THE WHITE HOUSE
WASHINGTON
August 9, 1974

Dear Mr. Secretary:

I hereby resign the Office of President of the United States.

Sincerely,

The Honorable Henry A. Kissinger
The Secretary of State
Washington, D.C. 20520

"BLIND AMBITION"
on the CBS Television Network
Sun May 20, 8 to 10 pm (ET)
Mon, Tues, Wed May 21, 22, 23, 9 to 11 pm (ET)

A dramatization of the saga of Watergate, as seen through the eyes of John and Maureen Dean. An inside account of the biggest political scandal in the history of the nation—and a moving and passionate love story.

Starring Marlin Sheen • Executive Producer: David Susskind • Directed by George Schaefer
Based on the books by John Dean and Maureen Dean • Teleplay by Stanley R. Greenberg
Produced by George Schaefer and Renee Valente
Music by Walter Schiavini & Fred Karlin (3 & 4)

A Time-Life Television Production
<table>
<thead>
<tr>
<th>Television Station</th>
<th>City and State</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOB-TV</td>
<td>Albuquerque</td>
</tr>
<tr>
<td>WANX-TV</td>
<td>Atlanta</td>
</tr>
<tr>
<td>WMAR-TV</td>
<td>Baltimore</td>
</tr>
<tr>
<td>WBRZ</td>
<td>Baton Rouge</td>
</tr>
<tr>
<td>KVOS-TV</td>
<td>Bellingham, WA</td>
</tr>
<tr>
<td>WLVI-TV</td>
<td>Boston</td>
</tr>
<tr>
<td>WCIV</td>
<td>Charleston, SC</td>
</tr>
<tr>
<td>WSOX-TV</td>
<td>Charlotte, NC</td>
</tr>
<tr>
<td>WFLD-TV</td>
<td>Chicago</td>
</tr>
<tr>
<td>WXIX-TV</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>WJKW-TV</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WIS-TV</td>
<td>Columbia, SC</td>
</tr>
<tr>
<td>WYEA-TV</td>
<td>Columbus, GA</td>
</tr>
<tr>
<td>KIII-TV</td>
<td>Corpus Christi</td>
</tr>
<tr>
<td>WKEF</td>
<td>Dayton</td>
</tr>
<tr>
<td>WHO-TV</td>
<td>Des Moines</td>
</tr>
<tr>
<td>WKBD-TV</td>
<td>Detroit</td>
</tr>
<tr>
<td>WOTV</td>
<td>Grand Rapids</td>
</tr>
<tr>
<td>WBAY-TV</td>
<td>Green Bay</td>
</tr>
<tr>
<td>WXII-TV</td>
<td>Greensboro/ Winston-Salem, NC</td>
</tr>
<tr>
<td>WFBC-TV</td>
<td>Greenville, SC</td>
</tr>
<tr>
<td>WCTI-TV</td>
<td>New Bern, NC</td>
</tr>
<tr>
<td>WFSB-TV</td>
<td>Hartford</td>
</tr>
<tr>
<td>KRIV-TV</td>
<td>Houston</td>
</tr>
<tr>
<td>WHMB-TV</td>
<td>Indianapolis</td>
</tr>
<tr>
<td>KBMA-TV</td>
<td>Kansas City, MO</td>
</tr>
<tr>
<td>WDHO-TV</td>
<td>Toledo</td>
</tr>
<tr>
<td>WTVK</td>
<td>Knoxville</td>
</tr>
<tr>
<td>WTVQ-TV</td>
<td>Lexington</td>
</tr>
<tr>
<td>KTTV</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>WCIX-TV</td>
<td>Miami</td>
</tr>
<tr>
<td>WWTV</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>WTCN-TV</td>
<td>Minneapolis</td>
</tr>
<tr>
<td>WSM-TV</td>
<td>Nashville</td>
</tr>
<tr>
<td>WVUE</td>
<td>New Orleans</td>
</tr>
<tr>
<td>WPIX</td>
<td>New York</td>
</tr>
<tr>
<td>WYAH-TV</td>
<td>Norfolk</td>
</tr>
<tr>
<td>KTVY</td>
<td>Oklahoma City</td>
</tr>
<tr>
<td>WTAF-TV</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>KPHO-TV</td>
<td>Phoenix</td>
</tr>
<tr>
<td>WTAE-TV</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>WOKR</td>
<td>Rochester</td>
</tr>
<tr>
<td>WQRF-TV</td>
<td>Rockford</td>
</tr>
<tr>
<td>KSTU</td>
<td>Salt Lake City</td>
</tr>
<tr>
<td>KTVU</td>
<td>San Francisco</td>
</tr>
<tr>
<td>WHME-TV</td>
<td>South Bend</td>
</tr>
<tr>
<td>KPLR-TV</td>
<td>St. Louis</td>
</tr>
<tr>
<td>WTVH</td>
<td>Syracuse</td>
</tr>
<tr>
<td>KTEW</td>
<td>Tulsa</td>
</tr>
<tr>
<td>WTTG</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>WIVB-TV</td>
<td>Buffalo</td>
</tr>
<tr>
<td>KGW-TV</td>
<td>Portland, OR</td>
</tr>
<tr>
<td>KCRA-TV</td>
<td>Sacramento</td>
</tr>
<tr>
<td>WYTV</td>
<td>Youngstown</td>
</tr>
</tbody>
</table>

_TOM & JERRY_ A WINNING TEAM

SOLD

MGM TELEVISION
CATCH THE APPETIZER ON NBC-TV THIS FRIDAY.

THEN ORDER THE MAIN COURSE FROM NTA ON MONDAY!

EVEN MORE OF THE BEST OF THE BEST OF DEAN!

The class act for September '79!

DEAN MARTIN

For nine top-rated network seasons, Dean played host to just about every major star in the entertainment galaxy. From Don Adams to Jonathan Winters, from Hope to Crosby, from Hawn to Horne, from Borge to Borgnine, from Sellers to Sinatra, from Benny to Berle, from Liberace to Lollobrigida, as well as Lucy, Pearl, Carol, Angie, Ella, Ethel, Julie, Debbie, Ginger, and Raquel. Not to mention Woody, Louis, Eubie, Red, Glenn, Myron, Tim, Howard, Sammy, George, Andy, Buddy, Carroll, Rich, Danny, Flip, and Zero.

26 FULL HOURS IN FULL COLOR FOR THIS FALL
At the head of the class for prime time and/or late night play.

EXCLUSIVELY FROM NTA

national telefilm associates, inc.
12616 Bevirce St. Los Angeles, CA 90066
(213) 390-3663

BUD GROSKOPE ARTHUR S. GROSS
Chief Operating Officer V.P., Worldwide Sales
The Week in Brief

MICHELE TITUS SET TO LEAD MICHAEL  -- Michigan delegate Michele Titus has been chosen to lead the Democratic delegation at the 1988 Democratic National Convention. Titus, 33, is a lawyer who, as a member of the Michigan House of Representatives, was the first African American woman to serve as minority leader. Titus is a native of Flint, Mich., and received her law degree from Harvard. She replaces the current Democratic convention chairwoman, Rep. Barbara Jordan (D-Tex.).

CLIPPING RECONSIDERED  -- While the Supreme Court upheld the FCC decision denying renewal to KORK-TV Las Vegas for network clipping, the commission is now trying to decide whether it should be involved in policing that practice. PAGE 63.

BROADCASTERS ON THE HILL  -- BROADCASTING's biennial report on who among the members of Congress has broadcasting interests turns up 13 with direct or family ties to the industry. PAGE 65.

MAN OF THE MOMENT  -- At RCA's annual meeting, NBC President Fred Silverman is in both the spotlight and on the hot seat as it's announced that a substantial profit drop is expected in 1979 for the network. RCA chief Edgar Griffiths gives Mr. Silverman a vote of approval, however, saying the network's problems were there before Mr. Silverman came aboard. PAGE 71.

LEAK DIALOG  -- ABC's recent Supreme Court scoops, and the leak that made them possible, are the subject of remarks by Chief Justice Burger to a Norfolk, Va., TV station and debate between journalists over the professional ethics involved. PAGE 72.

PROHIBITION PROTESTED  -- California Representative Henry Waxman, the Pacifica Foundation and the League of Women Voters file suit in federal court in Los Angeles challenging the constitutionality of the statute prohibiting noncommercial stations from editorializing. PAGE 74.

VIDEO FRONTIERSMAN  -- Showtime Entertainment's Jeff Reiss has brought that company from a distributor of recycled pay-cable programming to number two in the industry with satellite distribution. His background includes a knack for working with evolving technologies—from the early days at Tandem Productions to pioneering efforts with videocassettes and developing made-for-TV movies for ABC—all of which he sees as groundwork for what's to come. PAGE 105.

THE FOCUS Shifts  -- With the FCC deciding two weeks ago that its distant-signal and syndicated-exclusivity rules for cable TV may no longer be needed, it opens a new can of worms by asking for comments on how the marketplace can be factored into regulation of the medium. PAGE 51.

A PLUS FOR PIERCE  -- The president of ABC Television is given a large vote of confidence as he is named executive vice president of ABC Inc. and put next in line for the presidency. PAGE 52.

MUM'S THE WORD  -- At a special joint board meeting, the NAB considers the various rewrite bills in Congress, but decides to voice no official opinion. PAGE 52.

NOTICED  -- The New England Cable Network has named Thomas N. Beattie as its vice president of business affairs & development. Beattie, also a director of the network, has been the station manager at WORX in Mystic, Conn., and has also held positions in the Richmond and 


Broadcasting (ISSN 0007-0029) is published 51 Mondays a year (combined issue at year-end) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C. and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $40, two years $75, three years $105. Canadian and other international subscriptions add $12 per year. U.S. and possessions add $140 yearly for special delivery. $80 for first class. Subscribers' occupation required. Annual: Broadcasting Yearbook $42.50, Cable Sourcebook $20, Across the Dial-Around the Channels $2.95, prepaid only.
To cover the Providence DMA - use WTEV

Missing persons—literally hundreds of thousands of viewers not measured by any rating—nonetheless, an impressive addition to your WTEV-6 summer audience. These are the money-spending seasonal residents and tourists who come to Southern New England during the summer. When you buy WTEV-6, you get a growing Providence DMA plus some half million additional summer residents and vacationers daily on Cape Cod, in Newport, Nantucket, Mystic Seaport and other resorts along the 547 miles of WTEV-6 shoreline. An important force in the sale of your product.

WTEV 6
STEINMAN TV STATION
PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.
Vance L. Eckerley, Manager

WTEV Providence, R. I./New Bedford-Fall River, Mass.
Station relations
Spot-TV dollars, like network revenues, follow network ratings. How much is shown in compilations from leading station reps. Rep sources say that in first quarter of 1979, spot billings of affiliates of front-running ABC-TV were up 13% from 1978 first quarter, affiliates of last-place NBC-TV were up 3% and those of CBS-TV were up 8%, or "about average."

One alone?
Trend at FCC toward tighter restrictions on multiple ownership is expected to be in evidence at commission meeting this week. Broadcast Bureau staff, after investigating question at commission's direction, finds no evidence that UHF station's viability depends on infusion of revenues from co-located radio affiliate. As result, staff will recommend that commission tighten up one-to-market rule, which now permits purchase of UHF-radio combinations on case-by-case basis. Staff's recommendation is that commission treat UHF as it does VHF — prohibiting purchase of UHF-radio package unless purchaser can prove waiver is warranted.

Nor is that all. Now commission wants staff to examine question of whether it should continue to permit sale of AM-FM package. Betting is that staff's answer will be in negative, though with possible exception for daytime-only stations. Last week Commissioner Tyrone Brown voted against acquisition of local AM by Chicago FM owner on grounds of media concentration (see page 60).

Friendly persuasion
Eyebrows lifted when FCC Chairman Charles Ferris was spotted dining at table taken by American Society of Composers, Authors and Publishers at White House correspondents banquet April 28. Table takers usually invite guests they do business with, or would like to. ASCAP sources say there's no mystery: Mr. Ferris is long-time personal friend of ASCAP general counsel, Bernard Korman, and has been sitting at ASCAP table at these affairs for years, going back to time when he was chief aide to Senator Mike Mansfield, then majority leader of Senate.

Nobody noticed it at correspondents dinner, ASCAP sources say, but there's good chance ASCAP will have some business to do with FCC in relatively near future. ASCAP plans to talk to FCC's network inquiry staff about, as one put it, "some notions we have about the way networks do business that are illegal." They feel, for instance, that networks monopolize market for music, and that, in effect, three people—TV network heads—are making decisions for 700 stations.

Up, up and away
Radio broadcasters look at future with confidence. That's one highlight of Radio Advertising Bureau's almost completed survey of radio sales outlook to 1985. RAB board was told last week that study shows stations are looking for annual growth rates in double digits—and also expect to be using many more sales people.

Survey indicates 10,000, perhaps as many as 15,000, salespersons may be added, which for many stations would represent 30% increase over present staff. Board also gave final approval to major radio "positioning" campaign, developed for RAB by Ries, Cappiello, Colwell agency, scheduled to break on radio and in business magazines in late summer.

Unhappy shop
"I've never seen morale lower," That was comment of veteran staff at FCC after word last week of 4-3 split among commissioners over Chairman Charles D. Ferris's private selection of Philip Verveer as chief of Broadcast Bureau (see page 33). It's common knowledge that veteran Broadcast Bureau Chief Wallace E. Johnson retired April 30 because of interference from Ferris assistants and being bypassed by chairman himself. Others complain of frustrations, and even harassment. There are whispered allegations that staff recommendations are ignored, revised or otherwise manipulated to fit preferences of chairman's office.

News at 8?
If NBC Vice Chairman Richard S. Salant ever sells NBC his idea of scheduling one-hour TV network news at 8-9 p.m., he can count on support from one source that networks don't usually turn to for aid and comfort. Donald H. McGannon, chairman of Westinghouse Broadcasting and perennial gadfly of networks, says he's for idea, and presumably Westinghouse's two NBC affiliates — WBBZ-TV Boston and KYW-TV Philadelphia—would go along. Mr. McGannon himself has advocated one-hour network news in prime time but in past has suggested it start at 9 p.m. or 9:30, on theory no network would risk entire night's ratings by opening evening with entire hour of news.

For his part, Mr. Salant doesn't think his idea will be a quick sell, but still insists that there will be one hour of network news in prime time, "probably at 8-9," within five years. "It's an idea whose time has come," he says. "People just haven't recognized it yet."

No sweat
Noticeably missing from preparations for this year's hearings on Communications Act rewrite is usual furor over make-up of witness list from broadcasting. So far National Association of Broadcasters hasn't even asked to appear, although it probably will ask. Because of conflicts with their affiliate meetings television networks won't appear in broadcast hearings scheduled for weeks of May 14 and 21, but will testify June 5. Broadcasters generally think this year's sessions less critical than last year's on first rewrite.

House Communications Subcommittee staff is casting panels for discussion of minority ownership, EEO and radio and TV broadcasters as public trustees. But star event will probably be May 14 hearing on proposed retransmission consent for cable. Witnesses tentatively scheduled include Ted Turner, Norman Lear, Jack Valenti, commissioners of professional sports and Henry Geller, head of National Telecommunications and Information Administration, who revived consent idea.

Helper
Although FCC Chairman Charles D. Ferris's office has been drawing flak for allegedly "interfering" with work of staff before it is presented to commission, Commissioner Tyrone Brown does not hesitate to attempt to influence staff on drafts of documents presented to him in advance of meeting if he thinks them inadequate. Case in point is draft of radio deregulation to be considered in meeting this week but on which staff has been briefing commissioners individually for past two weeks. Commissioner Brown reportedly was highly critical of economic justification of deregulation: He thought it poorly organized and obtuse; he even found fault with some of its analysis.

He is said to have done considerable amount of work on it himself—some of it, according to one source, not only away from office but on flat rock in Potomac river, on sunny day. Document now proposes deregulation in perhaps 100 biggest markets, maybe more, with end of ascertainment everywhere.
"Streets" superstars Karl Malden and Michael Douglas are drawing bigger-than-ever crowds!
And better-than-ever crowds: women 18-49 and men 18-49!
In fringe, early evening and late night time periods.

**FRINGE CROWDS**

**Boston** (WNAC-TV, 4:30pm, M-F):
No. 2 in 6-station market. Doubles lead-in rating and share. Households up 124%,
women 18-49 up 100% and men 18-49 up 225% over lead-in.

**Cincinnati** (WLWT, 5:00pm, M-F):
Households up 27%, women 18-49 up 29% and men 18-49 up 67% over year-ago programming in time period. Same demos up 38%, 35% and 67% over lead-in.

**Fresno** (KJEO-TV, 5:00pm, M-F):
Station moves from 4th to 2nd place in rating and share with 50% and 100% increases over year-ago programming. And from 4th to 1st place in women 18-49 and men 18-49 with 78% and 120% increases. More big increases over lead-in.

**Miami** (WPLG-TV, 5:00pm, M-F):
Up from No. 5 to No. 1 in women 18-49 with 173% increase over year-ago programming. Up from No. 4 to No. 2 in men 18-49 with 286% increase. Other impressive increases in rating, share and all key demos.

**Milwaukee** (WITI-TV, 4:30pm, M-F):
No. 1 in women 18-49 with increase of 12% over year-ago; 71% over lead-in. No. 1 in men 18-49 with increase of 15% over year-ago; 188% over lead-in. Households up 16% over year-ago; 68% over lead-in.

Source: NSI, 2/79 and 2/78.
Audience estimates are subject to limitations of the rating service.
Minneapolis (KMSP-TV, 4:00pm, M-F):
No. 2 in time period. Women 18-49 up 27% over year-ago; 8% over lead-in. Men 18-49 up 50% over year-ago; 100% over lead-in.

EVENING CROWDS

Atlanta (WANX, 7:00pm, M-F):
A 33% share increase over year-ago programming in time period. 100% more women 18-49 and 200% more men 18-49 than lead-in.

Los Angeles (KCOP, 6:00pm, M-F):
Rating up 50% over year-ago; 100% over lead-in. Households up 75% over year-ago; 113% over lead-in. Women 18-49 up 58% over year-ago; 48% over lead-in. Men 18-49 up 52% over year-ago; 228% over lead-in.

Sacramento (KTXL, 7:00pm, M-F):
Rating up 25%, share up 20%, households up 34%, women 18-49 up 8% and men 18-49 up 59% over year-ago programming.

KANSAS CITY (KCMO-TV, 10:30pm, M-Thu.):
No. 2 in time period with 7% share increase and 16% households increase over year-ago programming. Women 18-49 up 14% and men 18-49 up 39% over same period.

Las Vegas (KVVU, 11:30pm, M-F):
100% increase in households and 67% increase in share over year-ago. Women 18-49 up 50% and men 18-49 up 200%. Share up 47% over lead-in.

Peoria (WMBD-TV, 10:30pm, M-F):
Strong No. 2 with 50% rating increase, 35% share increase and 47% households increase over year-ago. 125% more women 18-49 and 75% more men 18-49. Share up 15% over lead-in.

San Antonio (KSAT-TV, 11:00pm, M-F):
No. 1 in women 18-49 with 14% increase over year-ago programming. Men 18-49 up 22% households up 11% and share up 8% over year-ago. 23% share increase over lead-in.

LATE CROWDS

Birmingham (WAPI-TV, 10:30pm, M-F):
Rating and share up 17% and 19% over year-ago programming. Women 18-49 up 7%. Men 18-49 up 10%. 24% share increase over lead-in.

Champaign, Ill. (WCIA, 10:30pm, Su.-Thu.):
No. 1 in time period. 23% more women 18-49 and 30% more men 18-49 than year-ago levels. Share up 12% and households up 19% over year-ago.

Quinn Martin's
"The Streets of San Francisco"

Victory Television
45 East 45 Street, New York 10017
New York (212) 687-1516,
Chicago (312) 329-0825,
San Francisco (415) 435-9113.
TV only


Geauga Lake □ Ten-week campaign for Aurora, Ohio, amusement complex begins May 31 in Detroit, Buffalo, Pittsburgh, Cleveland and Columbus, Toledo and Youngstown, all Ohio. Agency: Mills, Hall, Walborn, Cleveland. Target: adults, 25-49, and children, 6-11.


Stokely □ Two, four and five-week campaigns will run in June, July and August for pork and beans product in 28 markets. Agency: Clinton E. Frank, Chicago. Target: women, 18-49.


Radio-TV


Can Manufacturing Institute □ Eight-week radio and TV campaign begins in May for group’s recycling program in six or seven Michigan markets. Agency: Tatham-Laird & Kudner, Chicago. Target: women, 18-49.

Continental Oil □ Six-week radio and TV campaign begins in mid-May in 60 TV markets during late fringe, news and sports time and in 11 radio markets, including three Spanish-language. Agency: Metzdorf Advertising, Houston. Target: men, 18-49.

Friendly's □ Four-week radio and TV campaign begins in Mid-May for chain of
It's no secret that broadcasters must learn to listen before they communicate. Over a decade and a half age, WJIM was in the listening business, tuning a sensitive ear to the problems, the needs and the aspirations of its vast Mid-Michigan audience.

Years ago when human neuroses were sheltered in dreams and professional offices, WJIM took a giant step towards bringing these problems to light through television. Locally produced public service and public affairs programs have been an integral part of WJIM's program plans for 28 years.

Today, they include, among others, such features as "COLLAGE", a monthly summary and portrayal of youth activities and "THIRTY MINUTES", a localized edition to the popular network program "SIXTY MINUTES".

Today ... as in the past, WJIM-TV is a better communicator, because it listens.

**LISTEN, THEN COMMUNICATE**
101 MARKETS... AND GOING UP.
THAT'S MERVELOUS!
87 markets
April 1978

101 markets
April 1979

66 markets
April 1977

"The Merv Griffin Show"

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


**BAR reports television-network sales as of April 15**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended April 15</th>
<th>Total dollars week ended April 15</th>
<th>1979 total minutes</th>
<th>1979 total dollars year to date</th>
<th>1978 total dollars year to date</th>
<th>% change from 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>171</td>
<td>$1,242,800</td>
<td>2,359</td>
<td>$17,200,800</td>
<td>$15,052,700</td>
<td>+14.3</td>
</tr>
<tr>
<td>Sign-off-10 a.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>996</td>
<td>17,948,200</td>
<td>14,925</td>
<td>264,058,200</td>
<td>245,119,200</td>
<td>+7.7</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>306</td>
<td>8,527,500</td>
<td>5,234</td>
<td>153,580,500</td>
<td>135,624,300</td>
<td>+13.2</td>
</tr>
<tr>
<td>Sign-on-6 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>96</td>
<td>4,940,300</td>
<td>1,476</td>
<td>73,932,600</td>
<td>64,728,300</td>
<td>+14.2</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>27</td>
<td>1,535,300</td>
<td>356</td>
<td>25,086,100</td>
<td>21,283,600</td>
<td>+17.9</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>406</td>
<td>48,722,300</td>
<td>6,187</td>
<td>662,208,100</td>
<td>577,028,500</td>
<td>+14.8</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>239</td>
<td>9,059,100</td>
<td>3,486</td>
<td>81,773,200</td>
<td>65,988,500</td>
<td>+23.9</td>
</tr>
<tr>
<td>11 p.m.-Sign-off</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,241</td>
<td>$92,157,500</td>
<td>34,023</td>
<td>$1,277,821,500</td>
<td>$1,124,805,500</td>
<td>+13.6</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports

Broadcasting May 7 1979

14
May 8-12—Twenty-ninth annual Broadcast Industry Conference of San Francisco State University Broadcast Preceptor and Broadcast Media Awards will be conferred May 12. Theme of conference will be "Ethics in Broadcasting." San Francisco State University Information: Janet Lee Miller or Darryl Compton, SFSU.

May 7-9—Southern Educational Communications Association conference. Speakers will include Lillie Herndon, Corporation for Public Broadcasting, and Sheila Mahony, Carnegie Commission on the Future of Public Broadcasting. Hyatt Regency, Lexington, Ky.

May 7-10—Western Association of Broadcasters Engineers convention. Hotel MacDonald, Edmonton, Alberta.

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

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


May 12—Meeting of Region 1 of Radio Television News Directors Association. Portland, Ore. Contact: Charles Biechlin, KATU-TV (Portland), or Dean Mell, KHOW/AM (Spokane). May 12—Women in Communications Inc. Dayton chapter luncheon. Speaker will be Phil Donahue, TV personality Dayton, Ohio.

May 12—Presentation dinner for National Headliners Awards winners, sponsored by Press Club of Atlantic City International. Hyatt Regency, Atlantic City, N.J.


Also in May

May 14—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before House Communications Subcommittee. Rayburn House Office Building, Washington.

May 14-17—Conference for journalists on "The Role of Television and Newspapers in American Life," sponsored by The Washington Journalism Center. Speakers and discussion leaders will include Representative Lionel Van Deem (D-Calif.); Henry Gelot, assistant secretary of commerce for communications; Peter Hoffman, McHugh & Hoffman, and author Ben Stein. Watergate hotel, Washington. Registration and information: (202) 331-7877. Conference will be limited to 15 to 20 working journalists.

May 15—New deadline for comments to FCC on AM stereophonic broadcasting (Dockel 21313). Previous deadline was March 30. Replies are due now June 15.


May 17—Television Bureau of Advertising regional sales meeting. Marriott, Kansas City.

May 17-18—Consumer conference of University of Wisconsin's Center for Consumer Affairs, with assistance from Milwaukee Journal, WMJ-TV Milwaukee, WMAQ-TV Chicago and University of Wisconsin Department of Agricultural Journalism. Theme will be the problems, strategies and rewards of consumer journalism. Marc Plaza hotel, Milwaukee. Information: (414) 224-4117.

May 17-19—New Mexico Broadcasters Association annual convention. Holiday Inn, Farmington, N.M.


May 18—Pacific Pioneer Broadcasters luncheon meeting and salute to TV personality Sassy Sales. Sportsmen's Lodge, Studio City, Calif.


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


May 21—Hearings throughout week on broadcast and cable sections of Communications Act rewrite, before House Communications Subcommittee. Rayburn House Office building, Washington.


May 23—Revised date for National Radio Broadcasting Association radio sales day. Sheraton Airport Inn, Atlanta.

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


May 25-27—Southeast regional meeting of National Association of Farm Broadcasters. Myrtle Beach, S.C.

May 27-June 1—1979 Montreux International Television Symposium and Technical Exhibit. Montreux, Switzerland. Information: FO. Box 970—CH-1820, Montreux.

May 30—International Radio and Television Society annual meeting. Broadcasters of Year Award will be presented to Bob Keeshan of CBS-TV's Captain Kangaroo, Walford, Astoria, New York.


*Source: NT, 1978-1979 season. Subject to survey limitations.
June

June 1 — Deadline for entries National Commission on Working Women broadcast awards program. Submissions for programming about working women must be received by May 31, 1981. Also, April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., Suite 400, Washington 20036.

June 1-2 — Radio Television News Directors Association of Canada national convention. Chateau Halifax, Halifax, N.S.


June 5-6 — American Association of Advertising Agencies media seminar. Fairmont hotel, San Francisco.

June 5-7 — Ohio Association of Broadcasters Spring convention, Stouffer’s Dayton, Ohio.


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

June 6-9 — Broadcasters Designers Association second annual seminars; in conjunction with Broadcast Promotion Association, Nashville. Reservations: Bob Regier, KOLN-TV, Box 30350, Lincoln, Neb. 68503.

June 7 — Television Bureau of Advertising regional sales meeting. Hyatt O’Hare, Chicago.

June 7-8 — Fifth annual Northeast CATV technical seminar, sponsored by New York State Commission on Cable Television, Society of Cable Television Engineers, State University of New York and New York State CATV Association. Empire State Plaza Convention Center, Albany, N.Y.

June 7-9 — Alabama Broadcasters Association spring convention. NAB President Vincent Wasielowski will be keynote speaker Holiday Inn, Pensacola Beach, Florida.


June 7-10 — 1979 national conference of Investigative Reporters & Editors. Mike Wallace of CBS will be keynote speaker. Also on agenda is address by Federal Trade Commission’s Michael Petric numbers, Boston Plaza hotel. Contact: Norita Lee, (617) 523-8611.

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


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


June 10-13 — Western States Advertising Agencies Association 29th annual conference. Doubletree Inn in Fisherman’s Wharf, Monterey, Calif.


June 14-17 — South Dakota Broadcasters Association annual meeting. Sylvan Lake in Black Hills, S.D.

June 14-17 — Mississippi Broadcasters Association annual convention. Sheraton-Biloxi Motor Inn, Biloxi, Miss.

June 15-18 — North Dakota Broadcasters Association spring convention. Lake Meadgoche, Turtle Moun- tain Lodge, Bottineau, N.D.


June 17 — Television Critics Association seminar, Century Plaza hotel, Los Angeles.


June 17-23 — Eighth sales manager seminar of National Association of Broadcasters Harvard Business School, Boston.

June 18-19 — Society of Cable Television Engineers regional technical meeting. Radisson South, Minneap-olis.


June 19-20 — Southern Cable Television Association financial seminar. Host hotel, Tampa international Airport. Information: Ed Frazick (813) 877-1144.


June 20-22 — Maryland/District of Columbia Broadcasters Association annual convention. Sheraton Fontainebleu, Ocean City, Md.


June 22-27 — Georgia Association of Broadcasters 45th annual convention. Speakers will include Jane Pauley of NBC-TV and Dennis James, game show host. Callaway Gardens, Ga.
Dissenter

EDITOR: While I am reluctant to bring further attention to ABC's self-aggrandizing use of the U.S. Supreme Court for publicity purposes ("ABC dishes up two scoops," BROADCASTING, April 23), it is important that your readers know that other reporters at the court do not "heartily approve."

The journalistically unprincipled use of unverified, peripheral sources to claim knowledge of the court's deliberations—even though the source proved to be right in two of four elements reported by ABC News—was valueless and degrading conduct of a type long resisted by most news agencies. —Carl Stern, NBC News, Washington.

(Mr. Stern is NBC's Supreme Court correspondent.)

Sims on the status quo

EDITOR: First, I want to thank BROADCASTING for reporting my comments on calling for a new National Association of Broadcasters president as accurately as you did. My sentiments were handled most fairly.

For the record, I originally brought up my suggestion at a closed meeting of the outgoing radio directors in January. We were asked what might be done to improve the association and I responded candidly. I later wrote my thoughts down for possible future reference.

BROADCASTING learned of my comments and asked for details. Since I received positive response from over a hundred broadcasters and interested past and present board members, I wrote the entire board to begin an open discussion.

Apparently, though, I heard from nearly everyone with a like mind before I attended the NAB convention in Dallas. The reaction there was, at best, quite cool.

With only a handful of board members really interested in pursuing the matter, there is no doubt that any further discussion will only make matters more divided, defensive and disruptive to our industry.

I still believe we need new directions, new blood, someone who is "been there"—a broadcaster as NAB president. Apparently, the vast majority of the board does not agree. I was naive enough to think discussion of the question, taking the heat myself, would start a movement. After hearing from most of the board in Dallas, I have come to the absolute conclusion that Vince Wasilewski is entrenched for as long as he chooses. I commend our president for commanding such support.

I certainly appreciate the many comments from broadcasters all over the country. Most, like me, are small-market radio folks and desire a change. To them I can only say: Hold on, it ain't gonna happen any time soon.—Bill Sims, Wycom Corp., Laramie, Wyo.

(Mr. Sims canceled his NAB membership for all but one of his stations after the NAB convention this year, a reaction to the "real hostility" he encountered in Dallas, he says. But he has since reversed himself, saying the move put his partners in "an awkward position, that of having to defend me." All five Wycom stations "will continue to support NAB," he says.)

The costs of change

EDITOR: I have read the continuing arguments concerning the proposed spectrum fee. Frankly, I cannot understand why I should have to "trade off" anything if deregulation is something whose time has come.

Concerning the breakdown of clear channels, I must say that this too is an idea whose time has come. Thus far, the greatest loss I have heard expressed in support of the clear channels is that WSM's Grand Ole Opry would have to leave the air. This is absurd; the Opry can be broad- cast via a network. The problem with that of course is that WSM would no longer reap all the monetary benefit.

However, I don't believe that a station of lesser means would be able to continue misleading the public while the FCC sits back and waits for someone to "file a complaint!"—Tom Joynes, president, WPVA-AM-FM, Petersburg, Va.

Fed up with the FCC

EDITOR: The present turmoil within the FCC is turning into a national disgrace. With tremendous backlogs of applications for new facilities, major changes, transfers and even minor pleadings we see months, even years go by without action.

With reported staff discontent, personnel shortages and complacent attitudes about nearly everything, the nation is on the verge of a total breakdown of having a viable communications authority.

The frustrating part is that we as individual broadcasters, as well as collectively through our associations, appear to be virtually powerless to change the situation.—Bob Greenlee, general manager, KAIDE(AM)-KBGO(FM), Boulder, Colo.

Fleming fan

EDITOR: Just a note of congratulations on your excellent story on Bob Fleming, the CPB president, (April 23). My bias is clear, of course, but I found the piece a very sensitive and professional description of the man and his agenda.—Amos B. Hostetter, member of the board, Corporation for Public Broadcasting, Washington.
Don't forget the basics

EDITOR: Your report, "Public programmers snipe at NTIA ideas" in the April 23 issue contained an unfortunate reference to our motives for filing comments. You said: "Minnesota Public Radio expressed fears that the program may lead MPR to a bad position," since we urged NTIA to "take into account the poor state of existing plant facilities, especially in radio," while accommodating its emphasis on greater participation by minorities and women.

Our comments did not question the new priorities but rather dealt with the need to strike a balance among priorities. Our concern lies not so much with our own network, but rather with the public radio system as a whole. Too many public radio stations across the U.S. are operated with second-hand tape recorders, poor studio-transmitter links and outmoded transmitters. Such a system can ill afford to ignore its own capital needs while it attempts to expand coverage and participation.—Thomas J. King, general counsel, Minnesota Public Radio Inc., St. Paul.

An immediate need

EDITOR: It looks as though a tug of war is brewing between the FCC and the rewrite proponents. The FCC say it is deregulating as quickly as it can, while the rewrite staff says only Congress can truly deregulate our industry.

I hope the Communications Act rewrite will be passed as expeditiously as possible, and that thousands of my fellow broadcasters will write legislators and push for passage. We don't need it five years from now; we need it now.—Randi Miller, branch manager, WSMI-AM-FM Litchfield, Ill.

Lerner learns

EDITOR: Your April 2, lead article on Rewrite II, and your April 9 comparison of the three new communications bills were very well written, and were important pieces. They were very helpful to me in analyzing these bills.

The industry is quite fortunate that it has Broadcasting magazine with its uniformly thorough and perceptive coverage. Thanks for, once again, an outstanding job of reporting.—Arnold S. Lerner, chairman, WLLH(AM)-WSH(FM) Lowell, Mass.

Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

Inflation!

A word on everybody's mind. But, it is foolhardy for any broadcaster to react by curtailing his news budget during a time when the audience is, more than ever, deeply dependent on the news provided by electronic media.

Today, it is essential to build your broadcast facility into a strong Number One position in your market. As ad dollars stack off in many areas of the country, the Number One stations will continue to get the prime share of spendable dollars; so it makes good economic sense to become and to stay Number One. This is even more true in smaller markets than in the top fifty.

We can help you determine how to become Number One and stay that way. Please call us today for a no-obligation presentation.

M&H

McHugh and Hoffman, Inc.
THE FIRST IN COMMUNICATIONS CONSULTING
3970 Chain Bridge Road
Fairfax, Virginia 22030
(703) 691-0700

Copyright 1979 Broadcasting Publications Inc. May be quoted with credit.

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or even more AM stations in clear and adjacent channels. Commission decided against higher power for clear channel A stations as means of providing service to areas without nighttime radio service (Broadcasting, Jan. 1). That action is coupled with increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-III.), in advocating conversion of daytimers. First Communications Act rewrite would require FCC to do something about it. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 kHz to create more radio channels. Joint board to National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but without diminishing operation of existing full-time stations. Board of National Radio Broadcasters Association has called for industry-government committee to study 9 kHz proposal.

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (Broadcasting, Sept. 18, 1978). Included in proceeding are five proposed systems—Brelax, Harris, Kahn, Magnavox and Motorola.

Antitrust/networks. Justice Department, which originally sued against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlement with NBC, and that agreement has been approved by presiding judge in case (Broadcasting, Dec. 5, 1977). Agreement imposes number of restrictions on NBC in programing area, but some of those restrictions are not effective unless other two networks also agree to them. ABC and CBS, however, have asked court to dismiss suits, and last fall, judge in case refused (Broadcasting, Nov. 8, 1978). Federal Trade Commission also has begun preliminary inquiry into broadcast antitrust questions (Broadcasting, July 31, 1978) and late last year held seminar on media concentration (Broadcasting, Dec. 18, 1978).

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

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

Blanking intervals. FCC last June issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12
microseconds) for horizontal to give industry time to correct problem. Then in January, commission issued public notice saying that until July 1, it will issue advisory notices or notices of apparent violation for blanking in excess of standards. The Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August to "identify problem areas and recommend corrective action" to the FCC. The group is made up of representatives of the three commercial networks, the Public Broadcasting Service, the National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives, which began testing its $1.2 million system for televising its daily proceedings live on Feb. 22 (Broadcasting, Jan. 26), officially turned on system nationally for TV and cable (Broadcasting, March 26). Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, grudgingly say they will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. Senate is expected to open its chamber to television in wake of House's action, but no proposals have been made yet.

Cable deregulation. FCC is embarked on course that will take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation of industry (Broadcasting, April 30; also see page 51 this issue).

Carter use of broadcasting. President has held 48 televised press conferences since assuming office. He has also made unprecedented radio-TV appearances in formats ranging from CBS Radio call-in show to "fireside chat" on energy to his appearance in March at National Association of Broadcasters convention (Broadcasting, April 2).

