The Best Of Dean Martin.
Comedy, comedy, comedy, loaded with guest stars.
100 half hours. Available Fall 1979. MCA TV

NATPE Hospitality Suite, Penthouse, 26th Floor
Gentle Giants.
For 2 years on NBC, more than 26 million weekly prime-time viewers have watched Grizzly Adams and his bear, Ben, encounter perils and adventure as they roam a vast and spectacularly beautiful wilderness.

Both have hearts as big as the mountains they roam. And, so, their adventures are touched with warmth and an uncommon love for all living things.

Their frequent companions, Mad Jack the trapper and Nakoma the Indian, are cast in the same mold.

With such content and characterization, it is not surprising that this splendid family series receives TVQ popularity scores, among the demographic groups, 10 to 30 points higher than average scores for prime-time programming.

And that star Dan Haggerty earns higher Performer Q scores than Ron Howard, Burt Reynolds, Walter Cronkite or John Travolta—to name only a few luminaries.


There are 35 hours and two 90-minute specials, “Once Upon a Starry Night” and “The Renewal,” ideally suited for Christmas and Easter broadcasts.

Call for this proven all-family favorite.

"The Life and Times of Grizzly Adams"


Audience estimates subject to qualifications available on request.

Viacom
Office of the District Attorney
County of Onondaga
Onondaga County Civic Center
Twelfth Floor West
Syracuse, New York 13202

Richard A. Hennessy, Jr.
District Attorney

Herb Weisbaum
WSYR TV - 3
1030 James Street
Syracuse, New York

January 31, 1979

Re: Drug Problem Coverage

Dear Herb:

The District Attorney's Drug Abuse Identification and Recommendation Task Force Report was recently given the most detailed and professional coverage by Channel 3 as a result of your personal efforts combined with the talents of your video crew.

The Report took the media to task and challenged it to devote comprehensive coverage to educate the public and, I must say, that you and Channel 3 have been and continue to be the outstanding exception in this community in that you have been doing a fine job in this area.

Nevertheless, I want you to know that I appreciate all you have done in this regard in the past, congratulate you for what you are presently doing and look forward to continued cooperation.

Very truly yours,

R.A. Hennessy, Jr.
District Attorney

The Newhouse Broadcasting Corporation

WSYR
AM/FM/TV
Syracuse, N.Y.
WSYE-TV
Fremont, N.Y.
KTVI
FM/TV
St. Louis, Mo.
WTPA
FM/TV
Harrisburg, Pa.
WAPI
AM/FM/TV
Birmingham, Ala.
The Week in Brief

MACHINATIONS □ Nixon-administration documents reveal the extent to which the White House tried to interfere in public broadcasting. PAGE 35.

MORE TIME, MORE FREEDOM □ Silverman says NBC will be announcing the fall schedule even earlier to give producers more lead time; he also says the network will give program-makers more creative room to maneuver. PAGE 36.

ONE MORE BARRIER PASSED □ The House of Representatives begins closed-circuit testing of new monitoring system that will make signals available to radio, TV and cable by March 12. PAGE 37.

ANOTHER SETBACK □ The Supreme Court refuses to review the conviction of a broadcast newswoman who refused to disclose the identity of a person who talked to him during the Mildra Sandstrom trial. Reporter faces jail even though he never used the material for which the source is sought. PAGE 38.

IN EYE OF BEHOLDER □ Differences arise over the effectiveness of the new clutter-limitation restrictions in the NAB code. Feelings are expressed following meeting of broadcasters and agency-advertiser representatives. PAGE 39.

SOFTBALL □ Anne Jones has a perfunctory confirmation hearing before the Senate Communications Subcommittee for her seat on the FCC. PAGE 40.

'ROOTS II' SUCCESS II □ Continuation of black-family saga pulls ratings that help put ABC in a commanding lead in the February sweeps. PAGE 40.

UHF: TV'S LAST FRONTIER □ Largely on their own and with little help from others, those in the ultra high frequency television universe have come into their own. This special report on all phases of UHF begins on PAGE 43. A state-by-state listing of the 374 operating licensees and 53 permittees, along with the 691 still-available UHF channels. PAGE 44. From a financial standpoint, these stations are outpacing the TV industry as a whole in rate of growth of revenues and profits. PAGE 44. A sign of U's maturity is its 94% penetration over-all and its ability to successfully compete with V's in many markets. PAGE 51. In the station-trading market, buyer interest is at an all-time high. PAGE 60.

Snow job. When a blizzard strikes the nation's capital (and much of the East Coast), that's national news. But it was up to the local stations to mesh out in the mess and keep snowbound area residents informed. And that they did, often on foot or four-wheel drive. Above, Barton Eckert of WRIS-TV gets a report on public transportation; below, WCAM's Tina Gulland delivers from a drift. Page 89.

examination of programming finds UHF's competing in the high end of the market for syndicated shows while staking out claims on news and sports. PAGE 62. Over-the-air pay entrepreneurs are finding a home in the UHF band. PAGE 70. A look at the medium's history and comments from those who have built it. PAGE 72. The technological past and future of UHF is examined. PAGE 72.

MARCH ON CAPITOL HILL □ Planners for Wednesday's rally against over-regulation expect a turnout of 400 broadcasters. A late add to the agenda draws a protest from the NAB. PAGE 81.

PARTING SHOTS □ As Richard S. Salant heads for the door after 16 years as head of CBS News, he reflects on a standout career. He discusses what has been and what he hopes will be in broadcast journalism. PAGE 90.

MORK AND MARCY □ Besides being the highest-ranking woman programer in the business, Marcy Carsey is also, at 34, one of the youngest of either sex. As senior vice president, comedy and variety programs, ABC Entertainment, she is compiling a track record of developing and maintaining successful and unusual shows, including her most recent winner, Mork and Mindy. PAGE 113.

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Open Mike... 90
Playlist... 111
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Top of the Week... 35
WGAL-TV is the wise choice in CLEVERSBURG

And for a very good reason. Day-in and day-out, viewers in this Cumberland County village can depend upon a strong, sharp Channel 8 signal. It's the same kind of consistently good coverage which WGAL-TV offers the hundreds of other prosperous Pennsylvania towns and cities in this rich 9-county DMA of some 1,200,000 persons. So, in your media buying, it pays to contrast this WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1978 County Coverage Report

WGAL-TV 8
LANCASTER-HARRISBURG-YORK-LEBANON, PA.
Insider report: behind the scene, before the fact

**Closed-Circuit**

---

**Clearance sales**

In wake of formal signing of contract Wednesday for merger of Cox Broadcasting into General Electric (see page 39), speculation began on disposition of stations to bring new structure into compliance with group license limitations (seven AM, seven FM and five VHF-TV, plus two UHF).

Believed in cards is transfer of WHO-TV Dayton, Ohio, to group headed by Stanley G. Mouse, long-time manager of Dayton properties before moving to Atlanta headquarters as executive vice president, for about $40 million. Also available — and with plenty of bidders — are Cox's WSOCTV-AM-FM-TX Charlotte, N.C.; and GE's WGRTV Nashville. Cox's clear-channel WSB (AM) Atlanta is believed slated to go to Metromedia in swap for WCBM (AM) Baltimore, plus about $10 million. WSB-FM will be spun off; among bidders is said to be at least one minority group.

**Curb needed**

Huge expense of this month's blockbuster sweep-period programming by TV networks has network officials wondering how costs might be kept down in future sweeps. All three networks are said to have consulted Arbitron, Nielsen, or both, on feasibility of year-round sweeps, with networks paying some or all of extra costs. These are estimated unofficially at $25 million or so (about double current estimated payments) if both Arbitron and Nielsen measured all markets 52 weeks per year, though station sources think costs would go much higher.

Other alternatives under study at one or more networks: expansion to eight or some other number of weeks beyond present four, and institution of "surprise weeks," in which sweep measurements would be conducted without prior notice, so that networks (and stations) would not know when to schedule special blockbusting.

**House ads**

ABC-TV's hit miniseries, *Roots: The Next Generations*, got special attention on network's owned and operated television stations, including newscasts. All five O&Os ran series of interviews with *Roots* stars in news shows. KABC-TV Los Angeles produced reports on roots of other minorities. Additional "tributes" to *Roots* were carried in O&O's public affairs and morning shows.

Spokeswoman for one station explained that "*Roots* was history as far as television was concerned, and history is news. We were promoting these as human interest stories and a lot of news today is human interest." ABC Entertainment executive, exultant at station attention, credited Richard O'Leary, O&O division president, with "one of the great selling jobs on the O&Os in broadcasting history."

**Clear warning**

Campaign that clear channel broadcasters are waging against FCC proposal to break down clear (BROADCASTING, Feb. 19) is reaching ears of Congress. Commission staff is receiving six or eight calls each day from congressional offices inquiring about proceeding. Calls are prompted by letters from constituents expressing concern about possible loss of favorite station.

Of some 100 letters received at commission, most oppose duplication plan, with some writers saying they prefer to listen to programming offered by distant clear rather than hear another local rock station. But some correspondents favor duplication idea, and indicate they would be interested in filing for new assignments that plan would make possible.

**Next?**

With House of Representatives finally moving into "television era" (see page 37), can Senate be far behind? That's question that occurred to many last week as House flipped switch on its new system for covering floor debates. So far no one has made a move in Senate, although in past years resolutions have been offered to authorize daily live TV coverage and have been supported by Majority Leader Robert Byrd (D-W.Va.) and Minority Leader Howard Baker (R-Tenn.), among others.

As soon as House members begin showing up on TV news shows back home, senators' interest will probably pick up, observers predict. Said one Senate source: "We're like a bunch of sheep up here."

**Broader front**

Action for Children's Television is widening its attacks on advertising and products directed to youngsters.

Tomorrow morning (Feb. 27) ACT will file petition with U.S. Consumer Product Safety Commission calling for look at toy marketing practices. At press conference, ACT will show new film on children's television, "Kids for Sale," then display some toys it's unhappy about.

**Head hunt**

Once National Association of Television Program Executives finishes annual conference next month, search will be made for executive director to run things. Full-time job would lessen load on NATPE president, who also holds down full-time job as program executive, as organization continues to grow.

Membership now totals 1,180. Salary, headquarters location and other details of new job are open to negotiation.

Organization now functions with part-time employees and consultants: Bob Bernstein of March Five Inc., New York public relations firm; Dick Block, conference consultant, and Pat Evans, secretary-treasurer who operates out of Lancaster, Pa.

**Closer ties**

Proposal will be made during meeting of state broadcast association presidents in Washington this week that vehicle be created to improve coordination of National Association of Broadcasters and state associations. Under plan to be offered by Thomas C. Sawyer, executive vice president of Ohio Association of Broadcasters, clearinghouse office would be set up, either independent of NAB, or within association, for sharing of Washington news and state events of common interest. "Consortium" of states would also be represented on key NAB committees.

Author of proposal says no criticism of NAB is intended, but he sees political organization at state level becoming increasingly important in industry affairs and thinks it should be brought into main stream of daily activity.

**Violence in perspective**

Results of violence study conducted in England under $290,000 grant that CBS made nine years ago are soon to find their way into U.S. in book form. Book is 530-page "Television Violence and the Adolescent Boy," by William A. Belson of North East London Polytechnic, and highlights of its findings — notably that, although other factors also contribute, viewers of violent TV programs are more likely to commit violent acts than viewers of more passive fare — were made public over year ago (BROADCASTING, Sept. 26, 1977).

Full report, of course, goes farther, concluding, for instance, that violence in TV science fiction, slapstick comedy, cartoons and sports has little or no "violent" effect and finding no support at all for popular theory that TV violence "desensitizes" viewers to real-life violence. Study also examined, less extensively, effects of violence in comic strips, movies and newspapers, exonerating newspapers but finding evidence of effect by comics and violent movies.
"Match Game PM" reaches more women than any competing program in New York and...

Source: ARB, Nov. 1978.
Audience estimates subject to limitations of the rating service.
Chicago
Detroit
Dallas-Ft.Worth
Pittsburgh
St. Louis
Miami-
Ft. Lauderdale
Seattle-Tacoma
Baltimore
Indianapolis
Sacramento-
Stockton
Kansas City
San Diego
Providence
Oklahoma City
Dayton
Knoxville
Syracuse
Jacksonville
Rochester, N.Y.
Green Bay
Cedar Rapids-
Waterloo
Spokane

Youngstown
Paducah-
Cape Girardeau-
Harrisburg
Jackson, Miss.
Waco-Temple
Savannah
Santa Barbara-
Santa Maria-
San Luis Obispo
Traverse City-
Cadillac
Columbus, Ga.
Fort Myers
Utica
Bakersfield
Meridian
San Angelo

GOODSON-TODMAN'S

“Match
Game PM”

...a woman’s favorite!

Victory Television
45 East 45 Street, New York 10017
(212) 687-1516
TV only


Shell Oil □ Sixteen-week TV campaign begins in mid-March for motor oil in 37 markets during fringe, prime access, weekend and news time. Agency: Ogilvy & Mather, Houston. Target: men, 18 and over.


Western Manufacturing Housing Institute □ Eight-week TV campaign begins in late March for mobile homes in about 30 markets during fringe and daytime. Agency: Estey-Hoover, Newport Beach, Calif. Target: total adults.


Wendy's □ Six-week TV campaign begins in May for hamburger chain in about 10 markets including Seattle, Salt Lake City and San Francisco during fringe, prime access, news, prime, weekend and special time. Agency: Stockton-West-Burkhart, San Francisco. Target: adults, 18-49.


Armour-Dial □ Four-week TV campaign starts in early March for Tone soap in 23 markets during late fringe time. Agency: Sharp campaign. A war of the razors shaped up when Bic Pen Co. began an $11-million advertising push promoting its Bic Shaver as "equal to or better than" the higher-priced Gillette Trac II. Bic's comparative advertising campaign, which relies heavily on network TV but also uses spot TV, spot radio and print, points up the price differential between the Bic Shaver and Trac II and features the results of a blindfold shaving test. Agency: Wells, Rich, Green Inc., New York.

Southern Baptist Radio and Television Commission's

Distinguished Communications Recognition Award

DORIS ANN
Manager, Religious Programs, NBC News
For revolutionizing the concept of religious broadcasting

10th Anniversary

ABE LINCOLN AWARDS
TO DISTINGUISHED BROADCASTERS
Presented on the evening of the Awards—Monday, March 1, 1979
6350 WEST FREEWAY / FORT WORTH, TEXAS 76110 / PAUL M. STEVENS, PRESIDENT

Broadcasting Feb 26 1979 10
On Tuesday January 30 the city of Boston watched. And the people of Boston responded.

Why Do I Feel This Way?
A locally produced show that deals with depression and how to cope. The response was overwhelming. Over 3200 calls to Channel 5 from people seeking help and information.

Why Do I Feel This Way?
A locally produced show that delivered an 18 rating with a 36 share against first-run network prime time programming.

Why Do I Feel This Way?
Programming that works. that touches people and answers questions otherwise lost in our hectic world.

Channel 5 is proud of its impact on the community and its continuing development of quality programming.

Why Do I Feel This Way?

WCVB TV 5 Boston

nationally represented by hrp


Captain D’s □ Two-week TV campaign starts this week for seafood restaurant chain in 15 markets during all day parts.


Radio only


**BAR reports television-network sales as of Feb. 4.**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes 1979</th>
<th>Total dollars 1979</th>
<th>7 change from 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total minutes</td>
<td>Total dollars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ended Feb. 4</td>
<td>year to date</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1979 total</td>
<td>1979 total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>dollars</td>
<td>dollars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>year to date</td>
<td>year to date</td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>Sign-on-10 a.m.</td>
<td>144</td>
<td>$1,064,700</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>962</td>
<td>16,357,000</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>Sign-on-6 p.m.</td>
<td>340</td>
<td>9,657,900</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>100</td>
<td>4,902,700</td>
</tr>
<tr>
<td>Sunday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>25</td>
<td>1,585,700</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>417</td>
<td>47,766,200</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>231</td>
<td>5,415,800</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,219</strong></td>
<td><strong>$86,750,000</strong></td>
<td><strong>11,127</strong></td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting Feb 26 1979 12
20th Century-Fox Television is pleased to announce an exclusive agreement with David Lawrence, who will produce under his Castle Combe Productions banner. First project now in production: "Peyton Place '79," today's version of the original Fox series.
Network radio: She ain’t what she used to be

Advertisers and advertising agency people want to know more about network radio ... I mean meat-and-potatoes information about the medium. No doubt this is partly the result of the dramatically increased acceptance and use of the medium within the last few years.

Many advertiser and agency people are involved with one (or more) of the three forms of network radio executions for the first time. Changes within the medium have occurred in subtle ways, so that even those people involved regularly may not be aware of what appear to be confusing and somewhat esoteric differences in national line-connected, regional/nonline and state-wide line-connected network usage.

In response to this need for more information about network radio, The Christal Radio Networks began a series of seminars last March to explain the intricacies of each network form. Here is a summary of the most asked questions or frequently voiced concerns, and some of the answers, for each form of network radio execution.

National line-connected radio networks

How many and what percent of all the radio stations in the U.S. are affiliated with one or more of the 10 national networks? (3,278 or 44%). What is the trend of the number of affiliates? (Up dramatically since 1969). What has caused that trend? (Increased network compensation dollars.) Where are those affiliates located geographically and how does that affect media value?

How do the national networks adjust commercial fees? (Three systems, similar to network TV.) Are commercials and program material fed separately and if so, what about sponsorship identification? (Often times yes; when isolated, no sponsor ID is available.) What are “clock time”, natural and unnatural feeds? Are there clearance differences between news and non-news programs?

How can an advertiser know what network commercial scheduling flexibilities are exercised by affiliated radio stations? (Affiliates file a “declaration of clearance” annually or whenever network is “recleared”.) Why are some network commercials heard in local programming?

Do the networks know how the affiliate intends to air the commercial that is in each network program? (Yes, from the declaration of clearance.) Why do some affiliates report clearance information weekly while others do so monthly? What is a “positive” and “negative” clearance report?

What are the differences and similarities in the network radio research sources? Why are there three volumes of the RADAR reports? Is the Arbitron nationwide report the sum of the syndicated 170 markets? (No, it includes audiences of affiliates who do not meet metropolitan reporting standards and audiences beyond 170 syndicated markets.) Simmons has a new network radio report—what will it add to our understanding of network audience delivery?

National/regional nonline connected networks

What conditions contributed to the creation of this network form? (Partly, the sold-out position of national line-connected networks.) What is the trend, current position and future for this part of the network industry? Which rep companies offer the service? (At least Blair, Christal,

Richard B. Hammer has spent 20 years in radio sales and management. While at the University of Illinois at Champaign, he was announcer and later commercial manager of WGNAM. Subsequently he worked as a local salesman for WBBM and WGN in Chicago and WIPAM Philadelphia. Before he joined Christal in 1978 as vice president and general manager of the Christal Radio Networks Division, Mr. Hammer had served as a salesman with ABC Radio and as director of marketing for RKO Radio Sales.

Eastman, Katz, McGavren-Guild and Torber Radio.)

What are the advertiser and agency benefits of this type of execution versus the national line-connected network? (Control and selectivity.) How are audience guarantees extended? What about cost efficiency and economy?

What audience research sources can be used to tell us what the advertiser gets for their money? (Arbitron syndicated market reports.) Can a post-buy analysis be prepared? (Yes, but it must be negotiated up front.)

What line-up flexibilities can the agency exercise in order to affect geographic and/or demographic selectivity? (It varies.)

State-wide line-connected networks

How many such networks exist in the U.S.? (About 25.) Where are they geographically? (Predominantly Northwest, Midwest and Southeast.) What potential population coverage do they offer? (Around 48%.) What growth trend is apparent? (It’s explosive.)

What regional programing services do these networks provide that advertisers can use to their advantage? (Sports franchises, agricultural, regional news, special.)

What unique media opportunities does a state network offer national advertisers? (Geographic selectivity, regional news and sports identification, etc.)

Which national advertisers use state-wide line-connected networks? Why?

It is common for one advertiser to use a combination of “network” radio executions to achieve media/marketing objectives.

Meow Mix (Gardner Advertising) uses a combination of three national line-connected networks plus two regional nonline networks to assure national, regional and market-by-market audience delivery that is consistent with existing and potential sales patterns for the product.

Kraft Packaged Dinners (Foote Cone & Belding) utilized four national line-connected and three regional nonwired networks to achieve desired media objectives.

Lancer’s Wine (Marschalk) used a combination of regional nonwired networks and a specialized (ethnic) state network to achieve desired geographic and demographic selectivity.

All three forms of “network” radio have experienced exciting revenue growth in the last few years. This growth has come from existing advertisers who spend larger budgets, but more important, from new advertisers using the medium for the first time. The trend is almost certain to continue through 1979 and 1980.
The Grand Ole Opry goes public...

Public Television, that is.

In March, 1978, for the first time, the Grand Ole Opry went national, live, on PBS Festival. It played to one of the largest audiences, drew stacks of letters asking for more, and pulled more viewer donation dollars than any other program in public-television history.

"The response from people who'd been listening to the Grand Ole Opry on clear-channel WSM for years just overwhelmed the stations when it was broadcast last year," said Bob Shepard, general manager of WDCN-TV, the originating PBS station in Nashville.

More, the viewers cried.

More they get.

On March 3, 1979, produced by clear-channel WSM and presented through PBS by WDCN-TV.

It's our pleasure.

One more reason to keep the Opry alive.

WSM RADIO 65 IN NASHVILLE.

The clear channel station that gets to the people.
"HERE'S TO OUR LATEST RATINGS!"

We're pleased to report that, in our current year Oct. '78 in DMA rating, share, total women and women 18-49
We think it's worth a toast!
ive, NSI Nov. '78 shows Dinah's performance improved over


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


June 24-27—Public Broadcasting Service's annual membership meetings. Century Plaza hotel, Los Angeles.


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


The Assignment: She Invented It  
The Award: She Earned It

She is Julie Frederikse. She earned 1978's prestigious Dupont-Columbia Broadcast News Award. Boy, did she earn it!

While in the Mississippi delta region on an “assigned” assignment for AP Radio, she conceived the idea for a wholly different story. She conceived it. She investigated it. She conducted the interviews. She produced it.

Her story? "The New South: Shade Behind the Sun Belt!" It seems dollars headed for economically impoverished areas were somehow going elsewhere. She found out where. She also found the resourceful leaders who are transforming civil rights into economic power. Point is, she did it all on her own. We like that.

Julie Frederikse is the sort of person who's helping to make AP Radio one of the most respected broadcast networks in the country. We're only 4 years old, but we're winning the awards that are making the rest of the industry sit up and take notice. No wonder. We're like Julie Frederikse. Professional.

AP Radio
Associated Press Radio Network

Julie Frederikse/Associated Press Radio Network
THE RIGHT TO RESPOND

The first situation comedy where the viewers in your market can actually participate. Each week our Baxter family presents a provocative issue which your studio audience resolves.

In this unique half-hour format, the best of Norman Lear's social comedy provokes and reveals the convictions, emotions and prejudices of the people in your community.

Hosted by one of your station's on-air personalities, this high entertainment program qualifies as locally produced public affairs.

Co-produced by Norman Lear's T.A.T. Communications Co. and your station.

THE BAXTERS

More than entertainment... The right to respond.

Produced and Distributed by TAT Communications Co.
In Association with B.B.I.
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600
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.

A TANDEM Production • Distributed by Pe*Te*S Films
In Association with M.I.S.
1901 Avenue of the Stars, Suite 666 • Los Angeles, CA 90067 • 213-553-3600
LOOK WHO'S JUST JOINED OUR GOOD TIMES FAMILY!

James Armistead
WRDW, Augusta, Ga.

Richard Laughridge
WLTX, Columbia, S.C.

Bill Jenkins
WCTI, Greenville—New Bern

William Patton
KATC, Lafayette

Don Swartz
KMSF, Minneapolis

Joel Cooper
WTVZ, Norfolk

AND—

Paul Raymai
WAGA, Atlanta

Billy Wright
WMAL, Baltimore

Jim Bagley, Jr.
WESC, Charleston

Jack Jacobson
WGN, Chicago

James M. Hart
WLWT, Cincinnati

Lynn Avery
WTVN, Columbus

George Mitchell
WKEF, Dayton

Richard Weiner
KABC, Houston

Jerry Marcus
KNXV, Houston

Ken Garbis
WABC, Huntsville
GOOD TIMES

A SOLID HIT, A SOLID FAMILY SHOW - A SOLID PROGRAMMING CHOICE!

A TANDEM PRODUCTION • DISTRIBUTED BY P·I·T·S FILMS
1901 AVENUE OF THE STARS, SUITE 666 • LOS ANGELES, CA 90067 • 213-553-3600
**HERE'S WHERE WE ARE:**

<table>
<thead>
<tr>
<th>City</th>
<th>Station Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>WTCG</td>
</tr>
<tr>
<td>Augusta</td>
<td>WJBF</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WBFF</td>
</tr>
<tr>
<td>Baton Rouge</td>
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<td>Beaumont-Port Arthur</td>
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<tr>
<td>Birmingham</td>
<td>WBCR</td>
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<tr>
<td>Boston</td>
<td>WLV1</td>
</tr>
<tr>
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<td>WJHL</td>
</tr>
<tr>
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<td>WSCC</td>
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<tr>
<td>Charleston-Huntington</td>
<td>WCHS</td>
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<tr>
<td>Charlotte</td>
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<tr>
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<tr>
<td>Dallas</td>
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<tr>
<td>Dayton</td>
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<td>Denver</td>
<td>KWGN</td>
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<tr>
<td>Detroit</td>
<td>WKBD</td>
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<tr>
<td>El Centro-Yuma</td>
<td>KYEL</td>
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<tr>
<td>El Paso</td>
<td>KDBC</td>
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<td>Evansville, Ind.</td>
<td>WTVW</td>
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<tr>
<td>Florence, S.C.</td>
<td>WBTW</td>
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<tr>
<td>Fort Myers</td>
<td>WEVU</td>
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<tr>
<td>Fort Smith</td>
<td>KFPW</td>
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<tr>
<td>Fresno</td>
<td>KMPH</td>
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<tr>
<td>Greensboro-High Point</td>
<td>WGHP</td>
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<tr>
<td>Greenville-New Bern</td>
<td>WCTI</td>
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<td>Greenville-Spartanburg</td>
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<td>KRIV</td>
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<td>Huntsville-Decatur</td>
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<td>KCBD</td>
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<tr>
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<td>WMAZ</td>
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<tr>
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<td>XRIO</td>
</tr>
<tr>
<td>Memphis</td>
<td>WHBQ</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>KMSP</td>
</tr>
<tr>
<td>Mobile-Pensacola</td>
<td>WEAR</td>
</tr>
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</table>

**MARKETS!**

Monroe, El Dorado  KTVE
Montgomery  WKAB
New York  WPIX
Panama City  WMBB
Philadelphia  WKBS
Pittsburgh  WPGH
Richmond  WTTR
Rochester, N.Y.  TBA*
Sacramento Stockton  KTXL
St. Louis  KDNL
San Antonio  KENS
San Diego  XETV
San Francisco  KBHK
Savannah  WJCL
Shreveport Texarkana  KSLA
Sioux City  KMEG
Toallasen  WCTV
Washington, D.C.  WDCA
West Palm Beach  WPEC
Wilmington, N.C.  WWAY

*STATION CALL LETTERS TO BE ANNOUNCED*
HERE'S HOW WE'RE DOIN':

HERE ARE THE SHOWS WE REPLACED:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>FORMER PROGRAM IN TIME PERIOD</th>
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<tbody>
<tr>
<td>PRIME ACCESS:</td>
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</tr>
<tr>
<td>Los Angeles</td>
<td>Adam 19</td>
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<tr>
<td>Philadelphia</td>
<td>Star Tre</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Home Movies</td>
</tr>
<tr>
<td>Louisville</td>
<td>All in the Family</td>
</tr>
<tr>
<td>Shreveport-Texarkana</td>
<td>Andy Griffith</td>
</tr>
<tr>
<td>Monroe-El Dorado</td>
<td>Mary Tyler Moore</td>
</tr>
<tr>
<td>EARLY FRINGE:</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Star Trek</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Heroes of the Bible</td>
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<tr>
<td>Houston</td>
<td>Hercules</td>
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<tr>
<td>Charleston-Huntington</td>
<td>Quark</td>
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<tr>
<td>El Paso</td>
<td>Degrade</td>
</tr>
<tr>
<td>Augusta</td>
<td>Beverly Hillbillie</td>
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<tr>
<td>Las Vegas</td>
<td>Andy Griffith</td>
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<tr>
<td>LATE NIGHT:</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>1-2 Night</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Night Couple</td>
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HERE'S HOW THE AUDIENCE WENT UP:

<table>
<thead>
<tr>
<th>MARKET</th>
<th>RATING 18-49</th>
<th>HOUSE 18-49</th>
<th>WOMEN 18-49</th>
<th>WOMEN 18-34</th>
<th>MEN 18-49</th>
<th>KIDS</th>
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<tr>
<td>PRIME ACCESS:</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>Los Angeles</td>
<td>UP 60%</td>
<td>UP 69%</td>
<td>UP 87%</td>
<td>UP 104%</td>
<td>UP 57%</td>
<td>UP 56%</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>UP 67%</td>
<td>UP 84%</td>
<td>UP 104%</td>
<td>UP 48%</td>
<td>UP 112%</td>
<td>UP 150%</td>
</tr>
<tr>
<td>Atlanta</td>
<td>UP 150%</td>
<td>UP 116%</td>
<td>UP 226%</td>
<td>UP 243%</td>
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<tr>
<td>Louisville</td>
<td>UP 120%</td>
<td>UP 124%</td>
<td>UP 131%</td>
<td>UP 100%</td>
<td>UP 220%</td>
<td>UP 146%</td>
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<tr>
<td>Shreveport-Texarkana</td>
<td>UP 39%</td>
<td>UP 42%</td>
<td>UP 90%</td>
<td>UP 50%</td>
<td>UP 50%</td>
<td>UP 131%</td>
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<tr>
<td>Monroe-El Dorado</td>
<td>UP 44%</td>
<td>UP 43%</td>
<td>UP 70%</td>
<td>UP 133%</td>
<td>UP 75%</td>
<td>UP 400%</td>
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<tr>
<td>EARLY FRINGE:</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>New York</td>
<td>UP 38%</td>
<td>UP 46%</td>
<td>UP 59%</td>
<td>UP 10%</td>
<td>UP 37%</td>
<td>UP 98%</td>
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<tr>
<td>Cleveland</td>
<td>UP 83%</td>
<td>UP 87%</td>
<td>UP 145%</td>
<td>UP 112%</td>
<td>UP 154%</td>
<td>UP 106%</td>
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<tr>
<td>Houston</td>
<td>UP 25%</td>
<td>UP 27%</td>
<td>UP 142%</td>
<td>UP 144%</td>
<td>UP 30%</td>
<td>UP 7%</td>
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<tr>
<td>Charleston-Huntington</td>
<td>UP 75%</td>
<td>UP 65%</td>
<td>UP 44%</td>
<td>UP 50%</td>
<td>UP 75%</td>
<td>UP 210%</td>
</tr>
<tr>
<td>El Paso</td>
<td>UP 50%</td>
<td>UP 45%</td>
<td>UP 133%</td>
<td>UP 150%</td>
<td>UP 60%</td>
<td>UP 200%</td>
</tr>
<tr>
<td>Augusta</td>
<td>UP 85%</td>
<td>UP 83%</td>
<td>UP 75%</td>
<td>UP 56%</td>
<td>UP 113%</td>
<td>UP 73%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>UP 50%</td>
<td>UP 67%</td>
<td>UP 83%</td>
<td>UP 60%</td>
<td>UP 150%</td>
<td>UP 83%</td>
</tr>
<tr>
<td>LATE NIGHT:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>UP 50%</td>
<td>UP 34%</td>
<td>UP 44%</td>
<td>UP 54%</td>
<td>UP 16%</td>
<td>UP 1125%</td>
</tr>
<tr>
<td>St. Louis</td>
<td>UP 50%</td>
<td>UP 94%</td>
<td>UP 45%</td>
<td>UP 33%</td>
<td>UP 78%</td>
<td>UP 300%</td>
</tr>
</tbody>
</table>

Source: Arbitron. Details available upon request.
March 8-11—Women in Communications Inc. regional meeting. Holiday Inn, Austin, Tex.
March 9-11—Society of Professional Journalists, Sigma Delta Chi Region 2 conference. Participants will include Senate Minority Leader Howard Baker, State Department Assistant Secretary Hodding Carter and Kansas City Chiefs Producer Marlton Goldin. Lenfant Plaza hotel, Washington.
March 9-14—National Association of Television Program Executives conference. MGM Grand hotel, Las Vegas.
March 10—“First Amendment: Survival Seminar,” sponsored by 14 news organizations including Radio Television News Directors Association. There will be three workshop sessions and luncheon that will be addressed by Bob Woodward of Washington Post, National Press Club, Washington; Registration is $10, which, with grant from National Press Foundation, will cover cost of box lunch and press kit with documents, books and supplementary materials. Dates covered by seminar: First Amendment Survival Seminar, Room 1, 10th floor, National Press building, Washington, D.C. 19804.
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(AM) Washington 20001.
March 16—Radio Advertising Bureau/Sterling Institute sponsored by Bob Woodward of Washington Post, National Press Club, Washington; Registration is $10, which, with grant from National Press Foundation, will cover cost of box lunch and press kit with documents, books and supplementary materials. Dates covered by seminar: First Amendment Survival Seminar, Room 1, 10th floor, National Press building, Washington, D.C. 19804.
March 15—Deadline for entries in Radio Television News Directors competitions, including Edward R. Murrow Awards for excellence, and special recognition for public service; Deadline is May 31, 1980.
March 29-30—National Association of Broadcasters annual convention. Convention Center, Dallas.
March 30-31—Society of Professional Journalists, Sigma Delta Chi Region 4 conference, Toledo, Ohio.
March 30-31—Society of Professional Journalists, Sigma Delta Chi Region 12 conference, Nashville.
March 30-April 1—Society of Professional Journalists, Sigma Delta Chi's Region 5 conference, Century Center, South Bend, Ind.
March 30-April 1—Women in Communications Inc. Pacific board meeting.
March 30-April 1—Women in Communications Inc. Great Lakes region meeting. Sheraton West, Indianapolis.
March 31—Women in Communications Inc. Kansas City chapter dinner. Almeda Plaza hotel, Kansas City, Mo.

April

April 1—Deadline for comments on FCC proposal establishing a new class of stations (February 10). Deadline for comments on FCC proposals establishing a new class of stations (January 10, February 28, March 1, March 28). Reply due May 15.
April 2—Canadian Cable Television Association annual convention. Sheraton Centre, Toronto.
April 3—New York State Broadcasters Association annual meeting. Sheraton, Elmont, Long Island.
April 5—Television Bureau of Advertising regional sales meeting. Benson hotel, Portland, Ore.
April 6—Mass communications career day conference of Eastern Kentucky University, Richmond, Ky.
April 6-7—Women in Communications Inc. Midwest regional meeting. Hinsdale Country Club.
April 7—Society of Professional Journalists, Sigma Delta Chi Region 6 conference, St. Cloud, Minn.
April 8-9—Women in Communications Inc. South region meeting. Montgomery, Ala.
April 8-9—Women in Communications Inc. Far West region meeting. Mansion Inn, Sacramento, Calif.
April 9-11—Meeting of Alabama Broadcasters Association annual convention. Hotel Fortchance, Muscle Shoals, Ala.
April 10—Women in Communications Inc. Cleveland chapter luncheon. Speaker will be Marline Sanders, CBS correspondent, Cleveland Plaza hotel, Cleveland.
April 11—Washington State Association of Broadcasters spring meeting. Thunderbird Motel Inn, Wenatchee, Wash.
April 11-13—Kentucky Broadcasters Association spring convention. Hyatt Regency, Louisville, Ky.
April 13—Meeting of Texas Association of Broadcasters. Sheraton, Dallas.
April 13-14—Society of Professional Journalists, Sigma Delta Chi Region 7 conference, Lincoln, Neb.
April 13-14—Alabama UPI Broadcasters Association annual meeting. Governor Fob James will be speaker at Saturday night awards banquet. Sheraton Inn, Montgomery, Ala.
April 13-14—Southern annual broadcast journalism seminar of William Allen White School of Journalism in conjunction with Radio Television News Directors Association Region 8 meeting. University of Kansas, Lawrence. Contact Professor David Dary, (913) 864-3903.

28

Broadcasting Feb 26 1979
"Hollywood" Has Vamps, Tramps, And Swashbucklers...

A brand new series spotlighting all the romance, adventure, and excitement of the early movie years... Scenes from more than 600 great silent features, including rare footage from private collections... Plus...more than 70 stars, producers, and directors with fascinating stories of what it was really like in Hollywood...before the movies learned to talk.

13 Superb Hour-Long Episodes Narrated By Laurence Olivier

Already sold:
New York
Los Angeles
San Francisco
Boston
Cleveland
Houston
Atlanta
Miami
Sacramento
Memphis
West Palm Beach

An Irresistably Funny Half-Hour Series For Stripping Or Once-A-Week

Already sold:
New York
Los Angeles
Philadelphia
San Francisco
Washington, D.C.
Dallas
Cleveland
Miami
Bellingham, Wash.

And D.L. Taffner/Ltd. Has Them Both...From Thames Television

Visit the Taffner suite at NATPE and see them both

D.L. TAFFNER/LTD. 1370 Avenue of the Americas, New York, N.Y. 10019 (212) 295-4680
5900 Wilshire Boulevard, Los Angeles, Cal. 90036 (213) 937-1144
Clear need

EDITOR: As a member of a mixed racial family, I am interested in seeing more minority broadcast ownership. Realistically, though, hundreds of limited signals in a crowded 1800-1860 kHz band and devaluation of the remaining clears need not be the only answer.

Clear channel radio stations serve the public interest in a way that could never be totally measured. Their value is much like that of a national park. There are many Americans who depend on the clear channel stations.

