTION DIRECTORS**

**EXCESSIVE BLANKING WIDTHS A PROBLEM?**
(Public Notice FCC78-423)

DON'T THROW AWAY THAT VALUABLE VIDEO! WE CAN, USING DIGITAL VIDEO EXPANSION, RETURN YOUR VIDEO TO FCC SPECS. WE WILL DELIVER VIDEO STARTING ON LINE 19 AND 11.0 MICRO SECONDS HORIZONTAL BLANKING. IMMEDIATE TURN-AROUND AVAILABLE!

FOR MORE INFORMATION CALL:
CHARLES BALTIMORE
(717) 823-3101
WBRE TV
WILKES-BARRE, PA.

---

**Public Notice**

**TOWN OF EASTHAM C.A.T.V. FRANCHISE AVAILABLE**

The Town of Eastham, Massachusetts will entertain applications to provide CATV service to the Town. Eastham is a scenic resort community of approximately 4,000 homes which are 70% seasonally occupied and serenity 70 miles of road with housing adjacent. There is good housing growth potential and fair to poor off-the-air TV reception.

All applications must conform to Mass. General Law 166A and be completed on Mass. CATV Commission Application Form No. 100 and be accompanied by a check for $100 payable to "The Town of Eastham".

Laura L. Underhill, Chairman
Wallace Ruckert
Jackson C. Nelson, Jr.
BOARD OF SELECTMEN

---

**City of Iola, Kansas**

will receive proposals for a Cable TV franchise up to February 13, 1979. Details available upon request. Phone 316-365-2771.

---

**ALLIED FIELDS**
**Help Wanted Technical**

**LENCO, INC., ELECTRONICS DIVISION**
The fastest growing video broadcast product company in the United States, offers the following challenging positions to a few outstanding individuals.

**VIDEO SYSTEMS PRODUCT MANAGER**
Minimum five years professional experience. Must be able to plan and develop state-of-the-art video systems for broadcast applications.

**VIDEO DESIGN ENGINEER ANALOG/DIGITAL**
BSEE or five years professional experience in broadcast product design.

**VIDEO ENGINEERING TECHNICIANS**
At least three years experience with state-of-the-art broadcast equipment. For a bright future with a company that is in the forefront of video technology, send your resume to Personnel Director.

LENCO, INC., ELECTRONICS DIVISION
300 N. Maryland Street
Jackson, Missouri 63755
(314) 234-3147

An Equal Opportunity Employer
Help Wanted Sales

COMPUTER SYSTEM SALES

Station Business Systems, one of the nation's leading suppliers of business automation systems for the broadcasting industry, has several openings for regional sales representatives.

Consultative sales positions will interact with prospects' top management, to understand their needs, and sell solutions. Extensive broadcasting experience at middle or upper level management preferred. Will seriously consider outstanding individuals without previous sales experience. Particularly interested in controllers, business managers and general managers with business systems experience and desire to get into direct marketing role. Excellent compensation plus all travel expenses paid. Heavy travel required. Mid-Atlantic and south central territories open.

Provide a complete resume plus a letter describing your interest in the job and desired compensation to:

STATION BUSINESS SYSTEMS
a division of Control Data Corporation
600 West Putnam Avenue
Greenwich, Conn. 06830
Attn: Larry T. Pfister
An Affirmative Action Employer M/F

Employment Service

BROADCASTER'S ACTION LINE
The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Search $25.00
Call 812-889-2907
R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT
In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box G-45.

Radio Programing

THE SHADOW
Radio Masters Series
IS BACK ON THE AIR!
CHARLES MICHELSON, inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 788-4546

THE BIG BAND ERA LIVES
and is ready to produce profits for your station—Send for details.
STRIKE UP THE BAND
Box 221, Beloit, W1 5511

Miscellaneous

LUM and ABNER
5 - 15 MINUTE PROGRAMS WEEKLY
Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

RADIO STATIONS... HAVE A PRESTIGE CLIENT THAT WANTS A VOICE THAT ISN'T HEARD ON ALL YOUR OTHER COMMERCIALS?
ADD AN EXTRA VOICE TO YOUR PRODUCTION
ADD AN AWARD WINNING ANNOUNCER FOR JUST $10.00 PER SPOT (no minimum) INCLUDES 3 MINDS MASTER TAPE. NAS REEL 
& 30X. FOR FULL DETAILS CALL
PAT APPLIESON STUDIOS, INC.
303 651-7579

WANTED TO BUY STATIONS

Midwest
We now have qualified buyers for Midwest Stations.
Midwest Media Communication
Brokers and Consultants
120 West Second Street
Rutland, Indiana 46173
Phone: (317) 932-3600

WANTED: STATIONS TO PURCHASE
Experienced minority owned broadcast group interested in the acquisition of radio properties. Serious inquiries only.
AMC, Inc. P.O. Box 44257, Atlanta, Georgia 30311.