Children's advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington beginning March 5. Next phase is disputed-issues hearings. Schedule is tentative, pending discretion of hearing judge. Morton Needelman, and pending achievement of commission quorum. FCC, meanwhile, has received reply comments in its inquiry into children's programing and advertising (Broadcasting, Jan. 22). And Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced that his bill will be looking into matter.

Closed captioning. FCC has adopted order opening door to system of closed captioning of television programs for benefit of hearing impaired. (Closed captioning involves transmission of TV signal on line 21, field 1, and available half of line 21, field 2, of television blanking interval for captions that are visible only to those with decoding equipment.) At end of March, Joseph Califano Jr., secretary of health, education and welfare, announced initiation of program by ABC, NBC and Public Broadcasting Service to operate captioning project that will get under way early next year (Broadcasting, March 26). ABC and NBC will eventually caption about five hours a week (mostly prime time) and PBS more than 10 hours. Sears, Roebuck & Co. will manufacture and distribute decoding equipment for home sets. Adapted from new will cost about $250, while 19-inch color set with one built in will sell for about $500. CBS declined to participate, saying it is more interested in proceeding with its work with teletext process to provide not only captioning, but other information services as well (Broadcasting, March 12).

Communications Act. Revised Communications Act rewrite has been unveiled by sponsors Lionel Van Deerlin (D-Calif.), James Collins (R-Tex.) and James Brophy (R-N.C.) (Broadcasting, April 2). Two weeks after two major Communications Act revisions were introduced in Senate—S.611 written by Senator Ernest Hollings (D-S.C.) and S.622 written by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.) (Broadcasting, March 19). Rewrite II takes broadcast deregulation a great deal further than Senator Hollings' bill, calling for complete deregulation of radio immediately, for TV after 10 years. But both bills have spectrum fee that broadcasters have adamantly opposed. Messrs. Van Deerlin and Hollings plan to move their bills quickly to vote. Both Senate and House subcommittees have begun hearings, House on international telecommunications matters; Senate on common carrier (Broadcasting, April 30). House subcommittee plans two weeks of hearings on broadcast and cable beginning week of May 14.

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

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

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

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and NBC are appealing basic decision; NBC is fighting only liability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for Ninth Circuit (Broadcasting, July 4, 1977). In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrote code to prohibit broadcasting of material that subscribers “determine to be obscene, profane or indecent” (Broadcasting, Sept. 19, 1977).

FCC fees. Commission has adopted report and order providing for refund of fees in excess of $129 for radio stations and $121 for television facilities. It expects to begin making refunds this summer (Broadcasting, Feb. 5).

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

Format changes. FCC more than two years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can’t and shouldn’t (Broadcasting, Aug. 2, 1976). Commission said determination should be left to licensees and to regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. Several citizen groups are appealing commission’s position (Broadcasting, Sept. 13, 1978); oral argument was held last month at U.S. Court of Appeals in Washington.

License renewal legislation. Broadcasters’ effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court’s decision in October, although that decision was later amended (Broadcasting, Jan. 2). Issue is treated in Communications Act revisions bills introduced in House and Senate (Broadcasting, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year, both from long past.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, April 24, 1978). FCC also has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast

loans last year went to nonwhite-owned enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $9 million from networks and other broadcast organizations for nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations. All-black firm has received approval for purchase of VHF WAEO-TV Rhinelander, Wisc., under commission’s distress-sale policy (Broadcasting, April 30).

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations’ use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (Broadcasting, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses, retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (Broadcasting, March 12). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI and has filed a class-action suit in U.S. Southern District Court in New York against the two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (Broadcasting, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals court decision siding with CBS in its demand for “per-use” licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (Broadcasting, April 23).


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

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine techni-
At Stauffer Communications, we believe in quality broadcasting. KOOL-AM Radio in Phoenix has established an outstanding reputation as a broadcast leader in Arizona. We are proud that as of May 1, 1979, KOOL-AM Radio became the newest broadcast service of Stauffer Communications. KOOL-AM Radio is now KARZ-AM Radio. To the outstanding leadership KOOL has provided, we add our 25 years of broadcast quality to continue that tradition with KARZ Radio.

2196 EAST CAMELBACK ROAD - 602/264-9696 - PHOENIX, ARIZONA 85061

BROADCAST SERVICES OF STAUFFER COMMUNICATIONS, INC.

Jerry Holley, Vice President - Broadcasting

WIBW TV -AM-FM
CBS-Topeka

KONG-AM-FM
CBS- Amarillo

KRNI-AM-FM
CBS- Des Moines

KGBX-RADIO
CBS-Springfield, Mo.

KARZ-RADIO
CBS-Phoenix

KSOK RADIO
Arkansas City, Ks.

KGFF RADIO
ABC-Shawnee, Ok.
Cal mayoría. Los días en varios de los lugares donde se celebran están dedicados a actividades de diverso tipo. En algunos casos, estos días son designados específicamente para eventos relates to public stations (Broadcasting, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for reviving of licenses and for new class of license for operation of television transmitters.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to preempt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10). As industry, pay cable reached 1.6 million subscribers on over 100 systems in 1978. Pay subscribers represent about 25% of cable universe. There are four over-air TV stations currently telecasting: WTVT in Newark, N.J., WABC-TV in New York, WABC-TV in Boston, and KXII-TV in Los Angeles.

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

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (Broadcasting, Oct. 9, 1978). Bill also contains incentives for more money to go to program production, especially by independent producers, and to public radio. Public broadcasting is also treated in Communications Act rewrite, which proposes elimination of CPB, creation of Public Telecommunications Programming Endowment to support public radio and TV programming. Proposed National Telecommunications Agency would be empowered to fund public telecommunications and interconnection facilities. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (Broadcasting, Feb. 5).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jailing of New York Times reporter M. A. Farber for refusal to turn over notes to New Jersey court) have spurred new wave of bills in Congress to protect press (Broadcasting, Jan. 29). After Stanford Daily decision, House Government Operations Committee has endorsed

**FAC'T!**

Nobody can match the...

**Spotmaster**

**3000 SERIES**

Tape Cartridge Machines

The cart machines with features competitors' models can't match.

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>SPOTMASTER 3000 SERIES</th>
<th>ITC RP SERIES</th>
<th>HARRIS CRIT. 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norotronics® Duracore® Heads</td>
<td>YES</td>
<td>YES</td>
<td>No</td>
</tr>
<tr>
<td>Auto/Manual Fast Forward Option</td>
<td>YES</td>
<td>YES</td>
<td>No</td>
</tr>
<tr>
<td>Low-Voltage Current Regulated Solenoid</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Models for 1/4 and 1/2 Rack Widths</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Independent Azimuth Adjustment</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Cartridge Brand Interchangeability</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Headphone Jack for Maintenance</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Wider Record Input Range</td>
<td>-24 to +20</td>
<td>-20 to 0</td>
<td>-20 to +18</td>
</tr>
<tr>
<td>Solid State Switching Logic</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Microphone Input Option</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

Model 3100 Slim Line—For A and B cartridges. Available in mono and stereo. Record and playback only.

Model 3200 Compact—for A and B cartridges. Available in mono and stereo, record, playback and playback only.

Model 3300 Standard—for A, B and C cartridges. Available in mono and stereo, record, playback and playback only.

Professional in every way, Series 3000 are premium quality products with Spotmaster features such as: Phase LOK III head bracket, long life Norotronics Duracore® heads, advanced IC circuit/solid state design with exceptionally wide dynamic operating ranges, and all plug-in PC boards including power supply.

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

**FURNESS COMPANY**

**BROADCAST ELECTRONICS INC.**

4100 NORTH 24th STREET, QUINCY, ILLINOIS 62301
TELEPHONE: (217) 324 9600 TELEX: 25 0142

Broadcasting May 7, 1979
SOLD:

KTLA	Los Angeles
WTAF-TV	Philadelphia
WUAB-TV	Cleveland
KTVT	Dallas-Ft. Worth
WPGH-TV	Pittsburgh
WTOG-TV	Tampa-St. Petersburg
KSTW-TV	Seattle-Tacoma
WMAR-TV	Baltimore

KBMA-TV	Kansas City
WHBQ-TV	Memphis
WTVZ	Norfolk-Portsmouth
WUHF	Rochester (N.Y.)
KJEO	Fresno
KHQ-TV	Spokane
KITV	Honolulu
WCBD-TV	Charleston (S.C.)

Warner Bros. Television Distribution	A Warner Communications Company
legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants or subpoenas against news media, including broadcasters (Broadcasting, Aug. 28, 1978). And Carter administration has announced draft legislation to overcome effects of Stanford Daily (Broadcasting, April 9). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusal to divulge sources in connection with story he did while with KAKE-TV Wichita, Kan. (Broadcasting, Feb. 28) and last month's Herbert v. CBS decision opens journalists' thought processes to scrutiny in libel cases (Broadcasting, April 29).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether restriction on proximity of stations could be reduced is still outstanding (Broadcasting, June 2, 1975). Texas Instruments has delivered prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (Broadcasting, Feb. 20, 1978). Commission also has adopted new, lighter noise figure standards aimed at improving reception of UHF pictures (Broadcasting, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability and made plans for spending up to $810,000 on project (Broadcasting, Jan. 8).

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

WARC. U.S. and 153 other member nations of International Telecommunications Union are in what technicians and officials involved regard as home stretch in developing national positions to present to World Administrative Radio Conference in 1979 (Broadcasting, Dec. 11, 1978). WARC '79 international spectrum allocations are expected to remain in place for 20 years. Conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals were due to be submitted to ITU in January (Broadcasting, Jan. 1).

WESH. FCC renewal of license for Cowles Communications's wesh-tv Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (Broadcasting, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (Broadcasting, Jan. 22).

$450,000
Radio Station KLIX
Twin Falls, Idaho
owned by SAWTOOTH RADIO CORP.

Senior Secured Note Due 1989
Funds provided by:
Firstmark Financial
Firstmark Financial Corporation
Indianapolis, IN 317/638-1331

April, 1979

BROADCASTING PUBLICATIONS INC.
Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Edwin H. Jones, vice president.
Lee Taishoff, secretary.
Irving C. Miller, treasurer.

Broadcasting TELEVISION
Executive and publication headquarters: Broadcasting-Television, 737 DeSales Street, N.W., Washington, D.C. 20036; Phone: 202-638-1029.
Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL
Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgerald, senior editor.
Randall Moskop, associate editor.
Mark K. Miller, J. Gregory, assistant editors.
Alan Green, staff writer.
Harry A. Jenei, editorial assistant.
Pat Vance, secretary to the editor.

YEARBOOK & SOURCEBOOK
John Mercurio, manager.
Joseph A. Easler, assistant editor.

ADVERTISING
David Whitcomb, director of sales and marketing.
John Andre, sales manager—equipment and engineering (Washington).
David Berlyn, Eastern sales manager (New York).
Bill Brett, Western sales manager (Hollywood).
Linda Petersen, classified advertising.
Dona Kelly, secretary.

CIRCULATION
Kwentil Keenan, circulation manager.
Kevin Thomson, subscription manager.
Hubert E. Butts, Sylvia Carver, Byron V. Day.
Sheila Johnson, Patricia Walden.

PRODUCTION
Harry Stevens, production manager.

ADMINISTRATION
Irving C. Miller, business manager.
Philophe E. Boucher.
Alexandra Walsh, secretary to the publisher.

BUREAUS
Rufus Crater, chief correspondent (bureau chief).
Booie Famigletti, senior editor.
Jay Rubin, assistant editor.
Diane Burstein, editorial assistant.
Winfield R. Levi, general sales manager.
David Berlyn, Eastern sales manager.
Harriette Weinberg, advertising assistant.
James David Crook, assistant editor.
Bill Brett, Western sales manager.
Sandra Klauss, editorial-advertising assistant.
London: Number One, 22 Eembankment Gardens, S.W.3 Phone: 01-232-6009.
William J. Sposato, correspondent.

Founded in 1931 as Broadcasting—The News Magazine of the Fifth Estate—Broadcasting-Television was acquired in 1932, Broadcast Report—"in 1933, Televue—"in 1953 and Television—" in 1961. Broadcasting—Telecasting was introduced in 1946. Microfilms of Broadcasting are available under University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103; Microfiche of Broadcasting is available from Bell & Howell, Micro Photo Div., Old Mansfield Rd., Wooster, Ohio 44691. (Reg. U.S. Patent Office. Copyright 1979 by Broadcasting Publications Inc.)
Mr. Paley displayed his superb stonewalling skill at the CBS Annual Shareholders' Meeting on April 18. He evaded or refused to answer nearly every question asked from the floor. Accuracy in Media asked Mr. Paley if his desire to give huge grants to Public Broadcasting meant that he endorsed such PBS programs as "North Korea" and "Cuba: Sports and Revolution," which were virtually straight Communist propaganda films.

Mr. Paley refused to answer.

AIM called attention to documentary evidence from govern-ment files that showed that the main theme of a recent segment on "60 minutes" was false. We asked Mr. Paley if this shouldn't be brought to the attention of CBS viewers.

Mr. Paley refused to answer.

AIM asked if Mr. Paley agreed that it was unfortunate that CBS News did not report HEW Secretary Califano's testimony that the radiation exposure experienced by people living near Three Mile Island, Pa. was too small to cause a single additional cancer death.

Mr. Paley refused to answer.

AIM described evidence that the Rev. Jim Jones was a Communist, not a Christian, evidence which includes a tape of a personal history recorded by Jones. We asked if CBS should not correct statements by Walter Cronkite that Jones was a "power-hungry fascist" and by Betsy Aaron that Jones' message was "the gospel of Jesus Christ."

Mr. Paley refused to answer.

After Mr. Paley's last refusal, this dialogue ensued.

AIM: If the facts as I have described them are correct . . .

Paley: I can't answer that.

AIM: Could Mr. Leonard (President of CBS News) respond? (Leonard rises).

Paley: (To Leonard) No, you don't have to answer that, Bill.

AIM: Again no response. Why do we have this new policy of no response to questions?

Paley: You are making year after year these outrageous claims.

AIM: Outrageous? What is outrageous?

Paley: You have never come through with anything that we have had any belief and faith in after a very careful examination. You have been a person stirring up this meeting, making it difficult for other people to get the floor. (Mr. Paley had looked in vain for someone else to recognize when we rose to ask our questions). It is completely and highly objectionable, and I take offense—finally—to your coming to our meeting and trying to break it up the way you have.

AIM: I am not trying to break up the meeting. I have been very courteous. I have been very specific.

Paley: Well, you have asked questions, and we can't answer them. Now what do you want us to do?

AIM: Well, I would like you to try to answer them.

Paley: Well, you can't get an answer.

AIM: Why not? You told Mr. Leonard that he shouldn't even try.

At this point Mr. Paley ruled us out of order and adjourned the meeting.
Broadcast the best buy for image-conscious broker

In an industry where fierce competition has threatened the very survival of many investment firms, 100-year-old Bache has emerged stronger than ever by successfully employing innovative marketing and advertising strategies to meet the challenges of today. In 1975, the lifting of the fixed-rate commission schedule by the Securities and Exchange Commission and the subsequent development of a highly competitive pricing structure put investment firms under substantial economic pressure. A general consolidation of the industry through investment firm mergers followed.

Bache embarked on an active acquisition program that resulted in mergers with Shields Model Roland, a major brokerage firm, with several regional brokerage firms and with West Coast insurance broker A. M. Bender & Co. The name changes associated with these and prior mergers made awareness of Bache’s identity among investors even more urgent. We also diversified our product line to broaden our range of specialized services, including tax-sheltered investments and life insurance.

Despite such moves, research showed that awareness of Bache among our prospects—active investors who had not done business with us—was low. At the same time, satisfied customers using our services gave us very high marks. The research also underscored the fact that, in a very tight personnel market where brokers are ever tougher to attract and retain, a strong image for Bache was vital in attracting new brokers. In both areas, an aggressive program to build a clear-cut image was in order.

After several months of searching, we chose McCann-Erickson as our agency to aid us in creating a two-pronged advertising campaign aimed at both the investor and the broker. We worked with McCann to pinpoint our target audience—the active investor. We found that the number-one consideration among such investors in choosing a brokerage firm was a highly motivated, professional broker backed by sophisticated research, respected analysts and specialized services.

To communicate to potential customers that Bache had these capabilities, we developed a strategy as expressed in the campaign: “The winning attitude at Bache. Put it to work for you.” The agency produced a series of television commercials featuring our own Bache brokers, chosen from the very best around the country, as spokesmen. The brokers gave tremendous credibility to the story of our capabilities. Their individual personalities and assertive delivery emphasized our key distinctions from other brokerage firms: Bache brokers are more innovative and more aggressive, and they understand the needs of the active investor.

After six months on the air in a sports-oriented network schedule, tracking studies showed that not only had overall awareness of Bache increased substantially, but a positive image of the firm was taking shape among our prospects as well. Our own brokers were enthusiastic. They responded overwhelmingly in an internal poll, praising both the commitment to television advertising and the use of brokers to express their own attitudes so accurately. These results were achieved with a relatively modest budget compared with the huge spending of some of our competitors.

We have further refined this highly successful advertising approach. McCann has just produced two new commercials, which aired in mid-February. They feature additional Bache brokers and zero in on the specific information about specialized services that research had told us the target audience wanted. McCann also helped us to develop a visually stronger presentation of the Bache logo with which to tag all our commercials.

Our latest and most newsworthy effort was the December launch of Wall Street Commentary, a nationally syndicated radio show. The program package, which is placed by McCann’s Media Investment Service (MIS) subsidiary, broke on 11 top-ranked radio stations, including WINS (AM) New York, WFAA (AM) Dallas, KSEA (AM) Seattle and WINS (AM) Columbus, Ohio. By March 1, the number of stations in the syndicated network had grown to 28 and new stations are added weekly.

This local radio program was created by McCann-Erickson with the objective of extending our reach against active investors in important local markets. Each program also provides a direct response offer to generate new business leads.

The program sets Bache apart from other investment firms. While a number of stations provide market reports sponsored by brokerage firms, Wall Street Commentary takes a sophisticated behind-the-scenes look at developments in the financial world. It provides up-to-the-minute coverage of major economic happenings, such as the impact on the financial world of an Iranian oil shutdown, as well as more specific insights into the market scene. Three times a day, Larry Wachtel, nationally known market strategist and Bache vice president, develops the three-minute, 15-second reports. Monday through Friday, they are rushed to the stations for broadcast during prime morning, noon and evening times following news reports of stock exchange activities.

Many segments are brightened by informal topical references ranging from a Super Bowl post-mortem to cheerful comments about the advent of spring-like weather. Each closes with a line stressing that the program is “brought to you by the brokers at Bache,” a further reinforcement of our strategy.

Response has already far outstripped our expectations. In one Southern market, our brokers tripled the number of their daily leads and have been able to convert these leads at an above-average level. In a major Eastern market, the new program produced 1,000 leads in the first six weeks. The Wall Street Commentary program concept, in addition to generating awareness for Bache and our brokers, is also proving to be an excellent lead-generation mechanism to help us “write more tickets.”

And, in our business, that’s the name of the game.
THE REMARKABLE NEW G-LINE TRANSMITTER. A GIANT STEP FOR TELEVISION BROADCASTING.

RCA introduces the first major advance in television transmission in more than a decade: The new G-line. Revolutionary. With the highest level of solid-state, the fewest tubes, the most advanced automatics. It offers so much more than conventional transmitters: in engineering, high performance, and long-range cost-effectiveness.

Solid state to a new high of 1600 watts. One-stage tuning. Advanced automatics and safety features.

Day in day out, the G-line is built to cost less.

With only two tubes throughout: one visual, one aural. That means a reduction in spare tube inventory.

With one-stage tuning: amplifier tuning is needed only in the high power output stage, not in the solid-state broadband driver.

And with real self-sufficiency: the G-line paces its performance, overcoming variables that affect stability. After a momentary power line interruption, it returns to the air in two seconds automatically.

The G-line is designed to meet future safety demands, with a key interlock system plus electrical interlocks to assure a new higher level of protection for your people. Everything about the G-line is geared toward higher performance that saves you time and manpower—that's RCA cost-effectiveness.

The G-line is new in design, new in versatility.

The G-line transmitter also offers great versatility: eight new power levels with 20 model variations, and visual power output of up to 30 kW (60 kW parallel).

It’s the newest member of the RCA family of television broadcasting equipment: everything from cameras, to film chains, to antennas. All backed by famous RCA TechAlert service and parts support.

See your RCA representative or write: RCA, Building 2-2, Camden, NJ 08102.

Cost-effective broadcasting: we make what it takes.
Carl Rowan and Steve Gendel didn’t set out to win Peabody Awards. They were just two good reporters who cared a lot about what they were doing.

“Race War in Rhodesia”. Carl Rowan, correspondent/executive producer: Les Edwards, producer, and cameraman Mike Murphy traveled there to investigate all sides of the issue. The one hour prime time special was edited by Dave Ewing; graphics by Bill Johnson.

“Our Health and Your Wallet” was just one of a regular series written and produced by Eyewitness News Correspondent Steve Gendel. Working with Gendel were Peggy Girshman, Associate Producer; Tad Dukehart, cameraman; Lisa Rosenberg, camera assistant and Jerry Gordon, editor.

To win a Peabody Award is an honor for any station. This year WDVM-TV was the only station in the country to be awarded two—and we are twice as proud.

WDVM-TV 9 Washington, D.C.

an Evening News Association Station
HOW THE WEST WAS WON

21 two-hour episodes
Starring James Arness, Fionnula Flanagan and Bruce Boxleitner.

MGM TELEVISION

1979 Metro-Goldwyn-Mayer Inc.
See them in September

All three networks are out with their schedules; all three expected to run in same order next season in the ratings; NBC introduces six new shows while CBS launches seven.

NBC and CBS disclosed their 1979-80 prime-time plans last week but did not, apparently, convince many people that the race's rank order of finish would be changed.

Some agency executives, after comparing the new schedules with the one ABC released a week earlier (BROADCASTING, April 30), felt that this year's ratings gaps would be narrowed but few seemed to doubt that the winning order would again be ABC, CBS, NBC.

The agency people saw NBC's first full Fred Silverman schedule en masse at a presentation Friday morning. They got a similar look at CBS's in an all-day showing Wednesday.

Mr. Silverman, nearing the end of his first year as NBC president, told the Friday-morning group that "the era of the fluid schedule on NBC is coming to an end," and that there will be "stability" with the new schedule.

The NBC schedule introduces six new series—fewer than had been expected—and includes among its returning series five from NBC's midseason development program. All of the new series are one-hour in length.

CBS is bringing in four new one-hour dramas and three half-hour situation comedies, and is returning three midseason entries.

Among the departing series on NBC, along with a raft of limited series given tryouts over the past few months, are the expensive but never very successful Supertrain and Cliffhanger, plus Novels for Television, whose exit reduces NBC's long-term nights to three.

Ticketed for departure from CBS, also along with numerous limited-run series that have dotted the schedule, are the critically acclaimed but low-rated Paper Chase, plus Good Times and Kaz.

Mr. Mike Weinblatt, president of NBC Entertainment, stressed that NBC's new schedule constructs a base on which to build in the future. The emphasis is on one-hour programs—which occupy the lead-off spot every night of the week—because, he said, in the context of the opposition, hours seemed most likely to succeed.

It's hard to launch a new half-hour series "from a standing start" against strong opposition, he said, but he denied NBC was disenchantment with the half-hour form in its development approach. "Actually," he said, "we have a number of half-hour shows that are good and we'll probably order some for future use."

Three of the new hour series go into the 8-9 p.m. period: Misadventures of Sheriff Lobo, a comedy-adventure starring Claude Akins, on Tuesday; Buck Rogers in the 25th Century, based on the hit movie which was originally designed as a TV pilot, on Thursday, and Shirley, a comedy-drama starring Shirley Jones that was taken to NBC by Procter & Gamble, on Friday.

The other new one-hour series wind up their nights: From Here to Eternity: The War Years, which appeared as a miniseries last season, Wednesday night; The Force, detective adventure derived from the NBC To Kill a Cop miniseries, on Friday; The Man from Injun Hollow, adventures of a James Bond-like secret agent, on Saturday, and Prime Time with Tom Snyder, successor to the unsuccessful Weekend news magazine series, on Sunday (starting in June).

Five series introduced at midseason are coming back: Diff'rent Strokes and Hello Larry, which move to 9-10 on Wednesday; Kate Columbo (formerly Mrs. Columbo) which remains in its present 10-11 p.m. slot on Thursday; B.J. and the Bear, which remains at 9-10 Saturday, and Real People, which remains in the kick-off spot Wednesday at 8.

"We've had more success than we've been given credit for," Mr. Weinblatt said, "perhaps because some of our failures were such big failures, not working at the 17-18 share level instead of not working at the 22-25 level. But we've obviously had some returnable shows too."

In all, he said, "15 hours of series are returning in their regular time periods, providing us with a stability we have not had in years. The strong program development we had hoped for and have now realized has enabled us to reduce our nights of long-form programming to three."

The long-form period being eliminated is the Wednesday-night Novels for Television. The long-form blocks remaining—on Monday, Tuesday and Sunday—"will include a strong mix of major theatrical films, World Premiere movies, outstanding miniseries, specials and a line-up of Big Events that are truly worthy of the name," Mr. Weinblatt said.


Mr. Robert Daly, president of CBS Entertainment, said the new CBS schedule put emphasis on "continuity and stability," because "viewing habits get broken" when changes are made.

Thus three nights remain unchanged—Monday, Thursday and Friday—while 13 series are returning from last fall and three from midseason introductions. Only one

Silverman's lining. Fred Silverman has set himself a deadline of sorts for improved fortunes at NBC: "1980 is going to be a very good year: at least that's what my timetable is." The president of the network made that prediction at what NBC sources termed an "internal meeting" which was called "to try to clear the air and describe what actually is going on at NBC in all areas of the program schedule and the organization."

Mr. Silverman told the meeting that "many people rely on gossip in newspapers and magazines to obtain information about the company, and they believe what they read." What he would like them to believe, he said, is that NBC "is a company in a transition period now, shifting to a new and more stable future, and we'll start to move up."

Mr. Silverman said one of the most significant events of this transition period has been the development of a working rapport between him and Jane Carson Pfeiffer, NBC chairman. He described her as a "very active chairman" with whom he is in daily consultation. He and she, Mr. Silverman said, are "of exactly the same mind on everything, from programming to organizational matters." He also spoke highly of former CBS News President Richard Salant, who signed on last week as vice chairman of NBC. Mr. Silverman cited Mr. Salant's "impeccable credentials as a broadcast journalist" and "an all-around broadcaster."

Mr. Silverman noted the numerous other executive changes that have taken place at NBC and said he may make still more. "If there is any legacy that Jane and I are going to leave NBC, he said, "it's going to be an organization that is second to none in every area of our network operation."
returing series, *The Jeffersons*, moves to a new time period (Sunday at 9:30-10, from Wednesday at 8).

Sunday remains "structurally" unchanged, Mr. Daly said, although *All in the Family* will become *Archie Bunker's Place*, centering on Archie's tavern (Jean Stapleton will make "at least six" appearances as Edith, and Mr. Daly hopes to get the Mike and Gloria pair of Rob Reiner and Sally Struthers to appear in some). *Jeffersons*, moving into the Stockard Channing in Just Friends spot, and one of the new entries, *Trapper John, M.D.*, a contemporary *M*A*S*H* that takes over the Mary Tyler Moore Hour's period, "fit into the comedy flow" and will keep Sunday a winning night for CBS, in Mr. Daly's opinion.

(Although *Stockard Channing* is not on the fall schedule, CBS said it will return by the end of the year. And CBS announced earlier that a new situation comedy starring Mary Tyler Moore will open in the fall of 1980.)

All of the other CBS nights—except the three that are unchanged—get a new series, and most get two.

"We're Cruisin'," a youth-oriented show about "two boys enjoying the period between adolescence and adulthood," will replace *Paper Chase* as the lead-in to Tuesday-night movies.

*Working Stiffs*, about "two bumbling brothers who seek to climb fortune's ladder," starting as janitors in an uncle's office building, will go at 8-8:30 Wednesday and be followed by *The Last Resort*, a half-hour comedy set in "a genteel hotel in the mountains that is a peaceful retreat for its guests but a madhouse to the young college students who flock there for summer jobs."

Saturday gets two new one-hour series: *Big Shamus, Little Shamus*, featuring an old-fashioned hotel detective and his 13-year-old son, is set for 9 p.m. and *Paris*, starring James Earl Jones as a captain of detectives, at 10.

Mr. Daly said he was grateful to ABC for moving *Laverne and Shirley* out of its solid Tuesday-night comedy block, for moving *Mork and Mindy* out of Thursday night and *Fantasy Island* out of Saturday night. All these moves, he felt, would "help us and hurt ABC." With *Mork* out and 20/20 in, he said, CBS definitely expects to win Thursday night.

**Monday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>240-Robert* (Filmways TV/Rosner TV)</td>
<td>White Shadow (MTM)</td>
<td>Little House on the Prairie (NBC/Friendly)</td>
</tr>
<tr>
<td>8:30</td>
<td>Laverne &amp; Shirley* (Paramount/Miller-Milkus/Universal)</td>
<td>Sea Change (ABC)</td>
<td>The Waltons (CBS)</td>
</tr>
<tr>
<td>9:00</td>
<td>M<em>A</em>S*H (20th Century Fox)</td>
<td>WKRP in Cincinnati (MTM)</td>
<td>Lou Grant (MTM)</td>
</tr>
<tr>
<td>9:30</td>
<td>Monday Night Football</td>
<td>Monday Night Movies (Various)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tuesday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Happy Days (Paramount/Miller-Milkus)</td>
<td>We're Cruisin* (Warner Bros.)</td>
<td>The Mis-Adventures of Sheriff Lobo (Universal)</td>
</tr>
<tr>
<td>8:30</td>
<td>Hart in San Francisco (Paramount)</td>
<td>The CBS Evening News (Various)</td>
<td>Tuesday Night at The Movies (Various)</td>
</tr>
<tr>
<td>9:00</td>
<td>Three's Company (Paramount)</td>
<td>The CBS Today Night Moves (Various)</td>
<td>Lazarus Syndrome* (Brin/Hoppe Productions)</td>
</tr>
<tr>
<td>9:30</td>
<td>Taxi (Paramount)</td>
<td>The CBS Tuesday Night Movies (Various)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Monday Night Football</td>
<td>Monday Night at The Movies (Various)</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Wednesday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Thursday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Laverne &amp; Shirley* (Paramount/Miller-Milkus/Universal)</td>
<td>The Waltons (Lorimar)</td>
<td>Buck Rogers in the 25th Century (Universal)</td>
</tr>
<tr>
<td>8:30</td>
<td>Benson* (Warren/Thomas/ Harris)</td>
<td>Hawaii Five-O (CBS/Leonard Freeman)</td>
<td>Quincy (Universal/Larson)</td>
</tr>
<tr>
<td>9:00</td>
<td>Barney Miller (Four D)</td>
<td>The Dukes of Hazzard (Warner Bros)</td>
<td>The Rockford Files (Universal)</td>
</tr>
<tr>
<td>9:30</td>
<td>Soap (Warren/Thomas/ Harris)</td>
<td>The CBS Friday Night Movie (Various)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>2200 (ABC News)</td>
<td>Dallas (Lorimar)</td>
<td>The Force* (David Geiber)</td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Fantasy Island* (Spelling/Goldberg)</td>
<td>The Incredible Hulk (Mork &amp; Mindy/Universal)</td>
<td>Shirley* (Jon Epstein)</td>
</tr>
<tr>
<td>8:30</td>
<td>The Rogers* (Nicholi/Ross West)</td>
<td>The polyester Files (Universal)</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Love Boat* (Spelling/ Goldberg)</td>
<td>The Rockford Files (Universal)</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>Bad News Bears (CBS/Bob Bruns)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Struck by Lightning* (Lacour)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Broadcast Bureau job goes to Verveer, but not without a struggle

Jones, Fogarty and Brown side with Ferris in unusual discord over personnel decision; Nichols to head Cable Bureau, Washington gets Long's policy post

The FCC's Cable Television Bureau chief has been named head of the commission's Broadcast Bureau, in a transformation that caused an unprecedented split among the commissioners and concern among broadcast industry representatives. Philip Verveer, who has been head of the cable bureau for 14 months, was named Broadcast Bureau chief on a 4-3 commission vote, following a short (about 20 minutes) but occasionally heated discussion among the commissioners in a closed meeting on Wednesday afternoon. He takes office this Wednesday (May 9).

Mr. Verveer, 35 years old and a former Justice Department antitrust lawyer, was nominated by Chairman Charles D. Ferris, who had recruited him for the commission in the first place, and he received the votes also of Commissioners Joseph Fogarty, Tyrone Brown and Anne P. Jones.

The dissenters — Commissioners Robert E. Lee, James H. Quello and Abbott Washburn — although regarded as the conservative wing of the commission, were said to have argued vigorously for the appointment of the bureau's deputy chief, Martin Levy, long viewed by broadcasters as one of the "liberal" staffers. He has been with the commission 31 years, 25 of them with the Broadcast Bureau.

All three reportedly said his experience and knowledge made Mr. Levy, 58, the most qualified person available to succeed William Johnson, who left the post last week.

Nor was it simply their admiration for Mr. Levy that seemed to fuel the willingness to confront the chairman on an issue normally regarded as his prerogative.

There was opposition to the selection of Mr. Verveer. As Commissioner Quello said later, although he has no doubts about Mr. Verveer's "ability and integrity," he views him, as a former Cable Television Bureau chief and "a strong advocate of cable," as "the wrong man at the wrong time in the wrong job."

But perhaps a matter of even greater consequence is the resentment on the part of at least some of the dissenters over the manner in which the chairman is administering the commission, a resentment that reportedly boiled over in the closed meeting in Commissioner Quello's attributing Mr. Johnson's decision to retire to "interference" from the chairman's office and the Office of Plans and Policy, whose chief, Nina Cornell, was chosen by Mr. Ferris.

Reports have circulated for months about Mr. Johnson's unhappiness with the treatment he felt he was receiving at the hands of "the two Franks" — Frank Lloyd, the chairman's administrative assistant, and Frank Washington, his legal assistant. (Mr. Washington figured in one of two other personnel matters announced Friday. He was named chief of the Broadcast Bureau's Policy and Rules division, succeeding Roscoe Long. In the other, Willard R. Nichols, assistant to the chief of the Common Carrier Bureau, was named chief of the Cable Television Bureau, see page 35).

Some commissioners expressed concern that the "interference" had reached a point where the integrity of the Broadcast Bureau, and others, was being compromised. One said Mr. Johnson felt that, after 37 years with the commission, he had become "a figurehead" bureau chief.

The two aides said they felt they were doing the job the chairman wants done. But while Mr. Lloyd said their work involved coordinating the product of the bureaus, not in changing "the bottom line" of recommendations the bureaus submit to the commission, Mr. Washington had no hesitation in stating he had made "suggestions" on items which bureaus have accepted. "Any commissioner's office can do this," he said. Furthermore, he said, "even when I feel strongly about a matter, they [the bureaus] don't always go along."

As for Dr. Cornell, she, too, said she is only doing her job. "When I felt their [the bureaus'] logic wasn't compelling, I have said so," she said. "I tried to say it [earily enough] so they could respond. But I can't order them to do anything, so I can't interfere. I have no secret Gestapo powers."

But whatever the reason, the depth of the dissenters' feelings can be gauged by the fact they made their votes public. Commission votes are almost always private, but occasionally heated discussion among the minority switched so a unanimous vote could be recorded. Mr. Lee, who has been a commissioner for more than 25 years, cannot recall the recording of three dissenting votes on a frequently.

The chairman's selection of Mr. Verveer was not a complete surprise. Rumors circulating as far back as January — and rumors the principals did not scotch — indicated the chairman was interested in Mr. Verveer for the Broadcast Bureau job ("Closed Circuit," Jan. 29).

However, the job was not open at the time, and it was not until Monday (April 30) that the chairman asked him definitely whether he would permit his name to be submitted to the commissioners for consideration. (There was a fortunate confluence of events. The post became open at almost the same time the Cable Television Bureau completed work on the inquiry into cable's impact on television. Mr. Verveer had said he felt committed to the cable job only until that report was completed.)

The commissioners were not aware of the chairman's choice until the closed meeting, which the chairman called at the request of Commissioner Lee. As Commissioner Quello had done earlier, (BROADCASTING, April 30), he had submitted a memorandum to the chairman urging the appointment of Mr. Levy.

The controversy surrounding the Verveer appointment apparently is not restricted to the commission. Indeed, the dissenters' views seem to mirror the concerns some broadcast industry representatives have expressed.

The National Association of Broadcasters executive said that, with Mr. Verveer as chief of the Broadcast Bureau, broadcasters are "like a hockey team without a goalie in the net." And one communications lawyer, no fan of the Ferris FCC, said, "I think what we have here is the elevation of another inexperienced, unknowledgeable, theoretical guy to a top position."

However, while the same lawyer, basing his comment on his observation of Mr. Verveer's performance at the commission meeting on cable deregulation, said Mr. Verveer has an "inflexible mind," there are others who offer a contrary view. Not surprisingly, Chairman Ferris is one.

Mr. Verveer, the chairman said last week, is "one of the most able, most intellectually honest lawyers I have come across in government, and one of the most fair-minded policy makers." He will, the chairman added, "bring a fresh" point of view to his new job that "will yield enormous benefits." He also said Mr. Verveer's record as a "deregulator," at the ca-
A pretty dramatic statement, we'll admit.
But Sony Broadcast has dramatic equipment to back it up.
What would you say to a professional U-matic color videocassette recorder, and a broadcast quality 3-tube ENG color camera, at a combined weight of under 40 pounds.
And that includes little things like camera head, and viewfinder, and lens, and videocassette, and even rechargeable battery!