Why not keep the clears and as they come up for sale, really push for minority ownership? Minority ownership of a clear channel giant would be very significant indeed as it would be an example of our American ideals put to practice for listeners across the country. — Peter Hunn, Norristown, Pa.

Back with the USSR

EDITOR: I read with interest the Feb. 12 “In Brief” report on plans of WSDR/AMI, Sterling-Rock Falls, Ill., to rebroadcast Radio Moscow English-language programs.

High on the list of programs that moved me to seek a career in broadcasting was Radio Moscow, produced for WBT/AMI, Charlotte, N.C., by Alan Newcomb. In those bomb-shelter days of the early 60’s I listened to WBT’s Radio Moscow programs every week. Newcomb’s work was always carefully researched and well written. His programs were a tribute to him and to his employer.

Though the East-West political atmosphere is very different now, I’ll bet WSDR’s audience will still find Radio Moscow interesting listening. — Chuck McConnell, production manager, New Jersey Public Television, Trenton.

The issue-advertising issue

EDITOR: Broadcasters must realize that licensees are stewards of the public airwaves and that open public discussion of public issues is a cornerstone of democracy. How callous to hoard billions of dollars each year in profits made from advertising products and then try to act as censor when someone wants to discuss an issue. — John E. Bowles, Louisville, Ky.

(Bowles is responding to the Jan. 13 point-counterpoint “Monday Memo” in which broadcaster William O’Shea criticized and National Association of Broadcasters General Counsel Erwin Krasnow debated the issue-advertising controversy.)

No money, no Sears ads

EDITOR: It is shocking to learn (Broadcasting Feb. 5) that yet another Sears, Roebuck agency has left many stations hanging for payment. Your report stated that “Sears traditionally has disavowed responsibility for agency payments.” But what about Sears’s responsibility to the broadcaster? Our own experience has been that Sears appears to have done little to help the innocent stations, including ours, when such a calamity happens.

We have yet to see one cent of over $1,000 net owed us when Lindsey, Bradley & Johnston went under in 1977. Just this past year, it took us (and other area stations) a full four months to receive payment from Ogilvy for a one-day Sears schedule—and then, only after a series of long-distance phone calls, letters and telegrams.

Needless to say, any future business offered us on behalf of Sears will be strictly cash in advance. However, I suspect that, should you publish this letter, we are not likely to be faced with that prob-
"The Cross-Wits"

<table>
<thead>
<tr>
<th>Game</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;The Cross-Wits&quot;</td>
<td>19</td>
<td>32</td>
</tr>
<tr>
<td>&quot;Newlywed Game&quot;</td>
<td>18</td>
<td>32</td>
</tr>
<tr>
<td>&quot;Tic Tac Dough&quot;</td>
<td>17</td>
<td>29</td>
</tr>
<tr>
<td>&quot;Joker's Wild&quot;</td>
<td>14</td>
<td>24</td>
</tr>
<tr>
<td>&quot;Dating Game&quot;</td>
<td>13</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: ARB November, 1978, 7:30-8:00pm. All markets. Subject to qualifications of the rating service.

The game is up. Way up.

A look at the chart tells the story.
For "The Cross-Wits," it's a happy story, indeed.
In strip competition, "The Cross-Wits" enjoys a higher average rating than "Joker's Wild," "Newlywed Game," "Dating Game," and "Tic Tac Dough." In fact, in profitable prime access, no other stripped game show has a higher average share.
Now in its fourth successful season, "The Cross-Wits" shows what can happen when a crossword puzzle (once as private as an area as solitaire) goes public.

The appropriate word — three letters across — is "hit."

"The Cross-Wits"

METROMEDIA PRODUCERS CORPORATION
485 Lexington Avenue, New York 10017
(212) 682-9100

Win every time!
JOIN US IN OUR
CELEBRITY SUITE AT NATPE. 
**AGM GRAND, LAS VEGAS**
## Ratings?

**EARLY FRINGE (3:30-6:00 PM) RATING SHARE RANK**

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Rating</th>
<th>Share</th>
<th>Rank</th>
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<tbody>
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<td>KERO-TV</td>
<td>12</td>
<td>30</td>
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<tr>
<td>Buffalo</td>
<td>WIVB-TV</td>
<td>9</td>
<td>29</td>
<td>FIRST</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>WDEF-TV</td>
<td>15*</td>
<td>35*</td>
<td>FIRST</td>
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<tr>
<td>Chico-Redding</td>
<td>KHS-TV</td>
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<td>30</td>
<td>FIRST</td>
</tr>
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<td>Columbus, Ohio</td>
<td>WTVN-TV</td>
<td>13</td>
<td>39</td>
<td>FIRST</td>
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<td>Dallas-Fort Worth</td>
<td>KDFW-TV</td>
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<td>29</td>
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<td>Des Moines-Ames</td>
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<td>58</td>
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*Source: NSI-November 1978. *Indicates tie. Estimated audiences are subject to the limitations of the rating service.*
Mervelous!

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.

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Win every time!
JOIN US IN OUR CELEBRITY SUITE AT NATPE. MGM GRAND, LAS VEGAS
The only weekly series leading up to the Olympics. Hosted by everybody's all-star, the Los Angeles Dodgers' Steve Garvey.

Action profiles of the top athletes vying to represent the United States at the 1980 Olympics in Moscow. These are the gold medalists to be—shown training and competing, shown with family and friends, at school or work. The intensity, the sacrifices, the pressures—it's all here.

This is the most extensive coverage of Olympic athletes outside of the Olympics itself.


MCA TV

*30 weekly one hour programs (22 originals, 8 selected repeats) leading up to the Olympic Games in Moscow, Summer 1980.
Not-so-secret Nixon war against public medium now in the open

Administration memoranda show extent to which White House went to attempt to influence noncommercial broadcasting and its programing; Carnegie argument for insulation now has hard evidence of interference

Over a thousand pages of Nixon-era documents released by the government last week provide a vivid picture of an administration embattled with public broadcasting, determined to alter the structure of the medium and rid it of "antiadministration" programs.

The documents, provided by the National Telecommunications and Information Administration in response to freedom of information requests from Broadcasting and others including the Carnegie Commission on the Future of Public Broadcasting, should figure prominently in the coming debate over Carnegie's recommendations for a public broadcasting system that is well insulated from federal interference. For the present structure is not substantially different from what it was in the days when, the documents show, President Nixon and his administration exploited a potential for government meddling.

The White House papers made available last week are memoranda for the most part and deal with Nixon administration strategy on public broadcasting from 1969 through 1974, primarily as expressed by and to officials at the now disbanded Office of Telecommunications Policy.

There is much in the documents to confirm and illuminate reports at the time regarding the Nixon administration's attitude toward public broadcasting.

In 1969, for instance, Clay T. Whitehead, then a White House aide and later director of OTP when it was created in 1970, expressed concern about the difficulty setting up a production unit to "compete" with NET, "since the liberal bent of people in the performing arts is well known."

And his superior in the White House, Peter Flanigan, in a memorandum he sent to Mr. Whitehead a few days later, said he had told Frank Pace, the Johnson administration hold-over chairman of CPB, that government funds "should not be used for the creation of antiadministration programing or for the support of program-producing organizations which use other funds to create antiadministration programs."

But probably some of the most unvarnished prose regarding public broadcasting was authored in October 1971 by Jonathan Rose, then a White House aide and later a deputy assistant chief of the Justice Department's Antitrust Division. "In spite of what it may seem," he wrote in a memo to Larry Higby, who was on the staff of Nixon chief of staff H. R. Haldeman, "no one participating in this exercise has ever been unclear as to the President's basic objective: to get the left-wing commentators who are cutting us off public television at once, indeed yesterday if possible."

That memo was written several weeks after President Nixon had caused an uproar in the White House by calling for a cut-off of funds for public broadcasting. The President, said White House aide Jon M. Hunstman in a memorandum to Mr. Flanigan, had read that Robert MacNeil and Sander Vanocur—both regarded as biased against the administration—were to do a weekly show on public television, and was "greatly disturbed." He said the President considered that "the last straw."

Mr. Whitehead's short answer to the request was that the funds could not be cut off. But it was several drafts later before he had one he felt could be sent to Mr. Haldeman for transmission to the President. It called for a two-pronged approach to the problem of "slanted programing," and revealed a number of the facets of the Nixon administration's attitude toward public broadcasting.

One approach was muscular. It called for inducing programers "to keep some balance" through criticism "from our friends on the CPB board and among the general public," for replacing Mr. Pace as chairman of CPB and John Macy as president, for taking "more effective control of the CPB board," and for building "more actively the public case against CPB programing bias."

The second approach was more discrete; it called for a "structural" change in the system—a solution Mr. Whitehead urged throughout his years at OTP. "No matter how firm our control of CPB management," he said, "public television at the national level will always attract liberal and far-left producers, writers and commentators." His answer was to cut CPB's budget and to strengthen the independence of local stations by providing them with direct federal funding on a matching basis (an idea that was eventually adopted in modified form.)

(The exchange of memoranda touched off by the President's call for a cut-off of CPB funds produced one bit of irony. Charles Colson, in referring to a paragraph in which Mr. Whitehead said the President had "expressed serious concern regarding Vanocur/MacNeil and the National Public Affairs Center for Television [NPACT]

Machinators. The Nixon vendetta against public broadcasting in the words of several of his administration officials (l-r): Clay T. Whitehead; Public broadcasters "are seeking funds and independence to create a TV network reflecting their narrow conception of what the public ought to see and hear. This should not be allowed to happen," Jonathan Rose; "The President's basic objective: to get the left-wing commentators who are cutting us off public television at once, indeed yesterday if possible," Charles Colson (to Mr. Whitehead): "I don't think you need to put things quite so explicitly... This is a serious mistake for whatever records this piece of paper ends up in or, perish the thought, should it get out."
funded by the Corporation for Public Broadcasting . . ." said, "I don’t think you need to put things quite so explicitly . . . This is a serious mistake for whatever records this piece of paper ends up in or, perish the thought, should it get out."

But in his effort to serve the President, Mr. Whitehead apparently did not stop with memoranda on policy options. In a memorandum submitted to Mr. Haldeman, Mr. Whitehead disclosed "what we are doing behind the scenes on the Vanocur/MacNeil situation"—planting with the trade press "the idea that their obvious liberal bias would reflect adversely on public television," and encouraging speculation regarding the salaries the two were paid—speculation that led Mr. Macy to reveal that Mr. Vanocur was earning $85,000 and Mr. MacNeil $65,000. Mr. Whitehead also said he planned to " solicit critical articles" concerning Mr. Vanocur’s salary (larger than that of every public official except the President), "and his obvious bias," and to encourage station managers "to put pressure on NPACT and CPB to put balance in their programing or risk the possibility of local stations not carrying their programing."

MacNeil and Wrather, accordingly, were paid alone in offering suggestions. Thomas Moore, a former ABC-TV president who was one of the CPB board members regarded by the administration as a stalwart, also contributed. He suggested that the board be urged to refrain from funding news, news analysis and commentary, and public affairs programing.

Another CPB director who made it a point to be helpful to the administration during his term on the board was Jack Wrather, of Wrather Corp. (Lassie, Lone Ranger). He sent Mr. Whitehead information he had obtained from Mr. Macy regarding NPACT and the appointment of Messrs. MacNeil and Vanocur as senior correspondents. Mr. Wrather asked that the information, however, be kept "confidential."

By 1973, the beginning of change was evident in CPB. In May, a "partnership agreement" between CPB and the Public Broadcasting Service had been negotiated—a letter of CPB Chairman Tom Curtis, who quit over what he said was a "difference of opinion" with Mr. Whitehead; he complained that Mr. Whitehead had lobbied members of the board without his knowledge. Among other things, the agreement provided for an increased percentage of CPB appropriation directly to the member stations. And in July, Mr. Whitehead recommended that the President sign a two-year CPB authorization bill that the administration had opposed with a one-year bill.

Indeed, in October, Mr. Whitehead was saying, in another memorandum, that the "centralization" on which the 1972 veto was based was eroding, with Ford Foundation grants drying up and public affairs programing "on the downswing." Since there are fewer grounds for opposing it, he added, the administration should support long-range funding, which he said is favored "not only in Congress but by our friends on the board who feel they have ‘done a job for us.’"

Six months later, in April 1974, Mr. Whitehead sent a memorandum to the President recommending a bill providing funding for CPB over a five-year period, without annual appropriation but with annual oversight. Mr. Whitehead urged support of the bill as one offering the most likely way to reduce the danger of “centralized control of public broadcasting by either foundation or government entities.”

He said public broadcasters were supporting restructuring only because of the long-range funding commitment then in effect. And when the President rejected the plan, in June, Mr. Whitehead made a vigorous appeal for reconsideration. In a memo to General Alexander Haig, the new White House chief of staff, Mr. Whitehead said that "the commitment to federal funding of public broadcasting has been made" and that for the President to attempt to back away from that commitment now is "unwise, unworkable and quixotic."

On July 11, Mr. Whitehead was informed that the President had approved the proposal for long-term financing.

Silverman urges Hollywood to put down its rifles

Fred Silverman, NBC president, told the Hollywood production community last week that they and the networks are partners and must "stop acting like the Hatfields and the McCoys."

In a speech Friday to the Academy of Television Arts and Sciences, he pledged positive steps by NBC to make the partnership more workable:

■ To give producers more lead-time, an announcement of NBC-TV's 1979-80 fall schedule in April and a gradual move-back over the next few years to a Washington's Birthday announcement. "And we intend to make the same effort on our second-season production," Mr. Silverman added.

■ A reduced network role in the day-in, day-out production process. "It is perfectly proper," he said, "to ask your networks to work in close collaboration with you in shaping the concept, casting and execution of the first few episodes" and in "setting the direction" of a series. "But at that point in the collaboration," he said, "our responsibility should not require as great an input." He said the objective was "a working relationship that protects our responsibilities and lets you do your job."

■ An open door for new program ideas: "You'll not only get a warm welcome, you'll stand a damn good chance of getting it on the air. We do not want a third-generation version of Laverne and Shirley. This company is determined to break new ground, so don't second-guess us."

■ "A more orderly way of running our business." He said "our goal is stability, and that will require regular series playing in their regular time periods, pre-emptions planned well ahead and limited episodic series used for real program testing and not for stunting or as a substitute for decision-making."

Mr. Silverman noted that creative people often think wistfully of "a life without networks," selling their programs directly to fourth networks, cable, and independent stations and the like. But he reminded them that "for the foreseeable future," their primary markets will be the networks, which he said currently order some 2,000 hours of original programing a year, at an average of $500,000 to $600,000 an hour.

"It will be years, ever," he said, "before other technologies will come close to that kind of prices or volume."

Mr. Silverman said broadcasters and the creative community must solve their problems together. He cited the FCC’s prime time access rule as an example of what happens when outsiders try to solve them. "The road to The Gong Show is paved with good intentions," he said.
One more barrier about to be breached by broadcasting

House begins closed-circuit testing of new monitoring system, will make signals available to radio, TV and cable on March 12; rig is first rate, but broadcasters still want to run it alone

The House of Representatives last Thursday (Feb. 22) turned the final corner toward televising its chamber proceedings—hitherto hidden from all but visitors to the Capitol—inaugurating for internal circulation its newly installed TV system. For the next two weeks the $1.2-million system will be telecasting only by closed circuit to the offices of House leaders in the Capitol and House members in office buildings across the street, but its coordinators think the kinks should be smoothed out and the feed ready for general distribution to radio, television and cable by March 12. The previous target date of March 5 fell by the wayside after heavy snows forced the House to shut down for three days last week.

In the House chamber, the only evidence of the TV system are the six RCA TK-46 cameras that stand unattended in the visitors' gallery above the floor. They are manipulated remotely from the control room in the basement of the Capitol. Although the cameras can cover the entire House floor they will remain pointed only in the direction of the Speaker's platform, and the tables from which the Democratic and Republican floor leaders operate.

The system is completely under the House's control; the technicians, many of whom came out of commercial broadcasting, are the House's employees. The feed they produce when it finally goes public, will be available to any broadcaster or cable system live or on a taped basis. There will be a charge for tapes: $100 for 30 minutes or less, unedited (the House employees will do no editing). The coordinators think that charges for tapes ultimately will bring in enough to offset the $270,000 annual budget for the system, that going for salaries of the staff.

Reactions from commercial network news representatives in Washington were indifferent, giving no promise that they will become frequent users of the House's feed. The networks covered Thursday's activity as a news story, and privately the news chiefs were complimentary about the equipment, which they said is state of the art. But they restated their opposition to the House's covering itself, and said that if they use any of the material, they will clearly label it as having been supplied by the House of Representatives.

Among the features of the controls pictured: the cylindrical devices that aim and focus the cameras and keyboards that can be used to call up a maximum of 99 pre-selected camera shots. At the lower right is the chroma-key monitor, here displaying a name familiar to broadcasters.

Ironically, as the House opens its chamber doors to let television in, it still restricts other forms of news coverage. Still pictures are prohibited; those shown here were taken during a special photo session authorized by the Speaker before the House began its business Thursday morning.
Another setback to safekeeping of news sources

High court leaves TV newsmen facing jail for his silence; Virginia court orders another to betray news confidence.

The U.S. Supreme Court's unwillingness to protect a reporter seeking to maintain the confidentiality of a source was evident again last week—this time in a case involving a television reporter. And this time the reporter faces jail even though he never used the material for which the source is being sought.

The reporter is Joe Pennington, now with KPIX (TV) San Francisco. He was with KARE-TV, Wichita, Kan., covering the murder trial of Mildred Sandstrom, accused of murdering her husband, Thad. That, a broadcast executive with Staffer Publications, when Mr. Pennington was sentenced to 60 days for contempt by the trial judge. She later was convicted of first-degree murder.

Mr. Pennington had refused to divulge the identity of a person he said had told him that a man who later became a prosecution witness at Mrs. Sandstrom's trial had threatened to kill Mr. Sandstrom. The threat was said to have been made at a social affair several days before the murder.

Mr. Pennington never used the information in a story because he could not verify it. He did pass it on to defense and prosecution attorneys, but he refused to reveal the source.

The prosecution said the identity was not relevant to the guilt or innocence of Mrs. Sandstrom—who had pleaded innocent by reason of insanity—and that the information itself was inadmissible in court as hearsay. Mrs. Sandstrom's lawyers, who had sought the identity of the informant, made no other effort to learn the person's name.

The state supreme court, in affirming the conviction, said that the First Amendment protection Mr. Pennington sought to invoke did not apply because, even though the identity was not relevant, the information might lead to evidence that was relevant to the defense of Mrs. Sandstrom.

The Supreme Court's refusal last week to review the case means that Mr. Pennington faces the prospect of serving 60 days in jail in Kansas. However, Mr. Pennington, who has said he would return to Wichita to serve the time, last week said one last attempt would be made to avoid jail. He said his attorney will file a motion in the trial court asking that the sentence be vacated on the ground that since the trial is completed, the information being sought is no longer relevant.

Only two justices—Thurgood Marshall and William J. Brennan—voted to grant review. The votes of four justices are needed.

Beyond its hearing on Mr. Pennington's immediate future, the court's decision is seen as providing reporters with an additional warning that it is not concerned with reporters' claims of First Amendment privilege where the protection of sources is concerned.

One of several earlier such cases involves the court's refusal to review a decision of the New Mexico supreme court affirming a lower court's order directing reporters for KOBI (AM) Albuquerque, N.M., to disclose to a trial judge the sources of information used in a series of investigative reports (BROADCASTING, May 22, 1978).

The trial judge, Richard Traub, is to determine on the basis of an in-camera inspection of taped interviews with the informants provided by the station whether the identity of the sources should be revealed to four present and former deputy sheriffs who have filed a $17-million libel suit against KOBI and two reporters who are no longer with the station. The station's reports led to a grand jury probe that resulted in three members of the sheriff's department, including the sheriff, going to jail for contempt of court.

Judge Traub has not yet issued an order, but he has undertaken hearing is considering revealing to the plaintiffs the names of at least some of the sources.

It wasn't only the Supreme Court last week generating bad news for reporters on the confidential sources issue. A Virginia state court ordered a former reporter for WTVR-TV Richmond, Va., to disclose the identity of sources who provided information for a story that resulted in the filing of a $2.5-million libel suit against the Roy Park station and the reporter, Neil Cotaix. Circuit Judge David F. Berry said the identity of the informants relied on by Mr. Cotaix is relevant, and disclosure would not be improper.

In Brief

Two prominent Senate Republicans have leveled attacks on Public Broadcasting Service. Senator Barry Goldwater (Ariz.) said PBS's coverage of state visit by China's Vice Premier Teng Hsiao-ping presented "superficial image" of him and "failed entirely to address the vital issues raised by the Carter administration's abandonment of Taiwan." Teng coverage suggested, he said, that PBS should stand for "Peking Broadcasting Service." In separate action, Senator Harrison Schmitt (N.M.) wrote Corporation for Public Broadcasting President Robben Fleming complaining of "creeping networkism" at PBS. Responded Mr. Fleming: "The argument within the PBS family of members as to whether they should reach some limited agreement in terms of shows does not seem to invoke the kind of 'network' problems which Congress had in mind."

FCC has designated for hearing license renewal applications of WOAS-FM Philadelphia. Commission says it has information raising "serious questions" whether Max M. Leon Inc. was qualified to remain licensee. FCC will investigate, among others, whether Mr. Leon or employees placed own interests over public's in selecting programming; whether licensee used stations to compete unfairly in nonbroadcast business fields, and whether Mr. Leon inaccurately completed financial reports from 1972 to 1977. Proposed sale of stations to National Black Network must now await hearing outcome.

New officers for National Cable Television Association (to take office following annual convention, May 20-23): Douglas Dittrick of Douglas Communications Corp., Glens Falls, N.Y., chairman; William Bresnan of Teleprompter, vice chairman; Gustave Hauser of Warner Cable, treasurer, and Richard Lofthus of AmVideo Corp., Medway, Mass., secretary. NCTA board meeting in Woodlands, Tex., last week, approved $1.912 million budget for coming year, with income up $200,000 from last year due to increased dues-paying membership. Board voted $151,000 for Communications Act rewrite activities and created two new staff positions to work specifically on rewrite matters. It rejected move to eliminate associate membership for NCTA and passed by-law revision to get rid of one-term limit for at-large directors (17 of 31 NCTA directors are at-large). It also urged FCC not to alter internal structure until it and Congress have established clear cable TV regulatory policy. There have been rumors of FCC merging Cable Bureau with Common Carrier Bureau.

ABC-TV said its Good Morning, America pulled highest weekly rating ever in week ended Feb. 16, averaging 4.8 rating and 27 share (to NBC Today's 5.2/26) and actually outrated Today in last half-hour each day (5.5/28 to Today's 5.2/27). James Cagney appeared in four-part interview on GMA that week, but not always in final half-hour.

David C. Adams, vice chairman, NBC, has been selected to receive Grover Cobb award given annually by National Association of Broadcasters-affiliated Television and Radio Political Education Committee to broadcaster or public servant for "unusual dedication to improving the relationship between broadcasting and the federal government." Plaque will be presented to Mr. Adams during Wednesday luncheon at NAB convention in Dallas March 25-26.

Melvin R. Goode, 71, said to be first black reporter for TV network (ABC) honored by President Carter among 14 others, including Mar-

broadcasting feb 26 1979
On the dotted (bottom) line. Officials of Cox Broadcasting Corp. and the General Electric Co. signed a definitive merger agreement last week in Atlanta. The companies also announced changes in the merger contract that could increase the value of the transaction almost $20 million—up to $507.9 million. Under the terms of the definitive agreement, if closing of the deal has not been completed by Sept. 30—and neither company expects that it will be—Cox shareholders will receive not less than $68 nor more than $75 in GE common stock for each share of Cox common. Under those terms, the minimum value of the deal has been set at $460.5 million. (Under the terms of the original agreement the value ranged from $440 million to $486 million [Broadcasting, Oct. 9, 1976].) Present at last week's signing were (l to r): Robert W. Chambers, member, Cox board; Garner Anthony, chairman of Cox's executive committee; Anne Cox Chambers, principal Cox shareholder and U.S. ambassador to Belgium; Clifford M. Kirkland, president of Cox; and John F. Welch, GE senior vice president and sector executive, consumer products and services sector. The signing was held last Wednesday (Feb. 21) at "White Columns," Cox's headquarters.

Lin Luther King Sr. and track star Jesse Owens, as "potentially unsung heroes" for contributions to society.

Getty Oil Co. has acquired 85% interest in Entertainment and Sports Network Inc., Plainville, Conn., cable TV program supplier. ESPN will begin delivering National Collegiate Athletic Association sports events via RCA's Satcom I satellite this fall. NCAA spokesman said ESPN "will cover the entire range of sports conducted by NCAA members"—except "specific events and sports programming already committed to other networks." ESPN will show NCAA football events on delayed basis, in accordance with NCAA-ABC Sports contract.

Worldvision Enterprises, already international distributor of NBC-TV hit Little House on the Prairie, will put show on U.S. stations block at National Association of Television Program Executives conference next month. Little House's syndicated run is slated to begin September 1981, which would be after seventh network season with about 165 episodes.

Federal Trade Commission Chairman Michael Pertschuk, barred by court from participating in FTC's current hearings on children's advertising (Broadcasting, Nov. 6, 1978), will conduct "hearing" on children's advertising on Warner Cable's two-way Qube service in Columbus, Ohio, on April 3, according to Warner sources.

Charles A. Whitehurst, VP-general manager, WFMJ-TV Greensboro, N.C., elected president-elect, Associated Press Broadcasters. to succeed Ralph Renick, VP news, WTVJ-TV Miami, who becomes president at annual meeting in New Orleans June 7-9. Outgoing president is Walter Rubens, president and general manager, KOBE-TV Las Cruces, N.M.

Television Bureau of Advertising reports daily TV home viewing during January 1979 registered all-time high—seven hours and 20 minutes, eclipsing previous record of seven hours and 16 minutes set in January 1977. TVB attributed gain to increase in weekend daytime viewing, coupled with extremely harsh winter weather that kept many people at home.

Although formal release didn't spell it out, one mission of Paul M. Stevens, following his retirement next October as president of Southern Baptist Radio-Television Commission ("In Brief," Feb. 19), will be to oppose "charlatan religious broadcasters." He has criticized growing commercialization of religion and what he describes as "exploitation of the public." Dr. Stevens has headed SBRTC since 1953 and his successor will be selected by search committee. Meanwhile, Harold E. Martin, executive vice president, will direct operations.

Washington law firm of McKenna, Wilkinson & Kintner has filed freedom of information requests seeking information from FCC and National Telecommunications and Information Administration regarding NTIA's petition for rulemaking to reduce AM channel spacings from 10 khz to 9 khz. Firm, which says it needs data to prepare comments on proposal, made requests at same time it asked FCC to extend deadline for comments until 30 days after disclosure of documents being sought. FOI requests seek engineering studies underlying NTIA petition and "any records or studies" commission made concerning possible reduction in channel spacings.

J. Kenneth Moore, 48, VP-general manager of CBS Technology Center, Stamford, Conn., died of apparent heart attack last Wednesday (Feb. 21) while working in office.
TOP OF THE WEEK

code authority's monitoring but that the group hoped to get details in order to make comparisons.

Code officials also said comparisons—and analysis—were needed and would be made. One board member said the ANA-A AAAA monitoring misidentified some announcements as nonprogram material but that, even so, its figures were close if not within the code's 10-minute limit.

The code board, which met Tuesday and Wednesday, also considered but did not act upon possible changes in the code's children's guidelines and personal products guidelines. The children's guidelines question was the plan to standardize "sep-

ators" or "bumpers" between programming and commercials in children's programs (BROADCASTING, Feb. 5). Board members said the hang-up was over the approach to take, not whether to do it, and that a resolution was expected shortly. The board also heard a presentation of General Mills' views on advertising and programming for children, and turned down an applic-

ation by Young & Rubicam and the New York Telephone Co. for an exemption from restrictions on astrology, so that they might advertise a dial-a-horoscope type of service offered by the phone company.

Looking to code on warning signs

A group from the Association of National Advertisers, led by President Peter Allport, called upon the National Association of Broadcasters TV code board last week to give thought to improving communications that would let viewers know about the content of upcoming TV programs. The group did not suggest a rating or grading system for programs but emphasized its belief that communications with viewers should be improved.

Miss Jones (R) and Representative Margaret Heckler (R-Mass.)

Few sparks, little illumination. Anne P. Jones, President Carter's nominee to succeed Margita White as an FCC commissioner, sailed through her confirmation hearing last Friday (Feb. 23) with little trouble—and without giving much indication of the kind of commissioner she will be.

Miss Jones, who is now general counsel of the Federal Home Loan Bank Board, was before the Senate Commerce Committee for some 15 minutes. The questions were not demanding and her answers were general. In response to a question from Senator Howell Heflin (D-Ala.) she said she would like to see television programming offering "intellectual stimulation" As for radio, she said it provides "a vital function" in terms of "news and localism," but suggested "greater diversity" would be desirable—and noted it appears to be technically feasible.

Written answers to 22 questions submitted by the committee in advance indicate Miss Jones has done her homework and is familiar with the issues—although not to the point where she would commit herself on any. In response to a question on spectrum use fees, she said: "At first blush" they would "appear to have considerable merit." But, she added, she is not sure that "all, or even a majority, of the goals" of national telecommunications policy would be met through simple spectrum auctions.

The hearing was not without a touch of controversy. Two Hispanic-American women testified in opposition to Miss Jones's nomination, although they made it clear their concerns went beyond the nominee. Sharleen Maldonado, of the Chicana Forum, Washington, expressed concern that despite what she said was five years of attempting to make their voices heard, members of the Spanish-speaking community have been unable to persuade the government to address their problems of what she called the "Hispanic telecommunications industry." And Nelda Ojeda Wyland, of the United Latin American Citizens, Washington, made it clear Hispanic-Americans want representation on the commission. "This slot belongs to us," she said.

Miss Jones will have to dispose of stock in AT&T ($5,500 common and $195 preferred), Western Union ($1,525 common) and Aetna Variable ($3,12), which owns shares of ABC, IBM and Aetna Life, the last two of which are involved in satellite communications. Her financial record indicates net worth of $122,789 with total assets of $170,789.

'Roots II': from phenomenal to just sensational

Two years after the phenomenal success of Roots, ABC-TV's continuation of the black family saga last week was pulling in sweep-clinching ratings and averaging mid-40's audience shares.

The 14-hour Roots: The Next Genera-

tions opened on Sunday, Feb. 18, with a 27.8 rating and 41 share against blockbuster competition on both competing networks (see page 87). On Monday, it pulled a 29.5/41 against tough competition from NBC-TV's Backstairs at the White House. Confronted with lesser fare on Tuesday, Roots II jumped to a 32.7/50 and held up with a 31.8/48 on Wednesday despite facing NBC's highly promoted From Here to Eternity. And local over-

nights for Thursday's segment suggested another national score in the high 40's.

Those numbers represented an average viewership of about 67 million people each night, and decisive nightly victories for ABC as well. Through Wednesday, the network led in the February sweep period with an average rating of 22.8 versus 19.1 for CBS and 17.6 for NBC.

To be sure, Roots II's ratings were not of the magnitude pulled by the original, which averaged 44.9 rating and 66 share from Jan. 23-30, 1977. But ABC's vice president in charge of both miniseries, Brandon Stoddard, said last Thursday he was satisfied with the results. "I'm very pleased," he said. "The numbers are pretty much on target with what we expected, and some are a little better than what we expected."

Two agency executives said, however, that ABC was more optimistic in its projections to advertisers. Jack Oter of SSC&B and Lou Dorkin of Dancer-Fitzgerald-

Sample both said ABC was talking about mid-50's shares. Mr. Oter himself had predicted shares in the low 40's; Mr. Dorkin was expecting 60's or better. As it was, Mr. Dorkin thought the $210,000-$260,000 price per minute ("Closed Circuit, Feb. 12") turned out to be "a good buy—about what you'd usually pay for C-P-M's in prime time." (The first Roots was one of the biggest advertiser bargains in history; since ABC's "most optimistic" projection for it was about a 36 share, said Mr. Stoddard.)

Besides the heavy competition from the other networks, Roots II also was affected by sweep programming from independent stations. Mr. Stoddard believes, "They have a very big stake in this too," he said. "'They're not getting huge shares of the audience, of course, but if I'm nickel and diming you, three or four share points here and there means a lot."

Roots II also was not driving homes using television (HUT) levels up as dramatically as did its predecessor. ABC's research indicated that for the first three episodes, HUT's were only 1%-2% higher than the same days a year ago, although on Wednesday they were 7% higher. For the first Roots, HUT's rose as much as 11% on some nights (BROADCASTING, Jan. 31, 1977), but again, the usual scarcity of blockbuster programs in January may have heightened the discrepancy.

Roots: The Next Generations was to conclude with two-hour episodes on Fri-

day and Sunday.
THE ULTIMATE GAME SHOW

TV POWWW!

VOICE ACTIVATED!

ELECTRONIC BREAK-THRU!

From THEIR OWN HOMES viewers say "Powww!" into the TELEPHONE and activate a whole collection of exciting, full-color games BEING BROADCAST from the TV station!

NOT just a call-in show! The viewer actually PLAYS...swings a bat...throws a ball...bows...shoots at targets...really PARTICIPATES in these and many other electronic games of skill! Video games have swept the country. Now television viewers can join the fun with just A TELEPHONE and A TV SET!

TWO-WAY TELEVISION!
TOMORROW'S VERSION OF THE LOCAL, LIVE, VIEWER-PARTICI-
PATION PROGRAM!

AND IT'S HERE TODAY!
Tailor it to YOUR audiences... YOUR talent... YOUR programming needs!

ONE MINUTE to a whole HALF HOUR.
WEEKLY. WEEKEND.
ACROSS THE BOARD.

DAYTIME. * PRIME ACCESS. * LATE NIGHT.
INSERTS: MOVIES, TALK SHOWS, KID SHOWS, SPORTS.

It's all yours! Use it as many different ways as you can think of! It's all the game you'll ever need!

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For information and a demonstration of this modern miracle, contact:

M. A. (Mary) KEMPNER, INC.
2455 East Sunrise Blvd., Ft. Lauderdale, FL 33304
CALL TOLL FREE: 800-327-8870

*See us at NATPE, MGM Grand Hotel

Some TV POWWW! MARKETS INCLUDE:

KING, Seattle
WXIA, Atlanta
WGN, Chicago
WMAR, Baltimore
KBTV, Denver
KTVI, San Francisco
WKYC, Cleveland
KABC, Los Angeles
KHTV, Houston
WAPI, Birmingham
WKRC, Cincinnati
KTRK, Phoenix
WAVY, Norfolk
KMBC, Kansas City
KSL, Salt Lake City
WQOC, Charlotte
WTVF, Nashville
WTVK, Knoxville
WPTF, Raleigh-Durham
WSAV, Savannah
WPDE, Port Wentworth
WXEB, Richmond
WXEL, Dayton
WHEC, Rochester
KARK, Little Rock
WLKY, Louisville
WKYT, Lexington
KCCO, Oklahoma City
WLUX, Green Bay
WBRZ, Baton Rouge
WSTV, Wheeling-Staunton
WEYI, Flint-Saginaw
WGHP, High Point
WRCB, Chattanooga
WPFT, West Palm Beach
KHAS, Hastings
WJAS, Jacksonville
WFTI, New Bern

"With TV-Powww! in our late afternoon line up, ARB and Nielsen indicate a 2 point improvement. In November over May!"

Charles Leasure, Pres., KBTV, Denver

"TV-Powww! is such a huge success in Baltimore, that we're on 4 times a day."

Charles Horich, Vice Pres. and Dir. of Broadcasting, WMAR TV, Baltimore
In 1957, the Federal Communications Commission opened the airwaves on a broader scope. The era of UHF stations was about to begin. Pioneering was the "watchword" for a fledgling dimension of the ultra high frequency band, skeptical business advertisers, exploration for more power to propel this new breed of television.

In 1964, only 7 years after the field was opened Bahakel Broadcasting made an unprecedented move. Three bankrupt UHF stations were purchased. Upgrading the properties meant towers and antennas, expertise in engineering, astute business management and dedicated people.

In 1977, WBAK-TV 38 in Terre Haute, Indiana was acquired and joined WCCB TV-18 in Charlotte, N.C. -- WKAB-TV 32 in Montgomery, Alabama -- WOLO-TV 25 in Columbia, S.C., making the total of four UHF stations owned and operated by Bahakel Broadcasting which owns and operates sixteen broadcast facilities.

The acquisition and painstaking labors that delivered floundering stations to profitable and community-minded broadcasting facilities required a great deal. It took vision. It took financial and technical expertise. It took guts.

This capsule history of the Bahakel Broadcasting UHF stations is symbolic of the vision of the man who stands at the helm, Cy N. Bahakel, pioneer, businessman, civic leader and broadcaster. Calculated expansion, planned improvements, firm foundations are studied and projected on a daily basis...keeping the vision ever alive.
UHF:
TV's last frontier

The ultra high frequency television universe has come to comprise 374 operating stations, 53 others authorized but not yet on the air and 69 million television households. Commercial revenues are approaching the half-billion-dollar mark, and the rate of UHF growth is far exceeding that of any other segment of the television industry. Long television's poorest of poor relations, long segregated from their wealthier VHF cousins by what many perceive as little more than neglect at the FCC, and long the victims of inferior engineering in home television receivers, UHF stations have finally come into their own. They have turned that proverbial corner, and they have done it largely alone, with little help from others and over tremendous obstacles placed in their way.

As Richard Block, a television consultant and the former president of UHF-pioneering Kaiser Broadcasting, said, "If someone had tried to think up problems, UHF is what they would have come up with."

The first UHF television station to begin broadcasting was KPTV(TV) Portland, Ore., channel 27, which went on the air Sept. 20, 1952 (BROADCASTING, Sept. 22; 1952). It later acquired a channel 12 VHF assignment—on which it broadcasts today. Following in its wake, there are now 158 commercial UHF stations and 216 noncommercial ones. Some of the former are among television's most successful; some still are among its poorest.