FOR SALE STATIONS

CENTRAL TEXAS FM
Good opportunity to buy a Class A weakling, feed it 100 kw of spinach and make it a powerhouse winner. Has Class C cp. Equipment ordered. Pretty market of 35,000 with above average radio revenue. Priced just over 1.5 x gross at $175,000 cash, plus equipment on terms.

Magruder Media Associates
Media Brokers
One Leonard Heights South Suite 201
2227 Nob Hill Avenue
Dallas, Texas 75204
(214) 523-1000

Select Media Brokers
NC Daytimer 255K Small
NC Daytimer 265K Suburban
PA Daytimer 575K Suburban
WA Daytimer 265K Suburban
GA Daytimer 467K Metro
GA Daytimer 385K Small
AL Fulltimer 635K Small
AM-FM P.O. Box 5
Albany, Georgia 31702
(912) 883-4908

HIGH PLAINS: Profitable Class IV. Agricultural economy with coal and oil nearby. Attractive facility. $40,000 (including real estate) & about 1.5 times 1978 gross. Terms available. Owner ready.

SUNNY SOUTHWEST: Regional AM FM in developing area with diversified economy. Profitable now and revenues can be substantially increased. Excellent real estate. All latest model equipment. Good value for $350,000.

MOUNTAIN STATES MEDIA BROKERS
Box 99, Beromfjord, Colorado 80020
(805) 386-3655

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Broadcasting Feb 5 1979 101
For Sale Stations Continued

CHAPMAN ASSOCIATES
media brokerage service

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<td>MW Metro AM</td>
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To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

- Chicago metro area. Daytimer $1.5 million.
- North Florida Metro area. Daytimer. $360,000.
- 10kw AM in Texas with Fulltime C.R. $675,000.
- FM in Waco, Texas area. $140,000.
- AM/FM, Southern Kentucky. Real Estate. $340,000.
- FM large metro area. Midwest. $500,000.
- AM/FM in Louisiana with very high potential. $425,000.
- Fort Worth-Dallas area. Fantastic coverage. Billing $500,000. Make offer.
- Two central Georgia properties.

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**THE POLITICS OF BROADCAST REGULATION**

2nd Edition by Erwin G. Krasnow and Laurence D. Longley

This revision of a widely-used and already standard work contains abundant new material on the regulatory process and its relation to the broadcast industry.

"...required reading for anyone newly arrived in the practice of communications law or broadcast management." - Federal Communications Bar Journal.

213 pages; notes, annotated bibliography, index. $12.95

**BROADCASTING BOOK DIVISION**

1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me THE POLITICS OF BROADCAST REGULATION. My $12.95 payment is enclosed.

Name ____________________________
Address __________________________
City _____________________________
State ____________ Zip ____________

**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, D.C. 20036.

Advertisers using Blind Box numbers cannot request radio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: $70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.
### Programing

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### Service

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### Electronics/Manufacturing

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### Standard & Poor's 400 Industrials Average

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**Notes:**
- Highs and lows are drawn from trading days reported by broadcasting. Actual figures may vary slightly.
- Stock did not trade on Wednesday, closing price shown is last traded price.
- *No PE ratio is computed, company registered nel loss.*
- *Stock split traded at less than 125. cases.*
- PE ratios are based on earnings per share for the last 12 months as published by Standard & Poor's Corp. or obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.

**Total Market Capitalization:** $231,498 million

**Service Total:** $41,481 million

**Electronics/Manufacturing Total:** $75,518 million

**Standard & Poor's 400 Industrials Average Total:** $1,441,881 million

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**Grand Total:** $3,400,478 million

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**broadcasting Feb. 5, 1979 104**
Viacom’s Elkes: Bring on the future

Terrence Elkes, Viacom International Inc.’s new president, isn’t much of a fortune teller. Ask him what’s down the communications pike five, 10 or 15 years from now and he’ll be the first to admit he doesn’t know. While Mr. Elkes may not be sure of what’s coming, he is sure, however, that Viacom will have the properly flexible organizational structure and sufficient iron in the fire to deal with and take advantage of the future.