Surprised? You shouldn't be. After all, portable Sony equipment has been leading the ENG revolution for years.
And combining our BVU-50 recorder with our BVP-300 camera gives you one of the most advanced news gathering and field production teams we've ever fielded.
Look, first, at our BVP-300 camera.
It's a state-of-the-art 3-tube color camera in a completely self-contained package. A camera that combines broadcast-quality pictures with the ENG advantages of extremely small size, light weight, and low power consumption.
Three Plumbicon* or Saticon** pickup tubes provide the exact pickup system that suits your needs. Extra sensitivity lets you bring your stories to light...even if you have just 2 footcandles to work with. And automatic controls make setup a snap.
Next, look at our BVU-50 recorder.
It saves space and weight by having record-only circuitry. Yet a unique video confidence head system lets you know you're getting adequate RF signal on the tape. Framing servo insures proper frame orientation. And professional picture quality makes the BVU-50 equal to any ENG or EFP situation.
Now look at them both together. And see how far ahead of the field Sony Broadcast really is.
Your BVU-50/BVP-300 system will operate for up to 74 minutes on a single BP-90 NiCd battery.
You can start and stop the recorder by the camera trigger.
At the end of each shooting sequence, the BVU-50 automatically backspaces the tape for clean scene-to-scene transitions. You get continuous usable video for the full length of your recording tape.
While you're recording, you can monitor all VTR warning functions in both camera viewfinder and earphone.

And while you're in standby mode, the BVU-50 head drum rotates at slower speed, reducing power consumption by two-thirds.
In short, you get an ENG/EFP package that gives you the size, weight, and convenience you'd normally expect from 16mm film equipment. Yet retains all the economic and electronic advantages of video.

Advantages that can keep you way ahead of the game.
For more information, write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us direct. In New York, our number is (212) 371-5800. In Chicago, we're at (312) 792-3600. And in Los Angeles, at (213) 537-4300.

SONY BROADCAST
Pickle of the Peabodies. Recipients of annual George Foster Peabody awards, administered by the Henry W. Grady School of Journalism of the University of Georgia to honor "most distinguished and meritorious public service," are shown following the Peabody awards luncheon, sponsored by the Broadcast Pioneers, in New York last Wednesday. Two who were not there were also honored: the late Fred Allen and Jack Benny were the first entertainers named to the Broadcast Pioneers' Hall of Fame. Harold Niven of National Association of Broadcasters presided as Pioneers vice chairman. University of Georgia participants included Dr. Fred C. Davison, president, and Dr. Scott M. Cutlip, dean of the school of journalism. Shown: (l to r):

Front row: Gertrude Broderick, former Peabody board member (special award); Nino Martin, executive producer, KETH-TV, Honolulu, for Damien; Hal Linden, for Barney Miller, representing ABC-TV and Four D Productions/Trisene Corp.; Richard Salant, vice chairman of NBC, individual award; Bob Keeshan (Captain Kangaroo, CBS-TV), individual award; Jules Power, senior producer, KEDT-TV San Francisco, for Over Easy; Jane Henson, accepting for The Muppet Show, Henson Associates; Jo Morling, vice president, radio news, NBC, accepting for Second Sunday on NBC Radio; Eli Segal, WBUFTF Kalamazoo, Mich., for live radio dramas; William White, news director, WBZ-AM, West Yarmouth, Mass.; for The Last Voyage of the Cap'n Bill.

Second row: Dr. Robert Fuiz, M.D., writer, The Body Human: The Vital Connection, representing Tomorrow Entertainment/Medcom Co. and CBS-TV; Jay Rayvid, executive producer and senior vice president, WOED-TV Pittsburgh, for A Connecticut Yankee in King Arthur's Court; Evan White, producer, Old Age: Do Not Go Gentle, KSDK-TV, San Francisco; I. Keith Tyler, former Peabody board member (special award); Carl T. Rowan, columnist/commentator, Race War in Rhodesia, WABM-TV Washington; John Ball, president, Survival Anglia Ltd., for Mysterious Castles of Clay and NBC-TV; Milton Krentz, executive producer, The Eternal Light for Jewish Theological Seminary of America and NBC Radio; Dallas Townsend, CBS News correspondent, for CBS World News Roundup; Joshua Darsa, producer, Dialogues on a Tightrope: an Italian Mosaic.


Ullman wants a look at Van Deerril's fee

Ways and Means chairman requests referral of rewrite, concerned that it is 'revenue measure'

In a move that could delay the House Communications Act rewrite, House Ways and Means Committee Chairman Al Ullman (D-Ore.) has asked the Speaker to refer the bill to his committee for examination of the proposed spectrum fee.

Rewrite author Lionel Van Deerril (D-Calif.), who is seeking rapid passage of his bill—he has expressed optimism that it could be finished in this Congress—called the Ullman letter a "troubling development." He said it is the first time he has been accused of raiding someone else's jurisdiction, and, as of Thursday, wasn't sure how he would deal with the problem.

Although no one was taking credit, it is possible the bill would be brought to the attention of the Ways and Means Committee chairman by one of the industry groups lobbying against the H.R. 3333's license fee. Broadcast representatives in Washington have speculated that referral of the bill to another committee would certainly delay the bill and, in the most drastic scenario, could result in killing the fee ("Closed Circuit," April 16).

Representative Ullman, in his letter to Speaker Thomas P. O'Neill (D-Mass.), dated April 24, said he wanted "to express our profound and sincere concern with respect to the proliferation of revenue legislation which imposes a 'fee,' 'charge' ... or other revenue device which is not referred to the Committee on Ways and Means for consideration." Among his other points, he said that characterizing the revenue device as a 'fee' or 'charge' does not change the fundamental nature of the legislation as a revenue measure. He urged the Speaker to send the rewrite and three other bills—dealing with oil pollution, asbestos hazard and airplane safety—to Ways and Means for its consideration.

If Speaker O'Neill complies with Mr. Ullman's request and if he follows the normal route, there would be a deadline after which Ways and Means would have to release the measure.

The first shall be first

ABC affiliates gather this week in Los Angeles, will hear from slew of the network's executives

Front-running ABC-TV will tell its affiliates how it plans to stay there with its new fall programming and promotion plans during the network's annual meeting with its outlets in Los Angeles starting today (May 7).

Approximately 900 affiliate representatives and their spouses are expected to gather at the Century-Plaza hotel for four days of presentations and meetings, ending on Thursday.

Today will be devoted to registration and the opening reception at 6:30 p.m. The business part of the schedule begins tomorrow at 8:45 a.m. with remarks by James E. Duffy, president of the ABC Television Network.

Tomorrow morning will also feature a discussion on various facets of ABC-TV programming in talks by Anthony D. Thomopoulos, president, ABC Entertainment; Squire Rushnell, vice president, children's and early morning programming; and Roone Arledge, president, ABC News and Sports. Others participating in the presentation on news will be ABC News correspondents Barbara Walters, Peter Jennings, Max Robinson and Frank Reynolds.

Scheduled for tomorrow afternoon are presentations by Lewis Erlichert, vice president and general manager, ABC Entertainment, late night; Mr. Arledge; James Spence, senior vice president, ABC Sports, and John Martin, vice president, programs, ABC Sports.

Highlighting Wednesday morning's activities will be a talk by Fred Pierce, executive vice president, ABC Inc., and president of ABC Television. Others on the agenda that morning will be Marvin Mord, research services, ABC-TV; Sy Cowles, vice president, creative services, ABC-TV Network; Richard J. Connelly, vice president, public relations, ABC Television, and Pamela Warford, director of community relations, ABC Television.

Also, Jake Keever, vice president for sales, ABC-TV; Mr. Thomopoulos and runs until spring 1981; he wants out sooner (BROADCASTING, April 23) and NBC says matter is still under discussion.

In-Brief

FCC Commissioner Robert E. Lee definitely plans to retire at end of his current term (June 30, 1981), he told Long Island AP Broadcasters conference last week. He also said he would not practice law or engage in business after retirement. Meanwhile, he said, he intends to continue to speak out—and did, saying he didn't see how pending Communications Act rewrite bills could be passed "with an election year approaching," and calling FCC's move toward partial deregulation of cable "premature" and "a mistake." Mr. Lee also said one result of Sunshine Act has been to "bestow more power upon the (FCC) chairman and to isolate the other commissioners," inhibiting commission's functioning as "a collegial body." Mr. Lee also said that he favored single, 15-year term for FCC commissioners.

ABC-TV has snared WTVT(7) Jacksonville, Fla., from NBC-TV, meaning ABC-TV will move from UHF affiliation on Ziff Corp.'s (formerly Rust Crafts) WJCT-TV to VHF channel 12. Deal's not official yet but Robert Marbut, president, and chief executive officer, Harte-Hanks Communications, licensee of WTVT, said he intends to switch to ABC-TV and hopes NBC-TV affiliation agreement could end earlier than contract's Sept. 1, 1980, expiration date. WJCT reportedly now leads WTVT by 26,000 homes in network evening news; 34,000 homes in local evening news; 4,000 homes in prime time; 7,000 homes in daytime and 15,000 in early morning.

Late-night host Johnny Carson told his Tonight Show audience last week that he plans to continue with NBC-TV show definitely until after Oct. 1 and possibly into 1980. Mr. Carson's contract officially...
Brandon Stoddard, senior vice president, dramatic programs, motion pictures and novels for television, ABC Entertainment; Marcia Carey, senior vice president, comedy and variety programs, ABC Entertainment; and Pam Dixon, senior vice president, talent, ABC Entertainment.

Leonard H. Goldenson, chairman and chief executive officer of ABC Inc., and Elton H. Rule, president and chief operating officer, will address the affiliates Wednesday afternoon. Also on the schedule that day will be presentations by Mr. Thomopoulos on television specials and by Mr. Stoddard on novels for television.

There will be a closed network affiliates board meeting on Thursday morning and a black-tie banquet that night.

Open the cable door to telcos?

CATV establishment fears that it will be driven out of business; phone companies tell rewrite hearing they'd be beneficial in the industry

The House Communications Subcommittee last week took a hard look at the Communications Act rewrite provision that would allow telephone companies to own and program cable television systems in their service areas. A long line of witnesses testified before the subcommittee, with telephone industry representatives favoring the proposal and cable operators voicing strong opposition.

Gustave Hauser, chairman of Warner Cable Corp., said his greatest concern was that once phone companies entered the cable business, no one would be able to compete with them.

"The independent cable operator must finance his capital-intensive operations through risk capital borrowed at prevailing rates in the marketplace," he said. "But AT&T and major independent telephone companies can raise money at dramatically lower rates because of their monopoly base, and separate subsidiaries can benefit from the cheap money available to their parent."

William Bresnan, president of Teleprompter Cable TV, said the involvement of phone companies in the cable industry would result in reduced service at a higher price. Mr. Bresnan said the phone company "slaughtars competition, and the rewrite, in his view, doesn't provide the public with safeguards against monopoly. He added, however, that in a small rural area, there may be no other way to provide service than by allowing the local phone company to do it. He suggested that these cases be determined on a case-by-case basis.

The telephone companies, however, had a totally different view. Lyle Abbott, assistant vice president of General Telephone & Electronics, said it would be counterproductive to exclude phone companies from the cable business. "Full utilization of new technologies, in the public interest, dictates that telephone companies as well as others must be able to use all available technologies, or whatever bandwidth, in providing telecommunications," he said.

Mr. Abbott added that evolving technology might make rural CATV service more feasible if one facility was used to provide both narrowband and broadband telecommunications services.

Allan Arlow, vice president of Central Telephone & Utilities Corp., rejected the notion that the cable industry would suffer if the telephone companies got into the business. "We believe the future holds well for both industries, and we're looking for cable investments to prove it," he said.

Charles Wohlster, chairman of Continental Telephone Corp., said he believed the public will want to take advantage of all broadband services available to them from one single, economic source.

"Whoever is willing to take the risk and expense of offering any or all of these broadband facilities or services to the subscriber should be allowed to do so," he said. "If CATV companies decide to offer voice in our areas and we do not meet the challenge as far as offering similar broadband services, then we must accept the consequences."

Meanwhile, the Organization for the Protection and Advancement of Small Telephone Companies announced it would undertake a formal study to measure the impact such proposals would have on its constituents.

Chief Justice Warren E. Burger, who has been taking more relaxed view of television in past couple of weeks (see story, page 72), spoke at dedication of new law school building at Marquette University, Milwaukee, Ga., in ceremony that received heavy local television coverage. Barret McGurn, Supreme Court press officer, said he had informed university of "clarification" of ground rules under which chief justice would permit coverage: avoid bright lights shining in his eyes, restrict cameras to fixed location, and make no effort to buttonhole him later for interviews. Last point was said to reflect concern about being asked questions concerning matters affecting litigation.

Saying "if the Supreme Court drops the ball on [First Amendment issues], it is up to Congress and the Administration to pick it up," Senate Judiciary Committee Chairman Edward Kennedy (D-Mass) last week pledged "to do everything in my power" to protect press freedom.

"No reporter should have to go to jail for defending the First Amendment," he told American Society of Newspaper Editors in New York. "No evidence should be taken to take a lie-detector test at the whistle of a disgruntled plaintiff in a libel suit. No publisher should be the victim of large fines for defending his editors and reporters or his basic right to publish." One of senator's staffs said there may be hearings soon on whole range of press issues raised in courts in last year.

Radio Television News Directors Association is taking lead in asking U.S. Judicial Conference to amend rules of procedure in light of Supreme Court decision in Herbert vs. CBS case. Court, while holding that public officials suing for libel could probe journalists' thought processes, indicated some protection could be afforded through changes in rules of civil procedure. RTNDA last week wrote Judge Roszel C. Thomsen, chairman of committee on rules of practice and procedure, recommending that committee consider changes that would "reflect a recognition of First Amendment interests..." RTNDA sent copies of letter to 17 other organizations concerned with print and broadcast journalism, with suggestion they file comments of their own.

Ellis O. Moore, VP public relations, ABC Inc., named VP corporate relations, taking on additional responsibility for planning and policy.

James L. Abernathy, VP corporate relations, named VP corporate affairs, with added responsibility to deal with press on corporate finance.

Richard J. Connelly, VP public relations, broadcasting, named VP and divisional head, public relations, ABC Television.

Marty Greenberg, VP and general manager, WLSAM Chicago, named president, ABC-owned FM group, succeeding Allen Shaw, resigned. Mr. Shaw said he wants to "develop some business ideas" and "definitely will remain in radio."

Paul Bortz, deputy director of National Telecommunications and Information Administration, has resigned effective June 30. Mr. Bortz, whose wife and three children live in Denver, where she conducts nonprofit business providing enrichment programs to public schools, says plans she had that would have permitted move to Washington have fallen through. As result, he will return to Denver, where he expects to enter consulting business.

Carl Spielvogel, vice chairman and chairman of executive committee of Interpublic Group of Companies Inc., New York, has resigned after 19 years with organization. No reason was given for his departure by either Mr. Spielvogel or Interpublic. Mr. Spielvogel said he plans to make his office for several months at Franklin Corp., New York, small-business investment firm, before taking on new assignment.

George E. Akerson, 61, former chairman of Boston Herald-Traveler Corp. and its Whm, Inc., died May 1 in St. Luke's Hospital, New Bedford, Mass. Latter organization's whm-tv Boston lost its ch. 5 license in 1972 to present owners of wcvb-tv there. After retiring that year, Mr. Akerson purchased Westport (Mass.) News. Survivors include wife, Phyllis, and three sons.

Broadcasting May 7, 1979 37
HERE'S WHAT IT'S LIKE TO REALLY BE #1.

People can't stop watching. We're flattered. In every time period, KGO-TV ran away with the February Nielsens.* #1 in all newscasts.

Our sign-on News Scene beat both the Today Show and the CBS Morning News. Our 5 and 6 PM news ran away with the time period and our 11 PM News Scene delivered a larger audience than the other two affiliate newscasts combined! Our weekly magazine, Bay Scene, beat both of the competitive 11 PM newscasts. And that's not all. Our Prime Time average delivered almost twice the ratings and demographics of KRON and KPIX combined.

It's exciting. We're #1 across the board...working even harder to keep people watching.

*KGO-TV San Francisco An ABC Owned Station

*Source: NSI, Feb. 1979. Audience estimates subject to qualifications available on request.
Fifth Estate

Van Deerlin: Making a difference

The scene is a walnut-paneled, high-ceilinged hearing room in Washington’s Rayburn House Office Building. A subcommittee is in session. The room is packed with visitors, but only three congressmen are there, counting the chairman. The chief counsel has been pitching questions, at times contentiously, at a witness. He’s begun to bear down with a series of interrogations of the sort that begin, “Isn’t it true that . . . ?” As tension builds and the witness’s lips grow tighter, the chairman, who has been leaning back relaxed in his swivel chair, turns toward his microphone and cracks a joke. The tension dissolves in the audience’s laughter. The chief counsel moves on to other areas.

It’s a familiar scene in hearings before the House Communications Subcommittee in the three years since Representative Lionel Van Deerlin (D-Calif.) took over as chairman. The man who has set for himself the mighty goal of rewriting the rules by which electronic communications companies live is known more for the speed of his quips than the speed of his gavel. His mind is like a trap that springs whenever a straight line wanders by.

Confrontation, either with witnesses or other members, isn’t his style. Indeed, Lionel Van Deerlin—“Van” to nearly all acquaintances—might win a contest for most likable member of Congress. Lobbyists can’t say enough about how fair and open he is. “While we may have some reservations about his bill, he’s always available,” says Eugene Cowen, Washington vice president for ABC. “You really can’t ask for more.” Roy Elson, vice president for government relations at the National Association of Broadcasters, says: “I don’t think he knows how to think bad thoughts.”

Many of Mr. Van Deerlin’s greatest admirers are his congressional colleagues. “Members trust him,” says Representative James Broyhill (R-N.C.), a friend and co-sponsor of H.R. 3333, the Communications Act rewrite. “He won’t sandbag you and he won’t embarrass you politically.”

Representative James Collins (R-Tex.), whose conservative vote would usually cancel Mr. Van Deerlin’s liberal one, became a co-sponsor, too. “He’s one of the best men in Congress to work with,” Mr. Collins says. “He’s open-minded, pragmatic. He makes sure everyone has an opportunity to be heard.”

The subcommittee staff comes near to gushing over Mr. Van Deerlin. “It’s a joy to work for him,” says Carolyn Sachs, a staffer. Says chief counsel Harry M. (Chip) Shooshan: “I wish that everybody who came to work for Congress had an opportunity to work for Van Deerlin.”

It’s not difficult to see why the subcommittee chairman has that effect on people. In an institution where egos are exercised openly, Mr. Van Deerlin’s is almost completely hidden. He returns telephone calls unfailingly and leaves his office door open to just about everyone, it seems. Once inside his suite in the Rayburn building, the visitor is at once struck by the informality of it. Likely as not, the congressman will settle himself on the couch so that his lanky, six-foot frame looks more as if it were tossed than seated there.

In his other lives he is a devoted husband and father of six children, all grown. He is a former print and broadcast newsmen whose way to Congress was partly paved during his years as a San Diego television newscaster and commentator. He is a jogger,
Television's new

WNEW-TV New York
KTTV Los Angeles
WFLD-TV Chicago
WKBS-TV Philadelphia
KBHK-TV San Francisco-Oakland
WCVB-TV Boston
WDIV Detroit
WDCA-TV Washington
WTAE-TV Pittsburgh
KTRV-TV Houston
KPLR-TV St. Louis
KMSP-TV Minneapolis-St. Paul
WPLG Miami-Ft. Lauderdale
KIRO-TV Seattle-Tacoma

WTCG Atlanta
WFLA-TV Tampa-St. Petersburg
WMAR-TV Baltimore
KWGN Denver
WFSB-TV Hartford-New Haven
KOVR Sacramento-Stockton
WXIX-TV Cincinnati
WVTM Milwaukee
KMBC-TV Kansas City
KTVK-TV Phoenix
WLOS-TV Greenville-Spartanburg-Asheville
WFTV Orlando-Daytona Beach
WIXT Syracuse
KTVX Salt Lake City
Top 50 markets.

WVEC-TV Norfolk-Portsmouth-Newport News
WTVR-TV Richmond
WDHO-TV Toledo
WJXT Jacksonville
WSLS-TV Roanoke-Lynchburg
WLUK-TV Green Bay
KMJ-TV Fresno
WDEF-TV Chattanooga
WPEC West Palm Beach-Ft. Pierce
WITN-TV Greenville-N. Bern-Washington
WYTV Youngstown
WPTA Ft. Wayne
KRDO-TV Colorado Springs-Pueblo
WIFR-TV Rockford
WEAU-TV LaCrosse-Eau Claire
WCIV Charleston
KVAL Eugene
WECT Wilmington
WOAY-TV Beckley-Bluefield-Oak Hill
KSHO-TV Las Vegas
KBCI-TV Boise
WBBH-TV Ft. Meyers

Tandem Productions' "All in the Family"

Viacom
who began pounding the streets 10 years ago before the sport had become fashionable and who, at the age of 62, completed a 26-mile marathon.

By the time he has finished his run in Congress, he may also be the father of a new communications act.

The rewrite is no longer Mr. Van Deerlin's exclusive show. Although his efforts served as inspiration, there are two Communications Act revision bills in the Senate now, moving under their own steam. One is S. 611 by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.); the other S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).

But it was Mr. Van Deerlin, in collaboration with former Representative Lou Frey (R-Fla.), who will be remembered for having started the project. And he says he is going to stick around to see it finished.

Whether his wish will be fulfilled is anybody's guess. Washington lobbyists are about evenly divided on the question of whether a bill can be passed. But the fact that there are any who think Mr. Van Deerlin will succeed is a radical change from two years ago, when his announced intention of rebuilding the Communications Act of 1934 was widely discounted.

That the project is still alive—not only alive but getting stronger—has caused some to take a closer look at this California congressman, who, to most of the country, remains obscure. Is he going to disprove the Leo Durocher aphorism about nice guys?

There are those who say Mr. Van Deerlin is thoughtful and fair—to a fault. If he wants to pass landmark legislation, his line goes, he has to begin running a tighter subcommittee ship. "He's not authoritarian enough," says one broadcast representative. "He gives a great deal of authority to other members."

That trait proved a liability when the Van Deerlin subcommittee emmeshed itself in the television violence debate. Two years ago, bowing to the wishes of some of the members, Mr. Van Deerlin allowed the subcommittee to become involved in the forging of a report that strongly condemned the networks and suggested, among other things, that they be restructured. While the networks lobbied to soften the wording of the report, it went through a half-dozen drafts. Subcommittee meetings on the matter were inconclusive; bad blood seemed to be developing among some of the members.

During this period, which dragged on for months, Mr. Van Deerlin acknowledged privately that he had little taste for the whole proceeding and would have preferred to keep Congress out of any controversy over TV programing. But he nevertheless gave each subcommittee member his say and patiently waited for a consensus that would allow him to put a cap on the episode amicably.

It didn't quite work that way. A meeting in August at which the matter was supposed to be brought to a head broke down, and the report was sent back to the staff for its sixth revision. Afterward Mr. Van Deerlin confessed: "I think the leadership I've provided on this has not been as firm as or as helpful as it could have been." On the next try in October, a watered-down version of the report was finally passed by a badly split committee, 8-7. The members' inability to resolve their differences, commented Representative Henry Waxman (D-Calif.) at the time, "raises some questions about our ability to do a thorough rewrite."

Perhaps the most puzzling facet of the Van Deerlin style has been the freedom he has extended to subcommittee staff members to join the public debate over the rewrite. While they may wield considerable power with their expertise and advice to members, congressional staffers' public personas are generally underdeveloped, if not invisible. But it is not uncommon for Van Deerlin subcommittee staff, particularly its chief counsel, Chip Shooshan, to make speeches—not just ceremonial addresses, but policy addresses in which they challenge and cajole their audiences. Mr. Shooshan has had more than one personal confrontation with the broadcasting establishment; his exposure rivals that of any of the subcommittee members, a fact that has not escaped them.

But the chairman and chief counsel disagree with those who have portrayed the subcommittee staff as "blowing around like loose cannon" (Mr. Shooshan's words). Says Mr. Shooshan, "I don't do anything or say anything that Van Deerlin doesn't know about or approve." He has at times been the "lightning rod" Mr. Shooshan says of his role, but "it's a game plan that Van controls."

Mr. Van Deerlin says his loose reins on the staff "have paid off. First of all you attract and keep staff by not insisting they be little bees in a hive."

Furthermore, "They've all been perfectly responsive to leadership. They don't surprise me. They don't go off making speeches or taking positions without checking first. But I think if I were to say that all pronouncements will have to come through my lips, I would be suffocating a lot of very spontaneous people."

Continuing about his staff members, the congressman says: "God knows I'm not [their intellectual equal]. My job is to try to assess in general the reliability of the people on whose judgments I must rely or whose judgments I must challenge. This is pretty much a congressman's task, anyhow."

Says Mr. Shooshan in return: "He makes me feel like a professional."

A few of the congressman's close acquaintances try to dispel as a "myth" the notion that Mr. Van Deerlin is too soft to push through something as big as the rewrite. Howard Chernoff, a former broadcaster and State Department functionary who was once Mr. Van Deerlin's boss, admonishes: "He's easy-going, yeah, but beware of those guys," Mr. Chernoff was general manager of the San Diego Journal when Mr. Van Deerlin was a reporter and head of the American Newspaper Guild unit there in the late 1940's. "He and I had a lot of negotiations together," Mr. Chernoff says, "Some were goddam vigorous."

Mr. Chernoff served as consultant on the rewrite before the first draft was introduced last year and is convinced "that Van's dedicated to getting some legislation through." He says, "When the chips are down, the broadcasters may see a different Van Deerlin."

Actually, they may have already caught a glimpse. An exchange in January 1978 between Mr. Van Deerlin and the NAB shows that he can, indeed, throw a punch. It started when a Van Deerlin request for the industry's suggestions for the rewrite was rebuffed by a 15-member broadcast advisory committee he had formed. He let it be known that that rebuff had turned to insult when word
For Increased Market Potential
Expand Your Coverage
With A Harris AM Transmitter

Harris AM transmitters with PDM* or PSM* will expand your listener coverage area through increased loudness. Actual reports from users are on file to prove this.

The patented Harris PDM and PSM modulation techniques, capable of 125% modulation, deliver the loudest, cleanest signal possible in today's AM transmitters.

Why not let us show you the facts on how you can utilize the latest technology from Harris in reaching the maximum potential audience of your station—whether it is a one, five, ten or fifty kilowatt installation.

For more information call or write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

*Harris developed and patented modulation techniques
of the decision failed to reach him directly; he had to read about it instead in the press.

NAB President Vincent Wasilewski stepped in with a letter offering apologies for any wrongs Mr. Van Deerlin may have felt were done him, but did nothing to advance the dialogue over the rewrite, toward which NAB was remaining belligerently neutral.

Mr. Van Deerlin sat down at his Royal manual and typed out a reply: "Do you seriously ask us to look upon the 'statement of principles' adopted by your board on the island of Maui last February as an effort to help our subcommittee adjust old law to new needs?" he wrote. "The document's main thrust seems to be - Keep the gold in Fort Knox. It reads like the report of a committee project co-directed by King Midas and Maria Antoinette, with Barbara Fritchie penciling in the rhetoric." He continued: "Believe me, I don't criticize you or the board for this. The broadcasters didn't elect you to uncouple their gravy train."

The broadcasters decided to roll with that one and made no reply; it is probably the closest Mr. Van Deerlin has come lately to direct confrontation.

There are those who say at least part of Mr. Van Deerlin's motivation in rewriting the Communications Act is to erect a monument. He dismisses that notion, saying: "I don't look upon this as a manifest destiny. I have come far enough into it now to realize that there is something to be done and should be done rather promptly." His role, he says, is that of "conduit" for getting the project done.

But in further conversation he reveals a bit of that well-hidden ego. "Around here," he says, "I guess there's a time of life when you are willing to decide that you're never going to ride up Pennsylvania Avenue behind eight motorcycles, and at that point you assess what your contribution should be. I guess I wouldn't want a great-grandchild to say, 'Well, my great-grandfather was in Congress for 20 years, but I don't know what he accomplished.' I want him to know."

Before the rewrite there have been few major actions to connect with Mr. Van Deerlin's name. One was the law establishing stiffer antipollution standards for cars sold in California than in the rest of the country. Mr. Van Deerlin organized the floor fight on that and won.

And it was he who rose to request that Congress refuse to seat Adam Clayton Powell at the start of the 90th Congress. Congress did refuse Mr. Powell, a flamboyant black congressman who was wanted in connection with a slander suit in his home state, New York, but the Supreme Court later overruled Congress.

Mr. Van Deerlin acknowledges that a "strange" relationship with his conservative constituency has enabled him to compile a liberal voting record and remain popular at home. A poll taken in 1968 showed that if only the people voting for George Wallace in the presidential election that year had voted in the congressional election, Mr. Van Deerlin still would have won. In his last five elections, he has carried over 70% of the vote.

It wasn't always so easy. The congressman's first successful election in 1962 was his third try, even then with only 51% of the vote. What gave him the win finally, he says, was his recognition as a TV newscaster.

Mr. Van Deerlin's career in news spanned more than 20 years, the last 10 of them in broadcasting. Asked which of his careers he liked better, broadcasting or Congress, he leans toward Congress. "The nice thing about Congress is you don't have deadlines," he says. He recalls his days as news director at XETV(TV) Tijuana, Mexico, where he was a virtual one-man band, writing the news and five minutes of commentary every night. By contrast, he says now, "The nice thing about here is that if you don't finish something on Wednesday, it goes over to Thursday without any fever or flummox."

Yet when it came to meeting deadlines, according to those who knew him as a newsmen, Mr. Van Deerlin was unsurpassed. At the Daily Journal, "he was a fast man with a typewriter," says Howard Chernoff. Fred Kinne, now editor of the San Diego Evening Tribune but managing editor at the Daily Journal when Mr. Van Deerlin was there, was impressed with Mr. Van Deerlin's quickness and accuracy. "He was one of the best rewrite men I ever worked with," Mr. Kinne says. "He could give you alternate takes on two different stories simultaneously. He was the only guy I ever met in the business who could do that."

Mr. Van Deerlin, a native Californian (born in Los Angeles, July 25, 1914), began his journalism career at the University of Southern California, where he became editor of the student-run Daily Trojan. He attended USC on scholarship and lived with his aunt, the only way he could have gone to college, he says. Far from wealthy to start with, his family had been hit by the Depression, which had thrown his father, a bank employee, out of work for three years.

Although the congressman has a sizable nest egg now—his biggest assets include his Washington house, worth about $200,000, and two and a half acres of commercial property in San Diego, worth about $500,000—he didn't have much when he left journalism to run for Congress. On his third election attempt he dissipated his savings months before election day, and his wife went to work, putting in four months without a night off and taking care of the six children while Mr. Van Deerlin campaigned. It was six months after being sworn in, he says, before he could afford to move the family east to Washington.

Back in 1937, things were tight, but not so tight that Mr. Van Deerlin wasn't willing to walk out on his first job at the low-paying and now defunct San Diego Sun (where he was making $20 a week after a raise) in quest of better pickings. He and a friend got in a car and went looking from town to town, winding up eventually in Minneapolis, where Mr. Van Deerlin became a copy reader at the Tribune.

In 1940 he married Mary Jo Smith, a registered nurse who was then a stewardess for Northwest Airlines. A year later they had the first in their brood. The birth got Mr. Van Deerlin a discharge from the Army, into which he had been drafted in 1941, and he became a copy reader for the Baltimore Sun. He was called back into the Army when the war broke out and wound up working for Stars and Stripes in the Mediterranean.

When the war ended, he went back to San Diego, where he worked at the Journal for four years. He was city editor there when the paper folded in 1950.

In 1951, he founded a newsmagazine called Point, but couldn't make enough money with it. He says an analyst studied the books and concluded "we were paying 17¢ to produce a magazine that we were selling for 10¢."

In 1953, after being soundly beaten in his first try for Congress, he embarked on his career in broadcast news. His stints included two years as a newsmen for XETV, three years (1955-58) as news director for KFSD-AM-TV San Diego, then two more years (after his second election defeat in 1958) at XETV, where he became news director.

XETV, the first time he was there, sandwiched a 15-minute news show at 9:45 p.m., between two movies. That explained why the program consistently scored higher than the network news.
WELCOME BACK, KOTTER
AVAILABLE 1980

Warner Bros. Television Distribution A Warner Communications Company
with 17's and 18's, says Mr. Van Deerlin, who was anchorman. With numbers like those, "you would seem to have some sort of gold mine," he says, but the station had difficulty selling advertising for it. The advertisers assumed—correctly, probably—that people were using the space between movies to put the kids to bed or take care of other business. "The show became known in the business as Van Deerlin's flush rating," he says.

He laughs now at some of the more chaotic moments on the low-budget show, for which he did everything from developing pictures to delivering the nightly commentary in his second stint. "I would go down some nights to Tijuana and we'd take film reels and still pictures and all the rest, and I would not have the first idea what I was going to talk about...I would bang something out literally in the last 20 minutes before air time."

Some of the snafus he recalls were due to the language barrier between Mr. Van Deerlin and the technical staff members, most of whom were Mexican nationals who spoke English minimally or not at all. "They could stand quite placidly while there would be a picture of Senator McCarthy having a hearing, and I was on a caption about the finals of the Miss America pageant," he says.

But the most memorable moment, he said, came one night at the conclusion of his commentary: "You were supposed to go to a commercial, but the red light was still on on the camera. You can only keep that frozen smile for so long, but I sat and sat. We had heard some kind of ruckus in the next room. Finally the light went off. A prop man came over and said in heavily accented English, 'Mr. Van Deerlin, the producer and the director are having a fist fight.'"

Mr. Van Deerlin may make fun of the program, but others say it wasn't bad. Mr. Kinne says Mr. Van Deerlin broke quite a few exclusives. Julian Kaufman, the station's vice president and general manager then and now, recalls that the commentaries struck a few nerves. Van Deerlin reports were threatened with more than one libel suit, Mr. Kaufman says, including one in which Mr. Van Deerlin disclosed wide discrepancies in the pricing of prescription drugs at San Diego pharmacies. When Mr. Van Deerlin became a congressman, Mr. Kaufman said he looked in vain for a replacement. He scrapped the whole news operation after a year.

And if he mocks his ratings, Mr. Van Deerlin was apparently seen by enough people to establish an election base. Asked if he thought he could have gotten elected without the television exposure, he replies: "No way."

Seventeen years have passed since he was in broadcasting, but Mr. Van Deerlin says he still has a fondness for the business and its practitioners. In 1975, when Representative Torbert Mac-
How many guesses do you need to name television's most popular family?

One should be enough.

LORIMAR

Why not ask Robert Morin, President, Lorimar Syndication, 1345 Avenue of Americas, New York, N.Y. 10019 (212) 765-1061.
ATR-100

Sound is a perishable commodity, and Ampex has developed a way to keep it fresh. The way is an astounding tape recorder called the ATR-100. There isn't another machine like it on the market anywhere in the world. Unmatched for both audio performance and tape handling, the ATR-100 is truly transparent. You'll play back the original sounds with nothing added or subtracted by this recorder. And along with the most gentle tape handling you've ever seen on an audio machine, you'll get real time savings with the 500 ips shuttle and the Spool Mode that winds tape perfectly for storage.

Use the ATR-100 as a four, two or single-channel machine. The tape guides and head assembly change quickly when you go from mastering to mixdown, or to a dubbing assignment. And while this machine is doing the work, you'll keep your eyes on the studio action because the remote control unit contains fingertip switching and LED status indicators.

Ampex designed the ATR-100 as a simple solution to audio excellence. Input/output electronics are modular and clustered in an overhead bay, and all the signal and transport electronics are mounted underneath the transport deck with plenty of room for easy service access.

No matter how you wish to measure audio tape recorder performance, the ATR-100 by Ampex comes out ahead. This is the performer that defines excellence in sound recording.

AMPEX MAKES IT EXCITING.

Ampex Corporation, 401 Broadway, Redwood City, California 94063  415/367-
what you please on the air, any more than to require the newspaper publisher to install a fire escape on the third floor of his plant so that his employees can get out. He’s not being impressed into taking any editorial viewpoint.

On substituting marketplace forces for regulation: “What we’re saying is you shouldn’t be paying a commission to sit around in Washington deciding for broadcasters and cable operators whether they want to be paying $75,000 for an earth station that may be too big for them or $15,000 for one that may be too small . . . The only mistake [the businessmen] can make is a mistake of the pocketbook. Now what the hell do we need with a bunch of busybodies on a commission sitting here telling them that they’ve got to get a certificate to pay their own money to get a receive-only earth station on grounds they may not need it 10 years from now? That’s the stupidest invasion of the marketplace that I can conceive of!”

On eliminating the broad public interest standard: Mr. Van Deerlin gives the example of a station that performs a telethon to raise money for charity. “The whole community is aware of what that station did,” he says. “There is nothing in the regulation of broadcasting that requires a commitment like this . . . Do you mean to tell me that if the public interest standard were taken out of the law, that the station would say, ‘Ha ha! Now we will go to the lowest common denominator. Now we will devote ourselves to exclusively making money’? There are some witnesses before our committee who would have you believe this.”

Expanding the concept, he says: “The lowest common denominator may be what we get on election day. Maybe if you analyze the theory, the lowest common denominator is about what you should expect in a democracy. An enlightened democracy will also provide for the interests and tastes of those who want something a little different—the minority tastes—and that’s what we’re attempting to do in government support of public broadcasting.

“But I sure don’t think it’s the job of a regulatory commission sitting in Washington . . . I just don’t think we need to be told that a good-music station must, at the top of the hour, interrupt for five minutes of news in order to fill the quota of time the commission has given it to hold a license. If I want news on the top of the hour, I know where to find it, and I do.”