UHF television is a mixed bag, filled with network affiliates, commercial independents, and public broadcasters. There are plenty of others who wish to join them. According to a survey by BROADCASTING, 207 groups have applied for open UHF frequencies in the country. But 691 channels are still unused and unapplied for. UHF is truly broadcast television's last frontier. As such, it is the likely place where broadcast television will grow in the coming years. Even more likely, it is a place for fortunes to be made. In 1976, the medium had a better than 500% increase in profits.

That figure alone could explain why so many are willing to invest their futures in UHF television today, as well as invest large sums competing for channels in larger, more desirable markets. According to the FCC, more than 55 channels are now the subject of competing applications, and, although none has yet, it is conceivable that some of those could become long, drawn-out legal fights. At present, channel 29 in San Antonio is the most highly contested allocation with nine competing applicants. Several others have four or five applicants. Some contests are further complicated by one applicant's appeal for a subscription television authorization in markets where existing stations have made STV requests.

The special report on UHF that follows includes examinations of the present state of its finances (page 44), its programing (page 62) and an extra note on the booming business of subscription television (page 70). The report also offers a look at the medium's history and comments from some of those who have built it (page 72). Finally, the report examines the technological future (page 79).
State of the art in UHF

The table below presents the entire UHF universe of 365 licensed stations, 62 granted construction permits, 207 applicants for new stations and 691 unapplied-for UHF channels. It was compiled with information supplied by the FCC and other sources and is believed to be complete and up to date as of last week. The state-by-state listings show which, if any, UHF channels are currently occupied and those for which applications have been filed with the FCC. Licensees and construction permit holders are listed in roman type, applicants in italics. Each state's listing is followed by a compilation of all available, unapplied-for channels within it. Where several applicants are competing for a channel, each has been noted. Where an applicant's name is followed by the name of a community—XYZ Broadcasting (Boston), for example—the applicant has asked the commission to reassign a channel to that community. Several entries are footnoted to show the FCC's application cut-off date—the day after which the commission will accept no more applications for a channel. The chart was prepared with the assistance of Karen F. Brooks, paralegal, Dow, Lohnes & Albertson, Washington.

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensed/ Applicant(s)</th>
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<tr>
<td>Anniston</td>
<td>40-</td>
<td>WHMA-TV</td>
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<td>Anniston Broadcasting Co.</td>
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<tr>
<td>Birmingham</td>
<td>21-</td>
<td>WBGM</td>
<td>WIO</td>
<td>Chapman Radio &amp; TV Co. (Homewood)</td>
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<td></td>
<td></td>
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<td>Birmingham Broadcasting Co.</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>Birmingham TV Corp.</td>
</tr>
<tr>
<td>Demopolis</td>
<td>41*</td>
<td>WIO</td>
<td></td>
<td>Alabama ETV Commission</td>
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<tr>
<td>Dothan</td>
<td>18</td>
<td>WDDN</td>
<td></td>
<td>Southeast Alabama Broadcasting Co.</td>
</tr>
<tr>
<td>Florence</td>
<td>15</td>
<td>WOWL-TV</td>
<td>WFQ</td>
<td>Television Muscle Shoals Inc.</td>
</tr>
<tr>
<td></td>
<td>36-</td>
<td>WFG</td>
<td></td>
<td>Alabama ETV Commission</td>
</tr>
<tr>
<td>Gadsden</td>
<td>44+</td>
<td></td>
<td></td>
<td>Gadsden Television Inc.</td>
</tr>
<tr>
<td>Huntsville</td>
<td>19</td>
<td>WHNT-TV</td>
<td>WHQ</td>
<td>Northern Alabama Broadcasters Inc.</td>
</tr>
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<td></td>
<td>25+</td>
<td>WHQ</td>
<td></td>
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<td>31+</td>
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<td>Louisville</td>
<td>43+</td>
<td>WGIC</td>
<td></td>
<td>Alabama ETV Commission</td>
</tr>
</tbody>
</table>

Tradition in the creation of a new business.
We at Springfield Television Corp. are proud of our new station:
KSTU-TV20 in Salt Lake City.

KSTU is a great addition to Salt Lake City's broadcasting community. As an independent, KSTU is bringing more live sports coverage, more motion pictures, more children's programs, specials, and community affairs coverage to America's finest city. And KSTU's first ARB & Nielsen will tell you that the people of Utah strongly support our effort.

KSTU's philosophy is the same as Springfield Television Corp's WKEF in Dayton, Ohio and WWLP In Springfield, Massachusetts: Sound investment combined with solid programming and creative management results in successful broadcasting.

America's finest tradition of competition in America's finest city—KSTU-TV20 in Salt Lake City.
KTXL—GROWING EVEN FASTER THAN SACRAMENTO!

KTXL’s net weekly household circulation has increased 816% over the past 10 years in California/Nevada alone.*

Households in the Sacramento metro area have increased 36.1% over the past 10 years.**

On top of that, KTXL’s Sacramento/Stockton market, as of Jan. '78, ranks: ***
- 23rd in Total Households
- 25th in Total Effective Buying Income
- 22nd in Total Retail Sales
- 21st in Total Food Sales
- 22nd in Total Automotive Sales
- 15th in Total Drugstore Sales

THE WEST’S LEADING MAJOR MARKET
UHF INDEPENDENT

* SOURCE: Arbitron Reports for Sacramento/Stockton (N.S.I. not available for 1968.)
** SOURCE: Market Statistics, Inc.

Represented Nationally by MMT Sales
Arkansas

Open in Arkansas: Batesville (17*); El Dorado (18*-30*+); Harrison (31*+); Hot Springs (20*, 26); Little Rock (16*-36*); Pine Bluff (25*-38*-28*+).

California

Anaheim 56- KOF Golden Orange Broadcasting Inc.
Bakersfield 17 KPWR-TV Gillett Broadcasting of California Inc.
29 KBAK-TV Harriscoscope Broadcasting Co.

Viacom International Inc. has acquired the assets of television station WVT
New Britain-Hartford, Conn.

Great Lakes Television Company has completed the sale of the assets of Television Station
WSEE-TV Erie, Pennsylvania

A.V.C. Corporation has completed the sale of the assets of its subsidiary
WPHI-TV Philadelphia, PA to a subsidiary of Providence Journal Company

Viscom International Inc. has acquired the assets of television station WVT
New Britain-Hartford, Conn.

The undersigned states that the transaction and the seller in the negotiations.

Horizons of Wisconsin has completed the sale of the assets of
WAOW-TV WKOY-TV WXOW-TV
Wausau, WI Madison, WI La Crosse, WI
Liberty Communications, Inc. of Eugene, Oregon

The undersigned states that he has been involved in the negotiations.

Pending FCC approval WDCA-TV to be acquired by Taft Broadcasting Company

Knowledge and ability in UHF!
OPT has come a long way since that history-making day in 1976, when it was formed to organize a consortium of television stations for the purpose of producing top quality prime time programs for local station use. Under its aegis, four major television prime time mini-series have already been produced by MCA-TV/Universal and scheduled on lineups of over 90 stations covering over 85% of all U.S. TV households. The four projects in 1977 and 1978 proved beyond doubt that local stations can produce hit programs with the audience appeal and quality of the best of network fare.

NOW OPT PRESENTS FIVE MAJOR T.V. MINI-SERIES EVENTS FOR 1979 & 1980
## Program Competitive Challenge Results

### MAY, 1977

To attract network size audiences first time out against record number of network specials.

**Immediate Rating Success**—beating the networks in many markets—achieving a national rating close to the 3 network average.*

### MAY, 1978

To surpass OPT's own excellent May '77 rating performance in the face of stiffer competition from network specials, including CBS' highly promoted "Dain Curse."

A national rating 30% higher than the 3-network May, '78 average, a rating higher than over 80% of the regularly scheduled shows and specials aired that month. Locally—outdrew 2 of 3 networks in its time period in 76% of all markets where ratings could be compared. Creative Praise—nominated for a Golden Globe Award as 1978's Best Motion Picture made for TV.

### AUGUST, 1978

To maintain big audience delivery despite low summer viewing levels.

A surprising 18 rating nationally—beating all 3 networks—averaging over 20% higher rating than the 3-network average for August. Outstanding shares in N.Y. and L.A. overnights.

### NOVEMBER, 1978

The acid test—to score high ratings against the toughest first-run network competition of the year during a crucial Fall sweep rating period.

A historical sweep achievement—actually beating the national rating average for all prime time shows on one of the 3 major national networks, in the most important rating period of the year. Equalled or bettered the prime time average on half of all the CBS and NBC affiliates carrying OPT. Creatively—nominated along with "The Bastard" for a Golden Globe Award as 1978's Best Motion Picture Made for TV.

---

* OPT PROJECTS HAVE STAR POWER *

Albert • Richard Anderson • Ina Balin • Noah Beery • Ralph Bellamy • J.D. Cannon • Kim Cattrall • Michael Cole • William Daniels
• Dan Dailey • Steve Forrest • Sharon Gless • Erin Gray • Lorne Greene • James Gregory • Randolph Mantooth • Roddy McDowall
• Cameron Mitchell • Simon Oakland • Eleanor Parker • Barbara Parkins • Donald Pleasence • Linda Purl • Andrew Stevens • Greg Daniloff

Sources: NSI reports; NTI regular and specially commissioned reports in May, 1977 and 1978; August, 1978; NTI regular and special reports from November 13 to December 10, 1978.

All above national NTI ratings compared are on a program station basis. OPT ratings include double-run of episode wherever scheduled. 3-Network prime time averages measured from 8-11 pm Mon-Sat, 7-11 pm Sun (EST 8 EDT).
A PROGRAMMING PLAN FOR ALL SEASONS

1. MAY, 1979
4 hours, 2 episodes
Produced by MCA-TV/Universal

2. NOVEMBER, 1979
4 hours, 2 episodes
Produced by MCA-TV/Universal

3. FEBRUARY, 1980
4 hours, 2 episodes
Produced by Paramount Television

4. MAY, 1980
4 hours, 2 episodes
Produced by Columbia Pictures Television

Book II of JOHN JAKES’ best-selling Americana series has a huge, avid audience eagerly awaiting this sequel to "THE BASTARD." Andrew Stevens returns as Philip Kent, along with a star-studded cast including Doug McClure... Richard Basehart... Tom Bosley... Kim Cattrall... Peter Graves... Joan Blondell... Robert Vaughn... Jim Backus.

Book III in JAKES’ Kent Family Chronicles continues the epic saga of two generations in the bold adventure and romantic spirit of America’s westward pioneers.

An original TV script written especially for OPT by one of America’s most popular authors, IRWIN SHAW. This incisive personal drama is set in the breathtaking atmosphere of the 1980 Olympics at Lake Placid.

A towering best-seller about the dynamic entrepreneurs and creative talents who pioneered and developed the American film industry. The author is the world’s best-selling novelist, HAROLD ROBBINS.

5. NOVEMBER, 1980
A FIFTH EVENT DRAMATIZING A CURRENTLY POPULAR MAJOR WORK BY A MAJOR AUTHOR.

OPT PROJECTS ARE HIGHLY PROMOTABLE

- Strasberg
- Barry Sullivan
- Joan Van Ark
- Theodore Bikel
- David Birney
- Lloyd Bochner
- Peter Bonerz
- Tom Bosley
- Gloria Unland
- Keenan Wynn
- Kevin Dobson
- Buddy Ebsen
- Vince Edwards
- Glenn Ford
- Harry Guardino
- Olivia Hussey
- Shirley Jones
- Stephen Macht
- Patrick Macnee
- Harry Morgan
- Patricia Neal
- Kathleen Nolan
- Margaret O’Brien
- Pernell Roberts
- John Sappington

*3-Network average based on NTI first and second reports for May, 1977, and first report—June, 1977. (Audience data are estimates based on indicated sources, subject to qualification available on request.)
MORE STATIONS THAN EVER BEFORE!!!

97 STATIONS: 27 NBC • 29 CBS • 15 ABC • 26 IND.

- Covering approximately 90% of all U.S. T.V. households
- Have already committed for OPT’s 5 new Prime Time Projects for 1979 & 1980

OPT III STATION LINEUP FEBRUARY 1, 1979

<table>
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<th>MARKET</th>
<th>STATION</th>
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<td>Spokane</td>
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<tr>
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MARKET            | STATION | AFFIL. |
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<td>Louisville</td>
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<td>Albany-Schenectady-Troy</td>
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<tr>
<td>Dayton</td>
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<tr>
<td>Salt Lake City</td>
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<tr>
<td>Birmingham</td>
<td>W BRC</td>
<td>A</td>
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<tr>
<td>San Antonio</td>
<td>KENS-TV</td>
<td>C</td>
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<tr>
<td>Tulsa</td>
<td>KTEW</td>
<td>N</td>
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<tr>
<td>Greensboro-Winston Salem-High Point</td>
<td>WFMY-T</td>
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<tr>
<td>Wichita-Hutchinson</td>
<td>KARD-T</td>
<td>N</td>
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<tr>
<td>Flint-Saginaw-Bay City</td>
<td>WNEM-T</td>
<td>N</td>
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<tr>
<td>Toledo</td>
<td>WDHO-A</td>
<td>C</td>
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<tr>
<td>Syracuse</td>
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<tr>
<td>Jacksonville</td>
<td>WJXT</td>
<td>C</td>
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<td>Rochester</td>
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<td>C</td>
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<td>Green Bay</td>
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<td>Johnstown-Altoona</td>
<td>WJAC-T</td>
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<td>Davenport-Rock Island-Moline (Quad City)</td>
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<td>Spokane</td>
<td>KREM</td>
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<td>WPSD-T</td>
<td>N</td>
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<tr>
<td>Albuquerque</td>
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<td>Austin, Tex.</td>
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<td>A</td>
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<td>Ft. Wayne</td>
<td>WPBA</td>
<td>A</td>
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<td>Columbia, S.C.</td>
<td>WIS-TV</td>
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<td>Colorado Springs-Pueblo</td>
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<tr>
<td>El Paso</td>
<td>KDBC</td>
<td>C</td>
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<td>Wichita Falls-Lawton</td>
<td>KFOX-T</td>
<td>N</td>
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<tr>
<td>Joplin-Pittsburgh</td>
<td>KTVJ</td>
<td>C</td>
</tr>
<tr>
<td>Savannah</td>
<td>WSAV</td>
<td>N</td>
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<tr>
<td>Amano</td>
<td>KFDV</td>
<td>A</td>
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<tr>
<td>Montgomery</td>
<td>WSFA</td>
<td>N</td>
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<tr>
<td>Beaumont-Port Arthur</td>
<td>KJAC-T</td>
<td>N</td>
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<tr>
<td>Charleston, S.C.</td>
<td>WCSSC</td>
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<tr>
<td>Wilmington</td>
<td>WWAY</td>
<td>A</td>
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<tr>
<td>Corpus Christi</td>
<td>KPS-T</td>
<td>N</td>
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<tr>
<td>Honolulu</td>
<td>KGMB-T</td>
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<tr>
<td>Las Vegas</td>
<td>KLAS</td>
<td>C</td>
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<tr>
<td>Boise</td>
<td>KIVI</td>
<td>A</td>
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<tr>
<td>R. Myers</td>
<td>WEVS</td>
<td>A</td>
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<tr>
<td>Reno</td>
<td>KCRL</td>
<td>C</td>
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<tr>
<td>Odessa-Midland</td>
<td>KMID-T</td>
<td>N</td>
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<td>Missoula-Butte</td>
<td>KECI</td>
<td>N</td>
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<tr>
<td>Idaho Falls</td>
<td>KPVI</td>
<td>A</td>
</tr>
<tr>
<td>Twin Falls</td>
<td>KMVT</td>
<td>C-N</td>
</tr>
</tbody>
</table>

WITH MORE TO COME!

IF You’re a station in a market not listed and, like the above impressive lineup, want to expand your prime time inventory with premium, in-program positions...

IF You’re an advertiser, impressed with the consistent winning OPT track record, and want more information about participation in any or all OPT markets...

CALL: AL MASINI • DENNIS FITZSIMONS • MARY JANE HASTINGS • 212/759-8787
nificantly faster than most other segments of the television industry. In 1977, expenses for the 181 reporting UHF stations totalled $329.8 million — 82% of their revenues. For the industry as a whole, however, expenses accounted for only 76% of revenues. Furthermore, UHF expenses rose 10.6% from 1976 to 1977. (That figure is lower than the 13.7% rise reported for the entire industry, but the bulk of that increase was in the networks, which had a 19.4% rise. The O&O's and the 474 reporting VHF stations had expense increases of 8% and 6.6%, respectively.)

Among the UHF stations, 14.8% of expenses were attributed to technical operations. The VHF's, however, reported that 11.5% of their expenses were for technical operations, and the O&O's were even lower with 11.3%. General and administrative costs accounted for 52% of the total UHF expenses. That figure was well above the 33% for the VHF's and 18.7% for the O&O's.

Relatively fixed costs for UHF operations run well ahead of those for other stations. Technical, general and administrative costs for the UHF's totalled $217,986,000 or 54% of their total revenues. The same expenses for the VHF stations were 30% of revenues, and for the O&O's 21%.

A sign of U's maturity: 94% penetration over-all, and holding their own and then some against V's in many markets

Like UHF's financial fortunes, its audience also is on the increase. According to the fall 1978 Arbitron Television Census, there were 69,331,600 UHF television households, 94% of the American television universe of 74 million homes. In 1974, 89% of the the television homes could receive UHF signals. The UHF total was 61.6 million homes. In the 1978 report, several of the larger areas of dominant influence were reported to have better than 95% UHF penetration. Among those were Atlanta, Baltimore, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia and Washington. Smaller ADI's above the 95% mark included: Baton Rouge; Birmingham, Ala.; Fresno, Calif.; Harrisburg-York-Lancaster-Lebanon, Pa.; Jacksonville, Fla.; Louisville, Ky.; Milwaukee; the Tidewater area of Virginia; Providence, R.I.; Rochester, N.Y.; San Diego; South Bend-Elkhart, Ind.; Tampa-St. Petersburg, Fla.; Wilkes Barre-Scranton, Pa., and Youngstown, Ohio. Arbitron reported only four ADI's with less than 80% UHF penetration.

There is evidence to suggest as well that UHF stations, affiliates and independents, can maintain respectable standings against the competition in their markets. Average weekly ADI ratings and shares and total survey area viewing households for some selected UHF stations are:

- **Birmingham, Ala.**: a channel 42 CBS-TV affiliate in a market with 14% cable penetration, had an average rating of 4, a 13 share and was **Concord** 42
**Corona** 52
**Fontana** 40
**Fresno** 184
**Hanford** 21
**Los Angeles** 22
**Modesto** 19
**Oxnard** 63
**Palm Springs** 36
**Riverside** 46
**Sacramento** 31
**Salinas** 35
**Salinas-Monterey** 46

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensed Applicant</th>
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<tr>
<td>Concord</td>
<td>42</td>
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<td>Corona</td>
<td>52</td>
<td>KBSC-TV</td>
<td>Oak Broadcasting Systems Inc.</td>
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<td>Fontana</td>
<td>40</td>
<td>KTBN-TV</td>
<td>International Panorama TV Inc.</td>
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<td>Fresno</td>
<td>24</td>
<td>KMVF</td>
<td>Fresno County Board of Education</td>
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<td>30+</td>
<td>KMUY-TV</td>
<td>McClatchy Newspapers</td>
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<td>47</td>
<td>KCEO</td>
<td>Capital Cities Communications Inc.</td>
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<td></td>
<td>53</td>
<td>KAIL</td>
<td>Reliaw Enterprises Inc.</td>
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<td></td>
<td>Trans-America Broadcasting</td>
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<td></td>
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<td>Los Angeles</td>
<td>22</td>
<td>KWHY-TV</td>
<td>Community TV Broadcasting Corp.</td>
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<td>28*</td>
<td>KCEP</td>
<td>Community Television of Southern Calif.</td>
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<td>34</td>
<td>KMEX-TV</td>
<td>Spanish International Communications</td>
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<td></td>
<td>58-*</td>
<td>KLCS</td>
<td>Los Angeles Unified School District</td>
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<td>68-*</td>
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<td>Quality Public Broadcasting Corp.</td>
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<td>Desert Empire Television Corp.</td>
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<td>Sublomey &amp; Kupetz</td>
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<td>Broadcasting Service of America (Guasti)</td>
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<td>Camellia City Telecasting Inc.</td>
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<td>Legion Broadcasting Co.</td>
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<td>Monterey County Board of Education (Salinas- Monterey)</td>
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<td></td>
<td></td>
<td></td>
<td>Monterey-Salinas TV Inc.</td>
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Call, Write, Wire...Find out how you can join the growing family of Select TV Affiliates on the way to bigger income by adding Pay-TV income to your station's revenue. You'll make more from selling time to us than to advertisers.

We are now signing affiliates to the SelectTV PAY-TV Network. Get the complete story, including an analysis of the cash flow potential for your station. *

Contact **Malcolm C. Klein**
Vice President Broadcasting
**TELEASE, Inc.—Pay-TV**
8383 Wilshire Blvd., Suite 900
Beverly Hills, Calif. 90211
(213) 650-0842

*New channels can be applied for in some very attractive markets.
15th International Television Programme Market

1978: 93 countries represented, 228 television networks and stations, 541 production and distribution companies, 2655 participants, 2845 television programmes presented.

1979: You must be at Mip-TV.

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Commissaire Général
Xavier Roy:
International Manager
Information and reservations:
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Tel.: 505.14.03 - Telex: 630547 F MIP/MID

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International Equipment and Services Exhibition Organisation Ltd.
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Tel.: (01) 439.6801
Telex: 25230 MIPTV/Midem LDN
Liz Sokoski U.K. Representative

U.S.A.: 30 Rockefeller Plaza, Suite 4535
New York, N.Y. 10020
Tel.: (212) 489.1360
Telex: 235309 OVMU
John Nathan
International Representative

Mip-TV is a must.
April 16
The Balance of Trade in TV Programming

Part I
In advance of the 15th annual MIP-TV exhibition in Cannes (April 20-26)—the international program(me) market—Broadcasting will present a special report on the overseas action for American TV programming. Who the sellers are, who the buyers are, what programs will be on the block (or "in the stands") with a special distribution to delegates at the Palais des Festivals.

April 30
The Balance of Trade in TV Programming

Part II
A special report on MIP-TV itself, prepared on the scene and showcasing the newest entries in the worldwide competition for the TV viewer.

You belong in Broadcasting
April 16/30
Today's Truly Representative Adult MOR Format

The Best In Adult Contemporary Music

Country's Greatest Hits by Country's Greatest Stars

Radio Arts, Inc.
210 N. Pass Ave. Burbank, CA. 91505

Yes! Send me a demo of the most exciting formats in radio today

Name________________________Title________________________
Station_____________________Present Format_________________
Address_______________________City_____________State_______Zip________

Serving Over One Hundred Radio Stations With These 3 Great Formats Available for Automation or Live-Assist Programming

Delaware

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
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<tr>
<td>Seaford</td>
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Open in Delaware: Dover (34*); Wilmington (61).

District of Columbia

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<td>14-</td>
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<td>Washington Christian TV Outreach Inc.</td>
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<td>WOCA-TV</td>
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<td>26-</td>
<td>WJPTV</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>32+</td>
<td>WHMM</td>
<td></td>
<td>Howard University</td>
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<tr>
<td></td>
<td>50</td>
<td>WGSP-TV</td>
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<td>Lee W. Cowan, Trustee in Bankruptcy</td>
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Florida

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<tr>
<th>Clearwater</th>
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<td>Good Life Broadcasting Inc.</td>
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| Fort Lauderdale | 51      | WUKD   |       | CBT Corp.                     |
| Fort Myers     | 20+     | WBBH-TV|       | Broadcasting-Telecasting Services Inc. |
| Fort Pierce    | 34      | WTQX   |       | University of South Florida   |
| Gainesville    | 20      | WCGB   |       | Gainesville Television Inc.   |
| Jacksonville   | 17      | WJKS-TV|       | Rust Craft Broadcasting Co.   |
|                |         | New    |       | Crown Broadcasting Corp.      |
|                | 30+     |        |       | Christian TV of Jacksonville  |
|                | 47-     |        |       |                               |
| Leesburg      | 55      |        |       | Sharp Communications Inc.     |
| Miami         | 17-     | WLRN-TV|       | Dade County School Board      |
|              | 23-     | WTV    |       | Spanish International Communications Corp. |
|              | 33      |        |       | Coral Television Corp.        |
|              | 39      |        |       | Miami STV Inc.                |
|              | 45+     | WHFT   |       | Contemporary Television Broadcasting Inc. |
|              | 26-     | WTV    |       | Lester Sumrall Evangelistic Association Inc. |
|              |         | New    |       | Caloosa Television Corp.      |
| Ocala        | 51-     | WOCA-TV|       | Gator Broadcasting Corp.      |
| Orlando       | 24-     | WMFE-TV|       | Florida Central East Coast ETV |
|              | 35+     | WSBW-TV|       | Edward F. Starr Jr., receiver |
| Pensacola     | 23*     | WRE    |       | Pensacola Junior College, Trustees |
| St. Petersburg| 38      |        |       | Sun Coast 38 Inc.             |
|              | 44+     | WTG    |       | Bay TV Inc.                   |
|              | 40      | WALT-TV|       | Hubbard Broadcasting Inc.     |
| Tallahassee   | 27+     | WCA-TV |       | Sarasota-Bradenton TV Co. Inc. |
| Tampa         | 16*     | WUS-P  |       | Allen Communications Inc.     |
| West Palm Beach| 25+    | WJFT-TV|       | University of Southern Florida |
|              | 42+     | WTVG   |       | Suncoast Telechoice Inc.      |
|              | 53      |        |       | Family TV Corp. Inc.          |
|              |         |        |       | Tampa Broadcasting Corp.      |

Open in Florida: Boca Raton (14*, 62+*); Bradenton (19*); Cocoa (18-*); Daytona Beach (26); Fort Pierce (21-*); Jacksonville (59*); Key West (16+; 22+); Lake City (41*); Lakeland (32); Leesburg (45-*); Madison (36-*); Marianna (16+*); Melbourne (43+; 56); New Smyrna Beach (15+*); Orange Park (25); Ocala (29*); Palatka (42*); Panama City (28-); Pensacola (33+; 44+); Sebring (27*); Tallahassee (40+*).

Georgia

| Albany       | 19-     | WJFT-V |       | Malrive of Florida Inc.       |
|             | 31      | WTVG   |       | Public Broadcasting Foundation of Palm Beach |
|             |         |        |       | Community TV Foundation of Southern Florida |
|             |         |        |       | Wilshire Corp. (Palm Beach).   |
| Atlanta     | 17-     | WTCG   |       | Turner Communications Corp.    |
|            | 30*     | WETV   |       | Atlanta Board of Education    |
|            | 36      | WALT-TV|       | US Communications of Georgia Inc. |
|            | 46-     | WANK-TV|       | Christian Broadcasting Network |
|            | 57-     |        |       | Amistad Productions Inc.      |
|            | 694     |        |       | Channel 69 of Georgia Inc.    |
|            |         |        |       | Telechoice of Georgia Inc.    |
|            |         |        |       | Broadcasting Corp. of Georgia Inc. |
|            |         |        |       | CLW Communications Group      |
|            |         |        |       | Supreme Broadcasting Enterprises Inc. |

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AND KATZ RADIO
AS OUR SALES AND MARKETING
REPRESENTATIVES
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FEBRUARY 12, 1979
WBOC-TV-AM-FM, KATZ. THE BEST.
INTRODUCING

GALAXY ONE

The age of stellar entertainment has dawned with today's most powerful package of science fiction movies for TV.

Titles include Star Pilot, Invasion From Inner Earth, The Alien Factor, and more. All new.

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A TEKTRONIX COMPANY
<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-Air</th>
<th>CP</th>
<th>Licensed/ Applicant(s)</th>
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<tr>
<td>Augusta</td>
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<td>WATU-TV</td>
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<td>Augusta Telecasters Inc.</td>
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<td>Chatsworth</td>
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<td>WCLP-TV</td>
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<td>Savannah</td>
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<td>Valdosta</td>
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<td>20*-7</td>
<td>WCCB-TV</td>
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</table>

**Open in Georgia:** Ashburn (23*); Athens (34*); Augusta (54*); Brunswick (21*); Carrolton (49*); Cedartown (65*); Columbus (48*, 54*); Draketown (27*); Elberton (60*); Flinestone (51*); Lafayette (35*); Macon (47*); Rome (14*); Rosson (22*); Savannah (28*-); Toccoa (32, 68*); Valdosta (33*); Vidalia (18*); Young Harris (50*).

**Hawaii**

<table>
<thead>
<tr>
<th>Honolulu</th>
<th>26</th>
<th>Waun Kea Broadcasting Co.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open in Hawaii: Hilo (14+, 20+, 26+, 32+, 38+, 48*); Honolulu (14, 20, 32, 38, 44*); Lihue (15*, 21*, 27*, 33*); Waikiki (15, 21, 27*, 33*).</td>
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<tr>
<td>Open in Idaho: Boise (14); Burley (17*); Coeur D'Alene (26*); Filer (19*); Grangeville (15*); Idaho Falls (20, 33*); Pocatello (15, 25*, 31*); Preston (28*); Sandpoint (16*); Weiser (17*).</td>
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**Illinois**

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<td>43+</td>
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<td>Champaign</td>
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<td>38-</td>
<td>WFCM-TV</td>
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<tr>
<td>Decatur</td>
<td>17</td>
<td>WAND</td>
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<td>Dekalb</td>
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<td>WJFT2</td>
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<td>Macomb</td>
<td>22*</td>
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<td>Moline</td>
<td>24-</td>
<td>Western Illinois University</td>
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<tr>
<td>Onley</td>
<td>16-*</td>
<td>Southern Illinois University</td>
</tr>
<tr>
<td>Peoria</td>
<td>19</td>
<td>WRAU-TV</td>
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<td>25-</td>
<td>WEEK-TV</td>
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<td>31-</td>
<td>WMBD-TV</td>
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<td>47-</td>
<td>WTVF</td>
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<td>Rockford</td>
<td>17-</td>
<td>WTVO</td>
</tr>
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<td>39</td>
<td>WQRF-TV</td>
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<tr>
<td>Springfield</td>
<td>20+</td>
<td>WICS New Windmill Broadcasting Co.</td>
</tr>
<tr>
<td></td>
<td>55+</td>
<td>New Windmill Broadcasting Co.</td>
</tr>
</tbody>
</table>

Chicago has three VHF stations—two network affiliates and one noncommercial outlet.  
• In Sacramento, Calif., channel 40 independent KTTLV(TV) competes with two VHF affiliates, a noncommercial VHF and an independent Spanish-language UHF. KTTLV had an average rating of 4 and an average share of 12. It reached 31,000 homes. Its ADI has 18% cable penetration.  
• An ABC-TV affiliate on channel 17, WJKT-TV Jacksonville, Fla., reported a 5 rating and an 18 share in a market with 10% cable penetration. It, too, competes against two affiliated VHF's and a non-commercial VHF.  
• Channel 32 independent WFLD-TV Chicago competes against five VHF stations (including three network-owned outlets) and four other UHF's. Its average rating was a 4 and its average share 10, reaching 110,000 homes. The Chicago ADI has 3% cable penetration.  
• KBSA-TV Kansas City, Mo., a channel 41 independent in a market with three VHF's and a noncommercial UHF, had a 3 rating and an 11 share. On the average, it reached 29,000 homes. Kansas City has 12% cable penetration.  
• WMGC(TV) Binghamton, N.Y., an ABC-TV channel 34 affiliate in a market with 49% cable penetration, had an average rating of 3 with a 9 share. It reached 4,000 households. The station competes against one affiliated VHF, an affiliated UHF and a noncommercial UHF.  
• The NBC-TV affiliate in Charlotte, N.C., WRET-TV, had a 3 rating and an 11 share, reaching 20,000 homes. In a market with 9% cable penetration, the channel 36 station competes against two affiliated VHF's and two other UHF stations.  

**Buyer interest in Us is at an all-time high with the price for a facility averaging $3.6 million last year and more interest from group owners**  
Concurrent with the improved financial condition of the UHF sector and the increased circulation, the UHF station-trading market is healthy. Last year 24 UHF stations were sold in deals totaling $86,881,769. The average transaction was worth $3.6 million.  
The largest deal of the year was Viacom International's buy of WBNB-TV New Britain, Conn. (Hartford), for $15,450,000. The sale was approved by the FCC last March.  
The Superior Tube Co. sold WDCA-TV Washington to Tafk Broadcasting Co. for $13.5 million, and Metromedia bought KDON-TV Houston for $11 million. UHF prices ran the gamut, however.  
The smallest deal of 1978 was for WLR(1)T Green Bay, Wis. (not on the air), for $2,617. Others ranged up to the $10-million buy of WPRL-TV Philadelphia by Colonial Broadcasting Co.  
Joseph Sitrick, a vice president of Blackburn & Co., a Washington-based media brokerage firm, points to two other
THE ANYTIMERS

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!

Visit us at our NATPE suite in the MGM GRAND HOTEL

MGM TELEVISION
<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Owner</th>
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<td>WTIU</td>
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<tr>
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<td>WSVJ</td>
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<td>Evansville</td>
<td>14-25</td>
<td>WPE-TV</td>
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<td>WHE Inc.</td>
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<td>WEHT</td>
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<td>Gilmore Broadcasting Corp.</td>
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<td>55</td>
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<td>WFYI</td>
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<td>Metropolitan Indiana TV Association</td>
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<td>59-4</td>
<td>WHMB-TV</td>
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<td>Channel 59 of Indiana Inc.</td>
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<td>WPBT</td>
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<td>Ball State University</td>
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<td>Richmond</td>
<td>43+</td>
<td></td>
<td></td>
<td>Cincinnati Christian Communications</td>
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<td>Roanoke</td>
<td>21+</td>
<td>WPTA</td>
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<td>WPTA-TV Inc.</td>
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<td>St. John</td>
<td>50+</td>
<td>WCAE</td>
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<td>34-4+</td>
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<td>WHMX-TV</td>
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<td>Terre Haute</td>
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<td>WB3K-TV</td>
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<td>KXTL Broadcasting Co.</td>
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<td>Vincennes</td>
<td>22-</td>
<td>VVTV</td>
<td></td>
<td>Vincennes University</td>
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<tr>
<td><strong>Open in Indiana:</strong> Anderson (67+); Bloomington (63+); Fort Wayne (39-); Hammond (62+); Indianapolis (69+); Kokomo (29-); Lafayette (24*); Madison (60+); Marion (23); Muncie (61-); Terre Haute (26-).</td>
<td></td>
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**State Educational Radio & Television Board**

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<th>On-air</th>
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<td>KBIN</td>
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<td>Dubuque</td>
<td>40-</td>
<td>KOLU-TV</td>
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<td>Lloyd Hearing Aid Co.</td>
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<td>Fort Dodge</td>
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<td>KTFN</td>
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<td>KYIN</td>
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<tr>
<td>Red Oak</td>
<td>36+</td>
<td>KHIN</td>
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<td>State Educational Radio &amp; Television Board</td>
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<tr>
<td>Sioux City</td>
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<td>KMEG</td>
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<td>Medallion Broadcasters Inc.</td>
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<td>Waterloo</td>
<td>32-</td>
<td>KBRN</td>
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<td>State Educational Radio &amp; Television Board</td>
</tr>
</tbody>
</table>

**Open in Iowa:** Ames (23, 34+); Burlington (57+); Carroll (18-); Cedar Rapids (28+); Centerville (31-); Davenport (18+); Des Moines (17+, 43+, 63+, 69); Dubuque (16-, 29+); Estherville (49+); Fort Madison (38+); High Point (14+); Iowa City (20); Keokuk (44+); Kossuth (54+); Lansing (41+); Mount Ayr (25+); Ottumwa (15+, 33-); Rock Rapids (25+); Sidney (33+); Spirit Lake (38+); Waterloo (22+). |

**Kentucky**

<table>
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<tr>
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<th>Channel</th>
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<tr>
<td>Ashland</td>
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<tr>
<td></td>
<td>61+</td>
<td></td>
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<td>Tri-State Family Television Inc. (Huntington)</td>
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<tr>
<td>Bowling Green</td>
<td>53-</td>
<td>WKGB</td>
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**Ohio**

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<td>Toledo</td>
<td>27</td>
<td>KTSM</td>
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<td>Highwood Service Inc.</td>
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</table>

**Open in Kansas:** Chanute (30+); Columbus (34+); Dodge City (21-); Emporia (25+); Hutchinson (36+); Manhattan (21+); Oakley (15-); Parsons (39+); Phillipsburg (22-); Pratt (32+); Salina (18+, 34-, 44); Sedan (28); Toppeka (43, 49); Wichita (13+, 24-, 33, 43). |

**Kansas**

<table>
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<td>Smokey Hills Public TV Corp.</td>
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**programming turnaround**

As advertising revenues increase, UHF's find themselves competing in the high end of the market for syndicated shows, while staking out claims on news and sports.

Independent UHF station schedules have long been among the least innovative in television. Their traditional standard fare has largely been made up of Leave It to Beaver; I Love Lucy; Perry Mason and the like—long-running syndicated programs that, in some instances, have been on television for just about as long as there has been television. By and large, UHF stations have failed to distinguish themselves in the programming realm. There is evidence to support, however, that at some stations, at least, that situation is changing.

Concurrent with the rise in advertising revenues and the increasing size of the UHF audience, some stations have man-
Recently the Governors of New Jersey, New York and Connecticut appointed a special task force to study the Regional Planning Commission and make recommendation on its power, its actions and even its survival.

The Regional Planning Commission is responsible for coordinating the planning for the Greater New York, New Jersey, Connecticut Tri-State Area where more than 19 million people live.

WOR-TV and the League of Women Voters have created a unique series of 6, one hour long programs called the TRI-STATE TOWN MEETING.

Each program is designed to help understand the Tri-State Area's problems and focus on the solutions. Programs will feature Government officials and other authorities. Topics to include land use, taxation, transportation, housing, economic development and how regional decisions should be made and the role of the regional planning body.