Terry Elkes, Bronx native and lawyer turned media executive, is as much the generalist as his company. His drive for success has always been there, he says, but it has never been oriented to a highly structured set of goals.

His present perch on the communications ladder does not have its origins on the bottom rung, with a ham radio or in hanging out at broadcast stations. His is an unlikely resume: law school, pharmaceuticals, pulp and paper. But Mr. Elkes’s prior experience does qualify him for his position with Viacom, as a well rounded businessman with specific handles on law and finance.

As the junior partner-of sorts under Ralph Baruch, Viacom’s chairman and chief executive officer, Mr. Elkes takes charge of cable (Viacom Communications), pay cable (Showtime), finance (Parsons & Whittemore Inc.), and attorney, then general counsel (Dayton, Ohio, to Viacom Communications’ Dayton, Ohio, and New York). He was then counsel (WVT-TV/Whittemore) and a five-year-old son, undecided about his majoring.

Mr. Elkes, 32, a graduate of City College of New York, was named to head Viacom in 1972 as vice president and general counsel. He was with Viacom since 1965, when he was counsel to the six AM, five FM and one TV stations belonging to Sonderling Broadcasting, a minority shareholder.

Mr. Baruch characterizes their working relationship as a “well-balanced team.” While he comes from the vantage of a communications veteran, Terry Elkes is more able to “put himself on the outside looking in,” from a general business perspective, Mr. Baruch says. “I react,” but “he’s much more deliberate,” he added, also citing Mr. Elkes’s “absolute integrity, business acumen and planning abilities.”

In 1958, after receiving his economics/political science degree from City College of New York and a law degree from the University of Michigan, Mr. Elkes joined Norwich Pharmacal Co. as an attorney and soon became general counsel for its international division. In 1965, he went from pharmaceuticals to pulp and paper manufacturing as vice president and general counsel for Parsons & Whittemore, the largest privately held firm in that field. Despite the titular appearance of straightforward legal work, Mr. Elkes had moved heavily into finance, helping to establish Parsons & Whittemore mills throughout the world.

With that behind him and the desire to enter a technology-oriented growth field, Mr. Elkes joined Viacom in 1972 as vice president, general counsel and secretary. That wasn’t long after the company had been spun off from CBS; since then, he has remained, helping the firm to grow and growing with it.

A year later, he was named a Viacom director and became involved in over-all policy. The title of executive vice president came in 1976 and the presidency last December.

It is an oversimplification to say that Mr. Elkes has no plans for the future. In fact, it is Viacom’s belief, he says, that “senior management should be paid to run a company on the basis of five years down the line.” Each year, Mr. Elkes says, “we literally rip apart our operating units” and “develop a strategic plan.”

Within its structure, Viacom has been entering various aspects of communications. It could, for example, plan programs first for Showtime pay cable, then for network play and thereafter for syndication. But according to Mr. Elkes, “we don’t really have an ax to grind in programming because we’re in all of it.”

That, he says, is “the fun thing about a Viacom.” By not throwing all of its resources into one aspect of communications, he says, it remains open to change and avoids “tunnel vision” in planning for the future.

In the short term, however, Viacom’s plans are direct. This year, Mr. Elkes says, his company should produce 15 to 25 programs for the networks. Syndication continues to expand and “satellite technology” is seen playing a major role in the Enterprises Division’s future. Viacom also is looking forward to having a full complement of stations.

Two-way burglary, fire and emergency systems already have been set up in Viacom Communications’ Dayton, Ohio, cable system and this year police station/court two-way hook-ups are expected to be installed on Viacom’s Long Island, N.Y., system.

But when it comes to two-way entertainment, Mr. Elkes’s belief is that it may be even further out than ‘83. However, with a customary open attitude about the future, he adds: “But we sure as heck could be wrong.”

It’s that positive aspect of uncertainty and the willingness to change that adds enjoyment to Mr. Elkes’s work. “I don’t know if I could be happy working in a highly structured environment” he says, noting that as it grew, Viacom remained “receptive to creativity.”

It’s the excitement and challenge, and, of course, the financial benefits that make the long hours easier. And for at least four weeks a year, Mr. Elkes, a “great believer in recharging batteries” takes off for some mountain climbing in the Rockies or heads for the Caribbean or another spot far removed from his day-to-day business world.

More routine perhaps would be his jogging, hiking, reading or listening to music during free time. Then there’s the family breakfasts that substitute for the dinners he frequenty misses.