On broadcasters who favor retaining public interest regulation: “I saw a television piece last week about a guy who had been in prison 45 years, and the parole board said it was safe to let him out. He said he didn’t want to go. He wants to stay there the rest of his life.

“The broadcasters who would make that argument [for public interest regulation] are the very same broadcasters who damn well don’t want to see the reduction to nine khz so that you can have broadcasters in every community and [minorities] can have a station of their own. Sure—they love it the way it is.”

On the future of over-the-air television: “I think it’s an open question. It’s probable that there are a lot more economical uses of the electromagnetic spectrum than filling up all the VHF space with entertain-

ment broadcasting.

“But it’s also quite possible, it seems, that 1989 might find us connected almost entirely by wire, satellite and microwave and optical fiber. Maybe in 1989, you’ll wonder what all the fuss was about.”

On his own performance as chairman of the Communications Subcommittee: “I’m not as well versed as it would be desirable to be. But that’s improved with time, too. I’ve been learning something about common carriers and some of the things that were totally arcane to me at the outset.

“I think that people doing business with the subcommittee feel comfortable, that they’re fairly treated and that they’re given an opportunity to keep control over what they want to get into the record. Some other subcommittee chairmen, for whom I have great affection, are not always quite so considerate, I think, of the feelings of witnesses.”

When he retires, Mr. Van Deerlin thinks he’ll have no difficulty slipping into an easier life style. But he has something he wants to finish first. Mr. Van Deerlin’s prediction for expeditious passage of a rewrite is less optimistic than he might have let on up to now. Under the most sanguine of game plans, both houses of Congress would pass rewrites this year. There would be a short conference to reconcile differences between House and Senate bills early next year, and the result would be on its way to the White House by Easter next year. The telephone industry is no longer an immovable obstacle in the bill’s path, Mr. Van Deerlin says, and he continues to believe that despite broadcasters’ attitude, they will come around. But even assuming he succeeds with those groups, there is still one problem in the way of passage—and it’s a big one. “All bets will have to be off,” Mr. Van Deerlin acknowledges, if the process isn’t far enough along before the presidential campaign gets under way.

Mr. Van Deerlin likes to tell audiences about how impatient his wife is for him to retire. But it’s beginning to look as if he will have to seek another term—his ninth—in Congress. “Even Mary Jo has accepted that,” he says with a smile.

Observers of the process talk about the task facing Mr. Van Deerlin in terms that suggest a military campaign. He has to get control of his subcommittee, some say. He has to start picking his battles. But Mr. Van Deerlin just keeps moving at a steady pace like the one he uses on the mornings that he runs the eight miles into his office. With the same deliberate speed he has turned what ABC’s Mr. Cowen called an “ephemeral” idea into a bill that is given serious chance of adoption in some form. Some chairmen considered stronger haven’t done as well in the past, Mr. Cowen says.

The thought obviously pleases Mr. Van Deerlin, who can translate it into his experience in Washington’s Marine Corps marathon two years ago. “The thing I remember about the marathon is that last three or four miles when one after another you’d pass up these huge short-cropped-hair Marine and Navy types who obviously had burned themselves up at the outset. You passed them up and it felt good.” Mr. Van Deerlin was far back in the pack, but he was a finisher.
FCC redrawing the battle lines over cable TV

As it moves away from its old ways of regulation, it looks to the possibility of a new method—the marketplace

The FCC's action two weeks ago in adopting a notice of proposed rulemaking involving the deregulation of cable television has ended—all but formally—one war, but laid the basis for a new one.

The war that is all but over involves the commission's distant-signal and syndicated-exclusivity rules (BROADCASTING, April 30). The 6-1 vote by which the notice of rulemaking was adopted—plus the statements of Chairman Charles D. Ferris and Commissioner Joseph Fogarty—indicate programs because new networks for the public to choose among and also causes change to existing participants in those markets, and that this change does not necessarily serve as a basis for protectionist regulation.

Commissioner Fogarty expressed a similar view. "In an era of explosive technological innovation, the public interest is better served by regulatory deference to the marketplace and competitive forces until experience, rather than speculation, demonstrates the existence of problems or inadequacies. With these actions, the burden of proof is now where it properly belongs: on those seeking protection against competition, diversity and innovation."

However, the drive to unshackle cable was not quite as successful as those statements might suggest. For a paragraph that found its way into the notice of rulemaking seeks comments on how the payments to producers could be factored into the process by which cable systems obtain programs.

The paragraph was built on the wreckage of the National Telecommunication and Information Administration's petition for rulemaking aimed at requiring new cable systems to obtain consent of originating stations before retransmitting their programs.

The commissioners had rejected the proposal, which would have grandfathered existing systems under present rules as unduly complicated and as being inconsistent with the public interest. The FCC has not resorted to that line of thought that it was moving. But with Commissioner Anne Jones expressing sentiment for the idea of examining the feasibility of instituting a marketplace mechanism (even though she, too, disliked the NTIA proposal), the commissioners agreed to a modest bit of rewriting to accommodate that view.

The effort to draft language satisfactory to all proved difficult, however. And the paragraph that finally emerged was the work largely of Commissioners James H. Quello and Abbott Washburn, two members of the majority who had not been comfortable with the proposals to repeal the distant-signal and syndicated-exclusivity rules.

It expresses the view that the commission should examine the "retransmission consent aspect of the proposal to the extent it constitutes a marketplace solution in lieu of governmental regulation and is not inconsistent with the approach" proposed in the rulemaking. But the commission's interest in marketplace solutions is not limited to NTIA's; comments on "any other way to allow the marketplace process to work with the least amount of intervention" are also invited. The paragraph specifically mentions "pre-transmission notification," under which cable systems would inform stations of plans to carry their programs.

"We are confident that a wider ranging examination of all relevant information on cable-broadcasting programming markets free of the complications imported by NTIA's specific two-tier grandfathered plan will prove more fruitful than concentrating on a single, concrete proposal."

And in a sentence that may prove critical in the months ahead, the commission states in the paragraph that it is not resolving the question of whether it has jurisdiction to adopt the retransmission consent proposal. The Cable Television Bureau and the General Counsel's Office had argued vigorously that, when Congress enacted the 1976 copyright act providing for compulsory licenses for cable systems, it foreclosed the commission from imposing full copyright liability on cable systems. Another notice contains the language that the commission lacks jurisdiction. But the issue remains open.

"Thus, broadcasters seeking some means for slowing or making cable's growth more costly have a vehicle to ride. And besides

Plain speaking. Beginning in July members of the public and reporters who attend FCC meetings may be given something of a fighting chance to at least start off even with commissioners when they discuss the arcane items that find their way onto the agenda. At the urging of the commission's Public Affairs Office, which was responding to requests of representatives of the press and industry groups, the commission has agreed, on a test basis, to divulge a bit more information regarding items than the cryptic two- and three-liners that now appear on the sunshine notices announcing commission meetings. The staff will boil items out of page and a half page—"hopefully, in plain English," as Chairman Charles D. Ferris put it. Robert Mann, chief of the Public Affairs Office, said there is "a genuine need for communicating commission actions." Among other benefits, he cited the item list, staff and commissioners would be spared answering questions of reporters and others regarding agenda items.

The half-page summaries will begin appearing in July, and continue for six months. Then the commission will decide whether to continue the service. Not all the commissioners were enthusiastic about the project. Commissioners Robert E. Lee and Abbott Washburn wondered about the time that would be taken from other, more urgent duties (like whittling away backlogs) and the ability of the staff to do the summaries. But in the end, they cast concouring votes for the project.

Earlier, the commission modified sunshine notices in another fashion. Acting on Commissioner Lee's recommendation, it voted to require the notation of the name of the commissioner requesting postponement of action on a scheduled item.
Fred Pierce heads for top

He’s named second to Rule
in parent company while retaining ABC TV presidency

Frederick S. Pierce, president of ABC Television, was officially designated next in line for the presidency of ABC Inc. last week.

He was named executive vice president of ABC Inc. and will also continue to serve as president of ABC Television, where he led ABC-TV to prime-time dominance.

Elton H. Rule, president and chief operating officer of ABC Inc., said the new appointment “clearly” marks Mr. Pierce as his eventual successor.

Mr. Rule, the number-two man, to whom Mr. Pierce will continue to report, is 61 and has a contract calling for his full-time employment until June 30, 1982. Leonard H. Goldenson, chairman and chief executive officer, is 73 and has a contract extending to June 30, 1981. Mr. Pierce is 46 and also has a contract extending to June 30, 1981.

In his new post, Mr. Pierce “will be responsible for overseeing the company’s contemplated production of theatrical motion pictures, as well as the development of programing for the new communications and entertainment forms,” according to the announcement by Mr. Goldenson and Mr. Rule.

The new “forms” include programs for cable, pay cable, video disks and video cassettes. Officials indicated that if the market warranted, ABC could start producing such programing this year, and might also move into theatrical movie production in the not distant future.

They also emphasized that Mr. Pierce’s new responsibilities will not require enough of his time to interfere with those as head of ABC Television.

The announcement called Mr. Pierce “uniquely successful in a wide range of executive assignments in almost every area of television” during his 23 years at ABC.

“Fred Pierce is an executive of unusual creative and administrative abilities under whose leadership ABC Television has achieved unprecedented success in all areas over the past four years,” Messrs. Goldenson and Rule said. “His promotion demonstrates the strength and depth of the senior ABC management team as the company positions itself to meet the opportunities and challenges of the 1980’s.”

Mr. Pierce joined ABC in 1956 and

Fred Pierce

served in research, sales, planning and development before being named senior vice president of ABC Television in January 1974 and president of the division nine months later.

ABC-TV last week also announced creation of the new post of vice president, network program affairs, and named a 15-year veteran of the company, Edwin T. Vane, to the position.

Mr. Vane, who has been vice president and national program director, ABC Entertainment, New York, will serve in a post that the network believes does not exist in the same form at other networks. Mr. Vane will be ABC-TV’s chief programing spokesman, working with the highest levels of advertisers, special interest groups, affiliates and other industry representatives on matters related to programing carried on the ABC-TV network.

Mr. Vane has been in broadcasting for more than 25 years, starting at NBC as a page and moving up to manager of
daytime programing until joining ABC in 1964 as director of daytime programing, East Coast.

More of the same from NAB over rewrite plans

At special joint board meeting, association takes no new positions on legislation in the works; Van Deerin, in hearings the next day, warns that if he doesn’t get support, it may be decades until broadcasting is deregulated

With House Communications Subcommittee Chairman Lionel Van Deerin (D-Calif.) continuing to press the broadcasting industry to join the rewrite fold, the joint board of the National Association of Broadcasters continued to demur last week.

The board, meeting in a special session outside Washington to discuss the new Communications Act revision bills, had what participants called a “very good discussion,” but it did nothing to alter the association’s noncommittal position on Communications Act reform.

The official word from NAB board chairman Donald Thurston was that there were “no changes in position, no votes taken . . . We continue to support those things we think are in the best interest of a free, commercial broadcasting system, and oppose those we think are against it.” Mr. Thurston said he thinks the board is being “more positive” toward the revision bills than before. “I think rewrite II is far superior to rewrite I,” Mr. Thurston said.

“There’s no question about that,” Board members contacted had these observations about Monday’s meeting:

▪ It was a surprise to TV board members that the radio directors did not enthusiastically embrace the new rewrite, H.R. 3333. While the bill would deregulate radio almost totally, members of the NAB radio board expressed concern that their licenses would still be open to challenge at any time under the bill’s revocation provisions.

▪ There was no ironclad opposition to paying any kind of fee. At the meeting, Mr. Thurston summarized what he understood to be a consensus: that broadcasters continue to oppose a spectrum-use fee (of the sort proposed in Representative Van Deerin’s bill and in Senate Communication Subcommittee Chairman Ernest Hollings’ bill, S. 611), they would not oppose a “reasonable” fee based on the cost of FCC regulation of broadcasting (as in Senator Barry Goldwater’s bill, S. 622). No one rose to contradict him.

▪ While the House’s rewrite remains central to the discussion, a lot of the focus is on the Senate bills, one participant said at the board meeting. While in regard to Mr. Van Deerin’s bill, the net-

Broadcasting May 7 1979 52
We're installing the world's largest satellite communication network for public television.

Get the picture?

As a result of this changeover from limited terrestrial communication to multichannel satellite communication, individual stations can select their programs from several program sources. They can also record programs for delayed broadcast while showing live programs.

This system not only provides increased programming flexibility and improved picture quality, it also offers long-term cost advantages over conventional systems.

Although this system is a large-scale, turnkey installation, we can build small-scale, private network installations that can be just as practical and economical.

For more information, contact Collins Transmission Systems Division, Dept. 410-158, Electronics Operations, Rockwell International, Dallas, Texas 75207, or phone 214/996-3802.

The latest words in communications: Rockwell-Collins.
APPLAUSE!!!
From ABC to its 200 affiliate friends for their outstanding performance in our continuing success.

ABC TELEVISION NETWORK®
The Wall Street Journal
Consumer Newsline is being
snapped up by radio
stations across the country.

Just six months old, our consumer-news report is so
timely and informative that over 100 leading stations
are already boosting audience and sales by broadcasting
it on an exclusive basis. For a free information kit, write
Donald Sutphen. Or call him collect at (609) 452-2000.

The Consumer Newsline consists of 60-
second consumer-interest reports prepared
especially for radio by The Wall Street
Journal editorial staff. You'll receive five
ready-to-read scripts every week, all at one
time. And you'll be the only station in your
market to broadcast them!

A public service feature
that builds audience and sales.
Consumer Newsline gives your listeners
timely and authoritative news about
products, services and developments that
could affect their health, their finances, their
life-style. Each report deals with a specific
subject. It might evaluate the safety and
effectiveness of a new consumer product.
Provide useful insights into banking, insur-
ance and personal finance in general. Warn
of poisonous substances in commonplace
household products, or of harmful additives
in food. Or report on government regulations
and legislation that could affect the
financial or material well-being of your
listeners.

Consumer Newsline will help listeners
identify your station as the station that looks
out for their interests. That builds listener
loyalty. And that in turn boosts market share
and increases sales.

It won't cost you a cent in cash.
In exchange for exclusive rights to the
Consumer Newsline in your market, we're
looking for a credit line with each newscast,
and air time (to be negotiated) for commer-
cials promoting Dow Jones publications.
Remember, only one major quality station
in each market gets to broadcast the
Consumer Newsline. So don't delay. Write
or call Donald Sutphen today for your
free information kit.
works are said to come down like this: CBS feels there have been great improvements over last year’s bill, while ABC continues to oppose legislation entirely supplanting the Communications Act of 1934. NBC is somewhere in between, probably closer to ABC than CBS.

Tuesday, day after the board meeting, Congressman Van Deering sent a message to the broadcasting establishment. In hearings on the bill, he solicited and received from Henry Geller, head of the National Telecommunications and Information Administration, the opinion that H.R. 3333’s common carrier provisions are too important to be lost in a fight over broadcasting. If the broadcasting provisions get in the way of the bill’s passage, Mr. Geller said, they should be severed and the bill moved without them.

Mr. Van Deering, pleased with the response, said after the hearing that he wants broadcasters to understand that if they don’t support the bill, “it may be decades before they get deregulation.”

Coming a day after the board meeting, the Van Deering comment evoked no response from the NAB board.

NAB staff members, who had earlier expressed ambivalence about the board holding a special meeting, expressed pleasure that no new positions were taken. They say they want to return as much flexibility as possible to deal with the Communications Subcommittees.

Participants at the Monday meeting also said there was more board discussion than ever about broadcasting’s place among future technologies. Specifically, concern was expressed about the telephone company being permitted to get into cable operations, a concern that has reached alarm proportions in the cable industry.

A group of broadcasters headed by Russell Karp of Teleprompter met with members of the NAB executive committee and network representatives three weeks ago, reportedly seeking the broadcasters’ help in lobbying against the telephone-cable provisions of S. 611 and H.R. 3333. While they scored a few points with the broadcasters with their argument that competition from AT&T could have disastrous effect on the current television industry structure, the broadcasters said they thought the cablecasters were not sufficiently sensitive in return to some of their concerns—chiefly to fight for the retransmission consent plan that would require cablecasters to obtain clearance from broadcasters or program owners for the programs they retransmit.

Mr. Thurston, who favors a liaison with cable operators to work on issues of common concern, said support of the idea from some broadcasters convinces him some informal group will be formed. But under current attitudes, it isn’t likely that it would be directly connected with NAB or the main cable association, the National Cable Television Association, and it would not do any lobbying.

Clarification sought on sale policy

Minority-controlled group headed by Barbara Jordan asks FCC to clear up how distress sale prices should be arrived at

Barbara Jordan, the former Texas congresswoman who left the political arena last year, is now involved in the broadcast business as chairman and chief stockholder of Manchaca Enterprises Inc., a minority-controlled corporation organized to acquire broadcast property.

The group, however, has hit at least one snag, and has filed with the FCC two petitions relating to the commission’s distress sale policy.

In the first petition, Manchaca asked the commission to conduct an investigation into the efforts of two Texas broadcasting companies—Grayson Enterprises Inc. and ___.
and Texas Key Broadcasting Co.—to assign the licenses of their stations through utilization of the commission's distress sale policy.

In July, 1977, the commission designated for hearing renewal applications of the companies' properties. Texas Key, which owns KTXS-TV Sweetwater, Tex., is a wholly owned subsidiary of Grayson, which owns KLBK-TV Lubbock, KMOM-TV Monahans and KWAB(TV) Big Spring, all Texas.

In September, 1978, Manchaca began discussions with Grayson about a distress sale of its stations, and the following month Grayson notified the commission it had elected to assign its TV licenses to a minority group pursuant to the commission's distress sale policy.

According to Manchaca, at a November meeting, Grayson President Theodore Shanbaum said he could find other minority buyers if Manchaca did not want to pay "his" price—as opposed to a bona fide distress price. After the meeting, letters of intent were negotiated and exchanged, stating that Manchaca would be an acceptable buyer if a price could be agreed upon.

The petition adds that on Feb. 2, Manchaca received an evaluation report estimating that KMOM-TV, KWAB and KTXS-TV had a fair market value of nearly $9 million.

An analysis of the report, Manchaca said, disclosed that the appraisal was highly exaggerated and the net worth was actually $4 million.

Manchaca subsequently informed Grayson that the $5,750,000 price mentioned in its draft offer of Feb. 5 was no longer acceptable, and it would instead pay a distress sale price of $4 million. Mr. Shanbaum, Manchaca said, decided he could get a better price, and discussions between them were terminated.

In its petition, Manchaca claims that Grayson has not only caused the company harm, but has also acted contrary to the public interest. Manchaca has asked the commission to halt the distress sale process before it results in an accepted application, to insure that Manchaca will not be "eternally harmed by not having had an adequate opportunity to acquire the Grayson facilities."

In its second petition, Manchaca asked the commission to provide further clarification of its distress sale policy. The principle problem, Manchaca said, is that the current policy provides "little direction" for selecting a proper purchase price, and specific guidelines should be established on how a distress sale price should be determined.

"It is now evident that a further clarification of the distress sale policy is urgently needed in order to effectively foster minority ownership and to prevent harm to parties the commission seeks to assist," the petition said.

In a recent order approving a station sale, the commission used fair market value as the benchmark to determine whether a proposed price for a station would qualify as a distress sale price. (BROADCASTING, April 30).

An attorney for Manchaca maintained, however, that fair market value is subject to interpretation. He suggested the FCC develop a formula that parties could use to agree among themselves about an appropriate distress price. This formula could take into account equipment value, market size, station ratings and other pertinent information.

FM assignment in Flint, Mich., goes to black group

FCC approves agreement between competing applicants that gives 92.7 to Flint Metro Mass Media; it also conditionally renews WPXY(FM) and approves sales of KFMR(FM), WAIT(AM) and Kingstip

The FCC has approved the application for what will be not only the first black-owned station in a predominantly black area that is not served by other black-owned media but also one of the still rare stations put on the air by a black group. Generally, minorities who own stations have purchased them.

The application granted was that of Flint Metro Mass Media Inc., which plans to construct and operate a black-oriented FM station on 92.7 mhz (ch. 224) in Flint, Mich.

The way to the grant was cleared when the commission approved an agreement under which a competing applicant, Flint Family Radio Inc., withdrew in return for reimbursement of some of its expenses. Metro will pay $50,000 of what Family said were expenses amounting to $77,640.

The proposed settlement was reached after the review board affirmed an administrative law judge's opinion recommending a grant of Metro's application, though on different grounds. Rather than basing its decision on programing oriented to blacks, as the ALJ did, the review board cited Metro's black ownership and said Metro's proposed integration of ownership and management was superior to Family's.

The application of a third hopeful, Fuqua Communications Inc., was dismissed by the review board.

The commission in other actions last week:

Renewed the license of WPXY(FM) Rochester, N.Y., but only on the condition
We'll show you how to see things our way.

Needs for video support vary.
Which is why we design COMPLETE VIDEO SYSTEMS around those needs. To solve problems. Some you may not see, but we can. In all areas of surveillance, broadcasting, audio visual centers, security, training, or monitoring.

Communications is our specialty.
We start with conversation and appraisal. Followed by a clear and concise recommendation which covers exactly what equipment you will need, your options, as well as whether you should rent or buy. We'll discuss personnel and their necessary qualifications. And installation deadlines. A lot of things concerning costs.

Total package service.
Once your requirements have been determined, we focus on the installation. The initial engineering and design of a video system are critical. They're the key to efficiency and effectiveness. They're something our clients consider us expert at.

We take on communication jobs of all sizes. From single cameras to complete broadcast installations with transmitters, towers and antennas

Flexible equipment specification.
A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Concord, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.
Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most sophisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, including complete maintenance procedures.

Custom programming.
If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.
Years and years of industry experience. Since the first private TV camera came on the market. From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

Complete Video Systems
Communication Systems Division
A subsidiary of Unarco Industries, Inc.

Custom programming.
If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.
Years and years of industry experience. Since the first private TV camera came on the market. From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

Complete Video Systems
Communication Systems Division
A subsidiary of Unarco Industries, Inc.

We'll show you how to see things our way.

Flexible equipment specification.
A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Con- rac, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.
Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most so- phisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, includ- ing complete maintenance proce- dures.

Custom programming.
If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.
Years and years of industry experience. Since the first private TV camera came on the market. From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

Complete Video Systems
Communication Systems Division
A subsidiary of Unarco Industries, Inc.

Flexible equipment specification.
A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Con- rac, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.
Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most so- phisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, includ- ing complete maintenance proce- dures.

Custom programming.
If you don't want to invest in 'video hardware' or if you are not staffed to meet production requirements, we can produce programming from script development through the final product. From video taped instructional programs to video sales aids. In the studio or in the field.

Our people have it.
Years and years of industry experience. Since the first private TV camera came on the market. From coast to coast, the Unarco/Midwest Experts have helped to make us the largest company in the nation doing what we do.

Complete Video Systems
Communication Systems Division
A subsidiary of Unarco Industries, Inc.

Flexible equipment specification.
A total system is only as good as its parts. We purchase from a wide range of equipment suppliers, allowing full latitude for the needs of your system. Unarco/Midwest represents and installs the products of RCA, Sony, Con- rac, Rohn, Digital Video, 3-M, Jerrold, Hitachi, Ikegami and other fine manufacturers.

Expert installation and training.
Precision installation with a keen eye to timetables is our forte. From the simplest one-camera set-up, to the most so- phisticated and complex job, we do it right the first time. After installation, we provide in-depth operational training, includ- ing complete maintenance proce- dures.
the station file quarterly reports on its public affairs programing—the first such condition ever imposed by the commission. The station had failed two license periods running to keep its public affairs programing promises. The commission's decision to renew the license conditionally was based in part on an agreement the station had reached with a local citizen group that provides for four hours of public affairs programing weekly by WPXY (far more than it had proposed in the past) and ing. The group, Metro Act of Rochester, reached the agreement with the station's previous owner, Rust Craft Broadcasting, but the new owner, Associated Communications Corp., has said it will adhere to the terms.

- Approved the $500,000 sale of Alameda Broadcasting's KFM(RFM) Fremont, Calif., to Spanish Metro, in what Renewal and Transfer Division chief Richard Shiben called "a very unique First Amendment case." Although only 16% of the population of the community is Spanish-surnamed, the new owner of what is the only station in Fremont proposes no more than a half-hour daily of English language programing—news and public affairs, at 9 p.m. And the half hour was proposed in an amendment to the application. The staff had wondered whether the commission, under the First Amendment, could raise a question as to whether the community's only station would be serving local needs with virtually all of its programing in Spanish. Eventually, a grant was recommended, and the commissioners approved the sale 7-0, with Commissioner James H. Quello concurring.

- Approved the assignment of license of WAV(AM) Chicago, now owned by Maurice Rosenfeld and Milton I. Shadur, as co-trustees of three trusts, to a partnership that will be controlled by Century Chicago Broadcasting, licensee of WLOO(FM) Chicago. The commission also rejected a petition to deny the assignment filed by Chicago area residents critical of WLOO's programing. The vote was 6-1, with Commissioner Tyrone Brown dissenting because of the AM-FM crosstownship that would result.

- Conditionally granted the transfer of control (90%) of Kingstip Communications Inc., parent corporation of the licensee of KTVV(TV) and KHFI-FM, both Austin, Tex., from John and E.G. Kingsbery and Henry B. Tippee to LIN Broadcasting Corp., for $3.6 million. The condition is that LIN divest itself of one of the stations within one year. The commission rejected the petition to deny of a group of minority Kingstip stockholders who had attempted to buy the stations from the majority owners. The commission said the stockholders' complaint was a matter not for the agency but for the courts.

---

**Short Wave Switch**

U.S. listeners report broadcasts of Radio Moscow appearing on frequency formerly used by Radio Havana

Short-wave listeners in the South report picking up new English-language Radio Moscow broadcasts on frequencies previously occupied by Radio Havana.

According to Larry Magne, Philadelphia international broadcasting consultant, the transmissions were first noticed on Sunday, April 22, by short-wave listeners in Florida, Tennessee and Houston on 9600 kHz before 8 a.m. and on 11840 kHz from 9:30 a.m. to 5 p.m.

"Until the Cuban relay, Radio Moscow was not strong in North America, except at night," Mr. Magne said. He described programs as "news and straightforward propaganda."

Walter Roberts, executive director of the Board for International Broadcasting which operates Radio Free Europe and Radio Liberty, said the board "would never try to interfere with the [Radio Moscow] broadcasts", but added, "We wish the Soviet Union would take the same tolerant view of Radio Liberty broadcasts, which they have been jamming for the last 25 years."

Mr. Magne said with new service, Radio Moscow becomes number-one short-wave broadcaster (in total hours) to North America. He also said there are unconfirmed reports from Great Britain of Cuban broadcasts on Radio Moscow frequencies.

---

**Pacific West settles with Post Office**

Pacific West Management Inc., of Los Angeles has signed a consent agreement to settle an administrative complaint by postal authorities had filed against it in connection with an alleged scheme to use the mail to obtain money from radio stations "by means of false representations," under the statute involved, the allegation does not imply intent.

The company is said to have written to at least 50 stations, claiming they had violated the Copyright and Communications Acts by playing music without authorization, and requesting payment specified on an accompanying invoice "in order to avoid any further legal action."

In signing the agreement, Willis L. Scott, general manager of Pacific West, concedes to end such activities and to remit any funds "hereafter received" as a result of them.

Mr. Scott, in a letter to the FCC, which he had notified of his communications to the stations, said the reaction to his letter was "extremely negative."

The agreement is described in the document as being "for settlement purposes only and does not constitute an admission" of a violation of law.
Proposed

- WMBO(AM)-WLX(FM) Auburn, N.Y.: Sold by Auburn Media Inc. to Scott Broadcasting Co. for $1 million. Seller is owned by Floyd J. Keesee (28%) and George R. Iocolano, R. T. Milante and William A. Rondina (18% each), and David S. Bowen and J. Lester Sawyer (9% each). None has other broadcast interests. Buyer is owned by Herbert Scott, who also owns WFEC(AM) Harrisburg, WGST(AM) New Castle, WFEM(FM) Ellwood City and WPZA(AM) Pottstown, all Pennsylvania; WTRY(AM) Troy and WHSH(FM) Albany, both New York; WJWL(AM)-WSEA(FM) Georgetown, Del.; and WTMJ(AM)-WCHR(FM) Trenton, N.J. WMBO is on 1340 kHz with 1 kw day and 250 w night. WLX is on 106.9 mh with 45 kw and antenna 530 feet above average terrain.

- WRMF(AM)-FM Titusville, Fla.: Sold by Advance Communications Inc. to Brevard Broadcasting Co. for $790,000. Seller is owned by Frank P. Nugent, Elmo Franklin, John P. Jenkins and Andrew Rector, who purchased station in 1977 for $575,000. A waiver of the FCC's rule against the sale of properties held by sellers for less than three years, except in hardship cases, will be sought. Mr. Franklin has minority interest in WVOY(AM) Charlevoix, Mich., and Mr. Rector in WTHI(AM) Normal, Ill. Buyer is principally owned by Alastair B. Martin who is president of Regional Broadcasters Group, owner of WGRD-AM-FM Grand Rapids, WTRU(AM) Muskegon and WTRW(FM) Whitehall, all Michigan; WAAL(FM) Binghamton and WNYY(AM) Kingston, both New York, and WJNW(AM)-WZFP(FM) Meadville and WYFM(FM) Sharon, both Pennsylvania. WRMF is on 1060 kHz with 10 kw day and 5 kw night. WRMF-FM is on 98.3 mh with 3 kw and antenna 234 feet above average terrain. Richard A. Shaheen aided principals in negotiating deal.

- KBUF(AM)-FM Garden City, Kan.: Sold by Midwest Radio Co. to Robert E. Ingstad Broadcast Properties for $405,000 plus $45,000 for agreement not to compete. Seller is owned by William VanHorn Smith, Roland Belcher and Dwight E. LeClair, none of whom has other broadcast interests. Buyer is owned by Robert E. Ingstad who also owns WNTN(AM)-WLVV(FM) Tallahassee, Fla. (BROADCAST-ING, Feb. 5); KGJZ(AM) Missoula, Mont.; KKOA(AM) Minot, N.D., and KKL(AM)-KKH(FM) Rapid City and KGFX(FM) Pierre, both South Dakota. KBUF(AM) is 5 kw daytimer on 1050 kHz. KBUF-FM is on 97.3 mh with 11 kw and antenna 230 feet above average terrain. Broker: Blackburn & Co.

- KEPT(AM) Shreveport, La.: Sold by Good Music Inc. to Good News Broadcasting for $423,000. Seller is owned by Dr. Bendel Johnson, president, and 15 others. They also own KBC(AM) Shreveport. Buyer is owned by W. E Moore and Gary L. Acker (30% each). Mr. Moore owns radio sales firm in Fort Worth, Tex., and WTNM(AM) Millington, Tenn. Mr. Acker owns 100% of KWS(AM) Amarillo and 80% of KIAK(AM) Slaton, both Texas, and 25% of KLOT(AM) Springfield, Mo. KEPT is on 96.5 mh with 100 kw and antenna 250 feet above average terrain.

- WAAAM(AM) Lima, Ohio: Sold by Lima Broadcasting Corp. and subsidiary to subsidiaries of WKBX Broadcast Corp. for $3.6 million. Seller is owned by 44 individuals, including Les C. Rau, general manager of WIMA-AM-FM, post he will retain after closing. None of other 43 has broadcast interests. Buyer, principally owned by Warren P. Williamson Jr., is licensee of WKBX-AM-FM-TV Youngstown, Ohio. WAAAM is on 1600 kwh with 5 kw. WIMA-FM is on 101.1 kwh with 1 kw and antenna 230 feet above average terrain.

- KSTT(AM) Davenport, Iowa, and WXLW-FM Moline, Ill.: Sold by Frederick Epstein to Quad Cities Broadcasting Co. for $1.8 million plus $300,000 for agreement not to compete. Mr. Epstein has no other broadcast interests. Buyer is subsidiary of Guy Gannett Publishing Co., publisher of four Maine newspapers and owner of WGAM-AM-FM-TV Portland, Me.; WHYN-AM-FM-TV Springfield, Mass., and WINZ-AM-FM Miami Beach, Fla. Jean Hawley is chairman; John R. DiMatteo is president. KSTT is on 1170 with 1 kw full time. WXLW is on 96.9 mh with 50 kw and antenna 500 feet above average terrain.

- W2MF(AM) Menomonee Falls, Wis.: Sold by Falls Broadcasting Corp. to Darrel Peters Productions Inc. for $650,000 plus $150,000 for agreement not to compete and $200,000 for consultancy agreement. Seller is owned by R. F. Amann, who has no other broadcast interests. Buyer, owned by Darrel Peters, is syndicated music service. Mr. Peters also is general manager of WLOX(AM) Chicago. W2MF is on 98.3 mh with 3 kw and antenna 280 feet above average terrain.

- W2WI(AM) New Orleans, La.: Sold by Sun Broadcasting to Radio Vanderbilt

Thinking of Selling?

Call us—Our confidential handling and screening techniques can effect a sale with a minimum of exposure and risk.

A Confidential Service to Owners & Qualified Buyers.

(703) 821-2552

Cecil L. Richards, inc. media brokers

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043
Corp. for $500,000 and $50,000 five-year consultancy agreement. Seller is principally owned by Lonnie Murray, who is also part owner of WQWFM Tallahassee, Fla. Buyer is owned by Communications Corp. of the South (80%), which recently sold only property (WQNO-TV New Orleans) for $4 million, and is looking for new broadcast properties. It is owned by Seymour Smith and his family. Mr. Murray will retain interest as 20% owner. WWTW is on 1450 kHz with 1 kw day and 250 w night.

Other approved station sales include: WFSF(AM) Valparaiso-Niceville, Fla.; WOGA(AM) Sylvester, Ga.; KPEP(AM) San Angelo, Tex., and WMT(D)AM Hinton, W. Va. (see "For the Record," page 59).

Roadblocks up for Newhouse deal with Times Mirror

St. Louis group and NBMC go to FCC to stop sale of five TV's

The proposed $82.3-million package sale of five Newhouse Broadcasting Corp. television stations to the Times Mirror Co. has common objection by two citizen groups, one local and one national. Violations of the FCC's policy of fostering nationwide diversity of ownership of broadcast media are charged in both.

The St. Louis Broadcast Coalition, which is composed of a number of local community organizations and has been feuding with Newhouse's KTVI-TV St. Louis for almost a decade, is the local group. Currently pending before the commission are petitions by the coalition and the Justice Department for reconsideration of the renewal of KTVI-TV's license in 1976. The petitions had been filed in 1976.

The national group is the National Black Media Coalition, which claims members and chapters in a number of the markets that would be affected by the merger. In seeking permission to intervene, NBMC says the precedents that would be established if the sale were approved "would adversely affect all black media consumers."

(The petitions were filed five days before the Times Mirror Co. disclosed the contents of an amendment to the transfer applications that is the outgrowth of discussion with other groups in three of the cities where Newhouse stations are located. The amendment promises a $1-million program to aid minorities in purchasing stations and for aid to minority education as well as a strengthened EEO program throughout the Times Mirror Co.

The economic provisions hinge on a concentration that should be denied. It says the station's ascertainment of community needs, programing to meet local needs and fair-employment practices are inadequate. And it says Newhouse's control over local news and advertising in the St. Louis market—besides the television stations—Newhouse owns the St. Louis Globe Democrat—"is inconsistent with antitrust principles."

But more than that, the local coalition, like NBMC, says the proposed sale of the five Newhouse stations to Times Mirror would violate the FCC's top-50 policy. This limits the number of television stations a licensee can acquire in the top 50 markets. Here and there in the top 50—WTHV, absent a "compelling public interest" showing. And both coalitions contend that such a showing has not been made.

Times Mirror now owns two VHF stations—KDFW-TV Dallas (market 11) and KTBC-TV Austin, Tex. (market 10). With the Newhouse package approved, it would own three other VHF's in the top 50—KTVI-TV (market 12), WSYR-TV Syracuse, N.Y. (market 47), and WAPI-TV Birmingham, Ala. (market 48), as well as two UHF's—WPTA-TV Harrisburg, Pa. (market 54), and WSYE-TV Elmira, N.Y., which operates as a partial satellite of WSYR-TV.

The top-50 policy, in effect since 1965, has yet to serve as a bar to the acquisition of a major-market television station—28 requests for exceptions to the policy have been made and granted.

One of Times Mirror's arguments for approval of the package sale is that the breakup of Newhouse television-newspaper crossowningships in each of the five markets involved would result in the creation of third parties to local media ownership diversity. But both coalitions disagree that this would contribute to a "compelling public interest" showing. The St. Louis coalition said the goal of diversity in the context of the top-50 policy is not limited to ownership diversity within local markets, nor is it aimed only at reducing regional overlap of media ownership. "Rather," it said, "the top-50 policy addresses the national market of television viewers."

And acquisition of the Newhouse stations would make Times Mirror—already a media conglomerate that owns six newspapers, cable systems in 13 states, and book and magazine publishing companies—a major force in television, the coalition said. The seven stations would have a combined total viewing audience of more than 3.5 million television homes.

NBMC made a similar argument. "In an age of increasingly nationally oriented media," it said, "it is ironic for a company that among all its local markets as Times Mirror to argue that the breakup of the Newhouse crossowningships by substituting Times Mirror as the licensee serves any great public benefit. The original purposes of the crossowningship policy were to foster diverse voices, access and local expression."

Both coalitions also said the proposed merger raises questions regarding the Clayton antitrust laws, in that the acquisition, as the St. Louis group said, "will substantially lessen competition" and "tend to create a monopoly." And "the public interest standard in the Communications Act," NBMC said, "gives the commission the authority to apply the antitrust laws . . . to transactions such as this one."

NBMC also objected to the proposed transfer on two other grounds—programing and EEO.