But more than that, Tri-State Town Meetings encourage area residents to make their voices heard in deciding the area's future. Viewers are asked to send in post card ballots on specific issues raised during each program.

At the conclusion of the series, a Citizens Advisory Panel will be formed and a consensus of findings and recommendations will be sent to the governors of the three states as well as the three state legislatures.

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.
<table>
<thead>
<tr>
<th>City</th>
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<td>21-</td>
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<td>Wkon</td>
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<td>Paducah</td>
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<td>WKPD</td>
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<td>The Kentucky Authority for ETV</td>
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</tbody>
</table>

**Open in Kentucky:** Bowling Green (40+); Glasgow (62); Hopkinsville (51); Owensboro (9+); Pikesville (51+).

**Louisiana**

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria</td>
<td>25+*</td>
<td>WLPB-TV</td>
<td></td>
<td>Louisiana ETV Authority</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>27+*</td>
<td>WRBT</td>
<td></td>
<td>Louisiana ETV Authority</td>
</tr>
<tr>
<td>Lafayette</td>
<td>15</td>
<td></td>
<td></td>
<td>Charles Chatelain</td>
</tr>
<tr>
<td>Lake Charles</td>
<td>18*</td>
<td></td>
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<td>Louisiana ETV Authority</td>
</tr>
<tr>
<td>Monroe</td>
<td>39+</td>
<td></td>
<td></td>
<td>Roger Pinton</td>
</tr>
<tr>
<td>New Orleans</td>
<td>20-</td>
<td>WGNO-TV</td>
<td></td>
<td>Lester Sumrall Evangelistic Association Inc., Coastal TV Co., Crescent City TV Corp., Greater New Orleans TV Inc.</td>
</tr>
<tr>
<td>Shreveport</td>
<td>24-*</td>
<td>KLTS</td>
<td></td>
<td>Louisiana ETV Authority</td>
</tr>
<tr>
<td>West Monroe</td>
<td>14</td>
<td>KLAA</td>
<td></td>
<td>Monroe TV Inc.</td>
</tr>
</tbody>
</table>

**Open in Louisiana:** Alexandria (31+); DeRidder (23-*); Lake Charles (29-); Morgan City (14+*); Natchitoches (28-*); New Iberia (36-); New Orleans (32+*, 38+*); Shreveport (33); Tullulah (19+).

**Maine**

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biddeford</td>
<td>26-*</td>
<td>WMEG-TV</td>
<td></td>
<td>University of Maine</td>
</tr>
</tbody>
</table>

**Open in Maine:** Fort Kent (46+*); Fryeburg (18+*); Houlton (25+*); Kittery (34*); Lewiston (35-); Millinocket (44-*); Portland (51); Rumford (43+*).

**Maryland**

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annapolis</td>
<td>22+*</td>
<td>WAPB</td>
<td></td>
<td>Maryland Public Broadcasting Commission</td>
</tr>
<tr>
<td>Baltimore</td>
<td>24+</td>
<td>WBFF</td>
<td>45</td>
<td>Buford Television of Maryland Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>54</td>
<td>Jesus Lives Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Chesapeake Television Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>67-*</td>
<td>Peter &amp; John Radio Fellowship Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>New-Vision Inc.</td>
</tr>
<tr>
<td>Hagerstown</td>
<td>25-</td>
<td>WHAG-TV</td>
<td>31*</td>
<td>Maryland Public Broadcasting Commission</td>
</tr>
<tr>
<td>Salisbury</td>
<td>16+</td>
<td>WBOC-TV</td>
<td>28-*</td>
<td>WBOC Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>47-*</td>
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<td></td>
<td>MDV Television Co.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>URC Management Services Corp.</td>
</tr>
</tbody>
</table>

**Open in Maryland:** Cumberland (52+), Frederick (62+), Oakland (36+*), Waldorf (56-*)

*adj*ed to compete with the larger, established VHF independents in the acquisition of programs. WDCA-TV Washington, for example, which competes in a market with three VHF network affiliates and one VHF independent (Metromedia's WTTG TV), has managed to acquire the market rights to The Bionic Woman and Sanford and Son. Those are two of "the most valuable off-network programs currently available," according to Milton Grant, vice president and general manager of the station.

The Washington independent will be adding Good Times and All in the Family to its line-up when those two Norman Lear-produced shows become available for syndication later this year. It will be the local outlet for the first run of the BBC's six-hour production, The Africans—a program the independents hope will become their own Roots.

The station has also participated in Operation Prime Time—the ad hoc network formed for the presentation of miniseries—most recently, The Bastard. Two other OPT projects from John Jakes's successful American Bicentennial series of novels are also slated for airing on the channel 20 station—The Rebels and The Seekers.

News in another area in which UHF stations traditionally have been undistinguished. In some areas, that, too, is changing. One of the pre-eminent UHF news stations has been KTXLTV Sacramento, Calif. According to Jack Matranga, president of the station, the KTXL news operation began in 1974 with a four-person staff and an outlay of $87,000. At the time, the station offered a 30-minute news program at 10 p.m. local time.

In 1978, KTXL's news budget was nearly $500,000. The news program had been expanded to a full hour, and the staff increased to 17. Addressing the Association of Independent Television Stations at its 1978 San Diego convention, Mr. Matranga, whose station competes with two VHF affiliates, a noncommercial UHF and an independent Spanish-language UHF, said bluntly that news is "not cheap, and it's not easy." Even though the prime-time newscast has not made the ratings splash the station had initially hoped it would, Mr. Matranga is committed to ex-
Mr. William Moyes
Ms. Peg Reimer
and
Mr. G.T. Robinson
cordially invite you to a private meeting
at our NAB suite
for the purpose of discussing methods of improving
your market position and strategic planning through
perceptual, lifestyle, and diagnostic music research.
Please just call our offices for a convenient appointment.

The Research Group
Perceptual Audience Research for the Communications Industries • San Luis Obispo, California
For your appointment, call (805) 541-2838
Massachusetts

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant</th>
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<tbody>
<tr>
<td>Adams</td>
<td>19</td>
<td>WCJD</td>
<td></td>
<td>Knight-Rider Broadcasting Inc. (North Adams)</td>
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<tr>
<td>Boston</td>
<td>25+</td>
<td>WWNE-TW</td>
<td></td>
<td>Christian Broadcasting Network</td>
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<td></td>
<td>38</td>
<td>WSBK-TW</td>
<td></td>
<td>New Boston Television Inc. (Storer)</td>
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<td></td>
<td>44+*</td>
<td>WBGB-TW</td>
<td></td>
<td>WGB Educational Foundation</td>
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<td></td>
<td>80+</td>
<td>WOTV7</td>
<td></td>
<td>Boston Heritage Broadcasting Inc.</td>
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<tr>
<td>Cambridge</td>
<td>56</td>
<td>WILV-TV</td>
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<td>Field Communications Corp. (Boston)</td>
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<tr>
<td>Springfield</td>
<td>22</td>
<td>WLP</td>
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<td>Springfield Television Corp.</td>
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<td></td>
<td>40</td>
<td>WHYN-TV</td>
<td></td>
<td>The Wynn Stations Corp.</td>
</tr>
<tr>
<td></td>
<td>57+*</td>
<td>WGBY-TV</td>
<td></td>
<td>WGB Educational Foundation</td>
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<tr>
<td>Worcester</td>
<td>27</td>
<td>WSMN-TV</td>
<td></td>
<td>Sibos Inc.</td>
</tr>
</tbody>
</table>

Open in Massachusetts: Greenfield (32+); New Bedford (28-47+); North Adams (35+); Pittsfield (51+); Worcester (14, 48+46).  

Michigan

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant</th>
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<td>Ann Arbor</td>
<td>31+</td>
<td>WRHT</td>
<td></td>
<td>Wolverine Broadcasting Inc.</td>
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<tr>
<td>Battle Creek</td>
<td>41+</td>
<td>WRHU-TV</td>
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<td>Channel 41 Inc.</td>
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<tr>
<td>Detroit</td>
<td>20+</td>
<td>WXON1</td>
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<td>WXON-TV Inc.</td>
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<tr>
<td></td>
<td>50-</td>
<td>WKBD-TV</td>
<td></td>
<td>Field Communications Corp.</td>
</tr>
<tr>
<td></td>
<td>50+</td>
<td>WTVS</td>
<td></td>
<td>Detroit ETV Foundation</td>
</tr>
<tr>
<td></td>
<td>62</td>
<td>WGPR-TV</td>
<td></td>
<td>WGPR Inc.</td>
</tr>
<tr>
<td></td>
<td>23-*</td>
<td>WKAR-TV</td>
<td></td>
<td>Michigan State University</td>
</tr>
<tr>
<td>Flint</td>
<td>28-*</td>
<td></td>
<td></td>
<td>University of Michigan Regents</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>17</td>
<td>TV17</td>
<td></td>
<td>TV Unlimited Inc.</td>
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<tr>
<td></td>
<td>35+*</td>
<td>APW Enterprises Inc.</td>
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<tr>
<td>Lansing</td>
<td>36</td>
<td>WJGC</td>
<td></td>
<td>Benko Broadcasting Co.</td>
</tr>
<tr>
<td>Manistee</td>
<td>21-</td>
<td></td>
<td></td>
<td>Grand Valley State College</td>
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<tr>
<td>Mount Clemens</td>
<td>38+2</td>
<td></td>
<td></td>
<td>Adell Broadcasting Corp.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Southeast Michigan TV Corp.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Trinity Broadcasting Corp. for Warren, Mich.</td>
</tr>
<tr>
<td>Mt. Pleasant</td>
<td>14*</td>
<td>WCMU-TV</td>
<td></td>
<td>Central Michigan University</td>
</tr>
<tr>
<td>Saginaw</td>
<td>25-</td>
<td>WEYT-TV</td>
<td></td>
<td>Rust Craft Broadcasting Co.</td>
</tr>
<tr>
<td>Traverse City</td>
<td>29-</td>
<td>WGTU</td>
<td></td>
<td>Michigan Television Network</td>
</tr>
</tbody>
</table>

University Center 19+* WUCM-TV Delta College

Open in Michigan: Ann Arbor (58+); Bad Axe (15-); Bay City (61+); Cadillac (27+); Calumet (22-); East Lansing (69-); Flint (66-); Iron Mountain (17+); Ironwood (15-); Jackson (18+); Kalamazoo (52+); Lansing (53-); Manistee (15+); Marquette (19); Muskegon (54+); Petoskey (23+); Port Huron (46+); Saginaw (45-); Sault Ste Marie (32-); Wesi Branch (24+).

Minnesota

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant</th>
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</thead>
<tbody>
<tr>
<td>Austin</td>
<td>15-*</td>
<td>KAVU-TV</td>
<td></td>
<td>Independent School District 492</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>23+</td>
<td>KTMA-TV</td>
<td></td>
<td>Viking TV Inc.</td>
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<tr>
<td></td>
<td>29+</td>
<td></td>
<td></td>
<td>North Broadcasting Network Inc.</td>
</tr>
<tr>
<td>St. Paul</td>
<td>17*</td>
<td>KGCH-TV</td>
<td></td>
<td>Twin Cities Public TV Inc. (Minneapolis-St. Paul)</td>
</tr>
</tbody>
</table>

Open in Minnesota: Alexandria (24+); Bemidji (26+); Brainerd (22+); Crookston (33+); Duluth (21+); Ely (17+); Fairmont (15+); Hibbing (18-); International Falls (35+); Mankato (26-); Marshall (30+); Rochester (47+); St. Cloud (19, 25-); St. James (32+); Willmar (14-); Winona (35+); Worthington (20+).

Mississippi

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
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<th>Licensee/Applicant</th>
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</thead>
<tbody>
<tr>
<td>Biloxi</td>
<td>19+*</td>
<td>WMAB</td>
<td></td>
<td>Mississippi Authority For ETV</td>
</tr>
<tr>
<td>Bude</td>
<td>17+*</td>
<td>WMU</td>
<td></td>
<td>Mississippi Authority For ETV</td>
</tr>
<tr>
<td>Greenville</td>
<td>15-</td>
<td>WBBB</td>
<td></td>
<td>Big River Broadcasting Co.</td>
</tr>
<tr>
<td>Greenwood</td>
<td>23+*</td>
<td>WMAO</td>
<td></td>
<td>American Public Life Broadcasting Co.</td>
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<tr>
<td>Jackson</td>
<td>16</td>
<td>WAPT</td>
<td></td>
<td>Mississippi Authority For ETV</td>
</tr>
<tr>
<td>Meridian</td>
<td>14*</td>
<td>WMAB</td>
<td></td>
<td>Mississippi Authority For ETV</td>
</tr>
</tbody>
</table>

Broadcasting Feb 26, 1979

Pandering KTXL's news operation "regardless of the cost."

The station receives the Independent Television News Association feed via satellite, and it has gone after local and regional news aggressively. "We're in a hard-news area," Mr. Matranga said, "and a recent survey we did indicated there was a need for hard-hitting, investigative reporting. Several of our recent news stories on rape, prison conditions and other public service issues have proved out that need and we will be concentrating on this type of public service journalism in the future."

In the fall of 1977, the station ran a major investigative report on a locally infamous "Sacramento Rapist." During the run of the series, the 10 p.m. news program's ratings doubled, according to the station, and it received considerable praise from both the public and the press.

Counterprogramming network prime-time schedules with local news shows is hardly unique in the larger markets. It is, however, in smaller markets such as the one in which KTXL broadcasts.

"We wanted to offer our Sacramento viewers a new alternative to the network affiliated stations' news," said Mr. Matranga. "These newscasts are often restructured reruns of the earlier news programs. With an hour news program coming on an hour earlier than the affiliated stations' shows, we have an excellent opportunity to develop in-depth investigative reports and give our audience a fresh slant on late-breaking news—and let them get to bed at a reasonable hour."

Other UHF stations have gone after news less seriously, almost to the point of parody, and managed to attract attention to themselves that way. KGSC-TV San Jose, Calif., which calls itself "The Perfect 36," for years was known for its station identifications and editorials featuring Carol Doda, a voluptuous exotic dancer. The station also has a weekly 15-minute "good news" broadcast that avoids much of the hard news of the week and concentrates on stories such as the one about a man whose lost wallet was returned to him with all of his money still in it or another about a German shepherd that saved a person's life.

Ted Turner's WTCG(TV) Atlanta has ap-
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Because of the mountainous nature of WNNE-TV's northern New England market, they needed to locate their tower and transmitter on Mt. Ascutney, 2,170 feet above average terrain. It's 34 miles by road from their studio. The last mile to the transmitter site is a steep, narrow, twisting trail. Figure an hour-plus travel time in nice weather. But from November to March the site is accessible only by snowmobile and snowshoe.

Due to the remote location of the transmitter, NEC's reputation for high reliability was an important factor in weighing what brand to buy. The use of high-powered transistors and high-gain tubes have reduced the total number of tubes used. Solid-state exciter/drivers offer additional reliability and high-standard color characteristics over conventional transmitters.

Size and service accessibility were also important to the Mt. Ascutney installation. WNNE-TV's transmitter had to fit in their half of a 42' x 24' building. NEC's plug-in modules simplify maintenance and eliminate the need for external cabinet racks. Sync/video ratio, while limit, visual and aural modulation depth and output power adjustments may be made at the front of the exciter. For reliability, performance, and price, it came down to NEC.

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Broadcast Equipment Division
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presumably found late-night viewers who enjoy the intentionally wacky Bill Tush’s News, which comes on in the wee hours of the morning (usually around 3:30) and often features an interview with one vocal commentator, “The Unknown Newsman,” who hides himself under a paper bag.

Of course WTCG and Mr. Turner are in a class virtually by themselves. But the outspoken and unorthodox owner of the satellite-fed superstation has demonstrated the audience-drawing power of yet another programming area UHF broadcasters are courting—sports. Mr. Turner is the owner of the Atlanta professional baseball, basketball and soccer franchises and has built much of his programing around their schedules.

KBMA-TV Kansas City, Mo., a channel 41 independent headed by Bob Wormington, is another UHF station that has gone heavily into sports programing as well as satellite delivery (although not in the same way as WTCG). It has developed audiences by presenting the games of the local Royals baseball team, and the Kings of the National Basketball Association. The station paid $350,000 for the rights to the baseball games in 1978, and the investment paid off when prime-time ratings during the season reached a 20 and the station’s audience share rose to 40. The station supplements its sports packages with such popular and expensive syndicated programs as Laverne and Shirley and Sanford and Son.

“We’ve hitched our counterprograming wagon to the national pastime,” says Mr. Wormington. “And it has paid off for us. It has given us a programing nucleus to build around.”

Sports, syndicated programs, movies and special miniseries do not make up the full UHF programing picture, however. Almost half of the UHF stations on the air are noncommercial outlets offering the Public Broadcasting Service’s prime-time schedule. Noncommercial television is, in many ways, a UHF medium since well over two-thirds of the PBS member stations are in the high band. Those stations, of course, can take much of the credit for introducing tennis to the American television audience as well as their contributions to memorable programing with offerings...
<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicant</th>
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<tbody>
<tr>
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<td>18*</td>
<td>WMAY</td>
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<td>Mississippi Authority for ETV</td>
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<tr>
<td><strong>Open in Mississippi:</strong></td>
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<td></td>
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<tr>
<td>Biloxi</td>
<td>(25-)</td>
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<tr>
<td>Clarksville</td>
<td>(21-)</td>
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<td>Cleveland</td>
<td>(31-)</td>
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<tr>
<td>Columbia</td>
<td>(45*)</td>
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<td>Columbus</td>
<td>(27, 43*)</td>
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<tr>
<td>Greenville</td>
<td>(44-)</td>
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<td>Harrisburg</td>
<td>(22, 47*)</td>
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<td>Houston</td>
<td>(45+)</td>
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</tr>
<tr>
<td>Jackson</td>
<td>(40+)</td>
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<tr>
<td>Laurell</td>
<td>(18+)</td>
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<tr>
<td>Meridian</td>
<td>(30-)</td>
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<tr>
<td>Natchez</td>
<td>(42+)</td>
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<td>Senatobia (34-*)</td>
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<td>Vicksburg</td>
<td>(35-)</td>
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<td></td>
<td>Yazzoo City (32-)</td>
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<td>KCBJ-TV</td>
<td></td>
<td>Channel Seventeen Inc.</td>
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<td>Joplin</td>
<td>16</td>
<td>KTVJ</td>
<td></td>
<td>Mid-America Broadcasting Inc.</td>
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<td>Kansas City</td>
<td>194+</td>
<td>KCPT</td>
<td></td>
<td>Public Television 19, Inc.</td>
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<td></td>
<td>41-</td>
<td>KEMA-TV</td>
<td></td>
<td>Scripps-Howard Broadcasting Co.</td>
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<td></td>
<td>50-</td>
<td>KFDC</td>
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<td>Kansas City Youth for Christ Inc.</td>
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<td>62+</td>
<td>KOFO</td>
<td></td>
<td>Buford Television of Missouri Inc.</td>
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<td>SelectTV of Kansas City Inc.</td>
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<td>KOCL</td>
<td></td>
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<td></td>
<td></td>
<td>KDDJ</td>
<td></td>
<td>Double Helix Corp.</td>
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<tr>
<td></td>
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<td>KSJS</td>
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<td>St. Louis Regional Educational and Public Television Commission</td>
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<tr>
<td>Springfield</td>
<td>21-</td>
<td>KGDK</td>
<td></td>
<td>Springfield Community Television</td>
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<td></td>
<td>27-</td>
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<td>KXEN-TV</td>
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<td>Nebrask a</td>
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<td>Reno</td>
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<td>Tonopah</td>
<td>17*</td>
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</tr>
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<td>Yerlington</td>
<td>16+*</td>
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<td>Berlin</td>
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<tr>
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<td>WLED-TV</td>
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<tr>
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<td></td>
<td>Manchester (50- 60+); Portsmouth (17-1)</td>
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<td>World's Playground Broadcasting System Inc.</td>
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<td>48-</td>
<td>WKBS-TV</td>
<td></td>
<td>Field Communications Corp.</td>
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<td>23+*</td>
<td>WNJS</td>
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<tr>
<td>Linden</td>
<td>47+</td>
<td>WNJU-TV</td>
<td></td>
<td>WNJU-TV Broadcasting Crop (New Brunswick)</td>
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<tr>
<td>Montclair</td>
<td>50+</td>
<td>WNJN</td>
<td></td>
<td>New Jersey Public Broadcasting Authority</td>
</tr>
</tbody>
</table>

**Over-the-air pay entrepreneurs finding a home on UHF band**

Another programming innovation that only recently has shown itself to be another area for potential UHF expansion is over-the-air pay television or subscription TV. Currently, there are four systems in the country—KBSC-TV Corona, Calif. (Los Angeles), KWY-TV Los Angeles, WTVGTVI Newark, N.J. (New York), and WQTVTVI Boston—but others are on the way in Detroit, San Francisco, Philadelphia, Cincinnati, Phoenix, Milwaukee, Smithtown, N.Y. (Long Island), and another in New York City. Subscription television's advocates believe that over-the-air pay may be the way to get cable quality movies and sporting events (as well as other programming) into the big cities where it may be prohibitively expensive to build cable television systems.

According to Solomon Sagall, president of Telelodge Inc., a producer of subscription television decoding boxes, at the end of 1978 there were approximately 110,000 subscription television homes in the country. The largest system, National Subscription Television, a partnership between Oak Industries and Chartwell Communications on KBSC-TV, accounted for over 100,000 of those subscribers. The other Los Angeles subscription operation, American Subscription Television of California, has over 12,000 subscribers and has been adding them at the rate of 300 a day.

The subscription companies buy large blocks of time from the local stations, in some cases, and program their pay service usually during prime-time hours—traditionally the worst ratings time for independent stations. ASTC, for example, programs about 40 hours a week of movies. It pays KWY-TV a minimum of $50,000 a month for the hours.

Mr. Sagall estimates that by the end of this year 450,000 homes will be picking up the over-the-air pay signals. By 1984 there will be approximately three million subscribers paying an average of $17 per month or $204 a year—a figure roughly comparable to the average cable plus Home Box Office subscription charge.

If the number of subscribers reaches his estimate, Mr. Sagall says that the subscription television industry will be generating yearly revenues somewhere in the area of $600 million. Roughly a third of that, $200 million, should be available for program purchases. He thinks that by 1989, 25 million homes, about one-third of all television households, will be either over-the-air or cable pay subscribers. If the
ONLY THE PEOPLE OF MEMPHIS Respond TO STRAIGHT TALK.

Straight Talk with Marge Thrascher is a Monday through Friday talk show out of Memphis. Guests from Rev. Billy Graham to singer Charlie Pride from Mayor Wyeth Chandler to columnist Max Lerner discuss a variety of subjects. Memphis shows its appreciation for Straight Talk by talking back. Half the show is devoted to call-in questions from the viewers, and both sides of the conversation are aired. Recent topics have been on Sexual Abuse of Children, Memphis Public Schools, Cosmetic Plastic Surgery, Zoo Animals, Alcoholism, Problems of the Elderly and Space Age Fashions and Colors. Now you know why the people of Memphis love, and the rest of America can do with, some Straight Talk.

WE DO MORE THAN REACH PEOPLE. WE TOUCH PEOPLE.
Describing the history of UHF television in the United States, the text mentions that the FCC established the UHF service with its famous Sixth Report and Order in 1950. Despite many enthusiasm, the UHF stations faced numerous challenges, including low ratings, high prices, and the lack of commercial viability. The FCC Commissioner, Robert E. Lee, joined the commission in 1953, and despite the challenges, the UHF stations continued to operate, with the number of stations dropping steadily. The FCC authorized four UHF stations in 1952 to operate on the new service, and despite the challenges, the stations continued to deliver programming to the audiences of their low-channel competitors. The number of operating UHF stations dropped to 105 by 1955. The text concludes with the statement, "We forgot when we lifted the freeze and decided that UHF and VHF could work side-by-side that we had 108 VHF stations on the air and that receiving set manufacturers designed their assembly lines to produce only VHF sets."
Using tiny explosive charges, Western Electric engineers are bonding metals with the elemental "glue" of the Universe.

Here's how it works. The atoms of all metals have a natural attraction for one another. If it weren't for the ever-present film of impurities coating the surface—the oxides, nitrides, and absorbed gases—all metal atoms would bond to each other when brought together.

**Exploding Things Together.**

But the force of a high-intensity explosion on two adjacent metals will clean away the film of impurities. The explosion literally "blows" the impurities off the surfaces. So the atoms of the different metals can bond together.

The bond that results is stronger than both of the metals themselves.

As an industrial technique, explosive bonding has proved valuable in the manufacture of such heavyweight products as bi-metallic gun barrels.

**Pinpoint Explosions.**

But how would explosives work in the delicate, intricate world of telephone circuitry?

Scientists at Western Electric's Engineering Research Center solved the problem by developing ways to miniaturize and control explosive bonding. Soon, they could splice the ends of two thin communications wires inside a miniature explosive-coated sleeve. And they could repair tiny defective contacts on delicate circuit boards. These gold contacts (membrane-thin "fingers" 1/10 by 3/4 of an inch) are reclad by thin sheets of gold foil (.0005 inches thick), coated with explosives. The repairs are literally "blown" onto the contacts, without disturbing the delicate circuitry less than 1/10 of an inch away.

Miniaturized explosive bonding is only one way we're helping your Bell Telephone Company hold down the cost of your telephone service today. For the future, it promises the benefits of bonding widely disparate metals and all sorts of other materials.

**You Can Take It For Granted.**

Most important, explosive bonds are contributing to the clarity of communications, the reliability of switching, the taken-for-granted assurance you have when you reach for your telephone.

The atomic bond—it's another innovation from Western Electric. Keep your communications system the best in the world.
<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-Air CP</th>
<th>Licensed Applicant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenville</td>
<td>25</td>
<td>WUNK-TV</td>
<td>University of North Carolina</td>
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<tr>
<td>Hickory</td>
<td>14</td>
<td>WHKY-TV</td>
<td>Catawba Valley Broadcasting</td>
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<td>17</td>
<td>WUNE-TV</td>
<td>University of North Carolina</td>
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<td>Raleigh</td>
<td>22</td>
<td>WLFL-TV</td>
<td>Carolina Christian Communications Inc.</td>
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<td>Wilmington</td>
<td>39</td>
<td>WUNJ-TV</td>
<td>University of North Carolina</td>
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<tr>
<td>Winston-Salem</td>
<td>26</td>
<td>WUNL-TV</td>
<td>University of North Carolina</td>
</tr>
<tr>
<td></td>
<td>45</td>
<td>WGNM-TV</td>
<td>Good News TV Network Inc.</td>
</tr>
</tbody>
</table>

**Ohio**

- Akron 23+ WKKR-TV Summit Radio Corp.
- Alliance 45+ WNEO-TV Ohio ETV Network Commission
- Athens 20+ WUSB-TV Ohio University
- Cambridge 44+ WOUC-TV Ohio University
- Canton 17- WJAN Heritage Village Church & Mission Fellowship
- Cincinnati 48- WCET Greater Cincinnati ETV
-       64- WBT1 Buford Television of Ohio Inc.
- Cleveland 19 Cleveland Television Corp.
-       Channel 19 Inc.
-       Gaylord Broadcasting Co. of Ohio
-       ETV Assoc. of Metropolitan Cleveland
-       Cleveland Associates Co.
- Columbus 28+ WVIZ-TV WEEG
- Dayton 22+ WKEF Springfield Television Corp.
- Kettering 16+ WPTD University Regional Broadcasting Inc. (Dayton)
- Lima 35- WLIO Lima Communications Corp.
-       Associated Christian Broadcasters Inc.
-       Strang Telecasting Inc.
-       Bowling Green State University
- Lorain 43 WUBA Gaylord Broadcasting Co. of Ohio
- Newark 52 Christian TV of Ohio Inc.
- Oxford 14+ WPPO University Regional Broadcasting Inc.
- Portsmouth 42- WPBO-TV The Ohio State University
- Sandusky 52- Christian Faith Broadcasting
- Springfield 26+ Miami Valley Christian Broadcasting Association Inc.
- Toledo 24- WDHO-TV D.H. Overmyer Telecasting
-       30+ WQTE-TV Greater Toledo Educational
- Youngstown 21- WFMY-TV Vindicator Print Co.
-       27 WKBN-TV WKBK Broadcasting Corp.
-       33 WTV Cleveland Associates Co.
- Zanesville 18- WHIZ-TV Southeastern Ohio TV System

**Open in North Carolina:**
- Andrews 59+ Asheville
- Bryson City 62++
- Burlington 16
- Canton 27+ Fayetteville 40++
- Franklin 56++
- Goldsboro 17--
- Greensboro 48--
- Greensboro 14
- High Point 32++
- Jacksonville 19
- Kannapolis 64--
- Lexington 20
- Morganton 23--
- Raleigh 34--
- Rocky Mount 47++
- Wilmington 29++
- Wilson 30--

**Open in North Dakota:**
- Bismarck 17--
- Devils Lake 22++
- Ellendale 19--
- Fargo 15--
- Grand Forks 27++
- Jamestown 23+
- Minto 24+
- Williston 15--

The history of UHF suggests that much of the past 27 years has been spent attempting to rectify that oversight. When the UHF's started going dark, Mr. Lee pushed for all-channel legislation and higher power authorization, set up a committee for the development of UHF and tried to fend off those who were prepared to reallocate UHF spectrum to other services.

Mr. Lee cites the 1962 All-Channel Act as a major factor toward UHF-VHF parity—the vogue word of the day that has since been supplanted by “compatibility.” The 1962 law required that all television sets shipped in interstate commerce be “capable of receiving” all 82 channels. “We finally came to the conclusion that the only way to make UHF work was to require that all sets that are manufactured be capable of receiving the two signals because the manufacturers just didn’t find it ‘feasible,’” the commissioner recalls. “The manufacturers’ argument was that if they made all sets UHF and VHF it would add $25 to $35 to the retail cost of the set, and in that competitive field that was enough to knock them out of the box—unless everyone did it. Congress passed the legislation and President Kennedy signed it into law in ’62. And there was a two-year period to give the manufacturers time to tool up, so it didn’t become effective until 1964.”

The act forced an improvement in UHF vis a vis VHF, but it did not do the whole job of making the two services truly comparable. Tuners, antennas and front-end electronics, UHF advocates say, still favor VHF reception and stand in the way of real parity. Few would dispute that claim either. “There are problems with the set,” Mr. Lee says. Some improvements could be made—especially in tuners.

“The first sets that came out always had a separate tuner. But they wouldn’t click. You always had to fine tune UHF. People had been doing that with radio all their lives, but somehow they didn’t want to do it with television. You could snap the V’s on. So even though they had the stations, the operators felt they were being discriminated against because people wouldn’t go to the trouble. We put in later requirements about the tuning. We interpreted the legislation to give us that kind of authority, and nobody challenged it,” he says.

In more recent times, the commission has taken other moves to improve UHF home reception. It has contracted with Texas Instruments to build an electronic tuner, which can reduce by almost half the number of unusable or taboo UHF channels. (The commission imposes a table on UHF channel assignments that classifies as taboo approximately 18 UHF channels for each UHF transmitter licensed to a given area.) These taboos are based on current receiver performance, which because of a number of factors—image frequency problems, adjacent channel interference, crossmodulation and intermodulation and noise levels—is poor. Ac-
levels down to 12 db by 1982 and that it would eventually expect that figure to drop down to 10 db. (The vote on the noise figures was 7 to 0, but Commissioners Quello, James Fogarty and Abbott Washburn made apparent their dissatisfaction with the move. They would have preferred a mandated 10 db level.)

Broadcasters have placed considerable store in the noise level question in part because of the generally held opinion that a reduction of 3 db in noise results in a virtual doubling of picture quality.

The FCC has also addressed another UHF problem—antennas. Sets manufactured after July 1, 1978, have been required to have permanently attached UHF antennas, just as they have permanent VHF antennas. The commission also required that the new antennas be capable of receiving signals on all UHF channels—a requirement that precluded the manufacturers from merely attaching a VHF antenna to the UHF antenna terminal.

As recently as last year, the commission instituted a broad UHF inquiry and set up a special study group under Nina Cornell, chief of the Office of Plans and Policy. Among other questions the group will be examining are: UHF picture and sound quality at the home set, UHF broadcast equipment and standards and the UHF appeal to advertisers.

But even the FCC's latest efforts have failed to instill enthusiasm for the commission among some UHF broadcasters. Hartford Gunn, vice chairman of the Public Broadcasting Service and a longtime UHF advocate, said that the UHF story was largely one of "nondirection and erratic regulation." He cited the noise figure issue as an example. The 18 db

<table>
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<td>25</td>
<td>KOKH-TV</td>
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<td>-</td>
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<td>41</td>
<td>-</td>
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<td>Tulsa, Limited Partnership</td>
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<td>47</td>
<td>-</td>
<td></td>
<td>Satellite Television Systems</td>
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<td></td>
<td>David Livingstone Missionary Foundation</td>
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<td>Aiden Communications Corp.</td>
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</table>

Open in Oklahoma: Ada (22*); Altus (19*); Ardmore (28*); Barlesville (17*); Edmond (52); Elk City (15*); Enid (20*); 26*); Guymon (16*); Hugo (15*); 48*); Lawton (16*); 36*); McAlester (32*); Miami (18*); Muskogee (19); Tulsa (35*); Woodward (17*).

Oregon

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<td>Broadcast Associates Inc.</td>
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Open in Oregon: Astoria (21*); Bend (15*); Brooking (14*); Burns (18*); Eugene (28*); Grants Pass (18*); Klamath Falls (22*); La Grande (16*); North Bend (17*); Portland (30*); Salem (22*); The Dalles (17*).

Pennsylvania

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<td>69</td>
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<td>21</td>
<td>WHPA-TV</td>
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<td>Hershey</td>
<td>33</td>
<td>WITF-TV</td>
<td>South Central Educational Broadcasting Council (Hershey)</td>
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<td>Johnstown</td>
<td>19</td>
<td>WJNL-TV</td>
<td>Cover Broadcasting Inc.</td>
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<td>WLYH-TV</td>
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<td>Philadelphia</td>
<td>17</td>
<td>WPHL-TV</td>
<td>WPHL-TV Inc.</td>
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<td>WTAF-TV</td>
<td>Taft Broadcasting of Pennsylvania Inc.</td>
<td>Radio Broadcasting Co.</td>
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<td>57</td>
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<td>WOEX</td>
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<td>22</td>
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<td>53</td>
<td>WPGH-TV</td>
<td>Meredith Corp.</td>
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<td>Reading</td>
<td>51</td>
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<td>Red Lion</td>
<td>49</td>
<td>WGCX-TV</td>
<td>Red Lion Broadcasting Co. Inc. (York)</td>
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<td>Scanton</td>
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<td>WNEP-TV</td>
<td>NEP Communications Inc.</td>
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<td>22</td>
<td>WDAO-TV</td>
<td>Scanton Broadcasters Inc.</td>
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<td>44</td>
<td>WREK-TV</td>
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<td>Wilkes-Barre</td>
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<td>WREB-TV</td>
<td>WRE-TV Inc.</td>
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<td>York</td>
<td>43</td>
<td>WSBK-TV</td>
<td>Susquehanna Broadcasting Inc.</td>
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</table>

Open in Pennsylvania: Altoona (23*); 47, 57*); Erie (66*); Hazleton (56); Johnstown (28*); Lebanon (59*); Philadelphia (35*); Scanton (38*); 64*); State College (29*); 35*); Williamsport (20*).

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<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>Licensee/Applicants</th>
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<td>Providence</td>
<td>36*</td>
<td>WBRB-TV</td>
<td>WNET</td>
<td>Board of Regents for Education Channel 18 of Rhode Island Inc.</td>
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<tr>
<td></td>
<td>64+</td>
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</table>

**Open in Rhode Island:** Providence (16).

**South Carolina**

- Allendale 14* WGBA-TV South Carolina ETV Commission
- Anderson 40 WJAM-TV The One Corporation
- Beaufort 16* WBNJ-TV South Carolina ETV Commission
- Columbia 19+ WLOX-TV Capitol Communications Inc.
- Columbia 35+ WRLK-TV South Carolina ETV Commission
- Conway 23* WBIW South Carolina ETV Commission
- Florence 15- WJPM-TV Eastern Carolina Broadcasting South Carolina ETV Commission
- Greenville 16+ WGGS-TV Carolina Christian Broadcasting Inc. South Carolina ETV Commission
- Greenwood 38* WSGS-TV South Carolina ETV Commission
- Myrtle Beach WGSE King Communications, Inc.
- Rock Hill 30+ WSNV-TV South Carolina ETV Commission
- Spartanburg 49* South Carolina ETV Commission
- Sumter 27* WRAM-TV South Carolina ETV Commission

**Open in South Carolina:** Aiken (44*): Florence (21): Georgetown (41-): Rock Hill (55-).

**South Dakota**

- Aberdeen 16- KDSD-TV State Board Directors ETV

**Open in South Dakota:** Allen (22): Lowry (56, 62+, 68-): Rapid City (15-, 21-): Sioux Falls (17-, 23*: 36-).

**Tennessee**

- Chattanooga 45* WTICU-1 Tennessee State Board of Education
- Chattanooga 61- WRIP-TV WRB TV Inc.
- Cookville 22* WCDE Tennessee State Board of Education
- Crossville 55+ WCPT-TV WCPT-TV Inc.
- Johnson City 41* Broadside TV Inc. Tennessee Board of Education
- Kingsport 19 WKPT-TV Holston Valley Broadcasting
- Knoxville 26- WTVP South Central Broadcasting Corp.
- Memphis 24 WPTV-TV Delta Television Corp.
- Memphis 30 Memphis 30 Inc.
- Nashville 17+ WTVP Reel Broadcasting Co. Inc.

**Open in Tennessee:** Cookeville (28+); Crossville (20+); Fayetteville (52-); Greenville (39-); Jackson (16+, 32+); Knoxvile (15-); Memphis (14+); Murfreesboro (39+); Nashville (30+, 42*).