With his family too, Mr. Elkes is the same believer in making plans, but not too many. To his oldest son, undecided about what he’ll be majoring in at college, Mr. Elkes advises: “Stay that way as long as possible. Remain open.”
No help

The $1-million report of the second Carnegie Commission is a disappointment. It is excessively rhapsodic about the miracles to come from noncommercial broadcasting, gratuitously critical of commercial broadcasting and unrealistic in the corrections it proposes in the form and function of the noncommercial system.

The closing paragraph in its 301-page report (plus appendices) is an example of the rhetoric: "We remember the Egyptians for the pyramids, and the Greeks for their graceful stone temples. How shall Americans be remembered? As exporters of sensationalism and salaciousness? Or as builders of magical electronic tabernacles that can in an instant erase the limitations of time and geography and make us into one people? The choice is in our hands, and the time is now!"

With talk like that running through the report, the reader finds it difficult to get down to cases. As nearly as can be deduced, however, the commission has this in mind:

The electronic tabernacle of Carnegie design would cost $1.2 billion a year, half from the federal government and half from other sources, after the expenditure of $350 million in federal funds to put facilities in order. Its principal bureaucracy would be a Public Telecommunications Trust to "provide leadership, long-range planning, evaluation and system development." A "self-directed" division of the trust, the Program Services Endowment, would undertake national program development for radio and television. Radio and television stations in the noncommercial system would retain local independence, although empowered to act cooperatively for regional or larger purposes.

The trust would replace the existing Corporation for Public Broadcasting, which the Carnegie Commission says has failed to exert needed leadership and has responded to political pressure. However, the criticism of CPB, the Carnegie replacement promises little improvement.

The Public Telecommunications Trust would be governed by a nine-member board appointed by the President on recommendation of a nominating committee headed by the librarian of Congress. The CPB board consists of 15 members selected by the President with Senate consent. According to the Carnegie Commission, the new method of nomination by a high-minded committee would depoliticize the list before it reached the President. That assumption betrays ignorance of Washington ways. Beyond that, the Carnegie elimination of the need for Senate consent would free the President of the present arrangement's major political deterrent to abuse of executive power.

Carnegie thinks it has laid another layer of political insulation between the Program Services Endowment and the outside world by establishing it as a "semiautonomous" part of the trust with a 15-member board of its own, appointed by the nine trustees of the parent. By statute, the endowment would directly receive $190 million a year in federal funds for program development. The creation of a cosmetic board would put no congressman off the scent of the parent trustees if he wanted to exact a penalty for a program he found offensive.

It isn't entirely clear in the Carnegie report how the endowment would distribute the "national" programs it financed. If the Carnegie Commission has in mind a future role for either the Public Broadcasting Service, which now provides interconnection for television, or National Public Radio, which links radio, it has stopped short of describing it.

The first reading here suggests that the worst features of the existing system would be preserved, if by other names, at three times the existing expense.

Shakedown

As the second Carnegie Commission plans it, a large part of the federal support for the noncommercial broadcasting system of the future would come from fees paid by users of the spectrum. The annual bill for commercial broadcasters is put at "no more than $150 million to $200 million, and perhaps considerably less."

The report compares spectrum fees to charges for use of "any scarce public resource, just as it [the government] charges for mining, grazing, timber and oil exploration rights on public property." Before that rationalization is accepted as sensible, the point should be noted that the spectrum is neither depleted by use nor maintained at government expense. It is no resource at all unless activated by electronic equipment developed and operated primarily by private enterprise.

The fees that Carnegie is proposing would more properly be called a tax on a commercial system that is perceived to be grotesquely profitable. The Carnegie thinking is not original. The same kind was behind the original fee schedule devised by the House Communications Subcommittee last summer to go to the aid of noncommercial broadcasting. The subcommittee staff added up a broadcasting bill of $266.9 million a year.

This publication adheres to its belief that broadcasters owe nothing for their use of the spectrum, although a reasonable case may be made for the payment of an uninflected licensee fee to defer some costs of government traffic control in the spectrum. The establishment of that kind of fee ought to be dissociated from the problem of financing noncommercial broadcasting and put where it belongs—with congressional and FCC consideration of broadcast deregulation.

Them and us

An irrational bias against commercial broadcasting appears repeatedly in the second Carnegie Commission report. There are references to the "growing degradation" of the commercial system to the inherent falsity of advertising.

At one point, however, the report deplores the inability of the public system to present "a program about blacks with the appeal and quality of Roots because it lacked funds for a project of such magnitude. We must try to change that."

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