It said that although Times Mirror cites the journalistic record of its newspapers as an argument for approving the sale, it said its analysis of Times Mirror's KDFW-TV Dallas shows that among commercial stations reporting 1977 programing to the FCC, it ranked third—out of three—in the percentage of airtime it devotes to local public affairs programing in prime time. And the Newhouse stations involved,

Second front. The Times Mirror Corp., whose effort to acquire Newhouse Broadcasting Corp's five television stations is under attack by two citizen groups, has filed proposals with the FCC to head off trouble from three other groups. The proposals, contained in an amendment to the transfer applications, provide for contingent expenditures of $1 million and a strengthened equal employment opportunity program throughout the Times Mirror company.

The company's announcement said the proposals grew out of discussions with community groups in Birmingham, Ala., and Syracuse, N.Y., aided by the United Church of Christ's Office of Communication and a group in Elmira, N.Y. Times Mirror said the groups are expected to support FCC approval of the applications affecting their respective communities.

The undertakings, as announced by Franklin D. Murphy, chairman and chief executive officer of Times Mirror, include:

- Creation, on consumption of the transfer, of a $500,000 fund to be used to leverage minority investment in and ownership of broadcast stations. The fund would be used initially to help groups in Syracuse and Birmingham.

- Establishment, on consumption of, of a $500,000 fund for assistance to minority education. The money will go to black universities and colleges, to programs that provide assistance to Hispanics and other minorities in their academic work, to the United Negro College Fund, and to nonuniversity-affiliated minority media training and production programs. Included in the fund would be two gifts, each of more than $100,000, for minority training programs for a combined seven stations in Newhouse and Birmingham.

The funds are to be taken in connection with EEO include recommendations by the board of directors and shareholders to add minority representation on the board, and the appointment of a special committee for EEO matters, including senior officers of Times Mirror with authority to implement companywide EEO policies and procedures.
NBMC added, do not bring a tradition of strong programming to the merger. NBMC said the stations "have generally operated in the cellars of their markets in public affairs programming performance."

As for EEO matters, NBMC said the records of both Times Mirror and Newhouse "are so inadmissible" as to require the transfer applications be set for hearing before they can be approved. "Citizens groups in cities where Times Mirror and Newhouse have operated" have long recognized these companies as public enemies of affirmative action," the coalition said.

Clipping may go way of hypoing at the FCC

Commission considers marketplace answer to problem; Supreme Court, meanwhile, upheld commissions in earlier case in which KORK-TV lost license because of that practice

The FCC decision denying a renewal of license to KORK-TV Las Vegas, owned by the Donrey Media Group, was left undisturbed by the Supreme Court last week, in a decision ironic for its timing. The commission this week is expected to initiate an inquiry into the question of whether it should continue to concern itself with the kind of practice that led to the denial of KORK-TV's license—network clipping.

The commission had concluded that between Oct. 4, 1970, and May 7, 1971, KORK-TV had cut away early from at least 21 commercials fed by its network, NBC, and substituted its own advertising material. Las Vegas Valley Broadcasting Co., an applicant for KORK-TV's channel 3 license, did a study indicating that about 250 commercials were clipped in a 28-week period.

KORK-TV had claimed it only clipped "clutter."

The commission also based its decision on misrepresentations on the part of the licensee; the station had said any deletions of NBC commercials were the result of error, not station policy. And the commission said the sole owner of the station's parent corporation, Donald W. Reynolds Sr., failed to exercise the necessary control, while his son, Donald W. Reynolds Jr., had the responsibility for and knowledge of the station's practice of clipping.

The U.S. Court of Appeals in Washington in October affirmed the commission's decision regarding KORK-TV (Broadcasting, Oct. 30, 1978). But it sent the case back to the commission for reconsideration of its decision to deny as well as the competing application of Valley. The court questioned the commission's conclusion that Valley was not financially qualified. That decision was also left standing.

The commission's decision in the KORK-TV case, in July 1976 (Broadcasting, July 5, 1976) came during the era of then-Chairman Richard E. Wiley's "new ethic," in which the commission was cracking down hard on violations of rules, whether the public was directly affected or not. Clipping and fraudulent billing were among the practices for which stations could, and did, lose licenses. Three weeks ago, the Supreme Court refused to review the commission's denial of renewals of WMOUM-A-WXLQ(FM) Berlin, N.H. In that case the FCC based its decision on a finding that the stations' owner knew of and participated in fraudulent billing by the stations (Broadcasting, April 23).

But the new wave of deregulatory feeling sweeping through the commission could clean out rules governing those and other practices that do not directly affect the public. Among the documents the commission will consider at its meeting on radio deregulation this week is a proposed notice of inquiry asking whether such rules are necessary in the public interest, as all, which are enforced by the Complaints and Compliance Division—should be eliminated. (Although the focus of the meeting will be on radio, some practices involved in the document, like clipping, affect television.)

Those are business practices for which, some staff members argue, the parties involved have other remedies, including court suits. However, one question the commission would have to resolve is whether it can ignore such practices, given the long history of commission and court cases linking consideration of "character" to the public interest determination that must be made. (The appeals court in the KORK-TV case even said the Communications Act requires the commission to consider "character." )

The commission already has given up efforts to police one business practice it once regarded as an inappropriate activity for a broadcast licensee—hypoing. The commission came to regard policing the activity as widely complicated and sensitive, particularly since it involved inquiry into reasons for programing decisions.

CPB shows where the money goes

Annual report details expenditures of over $115 million; most went directly to the local stations

The latest annual report of the Corporation for Public Broadcasting shows it distributed $115.8 million in fiscal year 1978.

During 1978, CPB committed $19.4 million to TV program funding, including more than $3 million for research, development and piloting of program series. The total for production and distribution of public radio programs topped $9 million.

According to the report, CPB placed "a high priority" on development of children's programs. In addition, it awarded 101 women's and minority training grants totaling $1.3 million to expand the range of opportunities for employees of local public radio and TV stations. To further upgrade the skills of public broadcasting professionals, 114 in-service training grants, totaling $76,711, were also awarded. And a three-year $130,000 grant to the Native American Public Broadcasting Consortium was awarded to help make available programs of special interest to Indian audiences.

The report shows that CPB distributed a total $115,755,806 during the fiscal year ended Sept. 30, 1978. Of this, $62,281,602 went for direct support to local public television and CPB-qualified radio stations in unrestricted community service grants and coverage expansion grants for new or upgraded public radio stations. Additionally, more than $12 million went for national distribution of public TV programs, and more than $6 million was allocated for administrative costs, including staff salaries and building occupancy.

Getting together

As of Jan. 1, Nielsen will use same household and person figures as Arbitron in its calculations to leas...
Ferris, Geller face militants' music

At Pocono conference, Bonk and Marshall attack NTIA chief, especially on radio deregulation

FCC Chairman Charles D. Ferris and Henry Geller, who heads the Commerce Department's National Telecommunications and Information Administration, engaged in an "armchair" discussion of communications issues while off in the Pocono mountains of Pennsylvania one day last week, and found they had some differences. And when those differences involved proposed deregulation of radio, they found that members of the audience were almost hostile in their reaction to Mr. Geller's more extreme views.

The conversation was part of the seventh annual Telecommunications Policy Research Conference, which was held at Skytop Lodge. The conference, which brings together government policy makers, in the communications field, is sponsored by the FCC, NTIA, the National Science Foundation, and a number of other foundations.

Essentially, the two officials with leading roles in telecommunications policymaking restated their known positions on deregulation of radio. Mr. Geller favors complete deregulation of radio, even to the elimination of the public trustee concept of regulation, and obtaining revenues through fees to achieve the social goals regulation is intended to secure.

Chairman Ferris, on the other hand, would retain the public trustee concept, though perhaps in an altered form. He said Congress should give the commission the authority it needs to deal with a variety of problems.

Thus, although Mr. Ferris's views on deregulation are more advanced than those of many previous commissioners, it was Mr. Geller who took most of the heat from an audience whose members included a number of citizen group representatives, including Pluria Marshall of the National Black Media Coalition and Kathy Bonk of the National Organization for Women.

However, Mr. Geller held firm to his view that competition would be sufficient to regulate radio broadcasters. And to those in the audience who expressed the view that the commission continue to maintain regulatory control over stations to make sure the public interest is served, Mr. Geller pointed out that the petitions to deny that citizen groups have filed by the hundreds over the years have not accomplished much.

However, both he and Chairman Ferris said the commission could—and should—retain authority over equal employment opportunity matters. Even without a public trustee concept, Mr. Geller said the commission could act through cease and desist orders and heavy fines to enforce EEO rules.

One of NTIA's proposals for opening the door to minority ownership of broadcast stations—to reduce AM channel spacings from 10 kHz to 9 kHz and thus squeeze hundreds more stations into the AM band—was criticized by Mr. Ferris as one not likely to bear early fruit, if any. He noted that the proposal requires unanimous consent of nations in the western hemisphere and that it probably would not be presented to a conference of those nations until 1981. And obtaining the consent of Canada and Mexico, he said, will not be easy. The idea, he added, "is no quick fix."

To which Mr. Geller responded that another of NTIA's ideas for making more efficient use of the spectrum—one that would create room for additional FM stations (BROADCASTING, April 23)—does not raise international questions. He said that one is up to the commission to move as fast as it can.

ABC, NAB line up opposite ACT on renewal form add

At issue is proposal by syndicator that youth and teen-age ascertainment be part of TV stations' Form 303 filing

The National Association of Broadcasters and ABC have expressed displeasure with a proposal to alter FCC license-renewal applications (Form 303) for commercial TV stations. The change would enlarge the definition of the phrase, "Programs Designed for Children," to include a special category of youth and teen-age programming to cover those over age 12.

The request for a rulemaking came from Altman Productions Inc., the Washington-based producer of the high school quiz program, It's Academic, which claimed that its show has suffered because FCC regulations lack specific teen-age programming obligations.

ABC said that if the commission sanctions a programming preference to every group that requests it, it will have to turn its back on the First Amendment and Section 326 of the Communications Act.

In addition, ABC predicted that the proposed requirement would add to stations reporting burdens, and would significantly add to the FCC's work which already is regularly reviewed by the commission.

"Much more is necessary to launch a new programming inquiry than Altman's totally unsupported conclusion that, under the present FCC position, teen-age programs have suffered and are practically nonexistent," it concluded.

NAB contended that Altman had failed to provide "even a shred of proof" that licensees have been delinquent in their duty to provide programming that meets the needs of youth and teens. It also raised potential First Amendment problems. "The government is neither legally competent nor socially desirable to take on the role of the nation's super-programer," NAB said.

Support for the proposal came from Action for Children's Television, which said that the addition to Form 303 would enable responsible licensees to get credit for airing programming in this area. "To the extent that adolescent programming is neglected because it earns no commission brownie points, the new category would cure the problem," ACT said. "Thus, the action requested in the instant petition would greatly benefit the young adolescent audience, as well as concerned parents and educators, while imposing a minimal burden on licensees."

Superstation stay argued

The National Association of Broadcasters and the National Cable Television Association have filed predictable pleadings in connection with Metromedia Inc.'s petition to the FCC to suspend all satellite authorizations required for superstation activity. The group TV station owner contends that unless the suspension is imposed, the policy options available to the government to deal with superstations will be severely limited (BROADCASTING, March 26).

NAB said that a temporary suspension is warranted in view of pending proceedings dealing with the subject of nationwide distribution of broadcast signals for retransmission by satellite distribution systems. It also said some stations have been "disadvantaged" by satellite distribution of their signals "against their wishes."

NCTA said the petition should be denied because it asks for "a blanket suspension" of authorizations granted on a finding that the public interest would be served. "Granting the petition would be both a denial of due process and contrary to the public interest," NCTA said.

It added that Metromedia has not demonstrated that the relief it seeks is necessary to save stations from irreparable harm.

NRBA wants it all

The National Radio Broadcasters Association has joined the National Association of Broadcasters in urging the FCC to reject its proposed experimental deregulation of radio in favor of immediate and across-the-board deregulation.

The NRBA executive committee released a statement saying the commission should "move boldly and swiftly to deregulate radio to the maximum degree of the FCC's power under existing law." It called experimental deregulation "timid" and said it "will be especially unfair to the hundreds of small market broadcasters who will be asked to bear the suspensions" for their turn. Complete deregulation, the association leaders said, is "the mandate of Congress, the administration and the American people."

Broadcasting May 7 1979
Broadcasters looking for sympathetic ears among the members of the 96th Congress might find 26 of them among the 13 senators or representatives who have direct or family interests in radio and television station ownership. But the number is fewer, as a Broadcasting biennial survey shows, than in the last two Congresses. In the 95th, there were 19 with ownership links to the broadcast media; in the 94th, there were 21.

Representative Cecil Heftel (D-Hawaii) currently has the most extensive holdings. In 1977, he was reported to be selling off much of his broadcasting interests which included three FM's, two AM's, one TV station and two television satellites: KEZZ(FM) St. Louis, WHYI(FM) Fort Lauderdale, Fla., WKTQ(AM)-WSSH(FM) Pittsburgh, KGMB-AM-TV Honolulu and satellites KGMD-TV Hilo and KGMV-TV Maui, both Hawaii. He sold off all but the two satellites and KGMB(AM), saying that he did not have the time to think about running them after taking office. Since that time, however, Representative Heftel has changed his mind, adding four new FM stations and one AM station to his holdings. Mr. Heftel is no longer the president of Heftel Broadcasting Co. as reported in 1977. Operational responsibility now lies with President B. Thomas Hoyt.

In the Senate, freshman Nancy Landon Kassebaum (R-Kan.) has a major interest in the radio stations owned by her family in Kansas and Colorado, and is vice president of two of the broadcast companies.

FCC ownership records were used in gathering the information on congressional ownership and telephone confirmations were made with congressmen and their staffs. Following is the list for the 96th Congress:

- Senator William L. Armstrong (R-Colo.) is president and owner of 7,000 common voting shares (40%) of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora, Colo. and KOSI-FM Denver. The remaining shares are owned equally by the senator's parents.

- Representative Thomas L. Ashley (D-Ohio) owns 3,438 common voting shares (out of nearly 11 million outstanding) of Combined Communications Corp., Phoenix. The CCC stations are: KTAR-AM-TV; KBBC(FM) Phoenix; KGBTV-DENVER; KARK-TV Little Rock, Ark.; KUS-FM Los Angeles; WPTA(TV) Fort Wayne, Ind.; KOCO-TV Oklahoma City; WLKY-TV Louisville, Ky.; WXXI-TV Atlanta; KSJO(AM)-KEZL Redlands, Calif.; WAVE(AM)-WAVEC(FM) Los Angeles; WWDE(AM)-WCZY(FM) Detroit, and WVO(AM)-WGVV(FM) Chicago.

- Representative Jack Edwards (R-Ala.) is a nephew of Farley Warner, owner of 100% of the Warner Group, licensee of WNLI(AM) North Augusta, S.C.

- Representative L. H. Fountain (D-N.C.) is an uncle of L. M. Fountain and V.E. Fountain Jr., who own 40 common voting shares each (300 outstanding) of Coastal Plains Broadcasting Co., licensee of WCP5-AM-FM Tarboro, N.C. His brother, V. E. Fountain Sr., is vice president, secretary and treasurer of the company.

- Representative Willie G. Hefner (D-N.C.) and his wife, Nancy, own Hefner Radio Inc., licensee of WKRK-FM-Kanaploi, N.C.

- Representative Heftel is owner of Heftel Broadcasting Co. along with members of his immediate family. Heftel Broadcasting Co. is licensee of KGMD-TV Hilo and KGMB-TV Maui, both Hawaii, operated as satellites, and KGMB(AM) Honolulu. On the mainland Heftel has, since January 1978, acquired 100% interest in the following stations: KOZN-FM San Diego; WWKS-AM-FM Medford, Mass. (formerly WVEL-FM); WIKS(FM) Greenfield, Inc. (formerly WSM(FM)) and WLUP(FM) Chicago. They have also purchased, subject to FCC approval, WITM-FM Baltimore (Broadcasting, March 19). Most of the stock of Heftel Broadcasting has been placed in family trusts voted principally by his wife, Joyce, with the exception of KOZN(FM) which is owned 100% by Representative Heftel and KGMB-TV in which he owns 40% of stock and Mrs. Heftel owns 60%.

- Senator Jesse A. Helms (R-N.C.) owns 10.5 common voting shares (7%) of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C. Senator Helms is also a director and owns 42 common nonvoting shares (200,000 outstanding) and his wife, Dorothy, owns 290 preferred shares (166,010 outstanding). Prior to his election to the Senate in 1972, he was executive vice president, vice chairman, and assistant chief executive of the stations.

- Representative Kenneth Holland (D-S.C.) is a nephew of Gerard T. Becknell, president, director and half owner of Tri-City Broadcasting Co., licensee of WAGY(AM) Forest City, N.C. Mr. Holland's aunt, Lula S. Lovelace, owns the other half.

- Senator Walter D. Huddleston (D-Ky.) is one-sixth owner of Lebanon-Springfield Broadcasting Co., licensee of WLBN(AM) Lebanon, Ky. He is a past president of the Kentucky Broadcasters Association. Before his election to the Senate in 1972, Senator Huddleston was also president and general manager of WIEL(AM) Elizabethtown, Ky., although he had no fi-
nancial interest in the station.

- Senator Kassebaum is vice president-director and owner of 35.9% of The Station KFH Co., licensee of KFH(AM)-KBR(AM) FM) Wichita, Kan. Her former husband, Philip, owns 64.08% and is president, treasurer and director of the company. Senator Kassebaum also owns 25% of the voting stock of WREN Broadcasting Co., licensee of WREN(AM) Topkea, Kan., and KXIK(AM)-KCT(AM) Fort Collins, Colo.

- Foreign exchange, radio style

Illinois station that has been broadcasting Radio Moscow tapes will soon be sending programs for airing in Soviet Union


Correspondence between the editor-in-chief of Radio Moscow and WBNQ management has resulted in a request from the Russians for sample programs. If they like the tapes, they plan to begin using the American programing in their 1980 line-up.

Carey Davis, station manager of WBNQ, said the idea for an exchange of tapes came from station listeners. The idea was proposed to the Soviets in February, and a letter received at the station last week, after continuing correspondence, indicated they were in favor of the exchange.

Mr. Davis said his staff will be producing a number of sample programs—in Russian—during the next few months. He said he planned to avoid politics, and instead go with general interest features, such as gasahol, irrigation, women on farms and local holiday celebrations.

The programs will run three and a half minutes and translation will be done by Russian-speaking area residents. Mr. Davis said the response to the Radio Moscow programing has been good, and he hoped the WBNQ material would be favorably received.

And while this exchange was being negotiated, Radio Moscow was working out a similar move into Canada. The broadcasts began last weekend over CKO-FM, a seven-station, all news network that will be running the Soviet spots twice each day.

Media Briefs

Gift for design. Professorship of graphic arts has been established at Cooper Union, New York, by gift of Frank and Ruth Stanton. Dr. Stanton is former president and retired vice chairman of CBS. Gift from him and his wife reportedly amounted to $500,000. John F. White, Cooper Union president, announced appointment of Rudolph de Harak, internationally known designer, as first Frank Stanton Professor of Graphic Arts. Cooper Union, founded in 1859, is private, tuition-free college for exceptional students in architecture, art and engineering (BROADCASTING, April 30).

Spreading its message. National Radio Broadcasters Association is urging its members to go on offensive against over-regulation by airing editorials to be supplied weekly by NRBA. "Over-regulation is costing you a lot of money," is message of first one that is going out to NRBA members this week. Ultimately, weekly messages will be mailed to all radio broadcasters.

Communications gift. Warner Communications Inc., New York, has contributed $1 million to New York University toward creation of center for communications studies for university's school of arts. New facility, to be known as Warner Communications Center, will become permanent home for school's Institute of Film and Television. Total cost of project, including acquisition of new equipment, is expected to be $3.5 million. Facilities will include three television studios; two shooting studios; two mixing/dubbing/recording studios; acting studio; nine screening rooms; three theaters; sound stage and 40 editing rooms for film and video tape. New center will accommodate about 1,250 students.

Changes. Washington law firm of Miller & Shroeder announced name change to Kenkel & Barnard. It also announced that William S. Aramony will be associated with firm. Offices remain at 1220 19th Street NW, suite 202.

Practical experience. New York State Broadcasters Association has established Nelson A. Rockefeller Minority Training Program under which five college and senior high school students from ethnic minorities will be provided with 11 weeks of training at their local television and radio stations, starting June 18. Students are asked to inquire at their local stations for details on competition. Students will be paid prevailing minimum hourly wage, with NYSBA underwriting one-half of costs to stations. Program is being addressed to blacks, Hispanics, American Indians, Aleuts and Asians.

New consultancy. Terracom Broadcast Consultants is new firm, founded by Stephen Cooper and John Hershman, to specialize in operational and financial analysis, manpower scheduling, cost control systems and executive estate planning for broadcast stations and groups. Terracom is at 11800 Sunrise Valley Drive, suite 227, Reston, Va. 22091; (703) 620-3787.
show by participating stations. Guest instructors will include Dr. Gordon Berry of the UCLA Graduate School of Education; Dr. Roger Fransecky, children's programing consultant to CBS; Joel Heller, executive producer of CBS News's 30 Minutes, In the News and Razzmatazz; Steve Søhner, CBS Entertainment's vice president for advertising and promotion, and Dr. Joseph Klapper, director of the CBS Office of Social Research. 

ACT's annual act

The seventh annual “Achievement in Children's Television Awards” were presented by Action for Children's Television last week in Boston. Broadcasters—seven commercial and three noncommercial stations and two networks—received 14 out of 18 awards. Awards were given to producers of children's programing for “significant contribution towards improving children's television” and “continuing excellence.” Three special awards were also presented.

Significant contribution

CBS News 30 Minutes.
KCET-TV Los Angeles Freestyle, series of 13 programs.
KING-TV Seattle I Like Myself, series.
KRON-TV San Francisco Just Kidding, series.
KWW-TV Philadelphia Expressway, daily program.
UA-Columbia Cablevision Collage, series.
WBNG-TV Binghamton, N.Y. Action News for Kids, weekly program.
WBZ-TV Boston The City Show, series of 15 programs.
WGBH(FM) Boston The Spider's Web, daily program.
WSOC-TV Charlotte, N.C. Kids World, weekly series.
Workshop on Children's Awareness Feeling Free, series of six programs.

Continuing excellence

ABC-TV ABC After-school and Weekend Specials.
ABC News Animals Animals.
WGBH-TV Boston Reapur.
WGEO-TV Pittsburgh Once Upon a Classic.

Special awards

Children's Television Workshop On tenth anniversary of Sesame Street.
KWH-TV Los Angeles For station's refusal to advertise highly sugared products during its daily children's series.

McDonald's Corp. For its support of the PBS series Once Upon a Classic.

The TV health class

After doctors and dentists, most Americans get their health information from television. That was among the findings of a new nationwide study that explored health habits of the American people. It was sponsored by General Mills and conducted by Yankelovich, Skelly & White. When asked to identify their main sources of health information, 45% of the sample group answered doctors and dentists. Next on the list was television programs with 31%, followed by news stories on TV and in newspapers with 29%. Further down on the list, on a par with medical books and encyclopedias at 14%, were TV commercials and advertising in newspapers and magazines.

In another question, people were asked their degree of confidence in various sources of information. Television programs on health and medicine did about as well as doctors' columns in newspapers, with 17% expressing “a lot of confidence,” 66% expressing “some confidence,” and 16% saying they had “no real confidence” at all. Highest on the list were people's own medical doctors, who drew 77% in the first category, 22% in the “some confidence” category, and 1% in the final category. Lowest on the list was television dramas about doctors and hospitals, with 2% showing a lot of confidence, 18% claiming some confidence, and 80% expressing no real confidence. Next to last on this list was health claims for advertised products, with 5%, 42% and 53% for the three categories.

Television was also mentioned as a reason, in the opinion of parents, for the high incidence of teen-age pregnancies. Of those surveyed, 37% attributed the situation to parents' permissiveness, while 63% attributed it to outside influences, such as peer pressure, television and movies.

Hollywood in Buffalo, N.Y.

Locally produced movie, aired on WIVB-TV, beats prime-time offerings of ABC and NBC

Buffalo, N.Y., may not jump immediately to mind among film-making capitals of the world, but a local producer, the Archdiocese of Buffalo and WIVB-TV got their acts together for a unique event—an evening of locally produced prime-time entertainment programing that, according to a coincidental ratings survey, decked the network competition. It didn't do badly in the advertising department either. The show, The Skeleton Key, a mystery, ran from 8:30 to 11 p.m. (local time) and garnered for WIVB-TV an over-all 19 rating and a 34 share against an 11/20 for the local ABC affiliate and an 11/19 for the NBC outlet. The station sold about $7,000 worth of local advertising. According to

Continues on page 69.

Breaking in. During its annual conference in Las Vegas (Broadcasting, March 12), the National Association of Television Program Executives claimed to have 226 distributors showing just about the same number of new programs for a syndicated fall premiere.

Since then, the list of those viable has dropped to 175 titles as collated by NATPE (see below). And with each coming week, the number is sure to continue dwindling. Compared to last year, the number of once-a-week access entries may be down, but not the number of hopefuls across the daysparts. At this point last year, there were 145 titles in the running.

A formal breakdown of the 175 titles prepared by NATPE shows music/variety, 37; talk/inform-interview, 16; informational, 16; documentary, 15; game, 14; children's, 14; comedy, 11; sports, 7; public affairs, 6; drama, 5; docudrama, 3; science fiction, 3; mystery, 2; and adventure, 1. Add to that 26 off-network series that will go into first-run syndication.

Included in the list are those new properties either first introduced at NATPE or since Jan. 1 this year. Most of them were available for sales during the NATPE conference; however, also included are some that may not have been opened there, but were discussed as futures.

New First-Run Product

<table>
<thead>
<tr>
<th>Title</th>
<th>No. Episodes</th>
<th>Length</th>
<th>Category</th>
<th>Distributor</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Star Secrets</td>
<td>24</td>
<td>1/2 hr</td>
<td>Game</td>
<td>20th Century-Fox TV</td>
</tr>
<tr>
<td>All You Need Is Love</td>
<td>16</td>
<td>1 hr</td>
<td>Music/Variety</td>
<td>Television Syndication/Group IV</td>
</tr>
<tr>
<td>America Still</td>
<td>52</td>
<td>1 hr</td>
<td>Documentary</td>
<td>Group</td>
</tr>
<tr>
<td>American Youth</td>
<td>1</td>
<td>1/2 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movements</td>
<td>5</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amigo and Friends</td>
<td>52</td>
<td>5 mins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>And Then I Wrote</td>
<td>6</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appointment with Joyce</td>
<td>65</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brothers</td>
<td>24</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Archie Campbell Show**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At Home with Family Circle*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Baxters</td>
<td>26</td>
<td>1 1/2 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bedtime Stories</td>
<td>28</td>
<td>1 1/2 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Big Al's Dogs</td>
<td>28</td>
<td>1 1/2 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard's Disco Party*</td>
<td>3</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Biography II</td>
<td>28</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Body Buddies</td>
<td>24</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camp Wilderness</td>
<td>70</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candy Candy</td>
<td>65</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Captain Harlock</td>
<td>40</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celebrity Candid</td>
<td>26</td>
<td>1 hr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Celebrity Charades</td>
<td>45</td>
<td>1 hr</td>
<td>Game</td>
<td>Columbia Pictures TV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Music/Variety</td>
<td>Television Syndication/Group IV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Instructional</td>
<td>Rogers Productions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Documentary</td>
<td>Television Representatives</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Public Affairs</td>
<td>Syndication/Group IV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Documentary</td>
<td>Television Syndication/Group IV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Documentary</td>
<td>Television Syndication/Group IV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Game</td>
<td>Television Syndication/Group IV</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting May 7 1979 67
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 tell all 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- to 6-month planning
timelines of their retail prospects.
- Use in-depth research data to support a media
mix of less newspaper and more broadcast.
- Make an effective newspaper switch pitch
with examples of how newspaper and broadcast deliver
over 4x the gross impressions at 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 switch-
pitch newspapers — to support your next
presentation to your hottest retail prospect!

Let your sales team help their retail accounts:
- Research and identify profitable customer groups.
- Research and analyze merchandising and
promotional opportunities.
- Develop store positioning strategies.
- Target their advertising, using one of broad-
cast's greatest strengths, to reach their most
profitable customer groups.
- Increase store traffic, sales, and profits!

ORDER YOUR COPY TODAY!

Mail to:
Broadcasting Book Division
1735 DeSales Street NW
Washington, D.C. 20036

[ ] Yes, please send me __cop(s) of Building
Store Traffic with Broadcast Advertising at $50 each
plus $1 each for shipping.
[ ] My check is enclosed for $__

NAME__

FIRM__

ADDRESS__

CITY/STATE/ZIP__

Broadcasting May 7 1979

69
### WIVB-TV General Manager George Lilly, the station has been averaging about a 27 share airi

### The film was produced for the archdiocese by a local producer, Fred Kelle

### Mr. Lilly said that the station could have picked up $15,000 in advertising had the local banks not pulled out of the deal when they learned that a minor theme in the show dealt with the practice of red lining — a questionable denial of bank lending in certain neighborhoods. “We lost all the banks,” Mr. Lilly said.

### About a year and a half ago representatives of the archdiocese approached Mr. Lilly with the idea of running the show, which had no overt religious message. He agreed to do it but reserved the option “to run it at three in the morning” if it was not up to par. But when he saw some of the early rushes, Mr. Lilly recalled, he found it “comparable to a lot of made-for-television stuff out of Hollywood.” Mr. Lilly expects to run the show again in the summer.

### Would he work out a similar arrangement for some other show in the future? “Absolutely,” he said.

---

### OSU hands out honors

The 42d annual Ohio State Awards have been presented by that school’s Telecommunications Center at a banquet at the National Press Club in Washington. The awards, given for “meritorious achievement in educational, informational and public affairs broadcasting,” were presented by Janet Murrow, board member of National Public Radio and widow of Edward R. Murrow, Senator John Glenn (D-Ohio) and playwright Jerome Lawrence. Keynote speaker at the presentation was Henry Geller, assistant secretary of commerce for communications and information.

### The winners were:

- **Radio**
  - Alberta School Broadcasts, Edmonton: *Flight Into Other Worlds: Danny the Champion of the World*
  - Canadian Broadcasting Corp., Toronto: *Ideas: Erich Friedel Nietsche 1844-1900, Blind Eye to Murder*
  - Council of Ministers of Education, Canada/CBC, Toronto: *Harry Sommer’s History of Music in Canada*
  - Gamut Productions, Barrington, Ill.: *Roshchins Mit Mandin*
  - KPPS(AM), Portland, Ore.: *Oregon Public Schools and the Lost of Mrs. Lincoln*
  - KNX(AM), Los Angeles: *Assault on Rape Campaign*
  - KPFA(FM), Berkeley, Calif.: *The Right to be Wrong: Free Speech for Extremist Groups*
  - KJHM(AM), St. Paul/Minneapolis Public Radio: *The Prairie Was Quiet, The Role of the Court in a Changing Society*
  - Latino Institute/American University, 

---

### Continued from page 67.
It's a small world, or, who controls television?

In his book, 'The View From Sunset Boulevard', Ben Stein says the medium shows only a narrow, liberal view—that of the Hollywood writers-producers.

Does television present a distorted view of reality—a view that corresponds solely to the liberal social values of the 200 or so Hollywood writers and producers who make almost all of the prime-time series? It does, according to a new book, "The View from Sunset Boulevard," written by Ben Stein, a novelist, a columnist for the Los Angeles Herald-Examiner and occasionally for the New Republic's TAT Communications. Mr. Stein has also been a TV columnist for The Wall Street Journal, a part-time college instructor, a speech writer for the Nixon administration, and has practiced trade regulation law. His father is the economist, Herbert Stein.

Ben Stein sums up his conclusions in this book: "We do not need to go outside of the small group of Los Angeles writers and producers to find out about the people whose conscious and unconscious attitudes go into our TV shows... What we see on prime-time television is nothing less than the apotheosizing of Los Angeles [because] TV writers and producers replicate the world in which they live in their art, and the world they live in is the super-clean, super-bright world of Los Angeles, where even the slums are spotless and have palm trees in front."

Among the ramifications of that viewpoint from Sunset Boulevard" that Mr. Stein says turned up constantly in TV programs he viewed are pictures of businessmen as "bad, amoral, outworn, middle-aged, stifly established, ambitious, excitable, small towns as places where bad things happen, to the city slicker-innocent;" of criminals as misguided victims of "some larger social failure or of the intentions of our particular society," and of the military as having no useful value "beyond its own self-preservation."

The theory that those attitudes essentially reflect the attitudes of TV's creators is based on a series of about 40 interviews with producers and writers, conducted by Mr. Stein or in some cases conducted for him, between the summer of 1976 and May of 1977. The actual quotations included in the books are drawn primarily from 25 of those interviewees who agreed to speak for attribution, Mr. Stein said in an interview. Despite the turnover that has occurred in prime-time programs since the research was completed, the author feels his findings hold up "100%" today. Mr. Stein said one of the main objections people have voiced about his book is that the sample was too limited to accurately represent the production community. His response is that, statistically speaking, a sample of 40 can be used to represent a universe of as many as 2,000, although his sample was neither randomly selected nor scientifically weighted. Perhaps the main bone of contention, Mr. Stein has found, is that the book gives no consideration to the influence on programs of other elements of the production process, such as program executives, standards and practices, audience research, economic advisors or pressure groups. Mr. Stein believes those elements exercise their influence after the basic "menu" of a show has been determined by its writer and producer. "If you go to a Chinese restaurant," he said, "you can choose many things from the menu, but you can't choose Southern fried chicken or pizza... The TV menu is prepared in Hollywood."

Review of the book has been mixed. It received positive reviews in the New York Times, Wall Street Journal and Washington Post, for example, but was blasted in two reviews in the Los Angeles Times. In the Post, Tom Shales wrote that "some of Stein's arguments are a tripey, some of his own right-of-center bias sees through... and he manages to misspell directors Gary Marshall 'Mac' at least a dozen times throughout the book. But [it] still gives a bracing and clarifying new angle on something that continues to amaze many of us—why television programming is so rotten.

Writing in the Los Angeles Times, however, author Bud Schulberg charged that "in his zeal to mount what is essentially an attack on Hollywood's liberal and social-minded community, Ben Stein has overlooked some of the prevalent patterns in American culture [which agree with the views held by producers and writers]... if the creators Stein interviewed were able to bring to the screen what they truly believed, it would really rock the viewers." Some producers have told him they think the basic point of the book is valid. Perhaps not included in that group is Lee Rich, president of Lorimar Productions, who debated so heatedly with Mr. Stein on a recent NBC-TV Tomorrow show that several bits of dialogue were deleted for obscenity, Grant Tinker, president of MTM Productions, expressed a calmer but similarly skeptical view when asked for his opinion. "The broad thesis of the book—that we are a rather small, narrow, isolated group—is probably true," Mr. Tinker said. "Among creative people anywhere there's a leaning to the left, so I didn't find it such a surprising conclusion."

But Mr. Tinker considered many of the specific findings to be unrepresentative and oversimplified, particularly the passing over of network influence. "That wouldn't support his thesis," Mr. Tinker said, because "network executives are not on our little island."

Mr. Stein's book is published by Basic Books, New York, for $8.95 hardcover and has 156 pages.
**Finance**

**NBC profit drop for the year is expected**

Silverman the focus at meeting of stockholders; he’s given vote of confidence by Griffiths; RCA still looked to for a record

NBC President Fred Silverman was in the limelight and on the hot seat at RCA’s annual meeting in New York last Tuesday (May 1) as shareholders heard the disappointing news that RCA expects a substantial dip in NBC earnings in 1979.

Although Mr. Silverman received a strong endorsement from RCA President Edgar H. Griffiths and a number of shareholders, Mr. Silverman was rosted by other stockholders, one of whom felt that Mr. Silverman could be blamed for the static performance of RCA stock. His reasoning was that it’s NBC’s TV programming fortunes that shape the RCA public image and that the network’s low ratings have disaffected investor interest.

Mr. Silverman, who was in the audience, and Jane Pfeiffer, NBC chairman and an RCA director, who was on the dais, submitted to questioning by a shareholder who predicted that NBC-TV’s ratings would sink even lower in the 1979-80 season and asked Mr. Silverman to justify his 15 program choices during the second season.

Mr. Silverman defended his schedule, saying that of the 15 programs he launched last November, five will be back in the fall. “I think 333 is a good batting average on new programming,” Mr. Silverman contended. “You have to judge a network’s position on the whole season and not on specific weeks. On a season to date, NBC isn’t as off point behind CBS and about 3.5 points behind ABC-TV.”

Silverman said that RCA expected to roll up another record year (1977 and 1978 were peak years) but noted that he could not be sanguine about NBC’s prospects. “I have to tell you that, due to the low ratings of the NBC programs over the past month and half, it has been necessary to lower the profit estimate for NBC for the year, and I can now say that the profit for NBC will be substantially below that of the prior year.” (In 1978 NBC’s profit level slipped to $12 per million from $153 million in 1977)

Mrs. Pfeiffer also came in for criticism from stockholders, and Mr. Griffiths rallied to support her and Mr. Silverman. “People have written in the press and speculated as to whether I would continue to support Mr. Silverman and Mrs. Pfeiffer,” Mr. Griffiths said. “I cannot speak more clearly than I will speak now and it is to the effect that they have my total and complete support.”

A shareholder asked about the status of Johnny Carson, the host of the Tonight show, who has asked to be released prior to 1981, when his contract expires. Mr. Griffiths replied that NBC is holding discussions with Mr. Carson and his advisors but said it would not be proper to discuss the matter more fully. (Mr. Carson later said he was staying [see “In Brief”]).

Mr. Carson was nominated by a shareholder to be an outside director of RCA. The proposal was turned down.