**Texas**

- Abilene 32+ **Big Country TV Co.**
- Amarillo 14+ Amaroillo Family Television
- Amarillo 18+ KLRU-TV Southwest Texas Educational TV Council
- Austin 24 KVUE-TV KXST-TV Inc.
- Austin 36 KTVV KingsLand Communications Inc.
- Belton 46- KNCT Central Texas College
- College Station 15- KAMU-TV Texas A&M University
- Corpus Christi 16* KEDT Southern Texas Educational Broadcasting
- Corpus Christi 26- KORO Telecorpus Inc.

PBS's Gunn

Figure was established in 1964, and the FCC did not attempt to lower it for 14 years—a millenium in terms of the development of electronics. The U.S., he says, should have "the most sophisticated communications system that technology can provide," but, as far as UHF is concerned, it does not.

UHF development is also hampered, some say, by the commission’s decision to allow land-mobile radio users to operate on the UHF frequencies—channels 14 through 20 where they have not been assigned to broadcasting. (Channels 70 to 83 have already been granted to land-mobile operators.) There is talk of still more divvying up of the UHF spectrum. Independent UHF broadcasters also have a few choice words about the commission’s cable deregulation policy. Some, such as David Baltimore of WERE-Tv Wilkes-Barre, Pa. (Scranton), have come around to opposing cable after initially welcoming the service for its ability to extend coverage areas.

Speaking of the older, five-channel systems of the 1950’s, Mr. Baltimore admits that "in many places we were dependent on cable," and his station, which went on the air Jan. 1, 1953, prospered because of it. He has, however, gone through a "complex change" in attitude toward cable.

Newer systems offering 30 or more channels have brought in distant signals that, Mr. Baltimore contends, have led to a loss of a third of our audience." Now, he says, he finds his small, independent UHF competing with stations brought in from New York and Philadelphia. Cable
penetration in his market is now 52%. "It's a totally unfair system of competition," he says. And things are getting worse rather than better.

Cable grew up in the hills of Pennsylvania where coverage areas for VHF as well as UHF stations were limited. In California's broad, flat Imperial Valley, however, KTXXL-TV Sacramento has the "best of both worlds," admits President Jack Matranga. Cable penetration in his area of dominant influence is 18%, and most of the cable homes are on the fringes of his coverage area—thus extending his station's signal rather than bringing others into his market. "All of the ingredients here were just right."

Another cable opponent is William Putnam, chairman of the three-UHF Springfield (Mass.) TV group. One of his UHF's, WRLP-TV Greenfield, Mass., went dark last year, and Mr. Putnam put the blame for that squarely on cable. "Cable can thrive only in the absence of local service," he declares. Although his Springfield station, WRLP-TV, is carried on local systems, along with stations from

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### Cable Channel Lineup

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
<th>On-air</th>
<th>CP</th>
<th>License Applicant</th>
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<tbody>
<tr>
<td></td>
<td>33+</td>
<td></td>
<td></td>
<td>KGTV Broadcasting Co.</td>
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<tr>
<td>El Paso</td>
<td>14</td>
<td>KCKX</td>
<td>Missionary Radio Evangelism Inc.</td>
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<tr>
<td>Fort Worth</td>
<td>21-</td>
<td></td>
<td>Channel 21 Inc.</td>
<td>The Old Time Religion Hour Inc.</td>
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<tr>
<td>Galveston</td>
<td>48-</td>
<td></td>
<td>Bluebonnet Broadcasting Co.</td>
<td></td>
</tr>
<tr>
<td>Harlingen</td>
<td>60</td>
<td></td>
<td>Texas Consumer Education &amp; Community Development</td>
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<tr>
<td>Houston</td>
<td>20</td>
<td>KTVB</td>
<td>CPI Subscription TV Inc.</td>
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<td>Longview</td>
<td>51-</td>
<td>KICX</td>
<td>Channel 16 Inc.</td>
<td>Metromedia Inc.</td>
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<td>Lubbock</td>
<td>28</td>
<td>KXMP</td>
<td>Msteller TV Enterprises, Inc.</td>
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<td>34-</td>
<td></td>
<td>Troy Raymond Moran</td>
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<td>McAllen</td>
<td>48</td>
<td>KVEO</td>
<td>Robert Voelker</td>
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<td>Midland</td>
<td>18</td>
<td>KDCD-TV</td>
<td>Tesora Broadcasting Co.</td>
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<td>Rosenberg</td>
<td>45</td>
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<td>Midland Telecasting Co.</td>
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<td>San Antonio</td>
<td>29+</td>
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<td>Pueblo Broadcasting Corp.</td>
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<td>Trinity Broadcasting of Texas, Inc.</td>
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<td>Texas 45 Broadcasting, Inc.</td>
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<td>San Antonio</td>
<td>41+</td>
<td>KXWE-TV</td>
<td>Spanish International Communications</td>
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<td>Victoria</td>
<td>19</td>
<td>KXIX</td>
<td>Victoria Communications Corp.</td>
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<td>Waco</td>
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<td>Central Texas Broadcasting Co.</td>
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<td>Business Communications Inc.</td>
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<td>Black-Potash Corp.</td>
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<td>Heart O' Texas Broadcasting Inc.</td>
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<td>Wichita Falls</td>
<td>24*</td>
<td>KIDZ-TX</td>
<td>Wichita Falls Educational Translator Inc.</td>
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</tbody>
</table>

### Open in Texas

- Abilene (15, 20+): Austin (42-); Bay City (43+); Beaumont (21, 34-);
- Big Spring (14+); Brownsville (48); Childress (21+); Corpus Christi (38+); Del Rio (24+);
- El Paso (26+, 38+); Fort Worth (31+); Galveston (22+); Harlingen (44+); Houston (14+);
- Laredo (27+, 39+); Longview (16+); McAllen (22-); Marshall (22-, 35+);
- Nacogdoches (19-); Odessa (24-); 30, 36+; Paris (42+); Richardson (23); San Angelo (21+);
- San Antonio (23-); Sherman (20-); 26-; Texarkana (17-);
- Tyler (14+, 38+); Victoria (25); Waco (34+); 44-); Wichita Falls (18-);

### Utah

- Salt Lake City 20+ KSTU Springville Television of Utah, Inc.

### Open in Utah

- Cedar City (16+); Logan (22+); Moab (14+); Monticello (16-);
- Ogden (18-, 24, 30); Price (15); Provo (16); Richfield (19+);
- St. George (18-); Salt Lake City (14-); Vernal (17+).

### Vermont

- Burlington 22+ WEZF-TV International Television Corp. of Vermont
- Rutland 29- WVER University of Vermont
- St. Johnsbury 20+ WVTB University of Vermont
- Windsor 41+ WVIA University of Vermont

### Virginia

- Charlottesville 29- WWVR-TV Virginia Broadcasting Corp.
- Fredericksburg 69+ WHFV TV Fredericksburg Inc.
<table>
<thead>
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<th>City</th>
<th>Channel</th>
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<td>Manassas</td>
<td>66+</td>
<td>WTKK</td>
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<td>TV Corporation of Virginia</td>
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<td>47-</td>
<td>WSVN-TV</td>
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<td>WYAH-TV</td>
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<td>35+</td>
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<td>Neighborhood Communications Corp.</td>
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<td></td>
<td>57-</td>
<td>WCWW</td>
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<td>The Christian Broadcasting Network</td>
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<td>Staunton</td>
<td>51-</td>
<td>WPTV</td>
<td></td>
<td>Shenandoah Valley Education</td>
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</table>

**Open in Virginia:** Blacksburg (43*); Bluefield (63+*); Bristol (28-); Charlottesville (41-*, 66+); Courtland (52*); Danville (24-, 44+, 56*); Front Royal (42*); Kenbridge (31-); Lynchburg (21-, 54+*); Marion (52*); Norfolk-Portsmouth-Newport News (49-, 55+*); Oarincock (25+*); Richmond (63); Roanoke (27+); West Point (46+*).

**Washington**

- Kennewick 42+ KEVW Apple Valley Broadcasting
- Pasco 19- KEPR-TV NWG Broadcasting Co.
- Richland 25 KNDU Columbia Empire Broadcasting
- Seattle 22+ Trinity Broadcasting of Seattle Television Corp.
- Yakima 23+ KNDI Columbia Empire Broadcasting
- 29+ KIMA-TV NWG Broadcasting Co.
- 35 KAPP Apple Valley Broadcasting Inc.
- 47* KYVE-TV Yakima School District 7

**Open in Washington:** Anacortes (24); Bellingham (34*, 64); Centralia (15+*); Everett (16-); Richland (31*); Seattle (28+*); Spokane (22, 28-); Tacoma (20, 56*); Vancouver (14*); Walla Walla (14-); Wenatchee (16+, 27).

**West Virginia**

- Clarksburg 46- Christian Communication Center
- Huntington 33+ WMUL-TV West Virginia Educational Broadcasting Authority
- Morgantown 24- WVLU-TV West Virginia Board of Regents
- Parkersburg 15- WTAP-TV PMA Communications Inc.

**Open in West Virginia:** Bluefield (40-1); Charleston (23, 29, 49-*); Fairmont (66-); Keyser (48+*); Martinsburg (44*); Parkersburg (39+, 57*); Weirton (50+*); Wheeling (14, 41*); Williamson (31+*).

**Wisconsin**

- Eau Claire 18 Liberty Television, Inc.
- Green Bay 26+ WIRE 38+ WPNE TV 26 Inc.
- La Crosse 19+ WXOW-TV 31* WHLA-TV Liberty Television Inc.
- Madison 15 WMTV Forward Communications Corp.
- 21- WBA-TV University of Wisconsin
- 27- WKOW-TV Liberty Television Inc.
- Menomonie 28- WHWC-TV Educational Communications Board (Colfax)
- Milwaukee 18- WVTB 24+ WCVV Milwaukee Broadcasting Co.
- 30 Wisconsin Voice of Christian Youth
- Park Falls 36+ WLEF-TV Milwaukee District Board of Adult Education

**Open in Wisconsin:** Appleton (32+); Bloomington (49*); Fond du lac (34+); Highland (51*); Janesville (57+); Kenosha (55-); Kieler (46+*); Madison (47*); Manitowoc (16+); Oshkosh (22+); Racine (49+); Sheboygan (28); Superior (40); Suring (14); Tomah (25); Wausau (33-).

"delighted to see what's been happening" in UHF

"But," he is quick to add, "the frustration we've met trying to improve the technology is a problem. There never was any coordination on the technology. It all just happened, and television is too complicated for that to work. There should be a dedicated group of good engineers at the FCC working on it, but the commission never comes to grips with UHF's needs."

When the commission made its policy decision that UHF and VHF would compete in the same markets (the Sixth Report), it became responsible for bringing UHF technology up to speed—a responsibility Mr. Block says the FCC has ignored. "There was an early consensus at the commission that UHF wasn't worth a damn, and for a group charged with leadership that's a very serious thing. That kind of attitude, negativism, has permeated the commission and also, 'We're concerned UHF has too much spectrum.' We agree that isn't sacriligious, but to give up UHF working well because you want to reallocate the channels is entirely in conflict with the mandate of Congress. And we counter by saying: 'Hey, that's not your concern. Your concern is the congressional mandate to foster the growth of UHF and you're not fostering it.' They say, 'Well, it's not going to grow anyway.'"

If Mr. Block's assessment of the FCC's attitude toward UHF is correct, the commission has failed to pay attention to its own monitoring of UHF development as well as the growing attitude among the broadcasters that they are no longer second-class citizens of the broadcasting community.

Donald Curran, president of Field Communications, says, "The UHF stigma is rapidly vanishing. I don't think of ourselves as being any different. Already we find ourselves outpulling VHF network affiliates throughout the day." Nor were those sentiments exclusively his. Mr. Matranga, whose station averaged a 16 audience share against three VHF stations in 1978, says his station is pushing back "the UHF crumb-bum image. We act like we're channel 2. We don't think of UHF, and we haven't for two or three years."

The final word on the subject, however, belongs to Mr. Putnam: "The futures are with us. We can still improve our circulation. Things can't get any worse."
Signals are more costly to send out, receivers aren't maximized for reception; broadcasters blame the FCC, but some are looking in other directions for the solution.

Can UHF compete technologically with VHF?

For years that has been a gnawing question about UHF. Thus far, the UHF broadcaster's end product, the image appearing on the home screen, says that UHF is basically an inferior mode of transmission. It is a more expensive means of transmitting, and a UHF signal does not have the reach of a VHF. To a commercial television system devoted to maximizing audience and profits, UHF's technological history has indicated that the medium will never reach true comparability with VHF. But there are those who see such comparisons in apples-and-oranges terms.

Philip Rubin, chief engineer of the Corporation for Public Broadcasting and an energetic force in the Council for UHF Broadcasting, a technical organization, says, "UHF can be good enough. I don't ever see the bands being truly equal. VHF will always have an inherent technical advantage due to propagation characteristics—that being a matter of basic physics.

"But the important thing is getting a picture on that tube that is good enough. The television set in the home today is capable of producing an excellent picture. The VHF signal delivers to that set a picture that is better than excellent. If UHF comes in with an excellent picture, it doesn't do you any good to be better than excellent. And I think we can eventually put an excellent picture on that screen.

"The FCC says if you took all existing stations to their theoretical maximum power, they would cover about 80% of the country when actually we've determined they would cover only about 50% because they have what we've come to know as the UHF handicap both in transmission facilities, existing receiver set operation and a whole host of other things that are a result of the FCC's inaction. It's the commission's responsibility to make UHF and VHF equal as it did with AM and FM. AM and FM are now very close to being equal bands, but UHF and VHF have a way to go. And we really feel that the commission can help us more than anybody else in seeing that equality comes to pass," Mr. Rubin says.

More bluntly, William Putnam of WMLTV Springfield, Mass., says the services could become truly comparable if the commission would "implement the damn law. They've had 15 years to tell the manufacturers to make the sets." Instead, he says, the commission has chosen to listen to the manufacturers' "hollow" argument—"We just can't do it."

CUB and the National UHF Broadcasting Association, an organization of
UHF broadcasters headed by Cy N. Bahakel of Charlotte, N.C., have already begun taking their cases to the commission and elsewhere in Washington. NUBA is now in the early stages of a major survey of UHF broadcaster opinion on a wide range of issues, including cable, noise figures and attitudes about the commission's UHF actions.

UHF broadcasters see much of their technical problems stemming from home receiver technology. At the front end, however, a UHF operator must use considerably more power to transmit than does his VHF colleague. In these energy-conscious times, that, of course, means that the UHF station has a considerably higher electricity bill than does a VHF.

WETA(V) Washington, a noncommercial channel 26 station, spends approximately $8,000 a month on electricity for its 2,254 kw transmitter. Figuring in only inflation, that monthly charge will be $9,600 in two years. Another noncommercial UHF station, KCET(V) Los Angeles, figures that it costs $58,000 a year to run its transmitter. In two years that figure will be $70,180.

Mr. Putnam's Springfield station spends $17,000 a month on energy, and he estimates that a comparable VHF station would have a monthly bill only 10% of that. (As a side note, in its 26 years of existence WVL P has never had a heating system. It has always used heat generated by the transmitter.)

Some UHF broadcasters have turned to circular polarization (CP) as a means of enhancing their signals. Problems with the technique have been noted; however, CP is a means of transmitting both horizontally and vertically polarized signals in such a way that a station's signal "spirals" around hills, buildings or other obstructions.) The technique is reputed to provide much better pictures. Doubts were cast on the usefulness of the technique last month, however, when CBS Inc. and Bonneville International submitted independent reports to the FCC finding faults with the transmission system.

But new technologies are also offering UHF broadcasters new opportunities for greater reception and new programming. Ted Turner's channel 17 WTCG(TV) Atlanta superstation is the most obvious and best example.

As of January, the Atlanta station was being transmitted via satellite to 669 cable television systems in 45 states serving 2,844,350 households. Throughout 1978, the station was adding new potential viewers at the rate of 134,000 a month. It expects to add over 200,000 homes in February (over half of those are on the Manhattan Cable TV system in New York, which began receiving WTCG Feb. 1.) According to Arbitron, the Atlanta metropolitan area has 607,600 UHF households (98% of the market). A conservative estimate, then, puts the WTCG signal into four million homes by June of this year.

Bob Wormington feels that "economy alone should dictate the importance of having a capability to receive satellite transmission."

"It's not the transmission wave of the future—it's here right now. And as more and more programing events are being beamed via satellite, stations are going to find them a necessity before too long—particularly UHF stations with no network affiliations. We're in the midst of a technological explosion in the communications industry, and a UHF broadcaster has to be two steps ahead to stay even." 

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Milton E. Miller, Manager, Marketing Services Division
Rally’s ralliers firm up plans for Washington protest meeting

Planners still contend 400 will attend Washington rally to protest too-heavy hand of government; NAB complains about late add to agenda

It’s difficult to predict how many broadcasters will show up in Washington Wednesday (Feb. 28) for the “rally against overregulation,” but planners are holding to their forecast of around 400. So far only about 150 people have written to the rally’s special post office box to say they will go, but that doesn’t reflect the telephone calls from whole delegations, the coordinators say. Calls last week indicated there will be 12 to 15 broadcasters planning to attend from Indiana, for instance, 20 from New Mexico, 12 from Colorado and “about 40 to 50” from Florida.

The rally’s steering committee — representatives from the National Association of Broadcasters, the National Radio Broadcasters Association, the Daytime Broadcasters Association, the Community Broadcasters Association and the Radio Television News Directors Association — are trying to get as many top officials with authority over broadcasting into the act as it can and reported last week receiving positive responses to invitations from several FCC commissioners and the authors of the first Communications Act rewrite.

The program for the gathering calls for a speech by Senator William Proxmire (D-Wis.) at a “kick-off breakfast” Wednesday morning at the Quality Inn on Capitol Hill. Senator Proxmire for four years has been pushing legislation to abolish the fairness doctrine and equal-time laws.

The broadcasters are to disperse after breakfast for meetings all morning with their legislators, during which time the steering committee is scheduled to meet with the White House domestic policy staff. Then all are to return to the hotel for a 12:30 lunch with FCC commissioners and their representatives. Commissioners Joseph Fogarty, James Quello and Margita White (on her last day at the FCC) are expected to attend. The others are expected to send representatives, except Commissioner Robert E. Lee who reportedly refused the invitation. Broadcast Bureau Chief Wallace Johnson also is expected to attend.

The plan for the luncheon, according to the planners, is for selected broadcasters to stand and give addresses about their bad experiences with regulation. The FCC people are not scheduled to speak, but may wish to respond.

There is to be an “add-on” session at 1:30 p.m. to “preview” the Communications Act rewrite, which is expected to be introduced in March. Participants in that session, as of last week, included the authors of the first rewrite, Representative Lionel Van Deerlin (whose attendance hinges on his recovery from surgery two weeks ago) and former Florida Republican Congressman Lou Frey, now a Washington communications lawyer, with Henry Geller, assistant secretary of commerce for communications and information, Commissioner White and House Communications Subcommittee Counsel Harry M. (Chip) Shooshan.

Announcement of the last session, made unilaterally in the NRBA weekly newsletter last week, touched off complaints from the NAB staff members, who said they had heard nothing about the add-on session. William Carlisle, NAB vice president, government relations, and NAB’s representative on the rally steering committee, said NRBA had violated an agreement among the associations to work things out jointly. NAB’s biggest concern was that the extra session conflicted with NAB’s annual state association president’s meeting, around which the rally was planned and which reconvenes

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FISH STORY OR MIRACLE?

Decide this Easter when you hear Jonah’s story, “The Only Sign.”

his year, the Lutheran Laymen’s League presents a very special Easter special: the Biblical story of Jonah, brought to life in a short drama entitled “The Only Sign.” Your listeners will hear Jonah being interviewed on a modern day news program. He describes the events which led him to his adventure with the whale and his understanding of God. It’s a very entertaining program. And a very moving one.

Along with “The Only Sign,” Dr. Oswald Hoffmann gives a 10 minute homily for Easter. Also included are beautiful Easter musical selections. Our Easter program is a glorious celebration of this wonderful holiday.

The Lutheran Laymen’s League Easter special is available to your station at no charge. It’s a disc that runs 29:30. If you wish to receive a copy, simply fill in the attached coupon and send for your disc today. Then let your listeners hear Jonah speak for himself.

---

International Lutheran Laymen’s League.
2185 Hampton Ave., St. Louis, Mo. 63139
Please send me THE ONLY SIGN.

Name ____________________________
Station __________________________
Street ____________________________
City Zip __________________________

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Broadcasting Feb 26 1979
separately at NAB headquarters across town at 2:30 the same afternoon. A
spokesman for NRBA said it seems cer-
tain that the rally will now extend beyond
2 p.m. when it had been scheduled to end.

FCC slips back on its
radio deregulatory timetable; dropped stitch blamed on
inadequate intra-agency briefing

Meanwhile, the FCC’s schedule for
developing and considering proposals for
deregulating radio has slipped. Officials say
an item dealing with the subject, which
was to have been before the commission
last week, probably will not reach the com-
mission agenda until late in March.

Key staffers involved were not satisfied
with drafts that had been prepared in the
Broadcast Bureau, the General Counsel’s
Office and the Office of Plans and Policy.
One official said the staff members who
did the work evidently had not been given
sufficiently clear instructions.

There was said to be a need for addi-
tional facts to determine the smallest
market where competition could be ex-
pected to be sufficient to warrant deregula-
tion. A question the General Counsel’s
Office has yet to resolve is whether the
commission can legally eliminate a re-
quirement that broadcasters provide some
public affairs programming. Some lawyers
feel that the fairness doctrine has been in-
corporated into Section 315 of the Com-
munications Act and that it imposes an
obligation on broadcasters to cover con-
troversial issues of public importance.

The commission has expressed interest in
eliminating for radio—at least on a test
basis in major markets—the ascertain-
ment requirement, standards for informa-
tional programming and limits on commer-
cial time.

**Media Briefs**

**Break.** FCC issued tax certificate to
Downe Communications for sale of
WADO(AM) New York to Wilson
Communications. Controlling interest of
Wilson is owned by Hispanic-Americans.

**CBN under pressure.** Division of Public
Charities of Massachusetts attorney gen-
eral’s office has filed Freedom of Informa-
tion Act request with FCC asking for
“anything you have” on WXNE-TV Boston
and parent, Christian Broadcasting
Network. Same office has suit in state court
against station to require it to file certain
financial reports with state—in accordance
with state laws governing nonprofit
organizations. State suit was brought last
year, but CBN is contending it falls under
exception for religious corporations in
state law. FCC officials said Massachusetts
request was probably too broad, and com-
mision would have to ask attorney gener-
al to make another more specific request.

**No labels.** Federal Trade Commission at-
torneys recommended last week not to re-
quire energy-efficiency labels for televi-
sion sets. Program is designed to tell con-
sumers cost of operating different brands
of appliance at time of purchase, but FTC
staff said labels for TV sets aren’t tech-
nologically or economically feasible and
wouldn’t help consumers in making purchase decisions.

**NRBA summer job.** National Radio Broad-
casters Association has established Julian
J. Trivers NRBA internship program offer-
ing $1,000 for one college student to work
in NRBA headquarters each summer. Mr.
Trivers, who died Jan. 25, is former
retailer and executive for radio equipment
firm who was active in association during
its early days as National Association of
FM Broadcasters. His son, Stephen, presi-
dent of WQLR(FM) Kalamazoo, Mich., is
current member of NRBA board.

**Multimedia buys newspaper.** Multimedia
Inc., Greenville, S.C., group broadcaster
and newspaper publisher, has completed
acquisition of Daily News-Chief, Winter
Haven, Fla., for an undisclosed price.
Multimedia owns four TV stations; seven
AM and six FM outlets and recently
announced plans to buy WZTV(TV)
Nashville and WVEZ(FM) Louisville, Ky.
Fourth Big Year
"In Search of . . ."
Brings New Light
To Mysterious Subjects

Starring
Leonard Nimoy
as Host Narrator

Explore The Bristol-Myers "In Search of . . ."
Hospitality Suite at N.A.T.P.E. at the MGM Grand Hotel
Proposed

- WBGS(AM)-WLYP(FM) Miami: Sold by Storer Broadcasting Co. to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., for $12.5 million. Seller had asked $14 million for stations after it announced plans to sell off all radio stations [BROADCASTING, Dec. 11]. It is also selling WHNN(AM) New York and WSPD(AM) Toledo, Ohio, and will sell WLAK(AM) Chicago, purchased in April 1978, after fulfilling three-year ownership requirement of FCC rules. Buyer is wholly owned subsidiary of Jefferson-Pilot Corp. Parent and subsidiary together own five AM's, four FM's and two TV's, Wallace J. Jorgenson is president and Cullie M. Tarleton is vice president for radio. WBGS is on 710 kHz with 50 kW full time, WLYP is on 101.5 MHz with 100 kW and antenna 810 feet above average terrain. Broker: Ted Hepburn Co.

- KKUA(AM)-KQMQ(FM) Anchorage, Alaska: Sold by KKUA Corp. to Appalachian Broadcasting Co., purchased for $450,000. Seller is owned by Richard Hustead, current salesman for those stations. KKL(AM) is 1 kW daytimer on 1300 kHz. KQMQ is on 105.1 MHz with 50 kW and antenna 500 feet above average terrain. Broker: Robert A. Shaheen Inc.

- WQTT(AM) Savannah, Ga.: Sold by WQTT Inc. to WRAC Broadcasting Inc. for $420,000. Seller, principally owned by Robert Powers, also owns WXL(M) Savannah. Buyer is owned by J. William O'Conner, who sold WRKR-AM-FM Racine, Wis., last November. WQTT is on 1450 kHz with 1 kW day and 250 w night. Broker: Blackburn & Co.

- WSBW(AM)-WJSY(FM) Atlanta: Proposed for sale by Blackburn & Co. for $250,000. Seller is owned by Blackburn & Co., Inc. and will sell WJQW(AM) Jamaica Bay, N.Y. to Long Island Broadcasting Corp. for $375,000. WSBW is on 1580 kHz with 100 kW and antenna 900 feet above average terrain. Broker: Ted Hepburn Co.

- KJFK(AM)-KQQQ(FM) Miami: Sold by CBSF (Broadcasting) to J. H. Morgan & Co., Inc. for $4.2 million. Seller is owned by CBSF (Broadcasting). Buyer is owned by J. H. Morgan & Co., Inc. and will sell WQTV(AM) West Palm Beach, Flo., for $1.8 million. KJFK is on 1410 kHz with 100 kW and antenna 500 feet above average terrain. Broker: Ted Hepburn Co.

- WKRP(AM)-WKRE(FM) Cincinnati: Sold by Blackburn & Co. to Metroplex Communications of Ohio for $840,000. Seller is owned by Blackburn & Co., Inc. and will sell WLYC-FM Columbus, Ohio for $200,000. WKRP is on 1510 kHz with 100 kW and antenna 800 feet above average terrain. Broker: Ted Hepburn Co.

- WOR(AM)-WFBE(FM) New York: Sold by CBS Broadcast Division of Columbia Broadcasting System to WOR (AM) Broadcasting Corp. for $4.2 million. Seller is owned by CBS Broadcast Division of Columbia Broadcasting System. Buyer is owned by WOR (AM) Broadcasting Corp. and will sell WOR(AM) to WOR (AM) Broadcasting Corp. for $4.2 million. WOR(AM) is on 710 kHz with 100 kW and antenna 900 feet above average terrain. Broker: Ted Hepburn Co.

- KKOY(AM)-KQKO(FM) Kansas City: Proposed for sale by Blackburn & Co. to Metroplex Communications of Ohio for $840,000. Seller is owned by Blackburn & Co., Inc. and will sell KKKO(AM) Kansas City for $200,000. KKOY is on 1430 kHz with 100 kW and antenna 800 feet above average terrain. Broker: Ted Hepburn Co.

- WRQX(AM)-WRQQ(FM) Washington, D.C.: Sold by WRC Inc. to Media Brokers Inc. for $3,500,000. Seller is owned by WRC Inc. and will sell WRC(AM) to Media Brokers Inc. for $3,500,000. WRQX is on 1350 kHz with 100 kW and antenna 800 feet above average terrain. Broker: Ted Hepburn Co.

- WOR(AM)-WFBE(FM) New York: Sold by WOR (AM) Broadcasting Corp. to WOR (AM) Broadcasting Corp. for $4.2 million. Seller is owned by WOR (AM) Broadcasting Corp. and will sell WOR(AM) to WOR (AM) Broadcasting Corp. for $4.2 million. WOR(AM) is on 710 kHz with 100 kW and antenna 900 feet above average terrain. Broker: Ted Hepburn Co.

- WSBW(AM)-WJSY(FM) Atlanta: Proposed for sale by Blackburn & Co. for $250,000. Seller is owned by Blackburn & Co., Inc. and will sell WJQW(AM) Jamaica Bay, N.Y. to Long Island Broadcasting Corp. for $375,000. WSBW is on 1580 kHz with 100 kW and antenna 900 feet above average terrain. Broker: Ted Hepburn Co.

- WSBW(AM)-WJSY(FM) Atlanta: Proposed for sale by Blackburn & Co. for $250,000. Seller is owned by Blackburn & Co., Inc. and will sell WJQW(AM) Jamaica Bay, N.Y. to Long Island Broadcasting Corp. for $375,000. WSBW is on 1580 kHz with 100 kW and antenna 900 feet above average terrain. Broker: Ted Hepburn Co.
### Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Company</th>
<th>Period/Ended</th>
<th>Revenues</th>
<th>% Change</th>
<th>Net Income</th>
<th>% Change</th>
<th>Per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams-Russell Co.</td>
<td>3 mo. 12/31/78</td>
<td>$6,397,000</td>
<td>+19.3%</td>
<td>$536,600</td>
<td>+24.1%</td>
<td>$5.29</td>
</tr>
<tr>
<td>Communications Satellite Corp.</td>
<td>Year 12/31/78</td>
<td>$18,620,000</td>
<td>+9.7%</td>
<td>$4,378,000</td>
<td>+5.4%</td>
<td>$4.28</td>
</tr>
<tr>
<td>Conrac Corp.</td>
<td>Year 12/31/78</td>
<td>$12,010,000</td>
<td>-1.17%</td>
<td>$1,860,000</td>
<td>-14.4%</td>
<td>$1.36</td>
</tr>
<tr>
<td>Cox Broadcasting Corp.</td>
<td>Year 12/31/78</td>
<td>$23,044,000</td>
<td>+23.6%</td>
<td>$3,384,000</td>
<td>+33.0%</td>
<td>$5.07</td>
</tr>
<tr>
<td>Dun &amp; Bradstreet Companies Inc.</td>
<td>Year 12/31/78</td>
<td>$72,642,000</td>
<td>+14.0%</td>
<td>$7,025,000</td>
<td>+20.2%</td>
<td>$2.52</td>
</tr>
<tr>
<td>Fairion Corp.</td>
<td>9 mo. 12/31/78</td>
<td>$24,159,000</td>
<td>+18.4%</td>
<td>$3,981,000</td>
<td>+15.8%</td>
<td>$1.77</td>
</tr>
<tr>
<td>General Tire &amp; Rubber Co.</td>
<td>Year 11/30/78</td>
<td>$2,230,040,000</td>
<td>+4.6%</td>
<td>$115,519,000</td>
<td>-4.4%</td>
<td>$4.97</td>
</tr>
<tr>
<td>Gray Communications Systems Inc.</td>
<td>6 mo. 12/31/78</td>
<td>$11,167,582</td>
<td>+31.3%</td>
<td>$877,751</td>
<td>+31.4%</td>
<td>$8.12</td>
</tr>
<tr>
<td>Harris Corp.</td>
<td>Year 12/31/78</td>
<td>$45,854,000</td>
<td>+14.1%</td>
<td>$2,951,000</td>
<td>+20.3%</td>
<td>$1.10</td>
</tr>
<tr>
<td>Katan State Network Inc.</td>
<td>3 mo. 11/30/78</td>
<td>$5,137,000</td>
<td>+20.3%</td>
<td>$617,000</td>
<td>+29.1%</td>
<td>$0.34</td>
</tr>
<tr>
<td>Kingslip Communications Inc.</td>
<td>3 mo. 12/31/78</td>
<td>$992,812</td>
<td>+32.1%</td>
<td>$169,444</td>
<td>+95.4%</td>
<td>$3.68</td>
</tr>
<tr>
<td>Knight-Ridder Newspapers Inc.</td>
<td>Year 12/31/78</td>
<td>$87,887,500</td>
<td>+16.9%</td>
<td>$7,756,000</td>
<td>+25.5%</td>
<td>$2.34</td>
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<tr>
<td>Lee Enterprises Inc.</td>
<td>3 mo. 12/31/78</td>
<td>$31,117,000</td>
<td>+17.3%</td>
<td>$4,293,000</td>
<td>-30.4%</td>
<td>$0.59</td>
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<tr>
<td>The Liberty Corp.</td>
<td>Year 12/31/78</td>
<td>$25,216,000</td>
<td>+30.9%</td>
<td>$3,040,000</td>
<td>+33.3%</td>
<td>$1.20</td>
</tr>
<tr>
<td>Media General Inc.</td>
<td>Year 12/31/78</td>
<td>$24,899,000</td>
<td>+12.4%</td>
<td>$17,972,000</td>
<td>+32.4%</td>
<td>$1.82</td>
</tr>
<tr>
<td>Metro-Goldwyn-Mayer Inc.</td>
<td>Year 11/30/78</td>
<td>$14,395,000</td>
<td>+92.4%</td>
<td>$2,616,000</td>
<td>+216.7%</td>
<td>$1.70</td>
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<tr>
<td>Metromedia Inc.</td>
<td>Year 12/31/78</td>
<td>$370,713,000</td>
<td>+23.3%</td>
<td>$35,272,000</td>
<td>+9.7%</td>
<td>$0.70</td>
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<tr>
<td>Multimedia Inc.</td>
<td>Year 12/31/78</td>
<td>$110,629,711</td>
<td>+19.6%</td>
<td>$18,500,455</td>
<td>+29.9%</td>
<td>$2.35</td>
</tr>
<tr>
<td>RCA</td>
<td>Year 12/31/78</td>
<td>$6,647,700</td>
<td>+12.2%</td>
<td>$278,400,000</td>
<td>+12.7%</td>
<td>$3.65</td>
</tr>
<tr>
<td>Scripps-Howard Broadcasting Co.</td>
<td>Year 12/31/78</td>
<td>$65,342,624</td>
<td>+31.1%</td>
<td>$4,470,780</td>
<td>+25.4%</td>
<td>$5.60</td>
</tr>
<tr>
<td>Taft Broadcasting Co.</td>
<td>9 mo. 12/31/78</td>
<td>$135,491,111</td>
<td>+29.1%</td>
<td>$22,312,194</td>
<td>+30.3%</td>
<td>$2.54</td>
</tr>
<tr>
<td>Technical Operations Inc.</td>
<td>3 mo. 12/31/78</td>
<td>$28,021,000</td>
<td>+34.6%</td>
<td>$470,000</td>
<td>+505.0%</td>
<td>$3.50</td>
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<tr>
<td>Time Inc.</td>
<td>Year 12/31/78</td>
<td>$1,697,585,000</td>
<td>+35.9%</td>
<td>$125,742,000</td>
<td>+38.9%</td>
<td>$5.47</td>
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<tr>
<td>The Times Mirror Co.</td>
<td>Year 12/31/78</td>
<td>$1,427,301</td>
<td>+24.8%</td>
<td>$142,399</td>
<td>+48.2%</td>
<td>$4.13</td>
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<tr>
<td>Tocom Inc.</td>
<td>6 mo. 12/30/78</td>
<td>$3,357,289</td>
<td>+149.0%</td>
<td>$191,750</td>
<td>+142.8%</td>
<td>$1.30</td>
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<tr>
<td>Transmedia Corp.</td>
<td>Year 12/31/78</td>
<td>$3,525,487,000</td>
<td>+9.7%</td>
<td>$209,705,000</td>
<td>+22.9%</td>
<td>$3.15</td>
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<tr>
<td>Twentieth Century-Fox Film Corp.</td>
<td>Year 12/31/78</td>
<td>$625,899,000</td>
<td>+23.5%</td>
<td>$58,390,000</td>
<td>+15.0%</td>
<td>$7.25</td>
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<tr>
<td>Viacom International Inc.</td>
<td>Year 12/31/78</td>
<td>$51,898,000</td>
<td>+40.1%</td>
<td>$7,415,000</td>
<td>+33.5%</td>
<td>$1.95</td>
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<tr>
<td>Wometco Enterprises Inc.</td>
<td>Year 12/30/78</td>
<td>$27,973,000</td>
<td>+23.9%</td>
<td>$18,781,000</td>
<td>+48.2%</td>
<td>$2.20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Year earlier</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500,000</td>
<td>$9,250,000</td>
</tr>
</tbody>
</table>

1 Figures exclude investment gains of insurance operations.

**WAAAFM** Worcester, Mass. WMLL is 10 kw daytimer on 1100 kHz. WIOK is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WNHCAM** New Haven, Conn.: Sold by New Haven Radio Inc. to Anthony R. Martin-Trigona for $650,000. Seller is owned by Natle Urso and his wife, Elizabeth, and Carl Grande and Mr. Martin-Trigona, who is buying out others. Mr. and Mrs. Urso and Mr. Grande own WERI-AM-FM Westerly, R.I. Mr. Martin-Trigona owns WAM-FM Waltham, Mass., and has real estate interests in Illinois. WNHC is on 1340 kHz with 1 kw daytime and 250 w night.

**KIXZAM** Amarillo, Tex.: Sold by Broadcasting Associates Inc. to Mel Tillis for $550,000. 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. Along with Mr. Ruff, it owns KTRXAM Wichita Falls, Tex.; KELIAM Tulsa, Okla., and KHOGAM Fayetteville, Ark. Buyer is country recording artist with no other broadcast interests. KIXZ is on 940 kHz with 5 kw day and 1 kw night. Broker: Magruder Media Associates for buyer; Dan Haystett & Associates for seller.