Mr. Griffiths fielded a number of other questions, dealing with alleged liberal bias in NBC News programs (he insisted that the news operation is fair and objective) and with the progress involved in the investigation in the unit managers scandal (he said NBC and federal prosecutors are continuing their probe and noted that the money involved amounted to “well under a million dollars”).

**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</td>
<td>6 mo. 3/31</td>
<td>$13,472,000</td>
<td>+20.5</td>
<td>$13,175,000</td>
<td>+23.7</td>
<td>$560</td>
</tr>
<tr>
<td>Blair</td>
<td>3 mo. 3/31</td>
<td>42,795,000</td>
<td>+10.6</td>
<td>39,690,000</td>
<td>+23.5</td>
<td>95</td>
</tr>
<tr>
<td>CBS</td>
<td>3 mo. 3/31</td>
<td>30,000,000</td>
<td>+11.3</td>
<td>27,000,000</td>
<td>+47.4</td>
<td>64</td>
</tr>
<tr>
<td>Coca</td>
<td>3 mo. 3/31</td>
<td>50,143,000</td>
<td>+17.1</td>
<td>43,000,000</td>
<td>+155.9</td>
<td>12</td>
</tr>
<tr>
<td>Combined Communications</td>
<td>3 mo. 3/31</td>
<td>64,070,000</td>
<td>+10.6</td>
<td>58,300,000</td>
<td>+30.9</td>
<td>51</td>
</tr>
<tr>
<td>Cowles</td>
<td>3 mo. 3/31</td>
<td>40,078,000</td>
<td>-12.3</td>
<td>35,000,000</td>
<td>+18.8</td>
<td>20</td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td>Year 12/31/77</td>
<td>89,907,000</td>
<td>+20.9</td>
<td>76,100,000</td>
<td>+20.1</td>
<td>28</td>
</tr>
<tr>
<td>Eastman-Kodak</td>
<td>12 wk. 3/25</td>
<td>1,643,964</td>
<td>+19.3</td>
<td>1,397,464</td>
<td>+40.1</td>
<td>12</td>
</tr>
<tr>
<td>Fife Industries</td>
<td>Year 12/31/77</td>
<td>1,843,364,000</td>
<td>+160.1</td>
<td>28,888,000</td>
<td>+81.6</td>
<td>1,256</td>
</tr>
<tr>
<td>Interpublic</td>
<td>3 mo. 3/31</td>
<td>72,989,000</td>
<td>+44.7</td>
<td>52,400,000</td>
<td>+48.1</td>
<td>34</td>
</tr>
<tr>
<td>Marvin Josephson</td>
<td>9 mo. 3/31</td>
<td>28,745,000</td>
<td>+18.6</td>
<td>24,438,000</td>
<td>+33.8</td>
<td>1,71</td>
</tr>
<tr>
<td>Kansas State Network</td>
<td>6 mo. 2/28</td>
<td>9,360,000</td>
<td>+20.3</td>
<td>7,500,000</td>
<td>+26.1</td>
<td>60</td>
</tr>
<tr>
<td>Knight-Ridder Newspapers</td>
<td>3 mo. 3/31</td>
<td>2,218,652,000</td>
<td>+13.1</td>
<td>1,937,000</td>
<td>+17.0</td>
<td>50</td>
</tr>
<tr>
<td>Meredith</td>
<td>9 mo. 3/31</td>
<td>13,571,000</td>
<td>+8.4</td>
<td>12,400,000</td>
<td>+10.1</td>
<td>1,54</td>
</tr>
<tr>
<td>Rollins</td>
<td>9 mo. 3/31</td>
<td>24,727,235</td>
<td>+17.8</td>
<td>18,154,000</td>
<td>+10.3</td>
<td>1,35</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>3 mo. 3/31</td>
<td>14,640,000</td>
<td>+6.8</td>
<td>13,700,000</td>
<td>+4.6</td>
<td>10</td>
</tr>
<tr>
<td>Telescan</td>
<td>9 mo. 3/31</td>
<td>7,986,100</td>
<td>+4.9</td>
<td>7,325,000</td>
<td>+23.4</td>
<td>27</td>
</tr>
<tr>
<td>Times Mirror</td>
<td>12 wk. 3/25</td>
<td>3,425,500</td>
<td>+12.3</td>
<td>2,699,000</td>
<td>+5.1</td>
<td>83</td>
</tr>
<tr>
<td>Transamerica</td>
<td>3 mo. 3/31</td>
<td>937,676</td>
<td>+12.9</td>
<td>815,000</td>
<td>+20.1</td>
<td>88</td>
</tr>
<tr>
<td>20th Century-Fox</td>
<td>3 mo. 3/31</td>
<td>15,546,000</td>
<td>+7.4</td>
<td>14,500,000</td>
<td>+9.2</td>
<td>23</td>
</tr>
<tr>
<td>Valtec Corp.</td>
<td>3 mo. 3/31</td>
<td>12,772,000</td>
<td>+59.9</td>
<td>57,500,000</td>
<td>+41.1</td>
<td>14</td>
</tr>
<tr>
<td>Washington Post</td>
<td>3 wk. 3/41</td>
<td>1,303,170,000</td>
<td>+15.5</td>
<td>863,500</td>
<td>+22.3</td>
<td>54</td>
</tr>
</tbody>
</table>
Storer blue chips. Cable television, buoyed by gains on the deregulatory front in the past 10 days, got a dollar-and-cents endorsement from Storer Broadcasting Co. at its stockholders meeting in Miami Beach, April 25. Storer last spring committed itself to a $100-million development and acquisition program in CATV (BROADCASTING, May 8, 1978), an undertaking that has gone so well that the pioneer broadcast-cable organization has now enlarged its plans to a four-five-year expansion project and raised the ante to $250 million. Storer Chairman Bill Michaels said that high on the list is a new system for a large part of Houston, for which construction is to start first-quarter 1979 activity under Executive Vice President Terry Lee and Cable Division Vice President Arno Mueller. This included the major acquisition of General Television Inc., with systems in Minnesota, Maryland and Delaware (BROADCASTING, Feb. 19) and an agreement in principle to buy a major system in Connecticut. Amplifying on the expansion program through 1982-83, Mr. Michael said: "Some $120 million in financing is being arranged in equal parts through a long-term loan of $80 million and a revolving credit agreement of $80 million, both of which have been informally assured. The radio stations being sold will gross nearly $42 million and the company is producing $40 million in annual cash flow before depreciation."

The widening worlds of ABC. ABC is paying approximately $42.6 million ($86 per share) for 83.5% of the outstanding stock of Chilton Co., Radnor, Pa., magazine and book publisher. The acquisition is via a tender offer that expired April 25 and by earlier agreements with Glenmede Trust Co., Philadelphia, to buy Chilton-held shares. ABC intends to buy the 16.5% balance of stock. □ □ □

Georgia off his mind. Gerald Rafshoon, White House media adviser, has sold his Rafshoon Advertising Inc., Atlanta, for an undisclosed price to Howard Rothchild, current president of the agency, and a second investor, whose identity is being withheld. Mr. Rothchild will become chairman of the board for the 16-year-old agency that bills about $7 million annually, with approximately 40% of that in broadcast. Among principal accounts: state of Georgia (tourism and industrial), Sears (regional) and Barwick (floor coverings). Mr. Rafshoon retains his Washington-based public relations firm, Rafshoon Communications, through a trustee. □ □ □

Expansion funding. Viacom International, the diversified communications company that is seeking to acquire Sonderling Broadcasting Corp., has arranged for additional financial help. It has established an unsecured, $17-million, three-year revolving credit at the prime lending rate, which may be converted into a four-year term loan at 10% of the prime rate for the first two years and 105% for the remainder of the term. The lenders are Morgan Guaranty Trust Co., Chemical Bank and First National Bank of Chicago. □ □ □

Good, but with a stutter. First quarter revenues of the New York Times Co.'s broadcasting group rose 9.7% above year-ago levels, reaching $2,569,000, "but, operating profit was slightly lower as a result of special one-time expenses at the company's Memphis television station (wreg-tv), "the Times company reported. Over-all revenues reached $14,108,000, up 4.9%, while net income totaled $7,641,000, up 7.6% □ □ Blair's betterment. Broadcasting accounted for $36,843,000 (22%) of the revenues and $9,285,000 (42%) of the operating profit of John Blair & Co. in 1978, according to the annual report. Virtually all of the rest came from graphics operations. Broadcasting included station-rop operations and WNDH(AM)-WCOZ(FM) Boston, to which are being added KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, and, subject to FCC approval, KOKH-TV Oklahoma City. The company reported 1978 net income of $10,852,000, up 18% from 1977, on revenues of $170,597,000, up 19.7%. □ □ □

Cable outlook for D.C. area. Cable firms looking to bring a system to Fairfax county, suburb of Washington, D.C., were warned last week that the investment may not be an attractive one. At least not right off. A study by Malarkey, Taylor and Associates, a Washington-based consultants, said that cable investors in Fairfax county would have to be able to endure losses for about 10 years before hoping to make a profit. Because of county requirements for underground cable construction, as well as the large number of TV stations that can be received in the area off air, the county is not the best location for cable, the report said. But poor risk or not, one member of the consulting firm said last week, there are cable firms interested in the area. He attributed this to the prestige location and the county's long range prospects for high profits.

O'Brien reports stir debate about ethics

Reston and Burger criticize them as ABC's Watson defends decision to go public with Supreme Court decisions before official release; network may have another leak in the works

ABC's ability to break the security of the Supreme Court—and its readiness to report its findings (BROADCASTING, April 23)—are continuing to figure in the news. ABC's Washington bureau chief, George Watson, has crossed swords with the New York Times's James Reston on the issue. And Chief Justice Warren E. Burger has put himself on the record on the issue—and on television.

Mr. Reston, in a column devoted to growing tension between the press and the court—and to what he said was the need for "more understanding" between judges and editors—was sharply critical of ABC News's performance: "The broadcasting by ABC of the Supreme Court's decisions in this latest case—before the court made it public—obviously serves no public purpose and is a drop of poison in the whole democratic process."

That kind of action, Mr. Reston added, "which has infuriated members of the court more than they dare admit ... is tending to place the press and the courts in contention and dividing them in their natural pursuit of justice."

Mr. Watson, in a response printed by the Times, asked if Mr. Reston really wants to set down "a public interest test for reporting." If so, he said, "by what criteria will decisions be made on what news to report and what to withhold? I hope that publishers and broadcasters alike regard their basic responsibility to be reporting the news, not gauging the public interest."

He also said he was "uncomfortable with the notion that the press and the courts should work together in common pursuit." (Mr. Reston is not the only journalist going public with criticism of ABC for in effect scooping the court on its decisions. NBC's Supreme Court correspondent, Carl Stern, in a letter in "Open
Mike," calls ABC’s actions "unprincipled" [see page 17].

Chief Justice Burger’s public entry into the dispute was surprising, not for what he said but for the medium he used. He has never been comfortable in front of cameras and microphones, and in recent months he has seemed positively hostile to broadcast journalists’ efforts to cover him.

But on April 28, after delivering a speech at William & Mary College in Williamsburg, Va. (which local television had recorded), he neither flinched nor appeared disturbed when he encountered David Browde, of WVEC-TV Norfolk, at a reception.

"I waited until he was free, I identified myself, and asked if I could ask some questions," Mr. Browde said last week. "He said as long as they didn’t involve points of law. And that was all there was to it.

Mr. Browde asked about the leaks out of the court, and the chief justice expressed the court’s concern over the possible repercussions of a security break in a case involving economic issues.

Breaking security in unimportant cases, lays "the foundation for breaking security—the integrity of the court’s processes—in important cases," he said.

"That is something no court can tolerate."

WVEC-TV, an ABC affiliate, sent the piece to the network for its Sunday evening news show, but it was never used. The piece did show up on another network on Sunday, however. CBS asked for it, obtained it, and ran it on the network’s late night news show with Ed Bradley.

One of Mr. O’Brien’s beats was confirmed when the court three weeks ago issued its opinion in the Herbert vs. CBS case—holding that public figures who are plaintiffs in libel suits may probe the thought processes of the journalists they are suing [BROADCASTING, April 23]. The court has not yet released the opinion in the second case on which Mr. O’Brien claims to have obtained advance information—one involving the rights of state prison inmates.

The investigation the chief justice was reported to have ordered in an effort to discover and plug the leak, led two weeks ago to reassignment of a government printing office employee working in the court’s print shop [BROADCASTING, April 30].

However, Mr. O’Brien indicated last week the court has the wrong man. "Succeeding weeks will tell" if the court has plugged the leak, he said. He said he is working on another Supreme Court story, which he indicated the network would break, "when we get all the facts."

Crystal reports China moving out of its dark ages of television

The People's Republic of China is making "a major effort to modernize" its television service after years of doing little or nothing about it, Lester M. Crystal, president of NBC News, said in reporting on his recent visit there.

Accepting an honorary doctor of laws degree from the University of Tampa, Fla., on April 28, Mr. Crystal said that Chinese TV "facilities are simple—almost primitive in some cities"—because "during the era when TV exploded here, it appears to have been paralyzed there. That is changing now," he said. "TV sets are on sale in the Friendship stores in the large cities, though they are costly—more than three months of a worker's salary. There is an emphasis on educational TV. There is an eagerness for programing from and about other countries. There are entertainment and cultural programs—and in one city they are even experimenting with commercials."

"But I am sure the leadership there will always rely on TV as an important tool to get its message and only its message to society."

Mr. Crystal said he looked forward to the time when U.S. networks are allowed to have permanent bureaus in China—a prospect that he explored on his visit and that is also taking CBS and ABC executives to China this month for similar explorations ("Closed Circuit," April 30).

"I feel it will be a measure of the leadership's stability and security when they decide to let us in," he said. "The decision-making process will never be as open as it is here, but I do believe we will be able to see enough and learn enough so our reporting will be substantive, and we will be able to record the transformation taking place in China."

Carter wows White House reporters

President's punch lines and praise for a free press are winning combination at annual dinner affair; Pierpoint of CBS to handle next year's

President Carter showed up at the annual White House correspondents dinner at the Washington Hilton hotel last week revealing his new hairdo and, what was more astonishing, an ability to capture an audience with a string of one-liners that had the press, and himself, as the butts. What's more, he finished off with a sentiment or two that won nods of agreement.

The White House transcript of the remarks indicates (laughter) or (laughter, applause) 49 times—possibly a record for remarks covering only a little more than four pages. What the transcript could not indicate was the expert timing with which the punch lines were delivered.

Probably the biggest laugh was drawn by a reference to the Democrat regarded as certain to try to take the party's nomination away from President Carter—Governor Jerry Brown of California. The Brown candidacy, Mr. Carter said, "is California's way of celebrating the Year of the Child."

A few paragraphs later, he had representatives of the broadcasting industry exchanging appreciative glances as he made a mock threat against the media: "Your understanding and our closeness is the reason that I am becoming increasingly interested, personally, in our nation's news media—the television, the radio, newspapers." (See, one member of the audience said, nudging another, "he mentioned television and radio ahead of newspapers") "As a matter of fact," the President continued, measuring his pauses with care, "to illustrate my own interest, I have recently asked [inflation fighter] Fred
Outwitting a twister

Rented generator and backup power supply that's part of emergency government plan keep two Texas radio stations on air following tornado

Some quick thinking and ingenuity allowed two radio stations to return to the air at reduced power after the recent tornado in Wichita Falls, Tex., knocked out electricity there (Broadcasting, April 16).

KLUR(FM) saw the twister pass within four blocks of its studio, destroying power lines in the area. The station was broadcasting from its studio when the tornado hit, however, by wiring into a generator near its transmitter.

KDAF-FM president Vernon Beck got his station on the air by actually going out and bringing a power supply back with him.

Mr. Beck drove to the Texas Electric Service Co. and got its last emergency generator, which was driven to the station on a special trailer. It took approximately two hours to wire in the generator, and the station was broadcasting six hours after the twister left town, providing service to listeners some 20 miles away. KLUR(FM), which ordinarily has a 100-mile service area, could be heard 40 miles away.

Sam Beard, KLUR(FM) general manager, said he was now planning to install generating equipment to guard against the loss of public power. Only one Wichita Falls station, KTRN(AM), stayed on the air for the entire period following the twister's touchdown, and this was aided by an emergency generator provided under the Broadcast Station Protection Program.

The program, paid for by the Defense Civil Preparedness Agency and administered by the FCC, currently has nearly 600 stations participating. But if DCPCA has its way, 2,000 additional stations will be eventually added to the list.

The problem, however, is money. According to Bill Beatty of the DCPCA, the budget for this year is $240,000, next year's budget is $265,000, and no new station expansion is planned until the budget is increased substantially. The budget for the next two years will be used instead to upgrade equipment.

Mr. Beatty said that a proposal pending presentation to Congress for expansion of the program asks for $4.6 million in fiscal 1981, with requested amounts escalating to $47 million in 1986. The average cost to outfit a station with the necessary equipment, he said, is $52,000. To add the additional 2,000 stations would therefore require more than $100 million.

Mr. Beatty said it has become increasingly easier to get stations interested in the program. Although it is a civil defense program intended for use during a nuclear incident, stations are permitted — and encouraged — to use the facilities during other types of emergencies, such as power outages. Situations such as the recent one in Wichita Falls, he said, illustrate the value of the program to stations. CBS, he added, has been advising affiliates to get on the BSPP waiting list.

Another program that has interested broadcasters lately is the Emergency Broadcast System. Although EBS is a national warning system, there are statewide and local plans as well that can be activated by a governor, the civil defense or the National Weather Service.

According to Raymond Seddon, chief of the FCC's Emergency Communications Division, a number of areas have put comprehensive plans into effect, while other regions have resisted implementation of local plans.

Ban on editorials by public stations is taken to court

Waxman, Pacifica, Women Voters argue that the law violates First and Fifth Amendments

Representative Henry Waxman (D-Calif.), the Pacifica Foundation and the League of Women Voters of California have joined forces in challenging the constitutionality of the statute prohibiting noncommercial stations from editorializing. The plaintiffs, in a suit filed in federal district court in Los Angeles, contend the statute violates the First and Fifth

Investigating the reporting. Herbert J. Gans, professor of sociology at Columbia University, spent months in the newrooms of CBS, NBC, Newsweek and Time in the late 1960's and went back for another look in 1975. What he came away with is "Deciding What's News" — an in-depth look at how America's reported in the national news media, and why it is so reported. Among his conclusions were that the electronic and print media's news presentations are produced by journalists who look at America in much the same way. This conclusion was reached after studying how the journalists selected the news and what they left out; how they reported the stories they selected; why they chose what they did; and what kinds of people they were.

Mr. Gans makes his way through such topics as values in the news, sources, story suitability, objectivity and censorship before arriving at some conclusions and recommendations that have caused a stir in some circles. Some questions he raises, for example, are whether American audiences would be willing to pay directly for TV through license fees, thereby supplying news without advertising, and whether it is at all feasible for journalists to own their own news organizations and run them communally or with some other form of delivery systems: an Endowment for News, similar to the federal agencies that now endow the arts and humanities, which acknowledges that federal funding for the news media may create some dangers, as it would put an end to the long-standing formal separation of press and state, but he believes there are some "viable reasons" that justify it as well.
Amendments.
Congress enacted the statute as part of the Public Broadcasting Act of 1967, in the belief that stations receiving some of their support from federal and state government might become "a giant, government-controlled propaganda machine."

The statute prohibits noncommercial stations from editorializing on any subject expressing support or opposition to political candidates also is barred. As the suit notes, the statute applies to all noncommercial stations, regardless of whether and to what extent they receive federal support, and whether they are owned by government entities.

The plaintiffs contend that, as a flat prohibition of speech, the law violates the First Amendment—that, at a minimum, it is overbroad in applying to all noncommercial stations, regardless of whether they receive money from Washington. They also say that the law violates noncommercial broadcasters' Fifth Amendment right to equal protection of the laws, since it applies only to them, not to commercial broadcasters.

The suit was filed in behalf of the three plaintiffs by the Center for Law in the Public Interest, a public interest law firm in Los Angeles, which has long been concerned about the editorializing restriction. Pacifica, a nonprofit educational corporation, operates noncommercial FM stations in five markets, including KPFF, Los Angeles.

Representative Waxman, a former member of the House Communications Subcommittee, attempted in the previous Congress to weaken the ban on editorializing. He sponsored an amendment to the public broadcasting financing and reform bill that would have permitted noncommercial stations to editorialize, though it would retain the ban on supporting or opposing political candidates. The amendment was passed by the House, but was dropped from the Senate-House conference report on the bill at the insistence of the Senate.

**Scripps determined on UPI**

Edward W. Estlow, president of E.W. Scripps Co., told a meeting of UPI subscribers that UPI has not been a "profit center for some time" but that a study is under way looking to strengthen it and "to further its perpetuity."

Mr. Estlow said that UPI's operations are subsidized by the Scripps company, which owns 95% of the news service. The remaining 5% is held by the Hearst Corp.

Both UPI management, headed by President Roderick W. Beaton, and the UPI Newspaper Advisory Board, led by Richard Capen of Copley Newspapers, are participating in the planning to strengthen UPI. Mr. Capen said the advisory board has urged the introduction of technological improvements and believes that distribution by communications satellite "will provide a key hedge against accelerating costs."

**Broadcast Technology**

**Look at more than 9 khz, ABC urges**

In comments, network tells commission it should study all the various proposals for adding more radio service, not just NTIA's, and set up industry-government committee

The National Telecommunications and Information Administration petition to the FCC for a reduction in AM channel spacing has generated another call for a wide-ranging inquiry to examine all of the many proposals offered to increase the number of radio assignments. This time, the proposal came from ABC.

In comments filed with the commission last week, ABC said "the desirability and feasibility of reduced channel spacings" cannot be adequately addressed "in isolation from other ongoing radio deliberations which individually and cumulatively can radically alter the shape and structure of radio services."

NTIA's proposal, which ultimately would require acceptance by all of the nations of the western hemisphere, would reduce channel spacings from 10 khz to 9 khz, and would make room for an estimated 2,300 new full-time stations.

But, as ABC noted, there are also pending proposals for expanding the AM band and breaking down the clear channels.

All told, ABC said, the proposals could permit the authorization of "as many as 5,000 to 8,000 or more new full-time AM stations," depending on power, class and contour protection.

An inquiry into the relationship of the various proposals and their possible impact on service to the public was recommended by the Association for Broadcast Engineering Standards Inc. two months ago (BROADCASTING, March 12). And the National Association of Broadcasters has recommended that a government-industry committee be established to study the feasibility of the various means of permitting daytime-only stations to operate at night.

ABC, in its comment, also urged the creation of a government-industry committee that would examine the engineering issues inherent in the deliberations and to study the feasibility of developing a computer program to aid in establishing a channelization and assignment plan for the AM service.

The issues ABC suggests be examined in an inquiry include the extent of unmet radio service, the regulatory goals to be served by any changes in existing policies, the feasibility and relative advantages or disadvantages of the various AM allocations options being considered, the feasibility of establishing a new AM table of assignments and/or comprehensive assignment principles, and the extent to which the radio marketplace can support additional new radio stations without adversely affecting existing services.

ABC would not limit the proposed task force's concern to AM radio. The comment said the task force could serve as a forum for cooperative industry-government analyses of NTIA's proposal for an expanded FM radio service (BROADCASTING, April 23).

"Consequently," ABC said, "the 9 khz AM spacing proposal could be considered as part of a comprehensive overview of issues which will shape the future for the nation's radio service."

**NAB and CBS upset over CB interference**

The National Association of Broadcasters and CBS have complained to the FCC about interference to TV sets caused by citizen band transmission, but the two groups recommended different remedies.

CBS said that its stations have received complaints from viewers regarding interference from CB's, and the commission should consider establishing a radio frequency interference advisory committee to address the problem. This committee, CBS said, would be composed of members representing the government, broadcasters, manufacturers, CBers and other interested groups to consider and propose solutions to the problem.

NAB's comments, which came in response to a commission inquiry looking into ways of reducing interference, were considerably more direct. "The dramatic increase in interference to television and radio reception, especially due to the growth of legal and illegal citizens band transmitting equipment, cannot be overstated," it argued.

NAB said that a number of radio and TV stations have been injured by the loss of effective coverage due to frequency interference, and that broadcasters find themselves unable to resolve most consumer interference complaints.

As for a remedy, NAB suggested that as long as alternative remedies to the problem appear feasible, it didn't think additional regulations on the consumer electronics industry were necessary. But NAB said that unless there is a "renewed and expanded commitment" from that industry to solve the problem, government involvement may in fact be required.

"Although it would be preferred that the industries involved improve their products 'voluntarily,' it may be that the only effective method is through federal regulation," NAB concluded.

**Technical Briefs**

**Liar satellites.** Senate Communications Subcommittee member Larry Pressler (R-S.D.) has asked President Carter for action to guard against use of satellites by "enemy forces" to reach American homes. Senator said when satellite-to-
home broadcasts become reality, central control over information will be reduced in this country. Foreign satellites could broadcast false information ‘which would threaten our national security under certain conditions,’ he said.

On the frontier. FCC Broadcast Bureau is seeking comments on its proposal to assign VHF channel 10 to Dillingham, Alaska, fishing, trading and administrative center of 914 people 310 miles southwest of Anchorage. Dillingham Village Council, which requested allocation, said it was prepared to spend $30,204 grant from Bureau of Indian Affairs to build station. Comments are due June 1, replies June 21.

Wants in. Robert Wold Co. has filed to intervene in case brought before U.S. Court of Appeals in Washington by ABC, CBS and NBC seeking partial reversal of FCC rulings involving rates AT&T can charge conventional and occasional networks. Wold firm is involved in ad hoc networking and would benefit from commission rulings that Bell should be charging each kind of network on direct-cost basis.

S$5-million deal. RCA color television studio equipment valued at more than $5 million is being installed at Radio-Televisi Belgrade (RTB) in Yugoslavia. It includes 22 studio, field and portable production cameras, as well as film-originating systems and video tape recorders.

Gear for Egypt. Harris Corp. has been awarded $5.2-million contract to build and install 80 transmitters for radio network in Egypt. AM transmitters will be at 20 locations to rebroadcast programs originated in Cairo. Harris will also supply high-frequency radio links to some sites.

NAB trying to block any home-computer waiver

The National Association of Broadcasters, concerned about possible television interference from home computers, has asked the FCC to deny a Texas Instruments request to waive certain rules that would allow TI to begin sale of a new home computer system.

TI's request for waiver followed its petition for rulemaking last February to amend the same rules for the technical standards and certification of class II TV devices. A rule waiver or change would clear the way for the sale of its Model TI-900 modulator with an associated home computer.

NAB said that many home computers and similar devices are "capable of emitting radio frequency energy that could cause intolerable interference to television reception." It said the fact that the FCC’s Office of the Chief Engineer is now investigating possible television interference from video devices, should "raise a flag of caution."

NAB also said TI's request is an effort to circumvent the rulemaking process, but that rules designed to protect the viewing audience should not be "conveniently waivable."

In response to TI's claim that other manufacturers are already marketing video devices that do not comply with FCC rules, NAB urged the FCC to bring those manufacturers into compliance with the rules or "cast them from the marketplace."

NAB cautioned that "now is the time to control . . . the radiation levels of personal home video devices while this newly emerging technology is in its embryonic stage."

From France. An agreement was signed in Washington last week by Microband National System Inc. to help develop and promote the French Antiope teletext system in the U.S. by means of common carrier or private microwave systems, including MDS. The first real-time demonstration of the Antiope/MDS distribution system was held Monday at the National Information Conference and Exposition, with a series of experiments scheduled to help identify the best approach for delivering the service to business and commercial users as well as the home-computer market. Included among the information sources displayed at the demonstration were SOPAD (summary of proceedings and debates) reports from the House Information Systems; the "Green Thumb Service," which provides weather and agricultural information; financial and business news, and horse-racing results.

From France, the French company promoting Antiope, has created an American subsidiary, AVS Inc.—Antiope Videotex Systems. Sofratev has been participating in the Electronic Industries Association Subcommittee on Teletext, and has been engaged in technical field trials over KMOS-TV St. Louis. In addition, Sofratev President Jean Guillerman took a side trip to New York last week to confer with NBA officials over the Antiope proposals, looking over the network's wrc-TV Washington and preliminary talks also have been held with WGBH-TV Boston and KTTV Los Angeles with possible future tests in mind. The Antiope/MDS program, known as Intextel, will be originally aimed at business, government and institutional applications.

Health care. Hospital patients began receiving a new service last week when the Public Service Satellite Consortium began test marketing its nationwide television network. From May 1 to June 30, PSSC will transmit an hour’s worth of health education programs each day, the service, which becomes operational on July 1, when service will be extended to two hours daily, will be transmitted by the National Satellite Network, PSSC’s distribution service, via RCA’s Satcom I. At present, more than 1,300 cable systems can receive a signal from Satcom I, and approximately 500 hospitals are connected to those systems. Cable systems will not be charged, and hospitals will pay one cent per hour per patient per day for the programming, which includes information on such topics as child care, hypertension, nutrition and strokes. PSSC says it hopes eventually to pay cable systems to run the programming; that won’t come, however, until enough hospitals sign up and the service proves profitable.

Earth stations flying high. A new study by Frost & Sullivan, “Commercial Satellite Communications Markets in North America,” predicts that the earth-station market will jump from $58 million this year to $194 million in 1988, for a total market of $1.1 billion over the next 10 years. The 281-page study suggests that the greatest expansion of satellite communications will be in entertainment television, but high speed data transmission is also on the horizon, which will create a market for computer communications via satellite. The study warns, however, that the forthcoming World Administrative Radio Conferences could mean some “significant changes” for the developed nations in terms of satellite use.

All systems go. The first seminar dealing with private television satellite receiver terminals is expected to have more than 500 participants at the three-day event Aug. 14-16. In addition to workshops on building terminals, a number of commercial satellite TV hardware manufacturers will be on hand to show their wares. Included in the group will be Antiope, a subsidiary of Scientific-Atlanta that will market ground-station equipment to homes, ranches and work sites ("In Sync," April 30). Registration fee for the seminar, scheduled for Oklahoma City, is $125. For information: (405) 947-4717.

New dishes. United States Tower Co. is testing a new series of four-meter and five-meter satellite receive dishes, an adaptation of its all-aluminum six-meter dish. The five-meter model (the 5MDF), aimed primarily at the cable TV market, will sell for $6,300, while the smaller 4MLF is priced at $3,800. The new dishes feature a reflective fiberglass skin over rigid, lightweight aluminum. 

Broadcasting May 7 1979 76
Broadcasting is an idea business. Ideas promote sales. Ideas promote audiences. Ideas promote our industry. The Broadcasters Promotion Association is an idea exchange. Every month, BPA publications provide station management with the very latest sales promotion and audience building ideas.

Each June, BPA members meet for a three-day working seminar. Industry leaders participate at this BPA Seminar. They are well aware that the future of their companies and the broadcast business in general will be shaped by those with the best, and the brightest ideas.

BPA references? Ask your rep, your network, your broadcast industry association. Ask any one of the 750 radio and television BPA members.

Where is your next big idea coming from? Ideas that move audiences? Ideas that move announcements? Ideas that move public relations?

BPA membership is an idea investment. You and your station will receive a wealth of imaginative, innovative and productive sales and promotion ideas every month.

Join BPA. Do it today!
Madison Ave. goes to Capitol Hill

AAF convention in Washington will feature speakers from agency and government worlds

The American Advertising Federation is gearing up for a look into the future next month when its annual convention will explore the theme, "Focus on the '80's."

Scheduled for June 9-13 at the Hyatt Regency hotel on Capitol Hill in Washington, the AAF agenda will feature a wide range of industry and government leaders who will tackle such matters as advertising and marketing trends, the outlook for regulation, the current and projected economic climate, and consumer behavior for the coming decade.

Key government representatives include Stuart Eizenstat, assistant to the President for domestic affairs and policy; Federal Trade Commission Robert Pitofsky, and Representative Elliott Levitas (D-Ga.). Mr. Eizenstat, featured at the June 11 keynote session, will speak on a number of issues, including economic matters. Mr. Pitofsky takes the podium at the June 11 luncheon for a look at the future role of the FTC as it affects business and consumers, while Mr. Levitas follows on June 12 with an explanation of H.R. 1776, his newly introduced bill that would establish a legislative veto of FTC rules.

One key panel, "Advertising in the '80's," will bring together agency executives Alfred Seaman, president of SSC&B; Marvin Honig, executive vice president and executive creative director, Doyle Dane Bernbach, and Jackie Da Costa, senior vice president, Ted Bates & Co. The trio will explore advertising and marketing trends on the international scene, creative advertising trends of the future and anticipated changes in communications media directed to various consumer audiences.

Additional convention speakers include AAF President Howard Bell and Executive Vice President Jonah Gitlitz, who will offer the federation's view on legislative and regulatory issues that affect the industry today, as well as those that may have some impact in the next few years.

Other events scheduled are the Adby Awards presentation, a "student/pro rap session," the AAF national student advertising competition, and the Ad II public service competition.

Hotel and registration information may be obtained from Christie Dalgarno at AAF headquarters.

**Tanner tangled in LB&J**

The complicated bankruptcy of Lindsey, Bradley & Johnson Inc. has become more so with the Chattanooga disclosure that William B. Tanner Co., Memphis, has filed a motion objecting to the jurisdiction of the bankruptcy court in Chattanooga.

Last March the trustee for LB&J filed suit against Sears, Roebuck & Co. and more than 400 creditors, including broadcast stations and Tanner, claiming that the agency's principal client, Sears, acted improperly when it paid creditors directly when it heard that LB&J was on the verge of insolvency in the fall of 1977 (BROADCASTING, March 12). A total of about $323,000 paid by Sears is being sought by the trustee.

Tanner, a media promotion and service company, claims that it is an unsecured creditor of LB&J in the amount of almost $450,000. For a period in the fall of 1977, according to the trustee, Tanner acted as an agent for LB&J in collecting expenditures for clients and this sum amounted to approximately $60,000.

In its motion, Tanner claimed its principal place of business is in Memphis and as such is not subject to the Chattanooga court's jurisdiction.

**Advertising Briefs**

**Black excellence.** Forty-two categories have been established for the 1979 CEBA awards, sponsored by the World Institute of Black Communications to honor excellence in advertising and communications geared to black audiences. Institute was created in 1978 by National Black Network. Deadline for entries for CEBA—Communications Excellence to Black Audiences—is June 15, at World Institute, 1350 Avenue of the Americas, New York 10019.

**Dental ads OK'd.** American Dental Association has agreed, at least for the moment, not to restrict truthful advertising by dentists. Under consent agreement with Federal Trade Commission, final settlement of ADA case depends on outcome of similar suit brought by FTC against American Medical Association. If commission or court dismisses ADA case, ADA case would also be dismissed. Until ADA case is dismissed, however, ADA has agreed to remove from its code of ethics provisions that outlaw ads.

**No-no.** New York Court of Appeals has upheld two directives of state's Public Service Commission intended to curb advertising and promotions encouraging use of electricity. Court maintained that PSC regulation prohibiting electric corporations "from promoting use of electricity through use of advertising" was constitutional and also upheld another directive banning inserts mailed in envelopes with customers' bill in which utilities take positions on controversial issues. Decision cited non-competitive market in which electric corporations operate as reason for its stand.

---

**March on.** Advertiser expenditures in network television in March totaled $371 million, a 14.7% gain over March 1978, according to figures compiled by Broadcast Advertisers Reports for the Television Bureau of Advertising. For the first quarter of 1979, network TV investments ran 15.2% ahead of the first quarter last year. ABC-TV had 35.8% of the three-month total, CBS TV had 32.4% and NBC-TV 31.8%.

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$116,620,100</td>
<td>$131,504,300</td>
<td>+14.7</td>
<td>$335,839,700</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>76,590,100</td>
<td>85,523,500</td>
<td>+11.1</td>
<td>262,433,800</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>37,630,000</td>
<td>45,880,800</td>
<td>+22.2</td>
<td>151,240,000</td>
</tr>
<tr>
<td>Nighttime</td>
<td>208,725,400</td>
<td>239,508,500</td>
<td>-1.7</td>
<td>648,233,900</td>
</tr>
<tr>
<td>Total</td>
<td>$323,345,500</td>
<td>$371,012,800</td>
<td>+14.7</td>
<td>$941,255,700</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$118,635,300</td>
<td>$137,063,800</td>
<td>$127,110,800</td>
<td>$354,826,900</td>
</tr>
<tr>
<td>February</td>
<td>131,391,400</td>
<td>118,826,200</td>
<td>103,451,200</td>
<td>353,252,400</td>
</tr>
<tr>
<td>March</td>
<td>136,814,800</td>
<td>113,369,800</td>
<td>371,012,800</td>
<td></td>
</tr>
<tr>
<td>Year to date</td>
<td>388,541,300</td>
<td>351,217,100</td>
<td>344,231,800</td>
<td>1,083,990,000</td>
</tr>
</tbody>
</table>

Black excellence. Forty-two categories have been established for the 1979 CEBA awards, sponsored by the World Institute of Black Communications to honor excellence in advertising and communications geared to black audiences. Institute was created in 1978 by National Black Network. Deadline for entries for CEBA—Communications Excellence to Black Audiences—is June 15, at World Institute, 1350 Avenue of the Americas, New York 10019.

Dental ads OK'd. American Dental Association has agreed, at least for the moment, not to restrict truthful advertising by dentists. Under consent agreement with Federal Trade Commission, final settlement of ADA case depends on outcome of similar suit brought by FTC against American Medical Association. If commission or court dismisses ADA case, ADA case would also be dismissed. Until ADA case is dismissed, however, ADA has agreed to remove from its code of ethics provisions that outlaw ads.