Other stations sales approved last week include: WHANAM Haines City, Fla., and KBCHAM Lincoln City, Ore. (see "For the Record," page 99).

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**FLORIDA Major Market**

Class A FM $1,050,000, terms

A Confidential Service to Owners and Qualified Buyers

(703) 821-2552

Cecil L. Richards, inc.
media brokers

Suit 408, 7700 Leesburg Pike
Falls Church, Va. 22043
In the palm of the hand

Broadcast Computing Inc., New York, in conjunction with Petry Television, there, has developed two statistical systems for convenient projection of reach and frequency levels for specific TV stations and for relating viewers of different TV program types to specific products.

The Television Portable Audience Statistic System (PASS), which charts the reach and frequency levels, and the Television TARGET System are designed for use with a Texas Instruments hand-held programmable calculator. This permits stations, national representatives or other users to determine calculations at the desk of advertising prospects, according to Jack Allen, founder of BCI.

The availability of the television reach and frequency calculations and the computerized product usage system are expected to generate more television dollars by defining more precisely the advertiser's audience, according to Petry. The PASS and TARGET systems were designed by BCI for Petry, which will hold exclusive rights for several months.

BCI has devised similar systems for the radio field but this venture marks its entry into television computer services. According to BCI, the PASS system allows the user to calculate figures for reach, frequency, cost, gross impressions, net impressions, GRP levels, C-P-M/gross audience and C-P-M/net audience. The TARGET system makes use of W.R. Simmons' product usage data showing the proportion of product users who can be reached based on 13 TV program types. BCI said it allows the user to calculate total product users by demographics, heavy product users by demographics, C-P-M/total users, C-P-M/heavy users, percentage of total users delivered and percentage of heavy users delivered.

SIN squabbles with AFTRA

SIN, the U.S. Spanish television network, filed an unfair labor charge last week against the American Federation of Television and Radio Artists, asserting in a complaint to the National Labor Relations Board that AFTRA refuses to negotiate a renewal of the national code for Spanish-language TV commercials.

SIN said a short-term agreement was signed with AFTRA last Sept. 22 in which residual payments were fixed in proportion to the Spanish-speaking population of the U.S. SIN claimed that the union has refused to renegotiate that contract, which expired on Nov. 15. An AFTRA official denied this claim, saying that all of its commercial codes expired last Nov. 15 and that it invited SIN to sit in on negotiations. He said AFTRA has sent a letter to SIN asking that talks be started.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

announces

the 1st annual Michele Clark Award for

BROADCAST JOURNALISM BEGINNERS*

The winner of this year's Award will receive

a $500 cash prize

to be presented by Walter Cronkite at the
RTNDA International Conference September 6-8
Las Vegas, Nev.

At the convention the station winners of the
Edward R. Murrow Award for documentaries and
the RTNDA awards for investigative reporting,
spot news reporting and editorial/commentary
will also be announced.

* A "beginner" in this instance
is a newsperson with fewer
than three years full time
experience in commercial or
public broadcast journalism.

Paper chase. Radio Advertising Bureau, in cooperation with Broadcast Computing Inc., New York, has developed SONAR (synthesis of newspapers and radio), computerized media comparison system intended for rapid calculations of reach and frequency programs for newspapers used alone or in combination with radio. SONAR system is available for radio stations either through BCI or RAB for $350; stations also will need Texas Instrument TI-59 hand-held programmable calculator.

Two in one. Richard K. Manoff Inc., New York, which was acquired in 1978 by Geers Gross Advertising, London, has changed its name to Manoff Geers Gross Inc. to reflect more closely its association with British agency. Both agencies will continue to operate autonomously, with total billings at $70 million. Geers Gross bills about $30 million and Manoff Geers Gross, about $40 million, of which estimated 65% is in broadcast.

Kids know commercials when they see one, Roper research tells TIO

A poll of parents conducted by the Roper Organization Inc. reports that nine out of 10 of their children aged from 3 to 10 know the difference between television programs and commercials. Eight out of 10 children who know the difference between commercials and programs were asked if the children knew that the purpose of commercials was to persuade people to buy something. Among children 3 to 10, 79% were said to know the difference; 17% not to know, and 4% didn’t know or didn’t give an answer.

Parents who said their children knew the difference between commercials and programs were asked if the children knew that the purpose of commercials was to persuade people to buy something. Among children 3 to 10, 79% were said to know the difference; 17% not to know, and 4% didn’t know or didn’t give an answer. Among children 3 to 4, 57% were said to know the purpose of commercials; 40% not to know, and 3% didn’t know or gave no answer.

*Although the FTC advances the theory that children under 8 know very little about the purpose of commercials and have limited comprehension, we see here that the majority of children learned early to understand the purpose of commercials as well as the difference between commercials and programs.*

New series sputter on NBC

Rivals' stunning contributes to network's poor ratings, returning it to third place

In another fiercely competitive sweep week, ABC-TV and CBS-TV stunted all over prime time while NBC-TV stuck to its regular schedule— and faced what may be the beginnings of a second-season debacle.

In the week of Feb. 12-18 there were ominous performances by NBC's new series. Supertrain dropped seven points from its special premiere episode the previous week to a 25 share on Wednesday. BJ and the Bear went from a 35-share special premiere to a 29 on Saturday, five points off its lead-in from CHiPs. Little Women fell from an 18-share premiere to a 14 on Thursday, and both it and BJ threatened established series on those nights, Quincy and Rockford Files.

The network's new Friday series block continued its dive to the basement despite the highest-ever share scored by its lead-off show, Diferent Strokes. Strokes had a 39, followed by Hello Larry's 27, Brothers

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The week’s ratings averages reflected those performances. NBC won no nights and returned to its third-place position with a 17.4. ABC won five nights to finish with a 22.2 and CBS took Monday and Friday to wind up with a 19.1. Averages through 19 days of the February sweep showed ABC with a 21.8, CBS with a 19.4 and NBC with a 17.7.

Besides Diff’rent Strokes, NBC’s brightest spot of the week was the miniseries Backstairs at the White House, which scored a 36 share on Monday despite competing with the last hour of CBS’s second installment of “Gone With the Wind.” GWTW” was the week’s most-watched blockbuster, scoring a 28.8 rating and 40 share. The first segment of ABC’s Roots: The Next Generations came in close behind with a 27.8/41 on Sunday (see “Top of the Week”). Both were out-ranked by ABC’s regular series Mork and Mindy, Three’s Company, Laverne and Shirley, Angie and Happy Days. Three’s Company also aired in a special episode on Thursday and earned the distinction of placing both second and seventh on the week’s program ranking list.

Roots easily won Sunday night for ABC, but both the other networks had respectable audiences. NBC’s “American Graffiti” pulled a 22.5/33, CBS’s “Marathon Man” an 18.9/31. NBC opened its miniseries version of “From Here to Eternity” on Wednesday with a 33 share against fairly tough competition on ABC and CBS. ABC’s Friday scheduling of “Shampoo” produced a winning 38 share, but CBS still edged out ABC for the night with another strong performance from Dukes of Hazzard (a 34 share) and from Dallas (a 36). ABC’s Mork and Mindy took the number-one program spot for the second week in a row with a huge 50 share on Thursday. Angie aired after Mork with a 45, an encouraging four points up from its performance the previous week, although the special episode of Three’s Company that followed may have had an influence. Less encouraging for ABC was Makin’ It’s 19 share on Friday, a one-point decline. ABC also slotted its airing Battlestar Galactica after Roots; it dropped nine share points to a 32.

Program Briefs

Sales anchor. First sale of Gold Key Entertainment’s “Neptune Journals” package of 12 feature films has been made to KCOP (TV) Los Angeles for price close to $1 million, according to distributor. Features, ranging from “Voyage to the Edge of the World” to “Dive to Danger” involve “mysteries and dangers of the seven seas” and are first run for TV.

Back in town. After absence of about a year and a half, Mike Douglas Show will return to Chicago April 9 on WBBM-TV. Douglas earlier had short run on WSNBT(V) there and, before that, was on WMAQ(TV).

Partners: Warner, McDermott. Formation of Warner Entertainment International for development of TV properties and motion pictures has been announced by Jack Wrather and Tom McDermott. Wrather Corp., second largest stockholder in Teleprompter Corp., is diversified company that is already involved in TV and motion picture enterprises. Mr. McDermott, veteran agency and production executive, was most recently associated with RCA’s SelectaVision, video cassette and video disk program business. He will be president and chief executive officer of new company.

Back again. NBC-TV has renewed prime-time series, Chilis, for 1979-80 season. MGM-21 TV produces with NBC.

Sports Emmys. National Academy of Television Arts and Sciences handed out 12 Emmy awards for sports: six to CBS, five to NBC, and one to syndicated series The Way It Was. ABC had withdrawn from competition, disagreeing with separation of sports from prime-time Emmy broadcast.

British outlet. Trident Television Ltd., British broadcasting/entertainment firm, has formed New York-based TV distribution company with Viacom International veterans Arthur Zeiger and Elliot Abrams at helm and with undisclosed equity interest. Messrs. Zeiger and Abrams, both formerly Viacom corporate vice presidents, are president and chief executive and vice chairman and chief operating officer, respectively, of new Trident Television Associates. Firm, expected to begin operating in about month, will handle domestic and international distribution for independent producers.

Anglophiles. “Thames Week,” with 7 p.m. to sign-off programming from Thames Television, British programmer, has been scheduled on KFI-TV Los Angeles, June 11-15. WOR-TV New York, another independent in RKO General group, did same in 1976.


Chart toppers. The No. 1 Radio Show, 24-hour program from Drake-Chenault featuring all number one records from 1964 to present, has been sold to 50 stations, among them WLOM(FM) New York, KSFO(AM) San Francisco and WTKO(AM) Boston.

Fall premiere. MCA DiscoVision and Pioneer Electronics of Japan intend October announcement of their plans regarding joint introduction of laser-optical video disk system for consumers, to be compatible with system being test marketed by MCA and Magnavox.
When a snow job means a big job for radio-TV

Storm emergency in East catches many broadcasters by surprise—but not for long

Record-breaking snowfalls brought much of the East Coast to a standstill last week, but broadcasters—by hook or by crook—kept right on going.

It took cross-country skis, four-wheel drive vehicles and long hikes to the newsroom, but stations up and down the coast reported that the storm hadn't gotten the best of them. In fact, most news directors seemed to feel the weather (almost) proved no match. Typical of the job broadcasters did in the emergency were these reports to BROADCASTING:

In Washington, where 18 inches of snow topped eight already on the ground, a call for four-wheel drive trucks by local TV and radio stations kept news operations from being buried. WRC(A) managed to get all but one of its staff members to the station, aided by a jeep owner who answered a broadcast plea for help. Reporter Tina Gulland responded to the call of duty by bringing her 3-month-old child out on the road with her as she did spot reports on area traffic conditions.

WJVM-TV News Director Milt Weiss, like many of his cohorts, found motels a saving grace. Jeeps were dispatched to bring personnel to the station, and nearby motels housed the staff overnight while city road crews struggled to clear the streets. Mr. Weiss said one of his biggest problems was getting the station's helicopter airborne, but a few able bodies and some shovels eventually got the helipad cleared.

WTTG-TV News Director Jim Schultz said his major problem came after the Monday night newscast—getting people home. "When the snow was over at the end of the day there was a big sigh of relief," Mr. Schultz said. "There were some hairy moments." He added that the blizzard of '79 had taught station management a lesson; by Tuesday afternoon a station disaster plan was already being formulated.

Go with the status quo. Asked whether the news media should have "more influence and more freedom," Americans generally agree they should not. A 2,000-person nationwide sample surveyed last December by The Roper Organization found that 41% believed that press freedoms "should remain about the same." There were 28% against giving the press more power and 23% in favor of it. The remainder had no opinion. Compared to Congress, the news media came off better; 45% were against giving it more power.
mulated, with a large map showing how far employees lived from the station, and who had snow-worthy vehicles.

The northern tip of the storm, which blanketed Philadelphia to New York, left no real problems for news crews. In Harrisburg, where 14 inches of snow fell, WTPA-TV News Director Jamie Avery said his only dilemma was getting people to work. After that, he said, things went smoothly.

From Virginia to Georgia, where ice and sleet made life miserable for almost everyone, news teams were fully operational. Executive Producer Paul Paolicelli at WSB-TV Atlanta said that since conditions were so treacherous, people were not leaving their homes, which made for slower-than-normal news days.

Mark Pierce, at WCSC-TV Charleston, S.C., said his only troubles came when the antenna on one tower froze, causing difficulties with microwave transmission. For a while, he said, the signals kept getting dimmer as the towers iced up, but things eventually got back to normal. He added that he had a full staff except for his sports director, who got stuck in Miami covering a golf tournament. At WJZ-TV in Baltimore, a city hit hard by snow and looting, things were a little more hectic. "We just don't have time to talk with you," a female reporter said. "Many people couldn't get to the station. Those who could stayed here all night. We're coping the best we can."

Richard S. Salant may well qualify as the most successful misfit in broadcast journalism; after 16 years as head of CBS News, he's heading for the door but not without IRTS's gold medal along the way; reflections on a standout career as leader, buffer, coach and advocate

A long, lethal-looking billy club hangs outside Dick Salant's office. It carries the legend, inscribed in brass, "Richard S. Salant: To be used only in the event of a police attack." and it is a memento, arranged by a good-natured CBS-TV affiliate, of an encounter—fortunately conducted through the mails—in which Mr. Salant defended CBS News against the maladies of a police chief displeased by the way police actions had been covered.

He doesn't have any other billy clubs to show for it, but Dick Salant has made the defense of broadcast journalists' First Amendment rights a central part of the job he has held for 16 years as president of CBS News. "He's been very patient, instead of billy clubs, a lot of awards, one of the most prestigious of which will be presented Thursday night in New York's Waldorf-Astoria: the 1979 Gold Medal Award of the International Radio and Television Society. For Mr. Salant, who has been in his job longer than any other network news chief, is retiring at the end of April—it's not going to be, but because he will be 65 by then and CBS has a mandatory retirement policy from which new federal law provides no exemption for executives of Mr. Salant's rank.

Mr. Salant took a look back at his two stints as CBS News president—and a look at what may be ahead for broadcast journalism in an extended interview with BROADCASTING (see excerpts, beginning on page 92).

He made clear that he feels journalistic freedoms are in trouble with the courts, especially the Supreme Court, and that, given current court attitudes, he expects another bad joll—perhaps before he leaves April 30—in the form of a Supreme Court decision upholding Colonel Anthony Herbert's demand to know the thought processes involved in a 1974 60 Minutes broadcast on "The Selling of Colonel Herbert."

"It's going to be a bad one," he said, and hurt print as well as broadcast journalists.

"If that view prevails, there's no protection of confidential sources, there's no protection of your outides, of your own mental process," he said. "[They want to know] why did you believe this guy? Why did you believe that guy? Why did you pursue this lead and not that? Maybe not even a day later can you dredge up professional hunches that you're paid to have. [Reporters would say] the hell with this, I'm going to do something nice and bland."

Never a journalist, always a journalist

do instead of spending all my time with lawyers."

Mr. Salant also made clear that he thinks CBS has the best broadcast news staff in the business—and he also told of one who got away—NBC News's John Chancellor. We got word—we didn't approach him, we got word—that he wasired [of anchor ing NBC Nightly News] and what he'd really like to do was a few documentaries and take [Eric] Severeid's place doing commentaries," he explained. "I jumped at the chance. We weren't allowed to have direct conversations with him. But we thought we had a meeting of minds. But NBC made him an enormously attractive offer for a new contract. I don't blame him a bit—he has obligations to his family, to himself. It fell through. But I thought it was going to be all set."

Mr. Salant made no bones about difficulties in getting all the time he'd like to have for the news division in the CBS-TV schedule, and conceded there had been times when he would go home at the end of the week and tell himself: "There he was, right there in the middle of it, going to make a living." But he denied he was bitter. "[I know]," he said, "I gave the highest marks for the independence given CBS News by CBS's top management."

"We're dependent totally on them for two things," he said. "Money and time. Once we get our money and time, there is total independence—complete. They've been just marvelous about that."

"I'm sure we drive them up the wall on many occasions. But you don't hear how you've exacerbated them for months and years afterward. [For proof] just the fact that I've survived these 16 years, the biggest gain in the ass they ever had."

Colleagues at CBS News credit Mr. Salant with a number of accomplishments—among them the first half-hour nightly news, the first one-hour (morning) news, extension of CBS Evening News into the weekends, 60 Minutes, Magazine, In the News, 30 Minutes and Sunday Morning. Some say one of his most valuable achievements has been to keep the outside pressures—from White House, advertisers or wherever—off the working newsman.

He accepts the credit and also dismisses it. For instance, he says, "60 Minutes was brought to me by Don Hewitt [producer] and Bill Leonard [designated to become president when Mr. Salant leaves]. And the half-hour news—it didn't take any genius to think that 15 minutes wasn't long enough."

As for keeping the pressures away from his people, he says "one of my main functions is to be a buffer," and, moreover, his own superiors—notably CBS Inc. Chairman William S. Paley and former Vice Chairman Frank Stanton during the Watergate period—made it easy by not telling him about the pressures being put on them.

"Since they're the guys who held the
licenses,” he says, “it took more guts for
them to keep the heat off us. I had no trou-
ble keeping the heat off my guys when I
didn’t know about it.”

Among the programs introduced during
his tenure, Mr. Salant seems specially
proud of two that, in his words, “give peo-
ple a shot at us.” One is the "Letters col-
mum," called Your Turn, which is now on
once a month, and Inside CBS News, in
which CBS News people visit various cities
and answer questions from the public,
with the result taped and edited for net-
work broadcast. Mr. Salant calls them “my
special babies.” Inside, he says, has been
put on the back burner temporarily be-
cause the same questions kept turning
up all the time, but he expects it to be
revived.

He also expects the issue of a one-hour
network evening newscast to be revived
and eventually resolved, but he said he
had no idea when. The initiative, he said,
must come from the tap.

The problem of affiliate opposition to
expansion of the current newscasts in sta-
tion time, he suggested, might be solved
by transferring the network newscasts en-
tirely into network time, at 8-9 p.m. NYT.
Where the networks are currently spend-
ing $400,000 an hour for entertainment
programming, he said, CBS News could
produce another half-hour for no more than
$25,000.

He conceded audiences would be
smaller during the news hour but insisted
they would be at least proportionate to the
cost. And affiliates, he said, might be
given some of the availability within the
newscast to make it more attractive to
them. Beyond that, he noted, affiliates
would get back the half-hour in which they
now carry CBS Evening News. “That’s
damn valuable time,” he added.

Mr. Salant said he had proposed that ap-
proach but gave the impression he hadn’t
made much headway. “It’s going to come
some day,” he said. “No,” he added,
“before April 30.”

Mr. Salant, when pushed, said he could
foresee a possibility that TV stations would
program primarily from disks, as radio
stations do now, with news divisions pro-
viding “the one thing you’d have to go net-
work on” and perhaps supplying software
on disks, too. “But technology’s not my
bag,” he said. “My job is to make it possi-
ble for my colleagues to make the best
possible broadcast—or that broadcast
software for video disks or whatever. I
can’t spend a lot of time on technological
aspects… All those things to me are just
tools. In our line of business, which is
journalism, what are important are cre-
ative, damn good people, and the rest are
just means.”

Mr. Salant was asked to sort out some of
the things he was proudest—and least
proud—of.

In the most-proud category, one was
that “we never compromised” in trying to
cover “a very difficult period” that encom-
passed Watergate, the Vietnam war, racial
conflicts, civil disorders, assassinations
and riots.

“We did what we thought we ought to,”
he said. “And we remained strong.

“I think this is at least as good an
organization as it was when I came in. And
it was a hell of a good organization. We
haven’t lost the standards, and the caliber
of the people is just as good… In some
ways it may be stronger—that’s for some-
body else to say.

“I’m damn proud of the progress we’ve
made in employment opportunities for
women. Less proud of progress in
minorities—we haven’t made the progress
I’ve wanted to, but we’re ahead of where
we were.

“And there are some specific things,
some particular broadcasts, I suppose. Our
development of a new form of election
night broadcasting. And one of the things
I’m proudest of is that we have the guts
to call a political race when all the
others are calling it and it turns out to be
too close and you don’t know four weeks
later who won. That takes more guts than
going in fast.”

What he was least proud of, he said, was
CBS News’s decision to pay H.R. Haldem-
man, White House chief of staff under
President Nixon, for the extended inter-
view that was made into two one-hour
broadcasts. “That was a goof,” he said.

“I’ve made other mistakes, [but] certainly
I should never have made the Haldeman
payment.”

Mr. Salant reached the CBS News presi-
dency by a roundabout route. Born April
14, 1914, in New York, he graduated from
Philips Academy at Exeter, N.H., in 1931,
Harvard College in 1935 and Harvard Law
School—magna cum laude, Phi Beta Kappa
and an editor of the Harvard Law
Review—in 1938.

From Harvard he went to Washington as
a member of the legal staff of the National Labor Relations Board, later became acting director of the Attorney General's Committee on Administrative Procedure. From there he moved to the Solicitor General's Office of the Justice Department, where he got his first taste of communications law in helping to brief the government's defense of the FCC's far-reaching network regulations.

During World War II he was in the Navy, emerging in 1946 as a lieutenant commander after service that, except for three admittedly seasick days, was primarily desk-bound in the late Navy Secretary James Forrestal's office and on legal procurement work.

After the war he joined the New York office of the law firm serving CBS, where he was a key figure in the long FCC proceeding that led to the commission's approval of the ill-fated, incompatible color television system advanced by CBS. Later he could speculate that "with one more victory like that, I could put CBS out of business."

Instead, he joined CBS in 1952 as a staff vice president. Among other responsibilities he was in charge of the CBS legal department and CBS's Washington office and a member of the CBS editorial board and secretary to the CBS board of directors (of which he was also a member from 1961 to 1969).

He moved into the CBS News presidency for the first time in 1961 and served until 1964, when he became CBS Inc. vice president-corporate affairs, and assistant to Frank Stanton, then CBS president. He returned to the news presidency in February 1966 after Fred Friendly resigned the post in a huff over a corporate restructuring and the refusal of his new boss, John A. Schneider, to pre-empt morning TV programming for a third day of coverage of Senate Vietnam hearings.

What's next for Dick Salant? "I don't know," he said earlier this month, before taking off with his wife, Frances, for 10 days at their home at Harbor Island, British West Indies. "It's the world's best job. I never had any right to have it in the first place, but I've enjoyed it. It's so hard to picture not being in this job. It's very satisfactory and it's fun. You work with the world's best people and you're always on the cutting edge of what's happening in the world. And you can't get flabby."

Mr. Salant hoped to spend some time on his vacation playing tennis—and sorting out his possibilities.

"There are so many things I don't know how to do. I don't know how to teach. I'm scared of it. The great advantage of this job was that it was on-the-job training. All the people taught me. But to go into something new, where I don't have a thousand people to help me—I just don't know."

This much he does know: "I'm not going to do nothing. And I'm going to stay as close as I can to this line of work."

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Broadcasting Feb 26 1979

Are there any major items you want to see taken care of before you finish here?

All the major items I'd like to see taken won't happen before I go. They're pretty much the same things I've wanted to see taken care of for the last 13 years—the long range things, mainly time and money. Mostly time; they give us enough money.

How is your bench in terms of on-air talent?

That's probably our greatest strength. If you look at us and look at the others, I think we have second and third back-up strength. They don't have a Schieffer, a Rather, a Wallace, a Bradley. Now if you're watching Sunday Morning, for example, you can see we can give a fellow a little room to spread his wings. Dick Threlkeld has come into his own. Just marvelous. And Bruce Morton's pieces. Not long ago, somebody at NBC or ABC, maybe it was John Chancellor, made that very point—that our great strength was second and third back-ups that they just don't have. They will some day. By then we'll be stronger.

What's holding us back, what's keeping us from our quantum leaps—is that you can't really attract any more competent people until you get more time on the air. Next to money, or maybe even ahead of money, what a reporter wants is a byline. It's no use having a whole bunch of people who never get on the air. They don't want to work here or any place else if they don't get on the air.

You said at one point that you thought a realistic goal might be 25% of prime time or 25% of the whole schedule for news. How close are you and what is realistic today?

Well, I've learned from the Bakke case never to use quotas. Instead of putting it in terms of percentages, what I have said for many years is that as a starter we ought to have a regular series of informational broadcasts in all dayparts: early morning, daytime, evening news, obviously, prime time, late night.

Saturdays for the children. I think we're getting there. When I first propounded this theory on our planning papers, we had almost none of that. Now we have almost all of it. Except regular prime time, and our regular daytime is monthly. But we've still made a good start on that.

And if I ever did get the 25%, I'd raise it—30%, 35%. Whatever it is, I think that what we do is both important and interesting and our well never runs dry. Entertainment's does. Not only runs dry but the digging is very expensive. We never run out of material because we're dealing with life and you can see what's happening all around the world. There's no end to the issues and the events. So we can do so many things. Our material supplies itself every day.

Are you serious about that? Say, if you got to 50%, you would go the rest of the way?

Sure. I'm a pig. Male chauvinist and otherwise. It took me five years or so to get our 15-minute evening news expanded to half an hour. It finally happened on Sept. 2, 1963. And on Sept. 3, 1963, I came into the office and said, "When do we get our hour?" I thought free competitive enterprise existed on growth. News
What about the accusations that “60 Minutes” is leaning towards yellow journalism? During the summer, I told the guys down there to brace themselves. That whenever you do something that becomes very popular, people are going to begin snapping at it because popularly, in the minds of many critics, is a bad thing. There must be something wrong. But it’s come. I think that the criticism is badly exaggerated. We do have to guard against being excessive, against having confrontations where they’re not justified, where they’re journalistically not justified. But I think the fellows are being very careful about that. I don’t want to say that I’m not concerned about criticism. It does serve as a warning that we must not have confrontations for the sake of confrontations. We mustn’t be unfair to the person who is confronted. Confrontation is perfectly all right where you have in your hand and in your mind specific facts and you know the guy is lying to you. Because he is denying what you have right in front of you. Like the fraudulent meat-stamping. We have no stamps and here’s the stamp. It’s perfectly all right. Otherwise you’re not performing your function as a journalist. To let a guy get away with that.

On the other hand, taking a guy completely by surprise with facts which he would have no reason to know. To make a hypothetical example, you’re interviewing somebody in some industry and you pull out a report of a congressional committee that hasn’t come out yet that accuses him of doing something but he’s never read it and doesn’t know what’s in it and doesn’t know what the contents are. That’s unfair. Naturally he’s not going to be able to answer that. So you have to define the circumstances where this is permissible.

Generally speaking, do you think CBS News and network news in general have
been aggressive enough in challenging, say, the policies of the administration?
There's no such thing as aggressive enough or too aggressive. It's just a matter of feel in particular circumstances. We have never been accused of playing with kid gloves. After all, we're the ones who went through Agnew, the Nixon administration and the Johnson administration and the rest. We were always being accused of playing too hard.

You're one of the prime backers of the National News Council—and a lot of Journalists don't agree with you. How do you feel about it now? Has it lived up to its promise?
No. It hasn't lived up to its potential, let me put it that way. It's still floundering some. But, compared to the British Press Council, it's at about the same place in its life cycle. It took the British Press Council seven or eight or nine years to get established and become an integral part of the press.
The news council still has its limitations; it's not a panacea, it's not going to make all newspapers and all broadcast news absolutely superb. But it gives people a place to go. And it's learning. I think it's pretty bad that we have such stiff-necked organizations—including the New York Times—that take the position that nobody has a right to look over our shoulder. My theory is that we're supposed to have the First Amendment protection, and that everybody has a right to look over our shoulder except the government. We can't be officially accountable but we should be accountable to the public. There are many mechanisms to provide that accountability. Having transcripts of what you do. Making those transcripts available to anyone who wants to study them, or complain about you or shoot at you. All those things are part of accountability. But the New York Times has a great deal of influence among its peers. So a lot of people fall in line.
You haven't gotten NBC or ABC to fall in line either, have you?
No.
Why has there been no replacement for Eric Sevareid?
We really agonized over this. We have 23 minutes of time on the evening news. Eric averaged about two and a half minutes, which is 10%. You don't want to give up that 10% unless you have exactly the right person. Eric earned his way into it—30 years of accumulated experience and wisdom and a marvelous writer as well as a thinker. We just had nobody who was quite ready. I didn't feel it was right just to put somebody in for the sake of putting it in, because of the 10% factor. I'm sure we'll come back to it if we ever have longer time.

How independent is CBS News insofar as the rest of the corporation is concerned?
We're dependent totally on them for two things: money and time. Once we get our money and once we get our time there is total independence—but complete. They've been just marvelous about that. I'm sure we drive them up the wall on many occasions. But you don't hear how you've exasperated them for months and years afterwards.

Some say one of your biggest contributions is to keep the heat off the troops.
I certainly have tried. But I shouldn't get too much credit for that. Because Paley and Stanton kept the heat off me during the toughest days. It wasn't until they put on the record some of those Colson and other memora in the Watergate hearing record that I knew about all that pressure. I didn't know it. They got those calls. They never told me. Since they're the guys who held the licenses, it took more guts for them to keep the heat off us. I had no trouble keeping the heat off my guys when I didn't know about it.
Would you give us a general critique of network news?
We don't spend enough time on important stories. We don't get the nuances and the complexities of stories on network hard news. Because we only have 23 minutes. We're better than a headline service but if you put a headline service over on this side and a 70-page newspaper over on this side, we are somewhere closer to the headline service than we are to the 70-page newspaper. And I think one of the great sins of today's reporting and today's society, it's a very, very complicated world; it's a very, very complicated society. And one of the worst things you can do under your responsibilities to a working democracy is to oversimplify. To simplify—all the chiefs, black hats and white hats. We all have a tendency to do that. By making our stories as bang-bang-bang as we do, we reinforce that very dangerous tendency. We leave out the [qualifications] that should be left in.

Do you expect things are going to get worse or better in terms of broadcast journalism's position in the courts?
Worse. We're just going to have to wait for another court. That's the price you pay for a very good system of government. We have to have patience. I don't think that the answer is to impeach Warren Burger or any of that stuff. Look how long it took the blacks—and whites who had a sense of justice—to get away from the separate but equal doctrine. We all have to learn that in a democracy you don't turn on a dime and you have to be patient. You argue your points. You make speeches. You take your case to court whenever you can find a good case to take to court. And one of those days, if we're right, and I think we are, we'll come back.
You've been talking for years now about broadcasting and the First Amendment. Do you ever get the feeling you're talking in a vacuum?
Yes, in a double sense. One, because nothing happens, and two, because usually the people I'm talking to don't understand me—they don't know what the hell I'm talking about. One of the reasons we make so little progress is that I don't think in general the American public understands the First Amendment. So many letters I've gotten over the years have said: "I'm all in favor of free speech but not that outrageous thing."

How are things going in the area of world press freedoms?
Very badly. Very, very badly. We lose ground almost every day. Progressively more countries are curtailing press freedom as we understand it. More and more people are not living under a society of free press. And that's only a symptom. What you want to do is look at the number of people who believe in the First Amendment. So many letters I've gotten over the years have said: "We're going to feel the you're talking in a vacuum."

In terms of press freedoms in the U.S. and the world, are you disappointed in your colleagues for not standing up more?
Yes. And I've said this not too delicately. I find that I get very depressed that station owners, station managers, do not put this among their top priorities. I've seen explicit statements by some of them that having a longer license period or protection against cable, that's the important thing. "Why fight this 315 or the fairness doctrine?" You fight it because that's what journalism is all about and it's a matter of principle. They want deregulation economically, but they're willing to take regulation in news content. This to me is very, very depressing.
Do you think you'll ever win that one?
It will be won some day. That's another thing that won't happen before April 30.
Tanner's technique. When Bill Tanner took over as program director at WHYY-FM Fort Lauderdale, Fla., "we started out high energy; we were pretty loud, very intense, very excited, big-money giveaway" (The station gave away $50,000 on two occasions.) But now the station is more conversation-oriented. "Bright sunny energy—all natural energy—with a lot of humor, off-the-wall, not laid back. Our disk jockeys are well known and well liked." (They're also paid bonuses on the basis of station performance in the ratings.) Whatever the approach, it's worked; the station now ranks first among 34 stations rated by Arbitron in the Miami-Fort Lauderdale-Hollywood metro area (total persons 124); it has never had less than a six share of the market since January 1974, when he signed aboard. Mr. Tanner says he plays mostly hits—"after five years you know what the market likes"—but does, however, play "a great deal of new product." Top 40 here to stay. Although top 40 is being bombarded by new formats (disco in particular), he says that the format—he prefers to call it "mass appeal"—is not threatened, "A lot of top 40's get scared when they get hit by different formats," he says, "and they lose their image instead of holding to the middle stream. Top 40 has to make an effort to stay mass appeal. The format is not failing, but some top 40's are. It has to do with commitment and programing. They don't perform so well as they go off on tangents. Top 40 is the most mass appeal format in the country; I believe that with all my heart."

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**The Broadcasting Playlist**

**Feb 26**

<table>
<thead>
<tr>
<th>Title ○ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>26 26 Dancin' Shoes ○ Nigel Olsson</td>
<td>Bang</td>
</tr>
<tr>
<td>27 27 Shake It ○ Ian Matthews</td>
<td>Mushroom</td>
</tr>
<tr>
<td>28 28 Somewhere in the Night ○ Barry Manilow</td>
<td>Arista</td>
</tr>
<tr>
<td>29 29 Big Shot ○ Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>30 30 Knock on Wood ○ Amil Stewart</td>
<td>Columbia</td>
</tr>
<tr>
<td>31 31 Music Box Dance ○ Frank Mills</td>
<td>Polydor</td>
</tr>
<tr>
<td>32 32 I Was Made for Dancin' ○ Leif Garrett</td>
<td>Scotti Bros.</td>
</tr>
<tr>
<td>33 33 I Just Fall in Love Again ○ Anne Murray</td>
<td>Capitol</td>
</tr>
<tr>
<td>34 34 Forever in Blue Jeans ○ Neil Diamond</td>
<td>Columbia</td>
</tr>
<tr>
<td>35 35 The Gambler ○ Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>36 36 Little River Band</td>
<td>Harvest</td>
</tr>
<tr>
<td>37 37 Maybe I'm a Fool ○ Eddie Money</td>
<td>Columbia</td>
</tr>
<tr>
<td>38 38 Every Time I Think of You ○ Baby</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>39 39 My Life ○ Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>40 40 Heart of Glass ○ Blondie</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>41 41 Blue Morning, Blue Day ○ Foreigner</td>
<td>Atlantic</td>
</tr>
<tr>
<td>42 42 Song on the Radio ○ Al Stewart</td>
<td>Arista</td>
</tr>
<tr>
<td>43 43 Hold the Line ○ Toto</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>44 44 stumbling' In ○ Suzi Quatro ○ Chris Norman</td>
<td>RSO</td>
</tr>
<tr>
<td>45 45 Bustin' Loose ○ Chuck Brown &amp; The Soul Searchers</td>
<td>Source</td>
</tr>
<tr>
<td>46 46 I Love the Night Life ○ Alicia Bridges</td>
<td>Polydor</td>
</tr>
<tr>
<td>47 47 I Want Your Love ○ Chic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>48 48 Previous Love ○ Bob Welch</td>
<td>Capitol</td>
</tr>
<tr>
<td>49 49 New York Groove ○ Ace Frehley</td>
<td>Casablanca</td>
</tr>
</tbody>
</table>

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.
Eric Brenner, VP-general manager of King Broadcasting Co.'s Seattle division (KING-AM-FM-TV), appointed to newly created post of VP broadcasting. King Broadcasting Company's three divisional VP's will report to him. Succeeding Mr. Brenner as VP-general manager of Seattle division is Forest Amsden, VP-general manager of King's KROW-AM-TV and KINK-FM, all Portland, Ore. Succeeding Mr. Amsden in Portland is Dean Woodring, VP-general manager of King's KREM-AM-FM-TV Spokane, Wash. Succeeding Mr. Woodring in Spokane is Irwin Starr, formerly director of broadcasting for WJLA-TV Washington.

William B. Faber, president and chief executive officer, WFLA Inc., Tampa, Fla., elected chairman of board. He succeeds George Harvey Sr., who retires after serving eight years as chairman. James A. Zimmerman, controller, elected treasurer. He succeeds Mary Parsons who retires after 26 years with company.

Walter Campbell Jr., VP-general sales manager, WBFV(TV) Augusta, Ga., named president and general manager, succeeding John Radeck (see page 79).

Douglas J. Greenlaw, general sales manager, WANX-TV Atlanta, joins WHFT(TV) Miami as VP-general manager.

Virgil (Hap) Halligan, general manager, KEVC-TV Mankato, Minn., elected VP.

Jim Maddox, VP-general manager, KMKF(FM) Houston, named senior VP of Amaturo Group Inc., licensee of station.

Dottie Matamor, special projects coordinator, noncommercial KCFK(TV) Kansas City, Mo., named assistant manager.

Roger Green, account executive, TeleRep, New York, named VP-general manager of Mutual Black Network, Arlington, Va. He held previous sales posts with ABC, NBC and Westinghouse Broadcasting.

Bud Carey, director of sales, KNBC(TV) Los Angeles, named station manager, succeeding Charles Gerber who was named VP-program development for NBC's owned and operated television stations (BROADCASTING, Dec. 4, 1978).

Gayle Olson, news and public affairs director, WMAY(FM) Springfield, Ill., named station manager of co-owned WSME(FM)-WIRX(FM) St. Joseph, Mo.


George W. Hager, corporate attorney in Dallas office of Mobil Oil Corp., joins Christian Broadcasting Network, Virginia Beach, Va., as VP-legal. Harry Eschbach, VP-financial administration, European American Bank and Trust of New York, joins CBN as VP-financial controls and planning.


Broadcast Advertising

Richard D. O'Connor, president, Campbell-Ewald Co., Detroit, elected vice chairman of board and chief executive officer. Paul L. John, VP executive and director of agency's Chevrolet account, succeeds Mr. O'Connor as president.
Detroit office of Eastman, in addition to Chicago, Dallas and St. Louis, which he currently oversees. Jay Kirchner, salesman in Owens-Illinois glass container division in New York, joins Eastman's New York sales staff as account executive.