No-no. New York Court of Appeals has upheld two directives of state's Public Service Commission intended to curb advertising and promotions encouraging use of electricity. Court maintained that PSC regulation prohibiting electric corporations "from promoting use of electricity through use of advertising" was constitutional and also upheld another directive banning inserts mailed in envelopes with customers' bill in which utilities take positions on controversial issues. Decision cited non-competitive market in which electric corporations operate as reason for its stand.
More pay for L.A.

HBO is to be the latest to offer programming for pay in Southern California, giving competition to Theta Cable and two subscription TV outlets.

Los Angeles, already a competitive pay-TV market with Theta Cable's channel Z and two over-the-air subscription services, soon will have another supplier in the running: Home Box Office.

If all goes as planned in an agreement in principle, Time Inc.'s HBO service will be offered later this year on Sammons Communications' Glendale, Burbank and Sylmar systems (21,000 basic subscribers, passing 44,000 homes). Those areas will provide the first major head-to-head test of HBO against another premium service: the home-grown channel Z, already offered by the Sammons system, which plans major expansion.

In addition, HBO also will be moving into Los Angeles on a new system being built in Playa del Rey and Westchester (passing 25,000 homes), owned by TV personality/producer Jack Barry, and on Sunland and Tujunga systems (16,000 homes passed) owned by King Video Cable. HBO's Take 2 minipay package also will be hitting the city under an arrangement with Times Mirror for Los Angeles, Orange and San Diego counties (70,000 homes passed).

While the Los Angeles entry is a major aspect of HBO's deal with the multiplex-system operator, the arrangement is far-ranging. In all, it calls for HBO introduction into 16 franchise areas with 104,000 basic subscribers and more than 238,000 homes passed. In Dallas, there will be 13,000 homes passed; other places involved are Harrisburg, Pa.; Pleasantville, N.J.; Gallaway township, Wash.; Morristown and Newport, Tenn.; Middleboro, Ky.; Waynesville and Black Mountain, N.C., and Live Oak, Fla.

AP's cable mavens

The AP has put together a five-member board that will advise AP on its future role in cable television. The AP CATV advisory board, scheduled to meet at the National Cable Television Association convention May 20-23, will report on current operations and the future outlook.

The five volunteer board members are: Edward Allen, president, Western Communications Inc., Walnut Creek, Calif.; Bill Keller Jr., president, Clearview Cable TV, Dublin, Ga.; Dick Kirby, vice president-programming, the Cablevision Communications Center, Baton Rouge; Gene Linder, director of programming, American Television & Communications Inc., Englewood, Colo., and John Jacobs Jr., president, Gainesville Cable TV, Gainesville, Ga.

Broadband bill draws cable support

A Senate bill that would permit federal financing of broadband video facilities in rural areas was supported by the National Cable Television Association, among other organizations last week.

NCTA Chairman Robert Hughes told the Senate Agriculture Committee that though his association opposed such legislation last year, it is pleased to see that the new version of S. 836 by Senator John Melcher (D-Mont.) no longer limits recipients of the funds to telephone companies.

Mr. Hughes said the point should be to "provide maximum service to consumers through the most efficient means possible, rather than favoring any particular industry or technology."

S. 836 would authorize the Rural Electrification Administration to lend money to extend television services to areas not adequately served now. The plan is an extension of REA's current authority to make loans to extend telephone services to those areas. Mr. Hughes said without the government loans, cable companies could not afford to build in rural communities.

He also urged inclusion of a pole attachment provision in the bill similar to that passed by Congress last year, that would permit cable operators access to local telephone poles at regulated rates.
### Playlist May 7

#### Contemporary

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Reunited □ Peaches &amp; Herb</td>
<td>Polydor</td>
</tr>
<tr>
<td>2</td>
<td>Heart of Glass □ Blondie</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>3</td>
<td>What a Fool Believes □ Doobie Bros</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>4</td>
<td>Knock on Wood □ Amil Stewart</td>
<td>Arista</td>
</tr>
<tr>
<td>5</td>
<td>Shake Your Body □ Jacksons</td>
<td>Epic</td>
</tr>
<tr>
<td>8</td>
<td>In the Navy □ Village People</td>
<td>Casablanca</td>
</tr>
<tr>
<td>7</td>
<td>Music Box Dancer □ Frank Mills</td>
<td>Polydor</td>
</tr>
<tr>
<td>8</td>
<td>Hot Stuff □ Donna Summer</td>
<td>Casablanca</td>
</tr>
<tr>
<td>9</td>
<td>He's the Greatest Dancer □ Sister Sledge</td>
<td>Coliision</td>
</tr>
<tr>
<td>10</td>
<td>Goodnight Tonight □ Wings</td>
<td>Columbia</td>
</tr>
<tr>
<td>11</td>
<td>Disco Night □ GO</td>
<td>Arista</td>
</tr>
<tr>
<td>12</td>
<td>Lady □ Little River Band</td>
<td>Harvest</td>
</tr>
<tr>
<td>13</td>
<td>Take Me Home □ Cher</td>
<td>Casablanca</td>
</tr>
<tr>
<td>14</td>
<td>Stumblin' In □ Suzi Quatro &amp; Chris Norman</td>
<td>RSO</td>
</tr>
<tr>
<td>15</td>
<td>I Want Your Love □ Chic</td>
<td>Atlantic</td>
</tr>
<tr>
<td>16</td>
<td>Blow Away □ George Harrison</td>
<td>Dark Horse</td>
</tr>
<tr>
<td>17</td>
<td>Ain't No Stoppin' □ McFadden &amp; Whitehead</td>
<td>Phila. Int.</td>
</tr>
<tr>
<td>18</td>
<td>I Got My Mind Made Up □ Instant Funk</td>
<td>Salsoul</td>
</tr>
<tr>
<td>20</td>
<td>Ain't Llove a Bitch □ Rod Stewart</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>21</td>
<td>We Are Family □ Sister Sledge</td>
<td>Coliision</td>
</tr>
<tr>
<td>22</td>
<td>Logical Song □ Supertramp</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>23</td>
<td>Deeper Than the Night □ Olivia Newton-John</td>
<td>MCA</td>
</tr>
<tr>
<td>24</td>
<td>Love You Inside Out □ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>26</td>
<td>Honesty □ Billy Joel</td>
<td>Columbia</td>
</tr>
<tr>
<td>27</td>
<td>Love Is The Answer □ England Dan &amp; Coley □ Big Tree</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Sultan's of Swing □ Dire Straits</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>29</td>
<td>Love Takes Times □ Orleans</td>
<td>Infinity</td>
</tr>
<tr>
<td>30</td>
<td>Chuck E's In Love □ Ricky Lee Jones</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>31</td>
<td>There But For The Grace Of God Go □ Machine</td>
<td>MCA</td>
</tr>
<tr>
<td>32</td>
<td>You Take My Breath Away □ Rex Smith</td>
<td>Columbia</td>
</tr>
<tr>
<td>33</td>
<td>Tragedy □ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>34</td>
<td>Love Ballad □ George Benson</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>35</td>
<td>Good Timing □ Beach Boys</td>
<td>Cariboo</td>
</tr>
<tr>
<td>36</td>
<td>Boogie Wonderland □ Earth, Wind &amp; Fire □ Emotions</td>
<td>Col.</td>
</tr>
<tr>
<td>37</td>
<td>Rock 'n' Roll Fantasy □ Bad Company</td>
<td>Swan Song</td>
</tr>
<tr>
<td>38</td>
<td>She Believes in Me □ Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>39</td>
<td>Minute by Minute □ Dobble Bros</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>40</td>
<td>Dancin' Fool □ Frank Zappa</td>
<td>Zappa</td>
</tr>
<tr>
<td>41</td>
<td>I Want You To Want Me □ Cheap Trick</td>
<td>Epic</td>
</tr>
<tr>
<td>42</td>
<td>Renegade □ Styx</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>43</td>
<td>Do Ya Think I'm Sexy □ Rod Stewart</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>44</td>
<td>Little Bit of Soap □ Nigel Olsson</td>
<td>Bang</td>
</tr>
<tr>
<td>45</td>
<td>Such a Woman □ Tycoon</td>
<td>Arista</td>
</tr>
<tr>
<td>46</td>
<td>It Must Be Love □ Alton McClain &amp; Destiny</td>
<td>Polydor</td>
</tr>
<tr>
<td>47</td>
<td>Old Time Rock And Roll □ Bob Seger</td>
<td>Capitol</td>
</tr>
<tr>
<td>48</td>
<td>Hot Number □ Foy</td>
<td>Dash</td>
</tr>
<tr>
<td>49</td>
<td>Just the Same Way □ Journey</td>
<td>Columbia</td>
</tr>
<tr>
<td>50</td>
<td>Roxanne □ The Police</td>
<td>A&amp;M</td>
</tr>
</tbody>
</table>

---

### Playback

Disco history. Dennis Mockler, program director at WKWK/WJQ in Wheeling, Va., has predicted that "disco is going to evolve because people are going to start producing records with more of a balance." Donna Summer may be heralding such an evolution with her latest single, Hot Stuff (Casablanca). Jim Golden, program director at WSSR/WMPS Pensacola, Fla., says the record is "the best she's ever done. It's more direct, less heavily produced and everybody likes the theme of a bad girl." In agreement with him is Bob Conrad, program director at WINGAM/Seattle, who calls the record, "a nice piece of rock 'n' roll" which answers the "anti-disco feeling building right now in almost every market." Hot Stuff bolts this week to number eight after its debut four weeks ago at 27. An even greater dance tune. Program directors seem to be unanimous in the opinion that We Are Family, the latest single by Sister Sledge, is a much stronger hit than He's the Greatest Dancer, which appears to have peaked on "Playlist" last week at number eight. Gerry Reed, program director at WINGAM/Binghamton, N.Y., says his weekend club work brought the song to his attention as "having a particularly wide base of popularity. Different age groups dance to different records, but when you play Family everybody will get up and dance." Ken Curtis, program director at WILEX/Amsterdam, Va., says, "even our business manager likes it. The initial reaction we're getting is that people like the record's theme of family unity." Family bolts this week from 33 to 21, and appears destined, in the words of Ken Warren, program director at WINGAM/Dayton, Ohio, to "go top 10."
something this good gets a workout!

The main reason is that buyers and sellers alike agree that the material contained in NCA is invaluable as a planning tool.

Newspaper Rates and Data's 1979-1980 newspaper circulation analysis

is a publication every buyer and seller of media should have.

It can be used to:

- Locate competitors' strengths & weaknesses
- Prepare more effective media plans, promotions, presentations
- Evaluate new markets
- Compare sales tactics with similar markets
- Apply the most current data to marketing approaches

Included are computerized tabulations of U.S. daily and Sunday adjusted circulation rates, market data and demographics arranged in five sections:

1. Metro area circulation and penetration.
2. Newspaper circulation within TV market areas with open line rates.
3. County-by-county circulation and penetration.
4. Circulation analysis of newspapers and newspaper groups; includes black & white page rates.
5. Ranking tables for 20% and 50% counties, daily and Sunday.

Additionally, NCA provides you line rates, page rates and a wide range of demographics including number of households, adults, teenagers and children. You'll also find retail, food store, drug store sales and consumer spendable income for each market area, ADI, metro and county.

Order now and save $10. Start giving NCA a workout in your office.

I am enclosing $___________ to cover my order for ________ copies of the 1979-80 NCA at the special pre-publication price of $15 each.

I understand that payment must accompany this non-cancellable order and be received on or before June 15, 1979, to qualify for the reduced price rate. (If billing requested or order received after June 15, 1979 the price of NCA is $25.)

PLEASE TYPE OR PRINT

Name: ___________________________ Title: ___________________________
Company Name: ___________________________ Type of Business: ___________________________
Address: ___________________________ State: ___________ Zip: ___________
City: ___________________________
Authorized Signature: ___________________________

NOTE: NCA is a supplement to NEWSPAPER RATES & DATA. If you are a subscriber, you will receive one free copy per subscription.
Media

Alexander J. Williams, corporate VP of Great Trails Broadcasting Corp., Cincinnati, elected president of company, licensee of five AM and four FM stations in Ohio, Kentucky and Wisconsin. Charles Sawyer, president and principal owner of Great Trails, died at age 92 (Broadcasting, April 16).


Robert C. Butler, VP and controller, NBC, New York, named executive VP and chief financial officer. Charles D. Black, staff VP, in-
SEND THE BOOKS WHOSE NUMBERS ARE INDICATED AT RIGHT. PAYMENT MUST ACCOMPANY YOUR ORDER.

NAME__________________________________________________________

ADDRESS_____________________________________________________

T CITY________________________STATE_____ZIP______________________

TOTAL $__________

Book No. | Price
---|---
T403. | $12.95
T404. | $12.95
T405. | $12.95
T406. | $12.95
T407. | $12.95
T408. | $12.95
T409. | $12.95
T410. | $12.95
T411. | $12.95
T412. | $12.95
T413. | $12.95
T417. | $9.95
T418. | $9.95
T419. | $9.95
T420. | $9.95
T426. | $12.95
T428. | $14.95
T434. | $12.95
T435. | $14.95
T436. | $12.95

SPEAKERS GUIDE FOR BROADCASTERS

AM-FM BROADCAST STATION PLANNING GUIDE

THE ANATOMY OF LOCAL RADIO-TV COPY

BROADCAST STATION OPERATING GUIDE

THE BUSINESS OF RADIO BROADCASTING

JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS

COMMERCIAL FCC LICENSE HANDBOOK

HOW TO BROADCAST RADIO ADVERTISING

MANAGING TODAY'S RADIO STATION

MODERN RADIO BROADCASTING

RADIO PRODUCTION TECHNIQUES

TV LIGHTING HANDBOOK

ORGANIZATION & OPERATION OF BROADCAST STATIONS

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W. Washington, D.C. 20036

Book No. | Price
---|---
T403. | $12.95
T404. | $12.95
T405. | $12.95
T406. | $12.95
T407. | $12.95
T408. | $12.95
T409. | $12.95
T410. | $12.95
T411. | $12.95
T412. | $12.95
T413. | $12.95
T417. | $9.95
T418. | $9.95
T419. | $9.95
T420. | $9.95
T426. | $12.95
T428. | $14.95

SEND THE BOOKS WHOSE NUMBERS ARE INDICATED AT RIGHT. PAYMENT MUST ACCOMPANY YOUR ORDER.

NAME__________________________________________________________

ADDRESS_____________________________________________________

T CITY________________________STATE_____ZIP______________________

TOTAL $__________

Book No. | Price
---|---
T403. | $12.95
T404. | $12.95
T405. | $12.95
T406. | $12.95
T407. | $12.95
T408. | $12.95
T409. | $12.95
T410. | $12.95
T411. | $12.95
T412. | $12.95
T413. | $12.95
T417. | $9.95
T418. | $9.95
T419. | $9.95
T420. | $9.95
T426. | $12.95
T428. | $14.95

SPEAKERS GUIDE FOR BROADCASTERS

AM-FM BROADCAST STATION PLANNING GUIDE

THE ANATOMY OF LOCAL RADIO-TV COPY

BROADCAST STATION OPERATING GUIDE

THE BUSINESS OF RADIO BROADCASTING

JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS

COMMERCIAL FCC LICENSE HANDBOOK

HOW TO BROADCAST RADIO ADVERTISING

MANAGING TODAY'S RADIO STATION

MODERN RADIO BROADCASTING

RADIO PRODUCTION TECHNIQUES

TV LIGHTING HANDBOOK

ORGANIZATION & OPERATION OF BROADCAST STATIONS

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W. Washington, D.C. 20036

Book No. | Price
---|---
T403. | $12.95
T404. | $12.95
T405. | $12.95
T406. | $12.95
T407. | $12.95
T408. | $12.95
T409. | $12.95
T410. | $12.95
T411. | $12.95
T412. | $12.95
T413. | $12.95
T417. | $9.95
T418. | $9.95
T419. | $9.95
T420. | $9.95
T426. | $12.95
T428. | $14.95

SEND THE BOOKS WHOSE NUMBERS ARE INDICATED AT RIGHT. PAYMENT MUST ACCOMPANY YOUR ORDER.

NAME__________________________________________________________

ADDRESS_____________________________________________________

T CITY________________________STATE_____ZIP______________________

TOTAL $__________

Book No. | Price
---|---
T403. | $12.95
T404. | $12.95
T405. | $12.95
T406. | $12.95
T407. | $12.95
T408. | $12.95
T409. | $12.95
T410. | $12.95
T411. | $12.95
T412. | $12.95
T413. | $12.95
T417. | $9.95
T418. | $9.95
T419. | $9.95
T420. | $9.95
T426. | $12.95
T428. | $14.95

SPEAKERS GUIDE FOR BROADCASTERS

AM-FM BROADCAST STATION PLANNING GUIDE

THE ANATOMY OF LOCAL RADIO-TV COPY

BROADCAST STATION OPERATING GUIDE

THE BUSINESS OF RADIO BROADCASTING

JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS

COMMERCIAL FCC LICENSE HANDBOOK

HOW TO BROADCAST RADIO ADVERTISING

MANAGING TODAY'S RADIO STATION

MODERN RADIO BROADCASTING

RADIO PRODUCTION TECHNIQUES

TV LIGHTING HANDBOOK

ORGANIZATION & OPERATION OF BROADCAST STATIONS

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W. Washington, D.C. 20036
John J. Morrissey, executive VP and general manager of Detroit office of Kenyon & Eckhardt, assumes additional post of chairman, succeeding David J. Gillespie, who becomes chairman emeritus and continues to be active full time. Leo-Arthur Keimenson is president and chief executive officer of K&E.


Jon Parmater, director of television, Wunderman Ricotta & Kline USA, New York, appointed VP-director of radio and television production.

John Foote, owner of frozen yogurt retail shops in Colorado and Minnesota, and formerly with Grey Advertising in Minneapolis, joins Compton Advertising in New York as VP-assoc- iate director of corporate development.


James R. Van der Veen, account executive, Byer & Bowman Advertising, Columbus, Ohio, named account supervisor.

Shirley Gareffa, media buyer, Simons Michelson Zieve, Troy, Mich., and Judy Fessell, from Desmond Advertising, Oak Park, Mich., named media supervisors for SMZ.

Cheryl Karman, from McCann-Erickson, New York, joins Waring & La Rosa there as broadcast buyer. Paul Greenberg, from NW Ayer, joins Waring & La Rosa as member of media planning group.

Deana Deck, from public relations position for Nashville's Advent Theater, joins McDonald & Associates in Nashville as creative director.

Michael Eckhardt, from Kenrick Advertising, St. Louis, joins Vinyard & Lee & Williams there as art director.

Thomas J. Ashley, president, Turner Television Sales, New York, resigns to manage a group of private investors” seeking CATV franchises and involved in program development. William Ganley, vice president, Turner Television Sales, assumes management responsibility until successor is named.

Paul Sacks, VP-sales manager, Petry Televisio n, San Francisco, appointed VP-director of West Coast operations, responsible for San Francisco and Los Angeles sales offices. Gloria De Maria, account executive in San Francisco office, named acting sales manager, reporting to Mr. Sacks. John McNerney, account executive in Petry's St. Louis office, transfers to San Francisco in same capacity.

John Dobson, VP-regional sales manager for Bolton Broadcasting in Atlanta, joins Petry Television as sales manager of Atlanta office.

Appointments, Blair Television: Steve Castellaw, manager of Charlotte, N.C., office; Dave Herman, manager of New York CBS/green team; James W. O'Neill, manager of Chicago NBC sales team; Robert Sassen, manager of Minneapolis office, and John Thackaberry, manager of Los Angeles NBC sales team, named VP's. In Blair's New York office, Wayne Freeman, from Blair's Minneapolis office, named to ABC/red team; John Turver, from WNEW-TV New York Spot Sales, and Preston Putnam-Farr, from TeleRep, New York, join NBC/red sales team, and John J. Howard from Buckley Radio Sales, New York, joins ABC/green team.


Brian Robinson, manager of Blair Radio's Minneapolis office, and Francis Wilkinson, manager of Los Angeles office, named VP's.

Richard Newman, director of radio syndication sales, Media Corp. of America, New York, joins Blair Radio there as account executive.

Jane Newman, from Katz Radio, New York, joins Metro TV Sales there in sales development capacity.

Charlie Keys, from Paramount TV Sales, and Harvey Reinstein, from MGM, join Colbert Television Sales as sales representatives in San Diego and New York, respectively.

Howard Rosenblum, from A.C. Nielsen, New York, joins HR Television there as manager of new research division.

Weston C. Elliot, VP, special program sales, NBC-TV, appointed to new post of VP, international and special program sales, NBC-TV, New York.

Jack Allen, assistant general manager, WDIV(TV) Detroit, joins KNBC(TV) Los Angeles as director of sales.

Barry Rosenthal, field producer of Evening Magazine for WJBV-TV Boston, joins WCVB-TV there as advertising manager.

Jan Koplic, account executive, KTH(WFM) Los Angeles, appointed general sales manager. Howard Chandler (Skip) Vose III, national sales manager, KSTW(TV) Tacoma, Wash., joins KYU(UFM) San Francisco as general sales manager. Patricia Hicks, from KCBS(AM) San Francisco, joins KYU as advertising and promotion manager. Margot Brumfield, account executive at KNBR(AM) San Francisco, named local sales manager for co-owned KYU. Cathleen Wagner, sales coordinator in advertising and promotion for KNBR-KYU. Phyllis Mac-
Donald, senior broadcast buyer, Hoefer, Dieterich and Brown, Pete Smith, account executive for All Sports All Day, sports network for cable television, and Barbe Stanton, account executive for World Wide Advertising, named account executives for KYUU.

Joe Simmons, general manager, KMZK(AM) Fort Worth, joins WNNE-TV Hanover, N.H., as local sales manager. Brad Worthen, former sales manager for WRFB(FM) Stowe, Vt., and most recently owner of ski rental business in Stowe, joins WNNE-TV as account executive.

Miller Parker, owner of advertising and public relations firm in Philadelphia, joins WRN(AM) Newark, N.J., as general sales manager.

Chris O'Mary, in sales department of KEZ(AM) Poplar Bluff, Mo., appointed general sales manager.

Jeff Peck, account executive, KHI(AM) Los Angeles, appointed local sales manager.

Ken Caravalis, account executive, KRTV(AM) Los Angeles, appointed local sales manager.

Patrick McGuinness, from KLAC(AM) Los Angeles, joins co-owned KMET(AM) there as director of advertising, promotion and special projects.

Tom Jimenez, senior account executive, KFMB-AM-FM San Diego, joins XETRA-AM-FM Tijuana, Mexico (San Diego), as local sales manager.

Sandi Taylor, sales representative, WGOA(AM) Gainesville, Ga., named sales manager.

Robert Evans, general manager, WRN(AM) New Bern, N.C., joins WPTF(AM) Raleigh, N.C., as sales manager.

Stephen Schoo, account executive, WDAI(AM) Chicago, joins WLS-TV there in same capacity.

Margaret Heyburn, account executive, WKBW-TV Detroit, joins WDIV(TV) there in same capacity.

Joseph F. Cristiano, senior account executive, WDWV-TV Washington, joins WTTG(TV) there as account executive.

Paul Lockette Jr., associate marketing representative, IBM, joins KTVI(TV) St. Louis as account executive.


Winnie Brugman, media buyer, Richardson, Myers & Donofrio Advertising, Baltimore, joins sales staff of WFBZ(AM)-WBZK(AM) there.

Christopher Boullore, account executive, Mace Advertising, joins WPUM(AM) Washington as account executive.

Dawn Roberts, real estate broker, joins WDRC-AM-FM Hartford, Conn., as account executive.

Jim Minor, production director, WANT(AM) Richmond, Va., named account executive.

Sally Bean, from traffic department of KUTV(TV) Salt Lake City, joins KTXX(TV) there as sales service manager, succeeding Joyce Ramsey (see separate item, this page).

Margaret McMahen, local sales secretary, WHBC-TV Rochester, N.Y., named manager of national sales service.

Aldona Masilionis, research director, WLS(AM) Chicago, joins co-owned KGQ(AM) San Francisco in same capacity.

### Programing

**Bruce McKay,** director of variety programs, West Coast, NBC Entertainment, appointed VP-variety programs. **Joseph Salvaggio,** manager on-air operations, NBC Entertainment, New York, named director. **C. Dana Redman,** senior VP-director of media and programming, Compton Advertising, New York, joins NBC-TV there as TV-television research.

**Steven Goldstein,** program director, noncommercial WCBS(FM) Ithaca, N.Y., joins NBC Radio Network as regional manager of affiliate relations, based in Burbank, Calif. **Peter Hamilton,** associate editor of NBC Newsline, in-house employee newspaper, appointed press representative in press department of NBC, New York.

**Julie Tarachow Hoover,** director of East Coast broadcast standards and practices, ABC, appointed VP, East Coast, broadcast standards and practices.

**Michael O'Shea,** from KPOL(AM) Los Angeles, rejoins Golden West Broadcasters in Los Angeles as national program director, responsible for company's five AM and three FM stations. Mr. O'Shea was program director of QWB's KVAM(AM) Seattle before joining KPOL.

**Matthew Cinnott,** program director, WKU(AM-FM) New York, joins WDAF(AM) Chicago in same capacity.

**Dan Boothe,** audience promotion manager, WTV(AM) Miami, joins WPLG(TV) there as executive producer and assistant program manager.

**Len Berman,** freelance sportscaster for Home Office, New York, joins WBSM-TV there as sports correspondent assigned to weekend broadcasts.

**Jack Gallivan,** news director, KUTV(TV) Salt Lake City, assumes additional duties as production coordinator.

**Stanley Losak,** manager of special programs/news, NBC, New York, joins noncommercial KGTV(FM) San Diego as director of program production.

**Mike Phillips,** program director, KQW(AM) Portland, Ore., joins KYUU(FM) San Francisco in same capacity.

**David Heiler,** news director, KLOS(FM) Los Angeles, joins KYUU(FM) San Francisco as morning personality.

**Don Hein,** commentator for WXLW(AM) Indianapolis, assumes additional duties as sports director for WTHR(TV) there.

**Rick Dees,** morning personality, WHBO(AM) Minneapolis, joins co-owned KHOW(AM) Los Angeles in same capacity.

**Jane Reino,** assistant program director, WHDH(AM) Boston, joins WMAL(AM) Washington in same capacity.

**Martin Schneider,** music director, noncommercial WQED-FM Pittsburgh, joins noncommercial WHIL-FM Mobile, Ala., as director of programing.

**Mike Maione,** general manager of KVMY(AM) Vail, Colo., joins KARN(AM) Little Rock, Ark., as program director.

**Anthony Piazzo,** instructional television production manager for New York Institute of Technology, Old Westbury, joins noncommercial WLWT(TV) Garden City, N.Y., as director of instructional television.

**Andrew Ruhlin,** acting director for division of radio and television, Eastern Kentucky University, Richmond, joins noncommercial WGTE-TV Toledo, Ohio, as producer-director.

**Joyce Ramsey,** sales/vice manager, KTXX(TV) Salt Lake City, named traffic manager.

**John Ridge,** art assistant, WPVI(TV) Philadelphia.

---

**Scholastics.** Ten researchers have been awarded grants by the National Association of Broadcasters for studies in the broadcast field. All will receive funds to cover their out-of-pocket expenses for the projects. The NAB program, established 13 years ago, is aimed at developing new research and at encouraging the professional development of researchers both new and established in the field.

News and Public Affairs

Don Ross, assistant news director of WSB-TV Boston, named news director, effective June 1, succeeding William Abere, who recently was named assistant general manager of co-owned KDKA-TV Pittsburgh.


Willie Monroe, producer and co-anchor, weekend news, KXAS-TV Fort Worth, named correspondent, NBC News, Houston.

Dan Davis, sports director, KOAC-TV Flagstaff, Ariz., named news director and 10 p.m. anchor. Douglas Drew, reporter, assumes additional duties as 6 p.m. anchor. Chip Taberksi, graduate, University of Colorado, Boulder, joins KOAI as sports reporter and anchor.

Wait Christophersen, writer and video producer, KNBC-TV Los Angeles, joins WNET-TV Greenville, N.C., as news director.

Ron Canter, VP of Boston public relations firm, Newsome & Co., joins KJMI-TV Fresno, Calif., as news and sports reporter. Pat de Silva, weekend news producer and anchor, KSBW-TV Salinas, Calif., joins KJMI as co-producer and host of magazine news show.

Carol Luper, newscaster and reporter, WANS-AM Columbus, Ohio, named reporter for co-owned WINS-TV there. Mike Langthorne, news photographer, WKWTX Cincinnati, joins WANS-TV in same capacity.

Robert Frieden, news director, WSCB(AM) Amsterdam, N.Y., joins WXOT-TV La Crosse, Wis., as general assignment reporter.

Alan Raye, assistant news director, KXIQ-AM Colorado Springs, joins Intermountain Network News as bureau chief in Denver.

Bob Soper, from KREM-TV Spokane, Wash., joins WCTV Miami as weather and environmental reporter.

Jacqueline Boudien, reporter, WNDU-TV South Bend, Ind., assumes additional duties as weekend anchor.

Vicki Williams, weather reporter and weekend news anchor, noncommercial WCVT(FM) Towson, Md., joins WMAR-TV Baltimore as weekend weather forecaster.

Phillip Sianeros, from KTLA-V Los Angeles, joins KNX(AM) there as reporter-anchor.

Lynda Moore, news director, W2GZ(AM) Atlanta, joins news team of KIMN-AM-FM Denver.

Andre Tregiva, news director, WJPC(AM) Chicago, joins news department of WPYR(FM) there.


Richard Lippincott, news director, WRN(AM) Hackettstown, N.J., joins WABY(AM) Albany, N.Y., as reporter.

New officers, Texas Associated Press Broadcasters Association: Gene Burke, KTRK-TV Houston, president; Bruce Hughes, KNUR(FM) Dallas, VP-Radio: Owen Rechal, KTRC-TV Austin, VP-television; Richard Fluker, KXY(AM) Marshall, secretary, and David Taylor, KSAI-TV San Antonio, VP-convention.

Jeanie Janes, early news producer and noon interviewer, KSAI-TV San Antonio, Tex., named community affairs director.

Craig Lundquist, production director, KMPX(FM) San Francisco, assumes additional duties as public affairs director.

Beverly Champion, producer for Sunshine Sound Productions, Miami, joins WMYI(FM) Fort Lauderdale, Fla., as public service director.

Chuck Baker, director of minority affairs, KXAS-TV Fort Worth, named director of community relations.

Promotion and PR

Richard Schoenholtz, senior writer-publicist for press relations department, WCBS-TV New York, appointed manager of sales promotion.

Susan Bresnan, client relations representative, ABC Sports, New York, joins NBC-TV Sports Sales there as manager of client relations.

Richard Love, reporter for The Enterprise, Salt Lake City business newspaper, joins KTVX(TV) there as assistant promotion manager.

Appointments in new advertising-video promotion department and restructuring of public information department, Public Broadcasting Service, Washington: Kern Kershner, associate director-public information, named director of advertising-video promotion; Blaine Baggett, manager-video promotion services, named assistant director-video promotion; Sara Reitz, publicist, named associate director-publicist, responsible for PBS promotion activities from Washington; Mark Harrad, special projects associate, named director of information services, and Patricia Posey, office manager, named information coordinator.

Peter V. Taylor, former VP-general manager of KPFO(FM) San Francisco, opens public relations and consulting firm there.

Daniel Leinweber, from Carl Byoir and Associates, New York, joins Stone Public Relations there as executive associate.

Cable

James C. Power Jr., operations manager of satellite communications division, Scientific-Atlanta, appointed division manager of cable communications division, succeeding John Levergood (see page 87).

Appointments, Cox Cable Communications, Atlanta: Mark W. Sturm, corporate controller, assumes additional duties as treasurer; Neal D. Barron, business manager of Cox Cablevision and TeleSystems divisions, assumes additional duties as secretary of company; John C. Thorne, manager of Cox Cable System in Virginia Beach, Va., named director of corporate development, based in Atlanta; Bruce Burnham, director of research and analysis for corporate development, and Thomas F. McGuire, cable director of corporate communications, named assistant directors of corporate development, and John Wright, in engineering capacity for two Cox Cable divisions, named assistant director of engineering. Bruce Bennett, operations manager of Cox Cable Development Co., division of Cox Cable Communications, named general manager. Bruce Ellis, VP-general manager of Cox's Mission Cable TV, assumes additional duties as VP-general manager of Trans-Video Corp. James F. (Pete) Collins, former owner and operator of Multiple Communications, Denver, joins Cablevision Construction Corp., Houston, as VP-general manager.

David A. Earle, staff marketing consultant, Manhattan Cable Television, New York, named director of promotion and programing. Karen
**Weiner,** supervisor of advertising and promotion, named manager. **Robert Tenton,** director of engineering development for Home Box Office, joins Manhattan Cable as director of engineering.

**Keith Spangenberg,** quality assurance engineer in communications electronics, Harris Corp., New York, joins Magnavox Cable Television Systems, Manlius, N.Y., as test engineer.

**Broadcast Technology**

**Russell W. McFall,** chairman of board and chief executive officer of Western Union Corp., Upper Saddle River, N.J., retires May 1 but will continue to serve as director and consultant. **Robert M. Flanagan,** executive VP and controller, succeeds Mr. McFall.

**Ralph Batt,** VP-manager of engineering, WGN Continental Broadcasting Co., Chicago, retires after 39 years with company.

**Chuck Jennings,** staff engineer, WTTV(TV) Indianapolis (Bloomington, Ind.), named assistant chief engineer.

Appointments: **Scientific-Atlanta, Atlanta:** John H. (Jay) Levergood, division manager of cable communications division, named VP-communications group; **Dr. H. Allen Ecker,** manager of electro-products division, assumes additional duties as VP-research and development; J. Graham Mobley, principle engineer, assumes additional duties as assistant technical director, and **H. Mack Burt Jr.**, general manager of company's Southern Tool division in Anniston, Ala., named VP-industrial products group. **Richard J. Campbell,** director of business development, appointed VP-general manager of Homesat, new subsidiary company of Scientific-Atlanta which will sell, install and service products from Scientific-Atlanta's satellite communications equipment. **John C. Bacon,** director of program management, named VP-operations of Homesat.

**John Dozier,** member of technical staff of Hughes Aircraft Co., Torrance, Calif., appointed manager of engineering for Hughes microwave communications products.

**Leonard Mitchell,** manager of engineering for Page Communications, joins U.S. Tower Co., Afton, Okla., as director of engineering operations.

**Kurt A. Thosa,** director of marketing for Grumman Corp.'s computer services subsidiary, supervisory sales office and district manager of New York office, joins American Satellite Corp., Germantown, Md., as director of network sales.

**Gary Wilcox,** sales engineer, Midwest region. Anixter, named manager of pay television and Jerrold Products Sales for Anixter's Pruzan division.

**Joe Hanf,** Eastern regional manager, technical service, Adda Corp., Campbell, Calif., named manager of technical service.

**James Coleman Guthrie Jr.**, manager of professional products division of Paul Seaman Co., San Leandro, Calif., joins Sony Industries professional audio division, New York, as technical field sales manager.

**Walter Van Stan,** manager of product administration for RCA's government communications systems, Camden, N.J., appointed manager of cost estimating for RCA Broadcast Systems.

**Dr. Leo Bluestein**, associate department head of advanced systems department for Mitré Corp., Bedford, Mass., joins Oak Industries, Rancho Bernardo, Calif., as director of corporate research.

**Deaths**

**Fred Coe,** 65, producer and director for television dramas beginning in 1945, died of heart attack April 29 in Los Angeles. Mr. Coe was working on two-hour film version of "The Miracle Worker" to be shown on NBC-TV when he died. He began his career presenting dramas on WMC(AM) Nashville. In 1945, he joined NBC as production manager and was named head of Playhouse, sponsored by Goodyear and Philco, in 1948. Other NBC programs he produced were Mr. Peepers, Producers' Showcase and Playwrights '56 (in 1956). He joined CBS in 1957 and produced and directed Playhouse 90. Survivors include his wife, Joyce Beeler Coe, from whom he was separated, their two children, and two children by former marriage.

**Morris Rittenberg,** 63, president of Domestic Enterprises for NBC until his retirement in 1972, died on April 27 at his home in New York. He had been with NBC for 20 years and supervised distribution of programs to local stations at time when networks were permitted to be active in syndication. He is survived by his wife, Murie, son, Paul, and brother, Henry.

**Nathan Sinrod,** 75, founding partner of Sinrod & Tash, Washington certified public accounting firm specializing in broadcasting interests among clients, died May 2 in Sibley hospital, Washington, as result of stroke. Survivors include wife, Thelma, and sons by first marriage to wife who died, Dr. Harold Sinrod, Bethesda, Md., dentist, and Donald E. Sinrod, Washington lawyer.

**Arthur W. Chipman,** 59, national sales manager of KTVL(TV) and KSWI(AM) Medford, Ore., died April 23 of heart attack in Medford. Mr. Chipman had worked for company since 1963 and was scheduled to retire within few weeks. He had also worked for KVLC(AM) Medford. Survivors include his wife, Mary.

**Kenneth Kern,** 52, news director, WCMX-AM-FM Pine City, Minn., died April 19 at hospital in Worthington, Minn., of Lou Gehrig's disease. Mr. Kern had been news director there for 13 years. Survivors include his parents, Freda and Frank McCoy of Sharon, Pa., and brother, William G., of Laguna Beach, Calif.

**Craig Stewart McCoy,** 35, managing partner in Washington communications law firm of Cole, Zylstra and Raywid, was found dead April 28 after fall down elevator shaft in new office building where he worked. Police believe it was accidental. Survivors include his parents, Freda and Frank McCoy of Sharon, Pa., and brother, William G., of Laguna Beach, Calif.

**Kurt Russell,** 49, air personality for WALK-AM-FM Patchogue, N.Y., and co-owned WRV(TV) Riverhead, N.Y., died April 18. Mr. Russell collapsed year ago and had been in coma since then. During his career, he worked for WELRI(AM) New Haven, Conn., WDRC-AM-FM Hartford, Conn., KDRA(AM) Pittsburgh and WMAQ(AM) Chicago. Survivors include his wife, Joan, and three sons.