Ann Cathleen Egan, from market development department of CBS-TV, New York, joins Field Spot Sales there as director of marketing.

John A. Radeck, president and general manager of Fuqua Television's WPBF (TV) August, Ga., appointed president and chief executive officer of Fuqua Media Inc., New York. Company will be parent of Fuqua Television's recently acquired Broadcast Data Base-H/R, television broadcasting representative firm. He will continue on board of directors of WPBF.

Anthony E. Bello, general sales manager, WSD TV St. Louis, appointed VP-director of sales.

Elliot Bass, national sales manager, WXIA-TV Atlanta, named VP-national sales. Jon Beacher, promotion manager, named VP-marketing and creative services.

Philip S. Brown, account executive, WMAL (AM) Washington, named sales manager.

Ed Muscious, sales manager, WMJQ (FM) Rochester, N.Y., joins WOR (FM) there as VP-marketing and sales.

Michael D. Osterhaut, assistant sales manager, WRQX (FM) Tampa, Fla., named general sales manager.

Bruce Hale, community relations director for Golden State Warriors basketball team, San Francisco Bay area, joins KBLR (AM) San Francisco as marketing manager.

Kenneth Patt, national sales manager, WCARI (AM) Detroit, joins WDEE (AM) there as local sales manager. Charles W. Helcro, local sales manager, KFXF (FM) Kansas City, Mo., joins WDEE as account executive.

Barbara Levenson, account executive, WZNT (AM) Miami, named regional sales manager. Charles Bortnick, account executive, WZNT-FM there, named regional sales manager.

Elizabeth Young, in sales department of KBRB (AM), KDKO (FM) Mesa, Ariz., Phoenix, named local sales manager, KDKB. Don Chatham, from KLEU (AM) Waterloo, Iowa, joins KDIQ as local sales manager. Janet Korte, from Today's Sun newspaper, Phoenix, joins KDIQ as account executive.

Ronald Allen Hardin, in sales department of KWQJ (AM)-FM Spokane, Wash., named local sales manager.

Bruce Stamo, account executive, WLCV (AM) Tampa, Fla., named local sales manager.

Michael J. McDonagh Jr., sales representative for RKO Television Representatives, joins co-owned WOR-TV New York as account executive. Winston Edwards, research manager, Field Spot Sales, New York, named account executive for WOR-TV.

William Bean, trainee, Television Adverising Representatives, New York, and Peter Daniels, technical assistant, KDKA-TV Pittsburgh, named account executive of KDKA-TV.


Michael Evans, account executive, WRFI (FM) Norfolk, Va., joins WRQX (FM) Washington in same capacity.

Programing

Robert L. Lowary, from Cooper Laboratories, joins CBS/Broadcast Group, New York, as commercial editor, program practices.

Johnna Levine, director of business affairs, motion pictures for television, ABC-TV, Los Angeles, named VP-business affairs, motion pictures for television.

Paulette J. Douglas, freelance director in New York, joins WABC-TV there as staff director.

Al Brady, program director, WHDH (AM) Boston, joins WRQX (FM) Washington in same capacity.

Richard Harris, program director and air personality, WRHI (FM) Starview, Pa., joins WKQX (FM) Nashville as program director.

Mike McVay, program director, KTNQ (AM) Los Angeles, joins WKY (AM) Louisville, Ky., in same capacity.

Caroline Pryme, music director, WBSQ (AM) Massena, N.Y., named program director. Alex Ross, program director, becomes music director.

Albert G. Hartigan, supervisin of acquisition activities in New York, and producer, Worldvision Enterprises, named senior VP-special projects.

Jack Murphy, independent sports and entertainment producer/director, formerly with ABC-TV, CBS-TV and NBC-TV, named VP/marketing, Continental Color Recording Corp., Hollywood, TV production facilities firm.

Bob West, producer-director, WJFE-TV Evansville, Ind., named production manager.

Eric Stearman, producer-director, WTMJ-TV Milwaukee, joins WINS-TV there in same capacity.

Jay Rochlin, director, audio engineer and

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booth announcer, KGUN-TV Tucson, Ariz., named producer-director.

Jan Landis, administrative assistant, programing, KMOX-TV St. Louis, named associate producer in programing and public affairs department.

Jon Douglas, VP of ancillary division of Bill Burrud Productions, Los Angeles, named VP-sales.

Flip Koener, sales manager, Radio Arts, programming and syndication company in Burbank, Calif., named VP-general sales manager.

Zita Campisi, director of research and development, Ed Friendly Productions, Los Angeles, named VP-creative affairs.

Orlando Suarez, group chief financial officer, Warner Lambert Corp., Barcelona, Spain, joins Children's Television Workshop, New York, as VP-treasurer.

Mike Klausmeier, production manager, WLCy-TV Largo, Fla., joins OmniMedia Productions, Tampa, Fla., as producer-director.

Steve Dollinger, from Communications Group West, joins Paisley Productions, Hollywood, as staff director.

Jonathan D. Shapiro, assistant to executive VP-marketing and account executive for Eastern division, Worldvision Enterprises, New York, joins Telepictures Corp. there as account executive.

Jon Holiday, sales manager, Broadcast Programming International, Bellevue, Wash., Ralph August, from CBS-FM National Spot Sales, Los Angeles, and Judith Stearns, on national promotion staff of 20th Century Records, Los Angeles, join O'Connor Creative Services, Universal City, Calif., as regional sales directors.

Christine Biddle, graduate, Indiana University, Bloomington, joins O'Connor as sales assistant.


Tracy Egan, general assignment reporter, WABC-TV Schenectady, N.Y., joins WABC-TV New York as general assignment correspondent.

Larry Shainman, chief news correspondent and feature reporter, KYW-TV Philadelphia, joins WKYC-TV Cleveland as reporter.

Max Page, news director, WNEP-TV Scranton, Pa., joins WXTA-TV Atlanta as executive producer of news.

Al Volker, from WXYZ-TV Detroit, joins WISN-TV Milwaukee as executive news producer.

Donna LaPietra, former executive producer, WBBM-TV Chicago, rejoins station as producer for special news assignments.

Rick Meyers, editorialist, KATU-TV Portland, Ore., named special projects director.

Stuart Nicholson, reporter, KTVN-TV Kirkville, Mo., joins KETV Omaha in same capacity. Jeff Gallant, staff meteorologist, non-commercial WPXT-TV Cleburne, Tex., joins KETV as staff meteorologist and science reporter.

Michael Cavender, anchor-reporter, WEX-TV Rockford, Ill., joins KMOL-TV San Antonio, Tex., as reporter.

Barbara Harrison, field reporter and weekend anchor, KCBS-LA San Francisco, named evening anchor.

Bob Ingram, owner and editor of Alabama Magazine, and syndicated Alabama newspaper columnist, joins WSAV-TV Montgomery, Ala., as editorial director.

Ron L. Shetton, aviation meteorologist, Continental Airlines, Los Angeles, joins KTIV-TV Oklahoma City as meteorologist.

Larry East, on news staff of WHYN-TV Springfield, Mass., joins KULR-TV Billings, Mont., as weather anchor.

Jan Spiegel, writer and special news producer, WNAC-TV Boston, joins WBZ-TV there as executive editor.

Deirdre C. Parker, public service coordinator, WOR-TV New York, named manager of public service and community relations.

Gerald T. Plemmons, director of engineering for co-owned noncommercial KQED-TV, KQED-FM and KQED-FM San Francisco, joins Outlet Co., Providence, R.I., broadcasting division, as VP-engineering.

Paul R. Westgard, VP-operations, Litton Microwave Cooking Products, joins Magnetic Controls Co., Minneapolis, as VP-manufacturing.


Mildred Hurwitz, treasurer and assistant secretary, Chyron Corp., Melville, N.Y., assumes additional duties as assistant to president.

Raymond M. Poland, manager of engineering operations, WTMJ-TV Davion, Ohio, named chief engineer. He succeeds Harold Thompson who was named director of engineering development.

Norm Wright, from WEEK-TV Peoria, Ill., joins WRAI-TV there as acting chief engineer. Steve Beckett, maintenance engineer, WRAI-TV, named technical supervisor. Jessie Pickett Jr., from WDEM-TV Quincy, Ill., joins WRAI-TV as technician.

Jeffrey Kry, director, of program operations.

Dr. William Petty, director of engineering, and Gerald Tschikof, Western regional manager, Cablecom-General, Englewood, Colo., named VP's.

Richard Shows, Alabama district manager, Storer Cable TV, named New Jersey area manager. Ray Clemons, director of franchise development, named Alabama district manager.

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Broadcast Technology

Jim A. Summers, general manager of Consolidated Video Systems, Sunnyvale, Calif., appointed president and chief operating officer. He succeeds Nyal D. McMullin who becomes chairman and chief executive officer.

Frank J. Bias, VP-engineering, Viacom Communications, named VP-science and technology, Viacom International, New York. He will report to office of chief executive.
noncommercial WWCIFM, Cincinnati, named to technical production task force, joint project of National Public Radio's satellite distribution office and engineering department of WWCIFM.

**Allied Fields**

Robert Lee, member of Foreign Claims Settlement Commission, Washington, Joins Daniels & Associates, Denver, as VP-governmental affairs, concentrating on development of Daniels national cable television franchise activities.

Steve Meachem, director of research, Mediacast (television news research subsidiary of Media Statistics), Silver Spring, Md., joins The Media Associates, Dallas-based broadcast research and consulting company, as research specialist in news division.

**Deaths**

Clarence C. Moore, 74, founder and president of Crown International, manufacturer of professional audio equipment in Elkhart, Ind., died Jan. 24 of heart attack at his home in Syracuse, Ind. Mr. Moore founded company in 1951. Survivors include his wife, Ruby, two sons and one daughter.

Jody Gilbert, character actress who appeared with W.C. Fields and also acted in "Hello Dolly!" and "Buch Cassidy and the Sundance Kid," died Feb. 3 at her home in Sherman Oaks, Calif. of complications following car acci-
dent last year. She also acted on radio in "My Friend, Irma," Other television work included roles on "Sanford and Son" and "Love American Style." Survivors include her mother, sister and brother.


William Gargan, 73, movie and television actor until 1960, died of heart attack Feb. 16 on flight from New York to San Diego. Mr. Gargan was best known for role in television series "Martin Kane, Private Eye." His acting career was ended in 1960 when he developed throat cancer.

As compiled by Broadcasting based on filings, authorizations, petitions and other actions announced by the FCC during the period Feb. 12 through Feb. 16.

**Abbreviations:** ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aux.—auxiliary. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. kHz—kilohertz. kw—kilowatts. MEDV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presurrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

**New Stations**

**AM actions**

- Cervilla, Ala.—Broadcast: Bureau granted Hughey Broadcasting Co. 1130 kHz, 1 kw-D.P.O. address: Rt. 1, Box 245, Tallahassee, Ala. 32308. Estimated construction cost $45,761.63; first-year operating cost $2,000; revenue $60,000. Format: contemporary music. Principal is Fred Randall Hughey (99.9%). He is station manager with WQFS(FM) Union Springs. Ala. (18P-20.706). Action Feb. 8.

- Coalinga, Calif.—Broadcast: Bureau granted McVay Communications 1470 kHz, 5 kw-D.P.O. address: Box 373, Coalinga, Calif. 93210. Estimated construction cost $14,500; first-year operating cost $36,000; revenue $48,000. Formats: MOR. Principal: Robert T. McVay (100%), president and 100% owner. RRKIC(KAM) King City, KRSA(KAM) Salinas. partner in KGEN(KAM) Tulare and 2/12% owner of KSDA(KAM) Redding, all California (BP-21.078). Action Feb. 9.

- Marlin, Ky.—Broadcast: Bureau granted Guaranty Broadcasting Co. 1440 kHz, 2.5 kw-D.P.O. Address: Box 826, Marlin 41649. Estimated construction cost $174,852; first-year operating cost $62,060; revenue $100,000. Format: contemporary. Principals: William D. Gibson, maintenance engineer at WDCIC(KAM) Cliftonwood Va.; Julius C. Marlin and his brother. Sam, who have insurance, banking, mining and auto dealership interests, and Ben J. Sparklin, bank vice president. None have other broadcast interests. (BP-21.026). Action Feb. 9.

**FM actions**

- Palm Springs, Calif.—Broadcast Bureau dismissed petition for reconsideration and returned reconsideration application of Royce International Broadcasting Co. for CP for new commercial FM. Action Feb. 2.

- Buffalo, N.Y.—Broadcast Bureau returned as unaccep-
table for filing application of Medallie College Inc. for CP for noncommercial educational FM. Action Feb. 6.

**TV action**


**Ownership Changes**

**Applications**


- KIKM-AM-FM Sherman, Tex. (AM: 910 kHz. 1 kw; FM: 96.7 mhz, 3 kw)—Seeks assignment of license from Sher-Den Communications to Pyle Communications for $700,000. Seller is owned by Leon H. Williams, who also owns KKSX-AM-FM Killeen, Tex. Buyer is owned by Charles Pyle (majority owner). Harry Pyle (heir). Jerry Snyder and Dewitt Romero. Pyles are in insurance and ranching. Mr. Romero is certified public accountant, and Mr. Snyder is sales manager of KTEM(AK) Temple, Tex. None have other broadcast interests. Action Feb. 14.

**Actions**

- KSBW-TW Salinas and KSBY-TV San Luis Obispo, both California—Broadcast Bureau granted transfer of control of Central California Communications Corp. and assignment of license to John Blair & Co. for $164,340. Seller, principally owned by Elizabeth A. Cohan, has no broadcast interests. Buyer is publicly owned TV and radio rep; it also owns WP0AM-WOZIC(KAM) Scranton, Pa.; subject to FCC approval. KOKH-TV Oklahoma City. Reel L. Shaw is president of broadcast division (BP-18.07103K-KE: KTC780728-18). Action Feb. 14.

- WHC(KAM) New Haven, Conn. (1314 kHz, 1 kw- D. 250-5 w-N.—Broadcast Bureau granted transfer of control of New Haven Radio Inc. to Anthony R. Martin-Trigona for $650,000. Seller is owned by Naile Urso and his wife, Elizabeth, and Carl Grande and Mrs. Martin-Trigona, who is buying out others. Mr. and Mrs. Urso and Mr. Grande own WERI-AM-FM Westerly, R.I. Mr. Martin-Trigona owns WHETIAM. Eastham, Mass., and has no real estate interests in Illi-

- WJOE(FM) Miami (107.5 mhz, 100 kw)—Seeks assignment of license from Mission East Co. to Sus-
quehanna Broadcasting Co. for $2 million. Seller is wholly owned subsidiary of Mission Broadcasting Co. owned in turn by Jack Rohr, Mr. Rohr also owns WWO(KAM) Miami, which he is selling (see below); KONIA(KAM)-KITY(FM) San Antonio, Tex.; KERE(KAM) Denver, and WAME(KAM) Charlotte. N.C. Buyer is principally owned (88.1%) by Louis J. Appel Jr. and his family; Susquehanna owns WBSA- AM-FM-TV York, Pa.; WQBA(KAM) Miami; WIKSIA(KAM) Orlando, Fla.; and WLTA-FM Atlanta. It also owns WRQH(FM) Scranton, Pa.; WHLO(KAM) Akron. Ohio; WHQ(FM) Toledo. Ohio; WQB(GM) Freeport, N.Y.; WFSM(FM) In-

- WWO(KAM) Miami (1260 kHz, 5 kw-U. DA-2)—Broadcast Bureau granted assignment of license from Mission East Co. to Metropolis Communication of Florida for $1,540,000 plus $200,000 agreement not to compete. Seller is also owner of WJOE(FM) Miami (above). Buyer is wholly-owned by Metcom Asso-
ciates, owned by Norman Wain (47.5%) and Robert C. Weiss (47.5%). Mr. Wain is 50% owner of MDS system and Mr. Weiss is 100% owner of construction company. They also own KOAX(FM) Dallas, KEKZ(FM) St. Louis and WHY1(FM) Fort Lauderdale, Fla. (BAL781713). Action Feb. 14.

- WHANAM(IAM) Haines City, Fla. (930 kHz, 500 kw- D. 2)—Broadcast Bureau granted assignment of license from Radio Central Inc. to WFXI Inc. for $170,000. Seller is owned equally by Edward F. Shaburne and his wife, Mr. and Mrs. S. They have no other interests. Buyer is owned equally by David Kinscher and R. Robert Yesbek. Mr. Kinscher is announcer with
Facilities Changes

AM applications

- KORN(AM) Mitchell, S.D.—Seeks CP to make changes in ant. system; change TL to U.S. Rl. 16, 1.07 miles E of state road 37, 0.4 miles from Mitchell; increase height of tower to 416 ft. to accommodate FM ant. Ann. Fed. 13.
- WTNE(AM) Trenton, Tenn.—Seeks CP to make changes in ant. system; increase height of tower to 361 ft. and reduce trans. output power. Ann. Feb. 13.

FM applications

- WVCA(AM) Tuscaloosa, Mass.—Seeks mod. of CP to change in ant. system; change TL to Enterprise Dr., Marshfield; change type ant.; increase ERP: 2 kw (H); increase HAAT: 261 ft. (H) and change TPO. Ann. Fed. 13.
- WATD(AM) Marshfield, Mass.—Seeks mod. of CP to make changes in ant. system; change TL to Enterprise Dr., Marshfield; change type ant.; decrease ERP: 1.26 kw (H&V); increase HAAT: 436 ft. (H&V) and change TPO. Ann. Fed. 13.
- WRVM(AM) Suring, Wis.—Seeks CP to make changes in ant. system; change type trans.; change type ant. of new antenna: HAAT: 545.32 ft. (H&V) and change TPO. Ann. Fed. 13.

AM actions

- KMLQ(AM) Vista, Calif.—Granted CP to increase power to 5 kw; add nighttime service with 1 kw; change from DA-D to DA-2; change TL and SL NW of hwy. 76, approximately 1 mile E of intersection of intersection of CA No. 1 and S. Na Fe Ave. Oceanside, Calif.; change type trans.; conditions (BP-20,536). Action Fed. 9.
- WFAQ(AM) Farmville, N.C.—Granted CP to increase daytime power to 5 kw, add nighttime operation with 2.5 kw. DA-2 unlimited; change trans.; conditions (BP-20,581). Action Fed. 9.
- WLUZ(AM) Bayamon, P.R.—Granted CP to increase power in kw with DA-2; change trans.; conditions (BP-20,751). Action Fed. 8.
- KASY(AM) Auburn, Wash.—Granted CP to increase power to 5 kw; change DA trans.; conditions (BP-20,276). Action Fed. 9.

FM actions

- KCEE-FM Tucson, Ariz.—Dismissed application for CP to change ant. and make changes in ant. system (BP789025AK). Action Feb. 7.
- KKIQ(AM) Livermore, Calif.—Dismissed application for CP to make changes in ant. system, install new antenna and change TPO (BP781005AH). Action Feb. 7.
- *WGHS(AM) Glen Ellyn, Ill.—Dismissed CP to change TL to 670 Crescent Blvd., Glen Ellyn (main SL), delete remote control and make change in ant. system (decrease height) (BPED-2543). Action Feb. 7.
- WFBO(AM) Indianapolis—Dismissed CP to make changes in ant. system; change type trans. and ant. and change TPO (BP781012AG). Action Fed. 7.
- WMZX(AM) Detroit—Dismissed CP to install new aux. trans. at main TL on 97.9 mhz; change TPO, ERP and antenna height (BP780920AE). Action Fed. 7.
- KSDZ(AM) Gordon, Neb.—Granted mod. of CP to decrease ERP and increase ant. height (BP781003AH). Action Fed. 7.
- WKGW(AM) Utica, N.Y.—Dismissed CP to make changes in ant. system, change type trans. and ant., decrease ant. height and ERP and change TPO (BP781019AE). Action Fed. 7.
- WZZP(AM) Cleveland—Dismissed CP to install new aux. trans. at main TL on 106.5 mhz (BP789020AF). Action Fed. 7.
- WZBI(AM) Xenia, Ohio—Dismissed CP to make changes in ant. system, change type trans. and ant. and install former ant. as auxiliary (BP781016AD). Action Feb. 7.
- WYQ(AM) Ebenbus, Pa.—Dismissed CP to make changes in transmission line and TPO (BP781023AQ). Action Fed. 7.
- KGL(AM) Centerville, Utah—Granted CP to change TL to Bonneville Dr., south of Jones Canyon, Utah; change type trans. and ant. and make changes in ant. system (increase height): ERP: 0.5 kw (H&V) and ant. height: 650 ft. (H&V) (BP781077). Action Feb. 8.
- KDA(AM) Ogden, Utah—Dismissed application for CP to install new aux. trans. at main TL on 101.1 mhz; ERP: 10.2 kw (H&V); ant. height: 3742 ft. (H&V); for aux. purposes only (BP781066A). Action Fed. 7.
- WVAF(AM) Charleston, W.Va.—Dismissed application for CP to make changes in ant. system, change type trans. and ant.; change TPO (BP781023AC). Action Fed. 7.

In Contest

FCC actions

- KCBS-AM-FM San Francisco—FCC has denied petition by Marcus Garvey Wilcher, individually, and on behalf of Community Coalition for Media Change (Coalition) for reconsideration of the FCC’s August 11 grant of renewals of stations, licensed to CBS Inc. Coalition had petitioned to deny renewal applications, contending that CBS discriminated against blacks in employment, failed to present programing featuring

Summary of Broadcasting

FCC tabulations as of Jan. 31, 1979

<table>
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<th>Llicensed</th>
<th>On air</th>
<th>STA</th>
<th>CPw</th>
<th>on air</th>
<th>Total</th>
<th>CPw</th>
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<td>Total Radio</td>
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<td>156</td>
<td>8,638</td>
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<tr>
<td>Commercial TV</td>
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<td>521</td>
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<td>205</td>
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</tr>
</tbody>
</table>

*Special temporary authorization

*Includes off-air licenses

Broadcasting Feb 26 1979

104
black points of view and violated Fairness Doctrine by refusing to allow Coalition spokesman to appear on particular program and by refusing to broadcast Coalition message on employment discrimination. Action Feb. 6.

- WMFI-FM Chicago—FCC has given Moody Bible Institute of Chicago 30 days by which to amend its application for CP to make changes in noncommercial educational station. Action Feb. 6.


- KCR(C)AM) Enid, Okla.—FCC has renewed license of Enid Radio-Phone Co. for station for remain-der of its renewal period for Oklahoma stations—June 1, 1980. On November 30, 1977, Commission granted Enid Radio-Phone short-term renewal due to its continued failure to observe representations made to Commission with respect to commercial operation. Action Feb. 6.

Call Letters

Applications

Calif

Sought by

New AM's

KETH
Gateway Broadcasting Co., Ketchikan, Alaska

KTSA
Navajo Bible School and Mission, Tubac City, Ariz.

WWWN
Dooby Broadcasting, Vienna, Ga.

KVIB
Harry M. Engle, Kine-Maul, Hawaii

WLOL

WRVL
Licking Valley Radio Corp., Salzburg, Ky.

KSCR
Radio Renton, Renton, Wash.

WAOE
Red Cedar Broadcasters Inc., Rice Lake, Wis.

New FM's

WRNZ

WQNA
Capital Area Vocational Centers Springfield, Ill.

KBWH
BCB Inc., Blau, Neb.

KQDY-FM
North Platte Broadcasting Inc., North Platte, Neb.

WQIT-FM
Conti Broadcasting Inc., Gladstone, Wis.

KPNQ
KMBP Mendocino, Calif

WZAL
WUGA McDonaldough, Ga.

WONX
WLTD Evansville, Ind.

Existing FM's

KEZO
KGMF-FM Jacksonville, Ark.

KCVX
KPOC-FM Pocahontas, Ark.

KNOZ
KFVL-FM Corvalis, Ore.

WOIZ-FM
WPMR St. George, S.C.

KTMP
KOMP Transmitter, Fork, Utah

Existing TV

WWVA
WHIS-TV Bluefield, W.Va.

Grants

Call Assigned to

New AM's

WDDW
Dennis T. O'Dell, Jr., Johnston, City, Ill.

KJUR
Benny Bea, Whitefish, Mont.

New FM's

*KESP
Ozar Public Broadcasting Inc., Eureka Springs, Ark.

WHPO
Walter J. Tarar Jr., Homestead, Ill.

KXAE
Stephen G. Kalla, Aurora, Neb.

KPRC-FM
Montele Radio Co., Ponca City, Okla.

WGBK

Existing AM's

WTIL
WALL Baton Rouge, La.

KKJY
KPRR Albuquerque, N.M.

KCCY
KCSU-FM Pueblo, Colo.

WOLM-FM
WCY and WQY, Gorda, Fla.

WOWR
WSEO-FM Southbridge, Mass.

KJKY-FM
KPRM Albuquerque, N.M.

WJYE
WJBY Buffalo, N.Y.

WANJ
WTSF-FM Bradenton, Fla.

Cable

The following CATV operators have filed service registration action:

- NTC Inc., for Eiseinstein, Wis. (W10073) new signal.

- Frederick Cablevision Inc., for Frederick, Okla. (OK0126) new signal.

- Valley Television Service, for Pikeville, Ky. (KY0083) new system.

- Feifer Cablevision, for Kalamazoo, Mich. (M10039) add signal.

- Television Enterprises Inc., for Junction, Tex. (TX0078) add signals.


- Athena Cablevision Corp., for Berkeley and Richmond, both Calif. (CA006,487) add signals.

- Cablecom-General Inc., for Miami, North Miami and Commerce, all Oklahoma; Joplin and Webb City, both Missouri (OK0041, 55, 40, MO0038, 40) add signals.

- WSML Inc., for Lewiston, Tenn. (TN0069) add signal.

- NTC Inc., for Park Falls and Lake, both Wisconsin (WI0032, 72) add signals.

- American Cablevision of Rochester Inc. for Rochester, N.Y. (NY0076) new system.

- Bruce CATV, for Bruce and Plattsburg, both Mississippi (MS0008, 9) new systems.

- Cass Community Antenna TV Inc., for Havana, Ill. (IL0029) new signal.

- Television Signal Service, for Menard, Ark. (AR0035) add signal.

- Jackson Television Co. Inc., for Longacres, Midland, Nationli and Canton, all Maryland (MD0016, 18, 14) add signals.

- Feifer Cablevision, for Kalamazoo, Portland, Pacific, Kalamazoo, all Michigan (MI0094, 96, 99, 98, 97, 92) add signals.

- Shenango Cable TV Inc., for Brookfield, Ohio, Sharon, Hermitage and Sharpsville, all Pennsylvania (OH0400, PA0486, 85, 87) add signal.

- Variety Cable TV Inc., for Farrell, Hermitage and Wheeling, all Pennsylvania (PA1439, 41, 40) add signal.

- Hancock Community Cable Inc., for Bay St. Louis, Waveland and Hancock, all Mississippi (MS0031, 35, 34) add signal.

- Knob Hill TV Cable Co., for Port Matilda, Pa. (PA1729) new system.

- Community Service Television, for Williston, N.D. (ND0001, 46) add signal.

- G.S. Communications Inc., for Dillsburg and Franklin, Pa. (PA103, 1321) add signal.

- Mineral Area Cablevision Co., for Poplar Grove, New River, Elkins, Desilgo, Bonne Terre, Esther, Rivervinnes and leadington, all Missouri (MO0058, 60, 61, 62, 59, 81, 64) add signal.

- Multi-Channel Cable TV Co., for Martinsville, Collin- ville, Basset, Fieldale and Henry, all Virginia (VA0042, 70-2. 115) add signal.

- Cablevision-Edmond, for Okla. (OK0138) add signal.

- Battlefield Cablevision Inc., for Walker County, Fort Oglethorpe, Chatsauga, Caucossa and Rossville, all Georgia (GA0068, 88, 153, 192) add signal.

- TV Cable of Space City Inc., for Alamacordgo, Hollowman A.F.B. and Otero, all New Mexico (NM0021, 28, 24, 75) add signal.

- Memphis CATV Inc., for Memphis, Tenn. (TN0063-4) add signal.

- Cox Cable TV Corp., for Cambridge Springs, Pa. (PA169) new system.

- TV Service Inc., for Wayland, Essex, Hindman, Mouse, Topnotch and Redfox, all Kentucky (KY0044, 43, 214, 216-18) new system.

- Pied Montain Association, for Cherokee County. S.C. (SC0135) new system.

- Lyken TV Co. Inc., for Port Mailida and Porier, both Pennsylvania (PA1726, 27) new systems.

- Island Creek Cable Systems, for Stone Coal Creek and Johns Creek, both Kentucky (KY0221-2) new systems.

- Elgin Television Association, for Elgin, Ore. (OR0054) new system.

- Coach Cable TV Service, for Busy, yoger, Brownfork and Krypton, all Kentucky (KY0124-26) new systems.

- Mahoning Valley Cablevision Association, for Hub- bard, Warren and Champion, all Ohio (OH0598. 270, 212, 216) add signal.

- Cox Cable TV of Pensacola, for Pensacola, Fla. (FL0002) add signal.

- Robert F McGinley Sr., for Doylestown, Pa. (PA1724) new system.
RADIO

HELP WANTED MANAGEMENT

Selling General Manager for Eastern Arkansas Small market, country format, Buy-in possible. 615-794-3798.

General-Sales Manager—New FM outlet under construction in the beautiful Virginia resort community Charlottesville. Requires a motvating small staff to high professional standards. Send resume, references, and salary requirements to: FM Manager, PO Box 1106, Harrisonburg, VA 22801.

General Manager for AM/FM in major eastern market looked by dynamic broadcast group. Strong sales management background required. Send resume with salary requirement to Box B-106.

Florida Coastal Station has unusual opportunity due to retirement for aggressive, hard-sell salesperson to take over key list and to be trained to become sales manager due to plans to promote present sales manager. If you are not a good enough sales person to make $25,000 a year on our commitment and guarantee plan, don't apply. Send detailed sales data last 2 years to Bill Brown, WOVV/WIRA, Fort Pierce, FL 33450. An Equal Opportunity Employer.

HELP WANTED SALES

Growing group looking for experienced salesperson who wants to move up to a larger market ... either Chicago or Milwaukee. You must be aggressive and a self-starter, EOE/MF. Send resume to Ron Leppig, Group VP/WYEN, 2400 E. Devon Avenue, Des Plaines, IL 60018.

Hungry for an opportunity? We can satisfy the right person with a top list in an agressive medium market station. Send resume and call WHCN, Box 1647, Richmond, VA 23224, 717-962-6300. Kevin Rice, GSM. Equal Opportunity Employer.

Hawaii Calls... all experienced sales people, work and grow into sales manager position. Send resume and billing record to Don Crife, K-108 Radio, 575 Cooke Street, Honolulu, HI 96813. E.O.E.

WFHR/W103 wants a very good salesperson. Must be a radio sales professional—experienced—dedicated—a self-starter—a worker! If you're a real radio pro—prove it! Write or call: Dennis Gibson, WFHR/W103, 220-1st Avenue, South, Wisconsin Rapids, WI 54474, 871-424-1000. If you're in—you'll like what you hear!

WIRA and WOVV have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume to the above addresses. Positions are available, openings, a tape to Bill Brown, WIRA/ WOVV, PO Box 3032, Fort Pierce FL 33450. WIRA/ WOVV is an Equal Opportunity Employer.

Florida Coastal Station has unusual opportunity due to retirement for aggressive, hard-sell salesperson to take over key list and to be trained to become sales manager due to plans to promote present sales manager. If you are not a good enough sales person to make $25,000 a year on our commitment and guarantee plan, don't apply. Send detailed sales data last 2 years to Bill Brown, WOVV/WIRA, Fort Pierce, FL 33450. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Maintenance Engineer for Western NY automated stereo FM. Above average salary based on ability & experience. Box B-45.

Assistant Chief Engineer for small market AM/FM. No air shift. First phone required. Ideal for beginning engineer. Box B-74.

Network Systems Audio Engineer to help design and improve audio facilities for FM network including the construction of a new studio/office complex in St. Paul, Minnesota, with seven control rooms and studios. Requires strong experience with state-of-the-art FM studio and control room equipment and practice FCC First Class license and additional experience desirable. Resume, references, letter of interest and salary requirements to Dan Ayoub, Director of Network Engineering, Minnesota Public Radio, 400 Sibley Street, St. Paul, MN 55101. AA/EEO.

Chief Engineer for AM/FM both automated. Ed McKieran Station Manager KVOE/KLRF Box 566, Emporia, KS 66801. 316-342-1400. EOE.

Assistant Chief looking to become Chief Engineer. Chief Engineer looking for new opportunity. Beautiful college town, 30 miles outside of Pittsburgh, Pennsylvania. A.M. and FM. Must have transmitter and audio maintenance experience. Send resume to WHJB, 245 Brown Street, Greensburg, PA 15601.


Chicago Suburban needs Chief-assist, general manager. Four tower, dual site operation, $18-22K to start, three weeks vacation, top major medical plan year end bonus. EOE/MF. Experienced professional 1st phones only write Box B-117.

Complete Charge for AM-FM, partly automated. Some announcing. Box B-54.

Three station Midwest operation is looking for a 1st Class Engineer: experienced in studio maintenance and operations, to look for a new position as Chief Engineer. Transmitter and antenna experience would be helpful. Excellent working conditions and good fringe benefits. Send resume and complete background to Box B-188.

Small Market AM-FM needs engineer-announcer. First Class, automation, production. Send resume and tape. WWDR, PO Box 38, Murfreesboro, NC 27855. EOE.

HELP WANTED NEWS

Newsperson Experienced—Sunny and warm South Texas Medium Market Station needs local news gatherer. Write KVOU, Box 758, Uvalde, TX 78801.

Professional broadcast journalist for reporter/editor/newseditor position at WJR, Detroit. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcast writer. Please send resume, writing samples, and tape to Dave White, News Director, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

News/Information Assistant in major market fringe area needs part-time work for small newspaper, full-time to go 1 person, or newspaper, evening newspaper. Good opportunity. Send resume and salary requirements to Box B-139.

Morning Drive Personality for station near the beautiful New York Finger Lakes. Maturity experience and community involvement required. Salary to $13,000. EOE. Send resume and salary requirements to Box B-183.

WIRA and WOVV have not received a satisfactory number of applications from minorities for announcer and sales openings. Minorities interested in applying for announcer or sales openings with our stations should send a resume to the above addresses. Positions are available, openings, a tape to Bill Brown, WIRA/ WOVV, PO Box 3032, Fort Pierce FL 33450. WIRA/ WOVV is an Equal Opportunity Employer.

Witty Morning Personality. Growing small market. Beginners considered. KRIS, Box 1604, Bullhead City, AZ 85329.

HELP WANTED ANNONCERS

WGAC Augusta's leading Adult Contemporary Station is looking for a Morning Personality. Send your tape and resume to Webster James, Program Director, WGAC PO Box 1131, Augusta, GA 30903. WGAC is an equal opportunity employer.

Broadcasting Feb 26 1979 103
HELP WANTED NEWS

KESE—Monterey, CA. If you can gather, write and deliver with a distinctive professional style, the Monterey Peninsula is your place to be. Send EO&MF Contact Ken Coopie, Box 2108, Monterey 93940. 408-373-1234.


Reportor/Anchor. Excellent voice, writing production, NH's exciting as first-in-the-nation primary approach! Tape, resume to Cynthia Georgia, WKKE, Box 466, Keene, NH 03431.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Southern/County AM. New facilities, top-rated, highly responsive people oriented station seeking dedicated PD. With 3-5 years experience preferred. Require active community promotional approach. air shift, creativity supervisor capability of personnel. music and sales. Send resume and financial requirements to WBNP Radio & Buster Pollard, PO. Box 547, Huntsville, AL 35804.

Program Director: Midwest, two automated stations. AM-FM. Both rated No. 1. Strong pipes, must be creative, solid production background. Managerial position. Good benefits and salary. Box B-95.

Production Manager pro. Must be very, very good. EO& MF Tape, resume, references to KKAR Box 483, Apts. CA 95003. Salary open.

Program Director for highest paying station in California’s Monterey Bay market who understands local radio and special needs of AM Daytime targeting 18-49. Solid news, music and production background essential. Looking for veteran of major markets who wants to return to local, people-oriented radio. - honest-to-God programmer: EO& MF Tape, resume, references to KKAR Box 483, Apts. CA 95003.

SITUATIONS WANTED MANAGEMENT

We work. She runs station. keeps books, has seven years in news and broadcasting. He sells, and hires, trains, develops super sales staff, has PI, twenty years in business, sales, is a great sales and management. If you can use the professional team in your small or medium market, send best offer to Box B-90.

See MBA's in Television Section.

Station Manager, VP—with large group seeks relocation. Highly successful. Experienced all areas of station operation. All market sizes considered. Box B-124.

Manager with many many successes looking for immediate permanent position. Proven winner with heavy track record, best qualifications, references possible. Tired of mediocre applicants? Answer this ad! Box B-133.

General Manager experienced, successful, and young looking for new challenge. Presently manager with broadcast sales consultant firm, investment in ownership considered. Prefer PA, NY, NJ, VA. Reply Box B-115.

General Manager seeks new challenge. Experienced with major market track record, references. Top 100 markets only. Box B-120.

Pennsylvania, Maryland stations owners. Young, creative backgrounds, solid family desires to return for stable, top management position. I built a losing station to break even situation and increased sales 47% in nine months. I've done it—all general manager, sales, announcing, programming, engineering. Box B-158.

SITUATIONS WANTED ANNOUNCERS

Morning Smiles don't come cheap, neither do we. Team ready to move up! Box B-13.

CT Contemporary or MOR: Student taking time to get teeth into caree. 8 years experience; some commercial, Country, MOR. Excellent references, 203-347-7445. Ask for Al.

Experienced, responsible Contemporary Personality seeks professional situation, PD, MD experience. Prefer Indiana-Ohio area or South. Box B-105.

College graduate with some experience seeking position in Large Market. Hard work, Preter South- west, South. Bruce, 512-452-6536.

Attention: Illinois and Indiana. 18 year veteran DJ...desires play by play experience. Family man. On air audition, pic and resume available. Box B-159.

24 year old married, top afternoon man in small market is ready to grow. First phone, natural delivery, 2 years experience. Box B-175.

Coming home to Florida. Experienced, dependable Communicator. Radio or TV. Available for two weeks notice. Box B-171.

Broadcasting School graduate, 1st phone, 23 year old ambitious male seeking permanent DJ position. Legally bind, equipment furnished for normal broadcast operations. Reliable, Dedicated, call 318-744-5685.


SITUATIONS WANTED TECHNICAL

Experienced Engineer looking for chief's position in smaller market with warm climate suitable for retire- ment in future. AM-DA, FM, stereo. Box B-173.

Management plus—Sales, engineering, announcing, producing. Husband/wife team. currently West Coast. Box B-75.

SITUATIONS WANTED NEWS

Helicopter pilot, seven years experience including Viet Nam, recent journalism graduate, seeking heli- copter reporter position. Call 602-268-7705.

News Experience person seeks opportunity in large to medium markets preferably Northern Califor- nia. Currently employed. Box B-111.

Award Winning Sports Director looking for move up. No small markets. No news, no music, no sales, just serious sports. Box B-121.

Creative NY Newsman, award winning, former News Director seeks major market reporter/edito position. Presently employed. College degree. Box B-114.

Not Just Another pretty voice. Former ND with metro experience was back in the saddle again, Blue Chip- per. Write Box B-135.

Results oriented ... writer/reporter. One man news department. Seeks larger market. Southeast. Box 3252, Myrtle Beach, SC 29577.

B.A. Communications, experienced, news and sports, PBP want to expand talents versatile, strong technical ability. Box B-156.

Two years commercial experience, one year play-by-play in sports. Seeking step up in news/sports/announcing combo. Box B-170.


SITUATIONS WANTED PRODUCING, PRODUCTION, OTHERS

Experienced audio director in broadcast-related organization, seeks accounting position in radio group or television. Desires early 30's, salary, will relocate and travel anywhere. Resume furnished. Box S-165.

Country Programmer and Personality 20 years, impressive track record, sales oriented, Seeking long term position. Call Dave Donahue at 612-699-1330 or 612-880-1150.

Automation Programmer. Currently supervising multi-media format, new digital station to be built. Need air material for adult MOR station using a Harris System 90. Music syndicator says we are tightest sounding personalities ever. Desire to move to more challenging position anywhere in country if you take as much pride in your automation sound as I do let's talk. Box B-172.

TELEVISION

HELP WANTED MANAGEMENT

General Manager/Sales Manager—Unusual opportunity for experienced executive with new television station located in major Northeast suburban market. Attractive salary, liberal benefits. Will replies strictly con- fidential. Send complete resume including history and references to Box B-104.

Station Manager for a full-color UHF university- licensed public TV station. Responsible for total ad- ministrative leadership of all phases of station opera- tion, including budget, personnel, programming and training. Base, $25K. Requires pro-active, broad ad- ministration and management experience required. Submit resume by March 1 to Vice President for In- stitutional Development, Zumberge Library Grand Valley State College. Grand Haven, MI. EOE is an Equal Opportunity/Affirmative Action institution.

Program Manager: Go-getter with heavy commercial production and sales experience for rapidly growing top ten market station. EOE. Box B-143.

HELP WANTED SALES

Pacific Northwest NBC affiliated seeks experienced, solid account executive with management potential. Send resume to Ben Shropshire, GSM, KNDO-TV, Box 10028, Yakima, WA 98907. Regional applicants preferred. EOE.

HELP WANTED TECHNICAL

Maintenance Professional—Group-owned commercial VHF station is searching for a professional television broadcast maintenance person to support professional production and news departments by maintaining helical and quad VTRS, 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 salaries, fringe and progressive atmosphere to complement. Submit resumes and salary history to: Tom Weens, Director of Engineering; WVTH-TV, 980 James Street, Syracuse, NY 13203, EOE M/F.

Television Chief Engineer needed for established medium market VHF station in environmentally-ideal Oregon. Send application in confidence to Hammett & Edmonson, Inc., Box 68, International Airport, San Fran- cisco, CA 94128.

Chief Engineer: California Public Television Licensee needs qualified "working" Chief Engineer to build staff and equipment. Experience in all enginee- ring facets of color and digital remote controlled UHF 30 kw transmitter as well as studio. Minimum 5 years experience. Salary-consideration for placement on step 2 may be granted based on experience. Applica- tions are being taken for the purpose of establishing an eligibility list. Apply: Fresno County Department of Education, Personnel Office, 2314 Mariposa Street, Fresno, CA 93721. Deadline: Open until applicant selected from list.
CHIEF ENGINEER—We are a UHF Network affiliate in Central Virginia looking for a chief with management ability and a maintenance background. Salary in the mid-six figures plus fringe benefits. Contact KUAM-TV, Ft. WRIGHT, WVIR-TV, Charleston, WV, 29004, 804-977-0662. Equal Opportunity Employer.

Control Room Operator—First Phone, Northeast UHF ABC affiliate. Responsible for on-air operations and on-assist in production. Will train. Reply to Box B-125.

Chief Engineer—for University telecommunications center. Midwest location. Responsible for engineering planning, supervision and maintenance. Qualifications: Bachelor's degree, Master's preferred. Minimum of three years successful experience in engineering management; demonstrated technical expertise, including up-to-date knowledge of digital electronics, systems design and production facilities. Written and oral communications skills essential. Applicants should furnish a detailed resume, references, and salary history. Send to Box B-108.

Technical Operations Supervisor—FCC First-Class License with two to four years academic experience and broadcast operations and technology required. Minimum of three years current broadcast color experience, including maintenance and all operating positions. Must know video tape editing, professional studio lighting. Prior supervisory experience preferred. Submit resume to: Hugh Cleland, WCN TV, 506 Old Livermore Road, Syracuse, CA 13088.

KUAM-TV needs two maintenance technicians. If you have a First-Class ticket, some formal electronics training, and a working knowledge of broadcasting equipment and trouble-shooting, why not consider a sabbatical year or two on tropical Guam where challenges are great and foreign experience can be combined. Send resume in confidence to Hammer & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Chief Engineer—KGED, Inc. (San Francisco PBS) seeks innovative professional to plan and direct the technical production, broadcast, and maintenance operations of a major public broadcasting 3 station complex (VHF, UHF, and FM). Qualified candidates will have proven record of success in facilities design, equipment acquisition, maintenance, and personnel supervision at a major television production facility. This challenging position offers an opportunity to create a technical and personnel configuration which affects our creative problem-solving. We are looking for experience, maturity, dedication, and professionalism but, above all, innovative, self-starter, salt, bachelor's degree and growth potential. All resumes will be handled in confidence. KGED, Inc. is an Equal Opportunity Employer. For immediate consideration, send resume with salary history no later than February 28, 1979 to: Personnel Dept., KGED, Inc. 500 Eighth St., San Francisco, CA 94103.


Tech. For S.W.FL TV, Knowledge in RCA tape machines, color camera, transmitter, and ENG equipment. Send resume WENU-TV, PO Box 6277, Fort Myers, FL 33901.

Television Transmitter Supervisor—McGraw-Hill Broadcasting Company station KERO-TV is seeking an experienced television engineer with an FCC First Class License and a strong technical background in all areas of commercial television engineering. Primary responsibility will be the repair and maintenance of over-the-air transmitter plant and supervision of an assistant. 40-hour work week, base salary $16,000 annually with excellent fringe benefits. Send complete resume in confidence to Normand L. LeBlanc, Director of Engineering, Channel 12, PO Box 2367, Bakersfield, CA 93303. We are an Equal Opportunity Employer. M/F.

Television Transmitter Field Engineers. Good opportunity in a growing company specializing in television transmitting equipment. Telephone or write to Bob Bronley, Townsend Associates, Inc., PO Box 1122, Westfield, MA 01085, Tel: 413-562-5055.

HELP WANTED NEWS

Producer/Reporter—Miami public broadcasting station is seeking producer/reporter to assist in writing, reporting and producing news program, in addition to acting as Production/Assistant of other news and public affairs programs. Candidates must have at least a year's experience in journalism—broadcast or print. News reporting and writing skills required. College degree, course work in economics, political science or related field; or comparable experience in television or radio preferred. Excellent people skills plus. Apply Personnel, PO Box 610001, Miami, FL 33161.

Anchor, Veteran journalist willing to get involved. Must be able to write, report, co-produce, edit tape. Will anchor early and late news in large Sunbelt market. Experienced anchors only, please. Box B-81.

News Director—Southwest major market. News leader applicant must be experienced in all areas of news gathering techniques. Send all information first letter. Box B-142.

News Anchor Previous broadcast anchor experience preferred. Must be able to deliver fast-paced, expanding news coverage. Audition tape and resume required by 3/27/79. Send to Dick Stawicki, WFFT-TV, RO. Box 2255, Ft. Wayne, IN 46801.


We are accepting applications for News Anchor position. Send resume and audition cassette to: Rolland Kintz, KMSP TV, Box 3, Minneapolis, MN 55435. EOE.

News Anchor wanted for major market network-owned station. Five years of television news experience a MUST. An Equal Opportunity Employer. Send resume to Box B-157.

Television News Reporter. College degree or equivalent experience. All ENG News Department, Videocassette, and resume to Jim Bradley, WHSV TV, PO Box TV 3, Harrisonburg, VA 22801. EOE.

Reporter, experienced broadcast reporter’s (Radio or TV) sought for rapidly expanding affiliated network television station in Florida. Experience with ENG equipment highly desirable. Send resume, a sample of your copy, and salary requirements to Box B-163.

News Director—KGED, Inc. (San Francisco PBS) seeks innovative professional to direct weekday news operation. Extensive news management/reporting/producing experience background, with emphasis on political, affairs, required. Outstanding opportunity to take charge of a VITAL Community Service. Send resume in confidence to Personnel Department, KGED, Inc. 500 Eighth St., San Francisco, CA 94103. EOE.

Meteorologist or experienced weather anchor sought for rapidly expanding affiliated network television station in Florida. EOE. Send resume and salary requirements to Box B-162.

Broadcast News Teacher: Assistant Professor to join two other specialists in teaching radio/TV courses begins August, 1979. Would prefer college department with some 500 undergraduates and 50 graduate students, including about 80 broadcast journalism majors. University of Missouri is a NBC-affiliated TV station. Preference given to candidates with gradu- ate degree; solid broadcast news experience required. Application deadline: April 1. Contact Prof. Jack Slebodnick, Chair, Faculty Recruitment Committee, Dept. of Journalism and Mass Communication, Iowa State University, Ames, IA 50011.

TV News Reporter needed immediately for Midwestern, medium-sized market. Must have thorough knowledge of 16mm film, ENG, B.A. or strong background in journalism. 1-2 years experience in commercial TV news, demonstrated on-air ability. Salary to $12,500, plus excellent fringe benefits. By March 10, 1979 send complete resume to Box B-179.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Program Manager—For medium market CBS Affiliate. Must be experienced in television programming and able to administer Production and Programming departments. Send resume to James N. Armistead, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Production Manager—Go-Geller with heavy experience in production and development and experience for rapidly growing top ten market station. EOE. Box B-143.

Coordinator of Instructional TV to be responsible for all aspects of broadcast TV use in schools. Applicant should be experienced in program scheduling, production, TV teaching guides, and TV utilization. Send resume to Office B, WNE-DTV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Children’s Program Host/Producer—Top 100 market network affiliated VHF seeking applicants to produce and/or assist in expanding children’s programming. Related experience and college education required. An Equal Opportunity Employer. Send resume and salary requirements to Box B-161.

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! Twenty years radio; 12 years Management. Eight years. Now 49. Thoroughly experienced all aspects: ownership, administration, sales, programming, film, financing, personnel promotion, TV, etc. etc. etc. Quality leader in industry. Very competitive! In small, medium and major markets. Achieved revitalization/ rapid turnarounds; produced spectacular sales and profits, plus prestige. Acustomed to full responsibility; overcoming overwhelming obstacles to produ- cers—accelerated pace—outstanding ratings, sales, profits and prestige! Outstanding results guaranteed soon. Box B-166.

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 or better in area of national sales or general sales manager position. Candidate has strong track record in area of localizational sales and in areas of LSM/GSM, both for network and independent stations. You will not be disappointed in track record: credentials; or potential of applicant. Box B-190.

SITUATIONS WANTED TECHNICAL

Transmitter Engineer wants to locate on West Coast. Box 7222, Amarillo, TX 79109.

Transmitter Engineer: Maintenance, Prefer South or East. Box B-169.

First Phone, 2 years experience, studio, transmitter, and maintenance. Presently with medium market ABC Sta- tion in midwest, desire to move up, relocation no problem with right opportunity. Box B-177.

SITUATIONS WANTED NEWS


Anchor/producer (full time). Experience. Will relocate. For MORE info: Contact Mike Atwood. Inc., PO Box 9, Oshkosh, WI 54902.

Anchor/composer—Network affiliated. 8 years experience. Serves as co-host, spot producer. Excellent writing and interviewing skills. Position in medium sized market. Send resume to Box B-85.

Producer/writer in top 10 market. 10 years experience. Produced 600 plus shows. Well-versed in all aspects of television. Send resume to Box B-70.

I Demystify the Law—make it easier to under- stand—fun to learn about. See you at: Experienced News law reports. Available this fall. Box B-85.

Producer-writer in top 10 market. 10 years experience. Out of rat race and into life-long ambition; news direc- tor in small to medium market. Top references, Salary open. Box B-140.

Sports Anchor/Reporter, 12 years radio and television, conversational style, play by play, will con- tinue for others full or part time. Excellent resume. Between California, Los Angeles area in March or April, resume on request. Box B-107.
HELP WANTED MANAGEMENT

Join an affiliation of National Broadcast Brokers. Prefer extensive broadcast experience. Must sustain yourself financially. Send resume to Box B-155.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Experienced Director needed for position with fast growing station. Must have minimum three years of broadcast experience in a market of size similar to present market. Location, studio, editing and sales experience are required. Also must have switching experience as person selected will do their own switching. Send resume to Box B-123.


HELP WANTED INSTRUCTION

Position—Director/Producer/TV Coordinator; responsibilities—supervision campus TV services, Arts & Sciences college; familiar with all video formats; work with faculty developing video materials for classroom use; expected to pursue some production grants. Must be able to teach a full load with a station that’s dedicated to news. Box B-182.

Chief Photographer top 10 market looking to relocate in similar position. Experienced in building and supervising an all ENG operation. Box B-188.

News Director ready to move up. I’ve accomplished all I can at my present station. Now ready to move to larger market. I can provide the station with which I’ll allow me to grow and prosper with one company. Looking for a permanent position with a News Oriented station. Box B-189.


1 yr. newscaster/reporter, 31, black wants large market. Radio: VOX, all used; looking for market...experienced with film and ENG. Relocate anywhere. Box B-180.


HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

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**INSTRUCTION**

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training, A.T.S., 152 W. 42nd St. N.Y.C. Phone 212–221-379. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 26 and May 7. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, Fl. 33577, 813–955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, PO. Box 45765, Dallas, TX 75245, 214—352-3242.

1st class FCC, 6 wks., $500 or money back guarantee, VA appvd. Nat'l Inst. Communications. 111409 Oxord St., N. Hollywood CA 91608.

First Class License in 6 weeks at First Class Communications School—4801 Clason Blvd., Oklahoma City, OK 73118–405—842-1978.

San Francisco, FCC License, 6 Weeks 3/12/79 Results guaranteed, Veterans Training Approved. SCHOOL OF COMMUNICATION ELECTRONICS. 150 Powell ST., SF 94102 415–352-0194.

**RADIO**

Help Wanted Technical

Mel Tillis Communications—has purchased, subject to FCC approval, KKZ Radio, Amherst, Tex. We are seeking a Chief Engineer for this, our first station. Those candidates wishing to perform other functions at the station will be considered. Please send your current resume, in confidence to: Mel Davis, The Mel Tillis Company, 1722 West End Avenue, Nashville, Tennessee 37203, EOE/AF.

Help Wanted News

News Director

with broad experience in investigative and steel reporting. Position requires Director that can demonstrate leadership and administrative ability and a cut of two above average, with a strong interest in public affairs and community involvement. Experienced only. May send tape, resume, and salary requirements to Byron Cowan, WSGC AM/FM, Box 70, Fort Knox, Kentucky, 40121, EOE.

Situations Wanted Programing, Production, Others

Respected Woman Music Director

Announcer, writer, publicist. 10 years major market experience, excellent references. Expert in both AOR and top 40. Many awards for community service. I'm seeking a challenging music, programming and on-air position with a company that will put my energy to good use. Box B-181.

Ready To Go To Work For You Now. Veteran Programmer and Award Winning Air Talent. 22 years experience in all adult formats. Major and medium market winner. Get results immediately by calling: Craig V. Mollison (419) 893-1681.

**TELEVISION**

Help Wanted Announcers

No one does it better.

talk champ ready to go looking for a boss out there who can't afford and won't buckle under to pressure. Hard-hitting, opinionated, controversial, consistently colorful and top numbers (AIRJ) for past 12 years in Chicago and New West Indiana. John Anastapo, 836 Highland in Hammond, Indiana 46320, Phone (219) 930-5034.

**FILM PHOTOGRAPHER**

Major market East Coast net affiliate seeking resumes from talented 16MM film photographer/editors. Requires two years experience shooting and editing news and news features. Women and minorities encouraged to apply EEO M/F Box B-113.

**Help Wanted Programing, Production, Others**

Help Wanted News

News Director

with broad experience in investigative and steel reporting. Position requires Director that can demonstrate leadership and administrative ability and a cut of two above average, with a strong interest in public affairs and community involvement. Experienced only. May send tape, resume, and salary requirements to Byron Cowan, WSGC AM/FM, Box 70, Fort Knox, Kentucky, 40121, EOE.

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Ready To Go To Work For You Now. Veteran Programmer and Award Winning Air Talent. 22 years experience in all adult formats. Major and medium market winner. Get results immediately by calling: Craig V. Mollison (419) 893-1681.

**TELEVISION**

Help Wanted Management

**MANAGEMENT & OWNERSHIP**

New Network Affiliate, located in Eastern United States, with expected on-air date in the Fall of this year would like to hear from television broadcast executives experienced in station management, sales, or programming. This is a ground-floor opportunity for any person who understands the risks and rewards of TV station ownership. We are looking for a station manager, as well as managers for sales and programming. Successful candidates will join with us in the building and operation of this station as well as the search for and acquisition of other properties.

To qualify, you should have a minimum of 10 years experience in the business, of which 5 have recently been earned in your specialty. However, Sales Managers wishing to move up to station manager will be considered. A cash investment in the mid 5 figures will be required.

Our people know of this advertisement so you can write in confidence. We are an equal opportunity employer.

Box B-160,

Help Wanted Programing, Production, Others

Graphics/Art Director

Leading network affiliate in midwest Top 30 Market is reorganizing its art department and seeks a creative, perceptive innovator to breathe new life into all aspects of concept and design, on-air graphics, print, set design. Challenging opportunity. Send samples of work, resume to Box B-187.

Help Wanted Technical

**DIRECTOR OF ANTENNA ENGINEERING**

Cetec Antennas will select an outstanding senior engineering manager for the new position of Director of Antenna Engineering. It is a challenging assignment in design and manufacture of our famous FM and TV transmitting antennas. Plant and all-weather test range in the beautiful Sacramento Valley, mid-way between San Francisco and Lake Tahoe. Excellent climate, housing, schools, recreation.

Minimum: 10 years' experience in design of FM and TV antennas, multiplexers, combiners, filters, isocouplers required. Send detailed resume and salary history (in confidence) to:

General Manager
Cetec Antennas
PO. Box 26425
Sacramento, CA 95828

Cetec Antennas

An equal opportunity employer
Help Wanted Technical Continued

Video Tape Maintenance Technician

RCA American Communications, Inc. has an opening at our Vernon Valley Video Tape Center, Vernon Valley, New Jersey, for an experienced Video Tape Maintenance Technician.

You will be responsible for the maintenance of studio equipment such as RCA TR 600 Video Tape Recorders, TK28 B RCA Film Chain, and Grass Valley switching equipment.

Experience in digital technology necessary plus maintenance of Sony Cassette Recorders.

Minimum of 2 years related experience is required. We offer an excellent starting salary and a full range of company benefits.

To arrange an interview, send resume and salary requirement to:

Ms. Amy Beasley
RCA American Communications Inc.
201 Centennial Avenue
Piscataway, NJ 08854

We are an equal opportunity employer.

Television Training Engineer

Sony Tape Production Services has a position open for an engineer with extensive experience in the operation and maintenance of Broadcast and Industrial Helical VTR, Color Camera and related studio equipment. To research, write and produce technical training tape series. Solid technical ability needed to analyze the circuitry involved in good communication skills are required. If you would enjoy the challenge involved in the production of technical video tapes, please call or send your resume to:

Ken Baird
Tape Production Services
Sony Corporation of America
700 W. Artesia Blvd.
Compton, CA 90220
(213) 537-4300

VITAL HAS A FUTURE FOR YOU


Help Wanted Sales

TV SALES—RALEIGH-DURHAM

Experienced Television Salesperson needed now for the dynamic Raleigh-Durham market. Excellent opportunity to earn substantial income with WTVY—A Capital Cities Station. Send resume to: Richard Amzfeld, Local Sales Manager, WTVY, Box 2005, Durham, North Carolina 27702. WTVY is an Equal Opportunity Employer.

Radio Programing

LUM and ABNER

5-15 MINUTE

PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401

Phone: 501-972-5884

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio

VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION...

Included in each series

PROGRAM DISTRIBUTORS

11 Vista Drive
Little Rock, Arkansas 72210

501-378-0135

Situations Wanted Management

TELEVISION STATION MANAGER/GENERAL SALES MANAGER

10 years broad TV sales and sales management experience with some radio. Background includes: local sales, national sales management; National Rep Sales. Heavy in research, sales training and management. Results oriented. Degree, mid-30's, single, presently employed, Box B-102.

Miscellaneous

Executive Broadcaster

'Executive Broadcaster' a report devoted to tomorrow's profit performance today!

11800 sunrise valley dr., suite 227
reston, va. 22091 (703) 620-3787

NEED A NEWS SET?

TELE-VISION DESIGN

3265 Clarendon Rd. Cleveland Hts., 44116 (216) 621-0072

Public Notice

The City of Cleburne, Texas, on or before March 20, 1979, located 3 miles south of Fort Worth, Texas, is accepting proposals for a cable television system. All proposals must be on the City's application form and a non-refundable fee of One Thousand Dollars ($1,000.00) must accompany each application. Application forms can be obtained by writing the Office of the City Secretary, City of Cleburne, 400 E. Sun. Cleburne, Texas 76031, or by calling 917-845-2457. The deadline for all proposals is April 20, 1979.

The Villages of Great Neck, Great Neck Estates, Great Neck Plaza, Kensington, Kings Point, Lake Success, Russell Gardens, Saddle Rock, and Thomson, in Nassau County, New York, jointly invite applications for cable television franchises. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 p.m. on May 1, 1979, and all applications will be available for public inspection during normal business hours at the office of the undersigned.
Wanted To Buy Stations

**Black Broadcast Group**, fully funded, seeking Television stations. Will consider radio. Reply in strict confidence to Box B-165.

WANTED
AM-FM OR BOTH
MIDWEST & S.E.
UP TO 900M
PRINCIPALS ONLY
Box B-130

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 29-A, Lexington, Indiana 47138

HOW TO WRITE, DIRECT & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES—

**BROADCASTING BOOK DIVISION**
1735 DeSales St. NW Washington, DC 20036
Please send me copies of the above book / $14.95 each. I enclose check for
Name ______________________
Address ____________________
City ________________ State _____ Zip __________

Gary Capps, President.
**Capps Broadcasting Group owns-operates 8 radio stations.**

"...over the past couple years we have hired 5 graduates of the KiiS Broadcasting Workshop. One of these graduates, after a year and a half, is manager of one of our stations and should make between $30,000-$40,000 in 1979. The Workshop is the first place we turn to for salesmen."

Gary showed us a sales graph at one of his stations after the hiring of these Workshop grads—it looked like a diagram for a lunar launch.

Workshop members in our program are not kids. Many have been with IBM, Xerox, Mercedes-Benz or other such companies who want to switch to a career that promises management or eventual ownership.

If you want to look over The Workshop’s current crop of tigers, call or write E.K. Walters for photos, resumes, etc.

And/or your station may enroll one or more of its sales staff in The Workshop’s AE program. We’ll send em back with blood in their eyes.

**KiiS BROADCASTING WORKSHOP**
(213) 462-5600
1220 North Highland, Hollywood 90038
"Where tomorrow’s broadcasters are today."
Sales Training • Newspeople • Announcer-DJs.

For Sale Stations

- 1kw Fulltimer. Southwestern Massachusetts $450,000.
- 1kw AM pre-sunrise, Real Estate. Eastern N.Y. $575,000.
- 10kw Directional in North Carolina. $480,000.
- Fort Worth/Dallas area. Fantastic coverage. Billing 500,000. Make offer.
- AM-FM in Kentucky $360,000. Terms.
- Unusual circumstance regarding fantastic buy in New Jersey. Powerful day timer. Great market. $650,000.
- 3kw Stereo FM. Densely populated suburban area in Central Ohio. $375,-000.
- Eastern Georgia. 1kw Daytimer with very good coverage. $420,000.
- Underdeveloped facility in large metro area. $1.5 million.
- North Florida Metro area. Daytimer. $360,000.
- 10kw 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.
- Two central Georgia properties. All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**
615-756-7635 24 HOURS

H.B. La Rue, Media Broker

**MEDICO- TV- CATV- APPRAISALS**

West Coast:
44 Montgomery Street, 5th Floor-San Francisco, California 94104
415/673-4474

East Coast:
210 East 53rd Street, Suite 5D-New York, N.Y.
10022
212/288-0737

**LARSON/WALKER & COMPANY**
Brokers, Consultants & Appraisers

213/628-0385
Suite 214
11881 San Vicenta Blvd.
Los Angeles, CA. 90049

202/223-1553
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

Select Media Brokers

NC Daytimer 225K Small
NC Daytimer 260K Suburban
PA Daytimer 575K Suburban
WA Daytimer 250K Suburban
GA Daytimer 467K Metro
GA Daytimer 385K Small
AL Fulltimer 635K Small
Unusual
NY Fulltimer 1.5MM Major
AM
TX Daytimer 695K Medium
AM

P.O. Box 5
Albany, Georgia 31702
(912) 883-4908
BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/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 audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwarded and are returned to the sender.

For Sale

Long established daytime in Carolinas—low dial position—regular 5 AM sign on.

Family illness and medical expenses forces owner to sell.

Present sales down due to owner's lack of managerial time. Until 1976—annual billings exceeded $240,000.

Beautiful leased studios—built to specification—transmitter and tower properly (42 acre) owned—only 3 miles from downtown. Market in top 100 with total AM and FM dollars over 4 million.


For Sale Stations Continued

For Sale

RICHARD A. SHAHEEN
335 NORTH MICHIGAN—CHICAGO 60611
312-467-0040

HOLT CORPORATION

BROKERAGE—APPRAISALS—CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS

The Holt Corporation
Westgate Mall Suite 205
Dallas, Texas 75225
(214) 866-3775

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

Sw Sml Fullline $35K $50K
S Sml AM $185K SOLD
SE Metro AM $550K Cash
W Metro Fullline $825K $168K
LW Major AM $550K Cash

Atlanta, Boston, Chicago, Dallas, Los Angeles

For Sale

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How To:

• Communicate with retailers in their language.
• Get in "sync" with the 3-6-month planning timetables of their retail prospects.
• Use in-depth research data to support a media mix of less newspaper and more broadcast.
• Make an effective newspaper switchpitch with examples of how newspaper and broadcast deliver over 4X the gross impressions as the same dollars in newspaper alone.
• Help create and produce effective low-cost commercials. (Text includes 34 scripts of award-winning spots).

USE IT—For sales training—to switchpitch newspapers—to support your next presentation to your hottest retail prospect!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

☐ Yes, please send me __________ copies of Building Store Traffic with Broadcast Advertising at $50.00 each plus $1.00 each for shipping.
☐ My check is enclosed for $_________

NAME ____________________________________________________________
FIRM ____________________________________________________________
ADDRESS _________________________________________________________
CITY/STATE/ZIP ____________________________________________________

B-1

At last! The most comprehensive guide to RETAIL RADIO & TV ADVERTISING ever published!

The new insider's look at retail advertising—indispensable to any station that's out after new business.

• 441 fact-filled pages. Paperback, 8 1/4 x 11.
• Written by William L. McGee, retail broadcast authority, and 34 contributing experts from every aspect of the business. They help sell your prospects on the value of your medium and station.
• Easy-to-read, non-technical terms. (Created to make retailers more comfortable with broadcast advertising so they'll use it more!)
• Indexed so your sales people can find solutions to retail advertising problems in seconds.

Helps your salespeople become retail marketing consultants, not just sellers of time.

Specifically, they'll learn "How To:

• Communicate with retailers in their language.
• Get in "sync" with the 3-6-month planning timetables of their retail prospects.
• Use in-depth research data to support a media mix of less newspaper and more broadcast.
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USE IT!—For sales training—to switchpitch newspapers—to support your next presentation to your hottest retail prospect!
## Stock Index

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*PIE ratios are based on earnings per share figures for the last 12 months as published by Standard & Poor’s Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
ABC's Marcy Carsey: from pushing burgers to selling 'Mork'

Something embarrassing happened to Marcia (Marcy) Carsey the day ABC Entertainment made her a vice president of comedy programs a few years ago: She turned up on late night TV as the star of a Right Guard commercial.

The spot was a carryover from a previous career, as a production supervisor of commercials as well as an occasional actress in them. "I always played young housewives or energetic young ladies on a date," she says. "I was the wife in the McDonald's commercial with two smiling children eating french fries. I look like a Midwestern housewife, I guess."

She doesn't fit that image, of course. Her husband, an independent writer and producer who often works at home, spends as much time or more watching the kids as she does. She almost never cooks, and she pays considerably less attention to interior decoration than do many of her male colleagues. "There could be a dead body in my office and I'd step right over it," she says. "I notice the functional things, and the things that aren't functional, I sort of don't. I have to tune myself in: 'Does my living room look right?'"

But neither does she fit whatever picture resides in the industry's collective unconscious of what a "typical" network executive is supposed to look and act like. Besides being the highest-ranking woman programer in the business, she's also, at 34, one of the youngest of either sex. Until recently, there was a crib in her office for her 15-month-old son, and she used to keep her 4-year-old daughter with her almost constantly during program meetings by day and at program tapings at night. And she doesn't seem driven by her considerable responsibilities to carry home armloads of scripts or to socialize with the high-living Hollywood stars and producers she deals with on the job. "If I would have had to do it that way, I probably wouldn't have done it," she said. "I don't care about success enough to have to live a life that I don't like. I eat at the House of Pies."

What Ms. Carsey does like, and what she's accomplished very nicely so far, is developing and maintaining successful, unusual comedy shows. Mork and Mindy is one example.

She and producer Garry Marshall had first tried to put the show together immediately after Robin Williams created the Mork character as a guest star on Happy Days. But they couldn't sign the comedian, and the idea was dropped until a few days before Ms. Carsey was to leave for last fall's scheduling meetings in New York. In a "Have we forgotten anything?" session with members of her staff, Mork came up, and she called Paramount to see if one last attempt could be made at making a deal. She got an affirmative answer while in New York, then faced the task of selling management on the show without a pilot.

"I've been here four-and-a-half years," she said, "and it helps to have a reputation with them that I'm leveling, that I'm being honest and that I believe in a show. But I also have to make my case ... and I can be an unorthodox presenter. I remember grabbing Fred Pierce (president of ABC-TV) by the shoulders and saying, 'Look at me. It won't hurt to make out a little card that says Mork—try it out on the board for Christakes!'"

No wonder, then, that the producers and cast of what has become the biggest instant comedy hit in years recently sent her a framed and autographed copy of a Paramount advertisement proclaiming the show a national phenomenon. The inscription calls her "Mama Mork" and thanks her for "your faith and encouragement in this rather absurd project. You and me and the public understand. Love, Garry Marshall."

Ms. Carsey herself talks far more about what the success of her efforts with Mork means in regard to ABC than what it means in regard to her. "That's the reason it's such a pleasure to work here," she says, "because you have people who are willing to take chances." She sat through management's screening of the Soap pilot with a stomachache because she was so nervous, but the discussion about whether to schedule it lasted "about a minute and half," she said.

Soap is illustrative of several principles within Ms. Carsey's programming philosophy, among them the following: (1) Find shows with a "unique sound, an imprint" of their own if possible. "You can't put the Soap dialogue into any other show," she said. "The best of the comedy shows have a feeling and sound that's different than any other show on the air." (2) Remember that, in comedy, "the writer is the star. I don't allow our people to judge funny or not funny—to judge lines. We tell a program executive here that the only suggestions the network has is right to make are suggestions that have to do with the thrust of the series. When you get into the craft of the writer, I feel it's out of our range; it's not our business." (3) Execution is more important than concept, "always." And (4) make decisions at least 75% on instinct, not research. "You have to," she says. "This is a business of creating magic."

She's less sure of what works in variety, and acknowledges a certain "passivity" in seeking out projects in that area. "We're at a loss to know exactly where variety is going," she said.

To hear her tell it, Ms. Carsey may have given more thought to that problem than she has to where she might be going herself. She admits to some surprise that she's come so far so fast and so easily. When asked if she'll continue to, as she put it, "balance plates on sticks" for a network, she says, "I don't know, I really don't. I've never had a plan and I still don't. It's all sort of a continuum to me."
Last week

It was a week to remember. Much of the Eastern half of the nation was snowbound. Official Washington practically stood still, and New York and other cities were buried in the worst blizzards of perhaps a half-century, resulting in airport closures as far south as Savannah, Ga., and as far north as New York.

Yet, despite the extreme conditions provoked by the storms, fatalities and injuries were minimal. People had been forewarned and were kept informed without regard to regular programing as to conditions in their immediate areas. The job was done by radio and television. It was spontaneous public service. No broadcaster had to be told by government what to do.

Countless lives were saved and property damage held down because of these radio and TV newscasts. At the local level announcements concerning school, religious, concert, social, sports or other events were made without regard to commercial commitments. Such organizations as the Parent-Teachers Association and Action for Children’s Television (ACT), which derive benefits from such PSA’s, must applaud. And the Federal Trade Commission as well as the FCC might be impelled to issue public statements citing the meritorious services performed in this emergency—a tradition entrenched with the broadcast media.

Grown up

The retrospective with Dick Salant that is published elsewhere in this issue serves to remind us of the strides that broadcast journalism, particularly television journalism, has made.

They’ve been slow strides, Mr. Salant would say, but a single statistic will suggest what distances they have covered: In 1961, when he became president of CBS News for the first time, the evening newscasts of all three networks were only 15 minutes in length. There were no electronic cameras, no satellite transmissions and relatively little of the professionalism—despite the presence of some towering, first-rate individual journalists—that marks the bulk of today’s much larger output, on stations as well as the networks.

The news divisions are getting more time now—at both the local and the national levels—and they’re filling it better. They have earned the right to more. Their standards and their goals are higher, their performance is infinitely better, and the Dick Salants of the world are largely responsible for the change.

It’s all TV

A generation back, a freeze was imposed on the licensing of new television stations because it was evident that a nationwide, free, competitive system could not be accommodated on the 12 VHF channels staked out for countrywide service. An infinitely larger area, including 70 UHF channels in addition to the 12 VHF’s, was provided for TV with the lifting of the freeze in 1952—four years after it was invoked.

But UHF channels were not gobbled up as the government had hoped. Some 108 pre-freeze VHF’s had the audience because reception was better and easier. Manufacturers were reluctant to tool up for new receivers when the clamor was for the VHF band. Simple economics were involved because the VHF chips were bigger.

In this issue, an eloquent success story of UHF is unfolded. It wasn’t easy for the UHF pioneers, but those who persevered have not only achieved good quality in signals, some better than VHF, but have also received recognition by advertisers and agencies in the marketplace.

Networks no longer disdain UHF, although the older V’s, with their established identities and protected contours, obviously get the first call. When a UHF in a market such as Hartford-New Britain, Conn., changes hands for $15.5 million, it constitutes acceptance in the most sophisticated area of economics—what the competitive traffic will bear.

But the real answer comes in the supreme test. It is public acceptance. To the viewer with the modern receiver, it is television—not UHF or VHF. The channel, whether it’s 7 or 17, or 37, is all the viewer needs to tune the program he wants. It is up to the enlightened broadcaster and the manufacturer (with a measure of understanding on the part of agencies of government) to erase the distinction between UHF and VHF.

It’s all TV.

Is it habit forming?

Three regional agencies with substantial Sears, Roebuck accounts have gone broke in the past couple of years, leaving unpaid bills at hundreds of broadcasting stations. If a fourth goes under any time soon, it will begin to look as though bankruptcy is an occupational disease of agencies placing Sears, Roebuck business.

First it was Cohen & Kelly, Manchester, N.H., which left bad debts for Sears time buys all over Maine. Then it was Lindsey, Bradley & Johnston, Chattanooga, which went under owing radio and television stations throughout the Southeast and parts of the East. Now it is Rollband Inc., Philadelphia, with bills outstanding in Pennsylvania, New Jersey, West Virginia and Delaware. In the first two instances, Sears officials displayed little interest in the plight of the agencies or the broadcasters whose bills went unpaid. In the current instance, the advertiser’s mid-Atlantic officials are talking about corrective practices but are giving no assurance that broadcasters will be paid what they are owed.

It is, of course, the official policy of the American Association of Advertising Agencies that agencies are solely liable for payment under their contracts with media, and Sears may take refuge in that. By this time, however, it should be apparent to Sears’s Chicago headquarters that repair is necessary in its system of regional time placements.

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