**John Carroll,** 72, who played title role in several Zorro movies, died April 24 of complications from leukemia. Other movies he appeared in included "No, No Nanette," "The Marx Brothers Go West" and "Bedside Manner." Survivors include his wife, Lucille Ryman, former MGM talent executive, and daughter.

**It’s academic.** Exhibit ’79, sponsored by the Washington chapter of the American Women in Radio and Television and honoring area college communications students, was held April 25 at the National Association of Broadcasters building. Joseph Fogarty, FCC commissioner; Lynn McIntyre, president of Washington chapter of AWRT; Richard Wiley, former FCC chairman and master of ceremonies; Michele Gysen, award winner for advertising; Joan Castleman and Cindi Capilien, award winners for radio; Amy Weintraub, award winner for video tape and film; Carol Hightower, award winner for photography, and Joyce Davis, award winner for radio.

Broadcasting May 7 1979

87
As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period April 20 through April 27.

Abbreviations: ALJ—Administrative Law Judge, alt.—alternate, ann.—announced, ant.—antenna, auc.—aerial, aux.—auxiliary, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, Doc.—Document, ERP—effective radiated power, freq.—frequency, HAAT—height of antenna above average terrain, khz—kilohertz, kw—kilowatts, MEOV—maximum expected operation value, mhz—megahertz, mod.—modification, n.—night, PSA—prescriptive 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 applications

- Junction City, Ky.—Alum Springs Vision and Outreach Corp. seeks 1170 kHz, 500 w-D. Address: Route 4, Danville, Ky. 40442. Estimated construction costs $80,940; first-quarter operating cost $3,750; revenue $30,000 (year). Format: gospel. Principals: Donald A. Drake and Marvin S. Worley (50% each). Rev. Drake is Danville, Ky., minister. Mr. Worley of Houston is president and principal of oil and gas engineering corp. Neither has other broadcast interests. Ann. April 26.

- Wickliffe, Ky.—Ballard-Carlisle Broadcasting Co. seeks 1010 kHz, 250 w-D. Address: PO Box 495, Wickliffe 42087. Estimated construction costs $52,400; first-year operating cost $50,000; revenue $60,000. Format: country/Top 40/gospel. Principals: Robert W. Galletier (79%) and Charles R. Geveden (25%). Mr. Galletier is 70% owner of WURC (AM) Sparta, Tenn.; 20% owner of WJXN (FM) Greensville, Ala.; 20% owner of WKRY (AM) Burkesville, Ky.; third owner of WHALAM Shelbyville, Tenn., and 17% owner of WTCV (FM) Shelbyville. Shelbyville stations have been sold, subject of FCC approval. Ann. April 26.


- Columbia, Pa.—Columbia Radio Broadcasting Co. seeks 1580 kHz, 500 w-D. Address: 445 Locust St., Columbia 17512. Estimated construction costs $14,475; first-year operating cost $65,000. Format: religious/easy listening. Principals: Gordon Mou (65%) and Dr. Robert Collins (35%). Mr. Mou is insurance agent in York Haven. Dr. Collins is orthopedic surgeon in Washington. Neither has other broadcast interests.

FM applications

- Thaicher, Ariz.—Payne Broadcasting Inc. seeks 99.1 mhz, 100 kw-D. Address: Wards Canyon, Box 1118, Clifton, Ariz. 85533. Estimated construction cost $60,370; first-quarter operating cost $12,000; revenue $15,000 (year). Format: MOR. Principals: John W., Charles E. and Ronald K. Payne (brothers).


- Ventura, Calif.—Richard H. Albert seeks 107.1 mhz, 280 kw-D. Address: 24295 Hillview Dr., Laguna Niguel, Calif. 92677. Estimated construction cost $35,242; first-year operating cost $47,700; revenue $75,000. Format: MOR. Principal: Mr. Albert of Laguna Niguel, Calif. is construction equipment salesman and marketer. He has no other broadcast interests. Ann. April 3.

- Ventura, Calif.—William Shearer and Arike Logan-Shearer seek 107.1 mhz, 322 kw-D. Address: 5132 Garth Ave., Los Angeles 90056. Estimated construction cost $22,500; first-year operating cost $15,760; revenue $85,000. Format: Disco. Principals: Mr. Shearer is general manager of KACE (FM) Inglewood, Calif. Dr. Logan-Shearer is physician who owns medical clinic in Inglewood, Calif., and 30% of KACE. Ann. April 3.


- Menominee, Mich.—Men-Mar Broadcasting Corp. seeks 106.3 mhz, 3 kw-D. Address: 149 Ft. Street, Menominee 49858. Estimated construction cost $47,581; first-quarter operating cost $9,504; revenue $45,000 (year). Format: easy listening. Principals: Loren B. Koebling and Vernon H. Vecker (each 50%) and three others. They also own WAGN (AM) Menominee. Mr. Vecker also has 13% interest in KORV (AM) Orvillo, Calif. Ann. April 26.

- Jackson, Mo.—Way, Truth & Life Ministries seeks 89.3 mhz, 2.5 kw-D. Address: 1307 Chester Ave., Chester 63017. Estimated construction cost $8,828; first-year operating cost $20,000; revenue $16,000. Principal: David J. Lotis is president of nonprofit corporation. Ann. April 26.


AM action

- Dayton, Tenn.—FCC grants Rhea County Broadcasting Co. 1520 kHz, 500 w-D. Address: PO Box 591, Crossville, Tenn. 38555. Estimated construction costs $35,560; first-year operating cost $32,600; revenue $40,000. Format: variety. Principals: Milard V. Oakley (51%) and Edward M. Johnson. Mr. Oakley is general counsel for the House Select Committee on Small Business. He is also 51% owner of WCVS (AM) Crossville, Tenn. and 36% owner of WLIV (AM) Livingston. He and Mr. Johnson have interest in applicants for new stations in Kingston and Newport, both Tenn. Mr. Johnson is general manager and 49% owner of WCVS. He is sole applicant for new station in Monterey, Tenn., and has 49% interest in applicant for new station in Burkesville, Ky. Action March 30.

- Greelybult, Wyo.—Broadcast Bureau granted KMMZ Broadcasters 1140 kHz, 5 kw-D. Address: PO Box 466, WY, 82075. Estimated construction costs $56,650; first-year operating cost $60,000; revenue $67,312. Format: C&W/MOR. Principal: Robert J. Mar- jorie Zeitz, whose firm KZ (AM) WY, 82075, and CP for KRZ (AM) Beloit, Kan. (BP-21,032). Action March 16. (This corrects item that appeared in April 9 issue.)

FM actions

- *Ceres, Calif.—Broadcast Bureau granted Betty Nairn Inc. 89.5 mhz, 10 kw-D. Address: PO Box 1166, Monétto, Calif. 95352. Estimated construction cost $14,800; first-year operating cost $33,560; revenue $32,600; first-year operating cost $32,600; revenue $30,000. Format: Country. Principal: Betty Nairn is president of nonprofit, charitable corporation (BPEP-2535). Action March 28.


- Burlington, Colo.—Broadcast Bureau granted KNAB Inc. 104.1 mhz, 28 kw-D. Address: Box 516, Burlington 80807. Estimated construction costs $26,100; first-year operating cost $800; revenue $14,500. Format: duplicate AM. Principals: Ray H. Lockhart (46%) and E. Charles Backover and Marvin Romig (60% each). They also own KOAG (AM) Ogallala, Neb. (BPH-11085). Action April 2.

Ownership Changes

Applications

- WDHN-TV Dothan, Ala. (ch. 18)—Seeks transfer of control of SouthEast Broadcasting to Bettis Slingluff et al. (81% before; none after) to Hi Ho Television Stations of Alabama Inc. (none before; 81% after). Consideration: $52,126, 126 principals: Mr. Benny J. Bragg (18.8%), chairman, Bettis Slingluff, president, and 31 others. Buyer is owner of
**Summary of broadcasting**

**FCC tabulations as of March 31, 1979**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air</th>
<th>STA*</th>
<th>CP's on air</th>
<th>Total air</th>
<th>CP's not on air</th>
<th>Total authorized*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,509</td>
<td>5</td>
<td>38</td>
<td>4,547</td>
<td>85</td>
<td>4,632</td>
</tr>
<tr>
<td>Commercial</td>
<td>3,032</td>
<td>4</td>
<td>78</td>
<td>3,110</td>
<td>159</td>
<td>3,269</td>
</tr>
<tr>
<td>Educational FM</td>
<td>949</td>
<td>0</td>
<td>44</td>
<td>993</td>
<td>72</td>
<td>1,065</td>
</tr>
<tr>
<td>Total Radio</td>
<td>8,489</td>
<td>7</td>
<td>155</td>
<td>8,651</td>
<td>296</td>
<td>8,947</td>
</tr>
</tbody>
</table>

**Technical**

- **Commercial TV**
  - UHF: 216, 0 | 3 | 218 | 54 | 272 |
  - VHF: 151, 0 | 1 | 151 | 6 | 524 |
- **Educational TV**
  - UHF: 152, 2 | 4 | 158 | 5 | 163 |
  - VHF: 94, 0 | 1 | 95 | 17 | 112 |
- **FM Stations**
  - Total: 3,950 | 4 | 15 | 3964 | 88 | 347 |
- **TV Translators**
  - UHF: 1,161, 0 | 0 | 1,161 | 266 | 1,427 |
  - VHF: 2,423, 0 | 0 | 2,423 | 189 | 2,612 |

*Special temporary authorization

**Includes off-air licenses**

---

**Actions**

- **WSWH (AM)** Valparaiso-Nicelle, Fla. (1340 kHz, 1 kW) — Broadcast Bureau granted assignment of license from WSPH, Inc. to Channel 13 of Las Vegas Inc. for $310,000. Seller, Charles H. Yoder, widow of WPSAP (AM) Zephyrhills, Fla. Buyer is owned by Anthony Anthony, who also owns a family-owned station in the South. (BTC790105EE). April 24.

- **WOGA (AM)** Valley, Ga. (1540 kHz, 1 kW) — Broadcast Bureau granted transfer of control of Clear Channel Broadcasting Inc. from David R. Rounds (31%) and Freda V. Rounds (69%) (100% before; none after) to WOGA broadcasting (none before; none after). Consideration: $250,000. Owners are husband and wife. Have no other broadcast interests. Buyer is owned equally by Irwin Rounds and his wife, who also own a station in the South. (BTC790105EE). April 24.

- **KSTT (AM)** Davenport, Iowa and WXLP-FM Moline, Ill. (1170 kHz, 1 kW, FM 96.9 MHz, 30 kW) — Broadcast Bureau granted assignment of license from Frederick Epstein to Quad Cities Broadcasting Corp. for $1.8 million plus $500,000 for agreement not to compete. Epstein has no other broadcast interests. Buyer is subsidiary of Guy Gannett Publishing Co. Jean Hawley is chairman; John R. DiMatteo is president. It owns, through subsidiaries, WGAN-AM, FM-TV, and WDBZ-AM, Beloit, Wis. and WPCA-TV, Springfield, Mass., and WINZ-AM-FM Miami, Fla. (BAL790305B). April 19.

- **WWI (AM)** New Orleans (1450 kHz, 1 kW, 250 wN) — Broadcast Bureau granted assignment of license from Sun Broadcasting Partnership to Radio Ventures, Inc. for $500,000 and five year non-competition agreement. Seller is principally owned by Lonnie Murray, who is also part owner of WOWD (FM) Tallahassee, Fla. Buyer is owned by Communications Corp. of the South (80%), which recently sold all properties (WNO-GO TV New Orleans) for $4 million, and is looking for new broadcast properties. It is owned by Seymour Smith and his family. (BTC790201EA). April 20.

- **WWAM (AM)** Ann Arbor, Mich. (1600 kHz, 5 kW) and Lima, Ohio (AM: 1150 kHz; FM: 102.1 MHz, 15 kW) — Broadcast Bureau granted assignment of licenses from WWAAM Radio Inc. and its parent, Lima Broadcasting Corp., to sub-lease to WKBN Broadcasting Corp. for $3.6 million. Seller is owned by 44 individuals, none of whom have other broadcast interests except Les C. Rau, executive vice president and general manager of WIMA-AM, FM. He will remain as general manager there. Buyer, principally owned by Warren P. Williamson Jr., is licensee of WKBN-AM-FM-TV Youngstown, Ohio (BTC790105E). April 16.

- **KFW-TV** Cape Girardeau, Mo. (ch. 12) — Broadcast Bureau granted transfer of control from Hirsch Broadcasting Co. to American Hirsch Broadcasting Co. for $22,253,984. Seller is owned by Oscar C. Hirsch (62.5%) and family, Hirsch family also owns KFVS (AM) Cape Girardeau and WHCO (AM) Searles, Ill. Buyer is subsidiary of American Family Life, publicly traded, Columbus, Ga.-based holding company of American Life Assurance Co. It owns WYEA-TV Columbus and WAFF (TV) Huntsville, Ala., and has purchased; subject to FCC approval, WTOC-TV Savannah, Ga. (BTC781311B). Action April 13.

- **KPEP (AM)** San Antonio, Tex. (1420 kHz, 1 kW) — Broadcast Bureau granted transfer of control of Simsstone Broadcasting Corp. from Richard D. Sims (50.1% before; none after) to Linda Smith (none before; 100% after). Consideration: $15,000 plus $80,000 for agreement not to compete. Mr. Sims wishes to invest in another business. He has no other broadcast interests. Minority interest (49.9%) is owned by Robert W. Stevenson, Miss. Miss is manager of oil and gas property leasing firm in Brownwood, Tex., and former Sergeant at Arms for state of Texas. She has no other broadcast interests. Action April 19.

- **WMTD (AM)** Hinton, W.Va. (1580 kHz, 1 kW) — Broadcast Bureau granted transfer of control of Bluestone Broadcasters Inc. from David B. Jordan (64.34% before; none after) to Lonnie R. Mullins (35.66% before; 100% after). Consideration: $90,075. Principals: Mr. Jordan also owns 25% WNRG (AM) WMJD (FM) Grundy, Va.; 75% of WDTM (AM) Selmer, Tenn., and 85% of WJPJ (FM) Huntington, W.Va.; Mr. Mullins has been general manager and minority owner of station since 1964. He is also 25% owner of WDTM (AM) Selmer and 24% owner of real estate company in Hinton (BTC790212EE). Action April 16.

- **WAJO-TV** Rhinelander, Wis. (ch. 12) — FCC granted transfer of control of Northland Television Inc. from Ann E. O'Konski (99% before; none after) to Seaway Communications Inc. (none before; 100% after). Consideration: $912,588. Deal is first transfer granted under FCC's minority ownership license sale policy adopted in May 1978. Mr. O'Konski, former congressman, has no other broadcast interests. Buyer is owned by John W. Swain (11.29%), president, Jasper F. Williams (2.8%), chairman, and 32 others, none of whom has more than 3% interest or other broadcast interests. Station is first minority-owned network-affiliated VHF! (Doc. 12163). Action April 20.

- **WZM (FM)** Menomonee Falls, Wis. (98.3 MHz, 3 kW) — Broadcast Bureau granted assignment of license from Falls Broadcasting Corp. to Darrell Peters Productions Inc. for $600,000 plus $150,000 for agreement not to compete and $200,000 consultancy agreement. Seller is owned by R. F. Amann, who has no other broadcast interests. Buyer, owned by Darrell Peters, is syndicated music business. Mr. Peters also is general manager of WLOOF (FM) Chicago (BAL790201EA). Action April 19.

---

**Facilities Changes**

**AM applications**

- **KCAL (AM)** Redlands, Calif. — Seeks CP to increase nighttime power to 1 kW, install new trans., and make changes in ant. system. Ann. April 26.
- **WHIM (AM)** Providence, R.I. — Seeks CP to change SL to East Providence, R.I.; increase power to 5 kW; change from non-DA to DA; make changes in ant. system and install new trans. Ann. April 26.
- **WCVAM (AM)** Crossville, Tenn. — Seeks CP to...
change main SL and TL to Miller Ave., Crossville; change type trans. Ann. April 27.

FM applications
- KDRC(FM) Sioux Center, Iowa—Seeks CP to change freq. to 88.5 mhz; change TL W of US Hwy. 75, S of Dordt College Campus Sioux City; install new tran.; increase ERP: 100 kw (H&V) and HAAT: 470 ft. (H&V); make changes in ant. system. Ann. April 26.
- WKITU(FM) New York—Seeks CP to change type tran.; increase ERP: 7.6 kw (H) and 5.4 kw (V); increase HAAT: 1,223 ft. (H&V) and change TPO. Ann. April 27.
- KLAW(FM) Lawton, Okla.—Seeks CP to change TL 9 miles SW of Lawton; install new ant.; make changes in ant. system (increase height); increase ERP: 100 kw (H&V) and HAAT: 585.375 ft. (H&V). Ann. April 26.
- WNST-FM Milan, W.Va.—Seeks mod. of CP to change TL to Barker Ridge, 14 miles NE of Huntington, W.V.; change type tran.; change type ant.; decrease ERP: 120 kw (H&V); increase HAAT: 1226 ft. (H&V) and change TPO. Ann. April 27.

In Contest

Designated for hearing
- Avon Park, Fla. (Charles A. Esposito and Highlands Ridge Inc.) FM proceeding: (Docs. 79-84-85)—ALJ Thomas B. Fitzpatrick designated ALJ Frederic J. Coufal as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 24 at 10 a.m. in Washington. Action April 24.
- Enumclaw and Bremerton, Wash. (Robert J. Reverman and Ken-Pien-Bro Corp.) AM proceeding: (Docs. 79-82-83)—Acting Chief ALJ Thomas B. Fitzpatrick designated ALJ Walter C. Miller as presiding judge, scheduled prehearing conference for June 13 at 9 a.m. and hearing for July 25 at 10 a.m. in Washington. Action April 25.

Initial decision
- WPJD-AM-FM Ishpeming, Mich.—ALJ Joseph Stirmier, in initial decision, has revoked licenses of stations Ishpeming (WPII) and WPJD-AM, wholly owned by Eugene A. Halker, president. (Doc. 78-80). Action April 27.

Procedural rulings
- Burbank and Pasadena, Calif. (George N. Cameron Jr. Communications) AM/FM proceeding: (Docs. 20629-31; 79-65-67)—ALJ John N. Conlin scheduled further prehearing conference for May 10 at 9 a.m. in Washington. Action April 23.
- KJLH(FM) Compton, Calif. (John Lamar Hill) FM proceeding: (Doc. 20756)—Chief ALJ Lenore G. Ehrig set certain procedural dates including hearing for June 20 at 10 a.m. in Washington. Action April 19.
- Largo, Fla. (BIE Broadcasting Co.) FM proceeding: (Docs. 78-169-71)—ALJ Joseph Stirmier, by two separate actions, granted motion by Stereo FM 92 Inc. for summary decision and resolution sec. 73.315(a). issue in Stereo's favor (Action March 29) and denied motion by BIE to enlarge issue. Action March 30.
- Baltimore (J.B. Broadcasting of Baltimore Ltd.) AM proceeding: (Doc. 21012)—Office of Opinions and Review granted petition by Leon Back and deferred action on this proceeding through July 16 after court approval of sales agreement. Action April 19.
- Mesquite, Tex. (Milford A. Cooke) Revocation proceeding: (Docs. 79-78)—ALJ Walter C. Miller set certain procedures governing preparation for June 8 hearing and ordered that copy of order be sent to Cooke. Action April 19.
- Mesquite, Tex. (Emmeline L. McConathy) Revocation proceeding: (Doc. 79-41)—ALJ Walter C. Miller continued prehearing conference and hearing from May 17 to June 7 at 10 a.m. in or near Mesquite. Action March 29.

FCC actions
- Seabord, Del.—FCC has granted motion by Delaware Citizens’ Committee and Citizen’s Committee for Operational Commercial Television to State of Delaware for expedited consideration of their mutually exclusive applications for new commercial UHF television station(s). Action Feb 20.
- WUHQ-TV Battle Creek, Mich.—FCC has denied UHF station partial waiver of prime time access rule that would have permitted station to carry three hours per week of network and off-network material above usual three hours per night that rule allows. Action April 19.
- KOB(AM) Albuquerque, N.M.—FCC has affirmed its Nov. 2, 1978, action dismissing amendment to application by station proposing Class I-A clear channel operation on 770 kzh and granting underlying application proposing Class I-A operation. Action April 17.
- KOB(AM) Albuquerque, N.M.—FCC has affirmed its Nov. 2, 1978, action dismissing amendment to application by station proposing Class I-A clear channel operation on 770 kzh and granting underlying application proposing Class I-A operation. Action April 17.

Allocations

Other

Broadcasting May 7 1979 90
Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 354-3460

EDWARD F. LORENZ & ASSOCIATES
Consulting Engineers
1324 G St., N.W., Suite 500
Washington, D.C. 20005
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 204-2315
WASHINGTON, D.C. 20006
Member AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsay Blvd.
(202) 783-0111
Washington, D.C. 20004
Member AFCE

CARL T. JONES ASSOCs.
(formerly Gauthier & Jones)
CONSULTING ENGINEERS
2990 Teletack Ct. Suite 405
(703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHINES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 546-2722
Member AFCE

A. EARL CULUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 413-8360
Member AFCE

SILLMAN, MOFFET & KOWALSKI
Washington, D.C. Area
8701 Ge Ave., Silver Spring, MD 20910
ROBERT M. SILLMAN, P.E.
(301) 589-8288
1902 N. Lynn St., Arlington, Va 22209
JOHN A. MOFFET, P.E.
(703) 614-0500
Member AFCE

STEEL, ANDRUS & ASSOCIATES
2029 K Street, N.W.
Washington, D.C. 20006
(301) 827-8725
(301) 384-5374
Member AFCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 400
1730 M St., N.W., 659-3707
Washington, D.C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44143
Phone: 216-526-4386
Member AFCE

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
354 Colorado Blvd., 80206
(303) 333-5542
DENVER, COLORADO
Member AFCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS
CONSULTING & ENGINEERING
250 West 57th Street
New York, New York 10019
(212) 246-3863

JOHN H. MULLANEY
Consulting Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCE

MIDWEST ENGINEERING ASSOCIATES
CONSULTING ENGINEERS
6934 A N. University
Peoria, Illinois 61614
(309) 622-4223
Member AFCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
7601 BURFORD DRIVE MELEAN, VA 22102
Tel (703) 356-9704
Member AFCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
3525 Stone Way N.
Seattle, Washington 98103
(206) 633-2885
Member AFCE

JOHN F.X. BROWNE & ASSOCIATES, INC.
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel. 3131442-4226 (202) 293-2020
Member AFCE

Ralph E. Evans Associu.s.
Consulting Telecommunications Engineers
AM-FM-TV-CATV/FTS
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone: (414) 243-6000
Member AFCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 182112
DALLAS, TEXAS
75224
Computer Analysis, Design & Allocation Studies
Field Engineering
Noise Reduction Measurements
(214) 321-9140

RADIO ENGINEERING CO.
Box 4399 RR 1, Santa Ynez, CA 93450
CONSULTANTS
AUDITIONS, MONITORING
ANTENNA & TYPE ACCEPTANCE MEASURMENTS
NORWOOD J. PATTERSON
(905)888-2333
Serving Broadcasters over 35 years

DON'T BE A STRANGER
to Broadcastings "157/200" Reader's Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services
1971 Readership Survey showing 4.4
readers per copy

CBF broadcasting MAGAZINE
1735 DeSalle St. N.W.
Washington, D. C. 20036
for availibilities
Phone: (202) 638-1032

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
Monitors Repaired & Certified
402 S. Market St.
Lees Summit, Mo. 64063
Phone (816) 526-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
P.C. Commercial Contractor
AM-FM-TV & NRBA lists—latest updates-search services-mailing lists, C.B. Amstutz, etc.
1114 21st St., N.W.
Washington, D.C. 20037 202-452-1422

Services
HELP WANTED MANAGEMENT

General Manager for KOTZ, public 5000 watt AM radio station in Kotzebue, Alaska. Responsibilities include: Working knowledge of FCC Rules and Regulations for a standard broadcast facility; experience in budget preparation, management, personnel, news, and programming; ability to adapt to arctic living conditions. Salary: $57,000. Closing date: May 14, 1979. Send resume for preliminary examination to: Michael F. P貉coro, Executive Director, 400 Gambell St., Suite 302 Alaska, AK 99501. Final selection will be made by KOTZ, an equal opportunity employer.

Entry level manager wanted to manage newly acquired full time AM station in small Tennessee market. Excellent opportunity to grow with multi-market operators. Applicants must have proven ability to handle small market sales. Respond with resume to Bob Broadus, Music Square Services Corp, 200 4th Ave North, Nashville TN 37219. No telephone interviews please.

General Sales Manager wanted for Midwest AM and FM to lead and motivate an 8 person department. We have top facilities and ratings. You should have previous sales management experience. An equal opportunity employer. Rush complete resume to Box D-243.

General Manager, Northeastern market. Must have heavy sales and promotion experience. Base plus overtime plus stock. Reply Box E-4.

Religious radio group seeking general manager for west coast fulltime station. Must be experienced in all phases of secular and religious broadcasting including strong sales record. Excellent starting salary plus bonus and other incentives. Full resume with references required. Box E-8.

Rapid expansion has created station manager position. Must be versatile and dedicated to running a station we both will be proud of! Contact David Keister, Box 1577, Martinsville, IN 46151 or phone 317-542-3394. EOE.

Applications are now being taken for a general manager to head all divisions of a broadcasting company in midwest metra area of 160,000. Compensation $325,000 plus hefty profit bonus. A successful track record as a manager is important. This opportunity is one of the best openings in all broadcasting. All replies strictly confidential. M/FEOE. Send resume to Box E-26.

Group radio station in Denver needs business manager. Send resume to Box 4237, Mesa, AZ 85201. Attention Mr. Brooks.

General Manager, contemporary FM, Class C in Texas' beautiful Rio Grande Valley 400,000+ population, tremendous growth area. Turn around situation, should be no. 1 contemporary station in a year. I want a leader by example. Be involved in community. A street sales person capable of building and maintaining an organization, promotional minded, creative, a "giver" and if you are good enough to make this station a winner, and do so, you will be able to earn 15% ownership over the next 3 year period. I want to see you succeed. I want you to know how successful you are and the reasons why, all in writing. Tell me what you have done and how you did it, full details. Tel. Dick Oppenheim, Box 5820, Austin, TX 78753.

HELP WANTED SALES

Sales Manager. Are you now selling radio in a city of 15,000 to 40,000 with three years sales experience and ready to become a sales manager who can show three sales people how to do it using RAB consultant selling method? Are you earning good money but want more? Do you want to move to a West Coast station surrounded by miles from the beach and 70 miles from skiing? Then tell me why I should hire you! EOE. Reply Box D-149.

Account Executives needed. Send resume to Kim Love, Box 5086, Sheridan, WY 82801. EEO.

South Florida Coast: now is the time to start making that dreamed of move. Trade the snow and ice for palm trees, bourbon, full time rates, only sales experience. Equal opportunity employer. Your resume in strictest confidence to Box D-199.

Your sales opportunity! Full time ABC, salary commission. Tell all KFRO, Longview, TX 75601. EOE.

Account Executive to $20,000+. Excellent account list, profit sharing, top benefits, is wanted to add to our dynamic, well compensated sales force. If you understand what it takes to be successful and desire a solid career position in black contemporary radio, send resume, sales history to General Sales Manager, WMM, 1253 South Grand Traverse, Flint, MI 48503.

If you can sell you can live the good life in the heart of Minnesota's Lakes, KDLKM/KVLR is looking for a sincere, motivated salesperson. Radio sales experience is desirable, but not necessary as training is provided. Welch Company students preferred, immediate openings—call KDLKM/KVLR 218-847-5524 or send resume to PO Box 746, Detroit Lakes, MN 56501.

Religious format, 100KW, needs announcer, sales person, or announcer-sales combo. Contact KOTQ-FM 1957 Blair Ferrys Rd. N.E., Cedar Rapids, IA 52402.

Sales Manager sought for Sunbelt AM/FM combination. Aggressive, willingness to work hard and ability to train a sales staff are the primary qualifications I seek. Outstanding compensation to the right person. An Equal Opportunity Employer. Resume to Box D-211.

WOMAN Radio, America's most unique radio station, seeks an experienced sales representative for a position with excellent benefits and management potential. All interested parties are urged to contact Paula Schneider at WOMAN Radio, 1249 Chapel Street, New Haven, CT 06511 or call 203-777-5617.

Lifestyle Alternative. Your chance to get out! Redline success. A unique AM & FM on the beautiful Northern California Coast looking for experienced salesperson. Send resume and sales records now! KMBP, Morgan Hill, CA 95035.

Sunny Central California! The sky's the limit. Join an Adult Contemporary winner in one of California's fastest growing markets, Guarantee and expense allowance to get started. If you're a winner let me hear from you. Broadcasting experience and strong production. Contact KFJ, PO Box 145, Chico, CA 95927.


On air early Autumn New 10kw AM daytimer seeks sales manager. Highly motivated self-starter with proven track record, strong sales motivation needed. Progressive young management, Excellent living environment, Resume, salary requirements and references to WOGE, Box 823, Greenfield, MA 01301. AEEOE.

Experienced Sealsperson to become sales manager. Beautiful Music FM in beautiful resort area. WRBL, Box 254, Rehoboth Beach, DE 19971. EOE.

HELP WANTED ANNOUNCERS

Music/Production in adult, professional operation. AOR format with heavy news, talk, sports. EOE/FMF: R. Kingman, VP Programs, WALE, Fall River, MA 02722.

Experienced Announcer with creative skills in air work and commercial production, good voice and air personality. First for time. North Carolina AM/FM stations. EOE. Box D-8.

Experienced announcer needed to voice commercials and be the key "in house" announcer for our unique morning show format combining news and information with beautiful music. A rare career opportunity with group-owned WZEN. Personal, BEAUTIFUL voice music station rated No. 1 for 5 years. Top priority: Excellent voice; warm smooth delivery. Send tape, resume and salary requirements to: Operations Manager, WZEN, 10 Middle Street, Bridgeport, CT 06604, EOE.

First-rate organization needs a first-rate professional communicator to hold critical weekend shift and assist in copy and production. Salary in teens. Opportunity in the sky Cassette tape and resume to: Bill Hoverson, KFGO Radio, Fargo, ND 58108; or call 701-237-5346. EOE.

Morning position—must be experienced, capable and dependable. Must know production. Sales available if desired. Send tape and Resume to Jerry Christy, PD, KBIZ Radio, Ottumwa, IA 52501. EOE. PH 515-482-4535.

Experienced air personality to fill our morning drive slot. Must have good voice, production abilities and be able to host mid-morning call in program. We are an established leader offering good pay and advancement possibilities. Tape and resume to: Manager, WTON, PO Box 1085, Staunton, VA 24401. EOE.

Locutor con personalidad para hora de tráfico. San Juan, Fluidez en Ingles y Espanol... estilo gracioso. Envie experiencia y referencias a Box D-258.

Combo Person or Fulltime Engineer for large small-market operation in Oregon, to assist chief on big construction job and maintain studio equipment. Salary commensurate with ability plus incentive program. EOE Mr. Smith, 503-882-8833.


Morning drive. Mature communicator with warm and winning delivery. Your availability will be needed now and well into the future! See ad FM in growing university market. Good growth opportunity with group owner. Tape and resume to Steve Hobbard, WYBD, Box 12526, Raleigh, NC 27605.

Country Station—staff announcer needed June 1st for 5pm-12mid. Must have 2 years experience, warm me-to-me personality production. Automation knowledge for our FM helpful. Send tape and resume to: Chuck Moriki, WTSO, PO Box 8030, Madison WI 53708. Women and minorities encouraged to apply EOE.

KABU, Jonesboro, Arkansas, farm program producer/announcer to sign on station, produce farm programs, and handle other board shifts and announcing duties. Classical music knowledge also desirable. College degree, 3rd or restricted ticket required. S8216 plus tringes. Deadline for applications May 25, 1979. Resume and tape to Manager, KABU, Box 4-B, State University AR 72476. KABU is licensed to Arkansas State University which is an equal opportunity affirmative action employer, M/F.

Evening Shift, First phone a must—growing Midwest Contemporary AM, tape, resume to Kent Braverman, KCJJ Radio, Box 2118, Iowa City, IA 52240.

Beautiful Music Announcers with commercial experience: send tapes now for future openings WSSH, 4 Longellow Place, Suite 3001, Boston, MA 02114.

Top Rated Adult Contemporary seeks air personality for evening slot, Stacy Taylor, WSIR, Winter Haven, FL 813-294-4111. EOE.
Help Wanted Announcements Continued

Small-market Rocky Mountain resort area AOR station needs experienced announcer. Like the mountain, we're open 24 hours a day. Send resumes to KMTN-FM, Box 927, Jackson Hole, WY 83001.

Are you a bright, hard worker who can accept responsibility? Good voice and top production a must. Send tape and resume to PO Box 5344, Wichita Falls, TX 76397. An Equal Opportunity Employer M/F.

Wanted: Air personality for East Coast beautiful music station. EOE. Send resume to Box E-20.

Modern Personality. Aware, interesting. Most then time and temp. No beginners. Solid operation, 1922. Talent sought for position of Radio/TV personality. Send into before calling. Tape, resume, etc., Hugh Barr, Station Manager, WSYR, Syracuse, NY. An Equal Opportunity Employer.

Help Wanted Technical

Saginaw, Michigan Chief Engineer position open at WSAG/WWCO. Excellent compensation. Company paid insurance. Both top rated stations. Please send resume to Kenneth MacDonald Sr, Box 1775, Saginaw 48605 or call 517-752-8161. Equal Opportunity Employer.

Chief Engineer for N.C. AM/FM radio station. First Priority: Construction of new transmitter building, including transmitter and audio production equipment. Automation and AM directional experience and knowledge of FCC Regulations. EOE. Box D-9.


Full Time Chief Engineer for full power FM station, northeast metropolitan market. First phone required, strong emphasis on audio quality EOE. Very good fringe benefits. Send resume with references and salary expectations to Box D-202.

Chief Engineer for Network VHF Hands on chief looking for Future with Growing Group. Position could lead to Director of Engineering position. Must have Studio and Transmission Experience and ability to teach and direct young and hard working staff. Harry Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79189. 806-308-8223.

Chief Engineer for medium-market group-owned station. Applicants must possess skills in construction, automation, audio-processing, remote-control and AM & FM Transmitters. Opportunity to learn television. Video skills an asset. An engineer presently working as chief or assistant and desiring improvement as a chief is being considered. Excellent pay and fringe benefits including life insurance and profit-sharing. Position available immediately. Salary in line with experience. Reply with complete details first let- ter. Box D-219.

Transmitter Engineer: Two positions open. Requires 1st Class license. Thorough knowledge of all FCC rules and regulations, AM operation, electronic theory, experience in maintenance and operation of monitoring and test equipment. Contact Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

We have an immediate need for a hard working, talented person to assume the duties and responsi-bilities of chief engineer of WAAY-WFTX, Rochester, WI. Previous experience a chief but not required knowledge of and "hands on" experience with AM/FM transmitters and studio equipment plus organizational abilities a must. WAAY-WFTX is owned by Park City Communications. A growing, acquisition oriented company This is a job with a future. Write to John Marcon, Personnel Director, WAAY-WFTX, 34 Mechanic Street, Worcester, MA, EOE M/F minority applicants encouraged.

Sunshine SW group AM/FM operations has openings for C.E. experienced with automation. Must be a moti-vated professional. Salary negotiable. Box E-3.

$20,000 for Northeast Texas, small market group technical director. A-1 AM, FM, automation experience required with references. No board. P.J., Box 784, Magnolia AR 71753.

Chief Engineer with proven record. Vacancy in our group. No phone. Jim Rivers, Codele, GA 31015.

1st Class Technician with experience in maintenance wanted for 5000 watt AM directional and 50 kw FM. Must have transmitter and audio maintenance experience. Current engineer will stay a few months to assist and train Excellent pay and working conditions. Friendly northern Indiana community. Operation guided by religious principles. Send resume to Ed Moore, GM, WCMR/WAXX, Box 307, Elkhart, IN 46515. Phone 219-875-5166.

Help Wanted News

Knock! Knock! That's the sound of opportunity knocking. If you're an experienced news person, It's you! We're looking for someone who's got, we're busting all over and we need a good news person to keep tabs on everything going on. Sierra Vista is the town, in Southern Arizona. Sierra Vista is on the history of the old west. Tombstone and the OK Corral are only minutes away. Mexico is right next door. Tucson, only an hour away. KTAN-AM and KFAZ-AM are the stations, we've only game in town, so we have to be good. If you're ready to be a big fish in a small pond and you have the experience to do the job, send me your resume, air check and financial requirements in the first contact. Russell Beckmann, General Manager, KTAN Radio, 2300 Baby Drive, Sierra Vista, AZ 85635. EOE M/F.

Reporter-Anchor Engineer. Degree and/or experience. Grads welcome. Send short tape, resume, and writing samples to INC, 839 Curt Mother Box 899, Elkhardt, IN 46515, EOE.

WHIM, Providence seeks news pro with strong on-air, writing and reporting skills. Could lead to News director. Tapes and resumes to Jim Murphy, WHIM, 115 Eastern Avenue, East Providence, RI 02914.


Looking for a newscaster to fill a 3-person staff. We're an award winning station that wants to stay on top. If you're experienced in writing, gathering and delivering news send tape and resume to Tony Bruscato, WHLS, PO Box 807, Port Huron, MI 48060.

News Director: To write and report in California's Capitol. Importance personal. Send tape and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. (EOE)

Area's number one and two stations need newscaster immediately for AM/FM combo newsroom. Responsibilities include writing, resume and writing samples to Ron Russell, WHYN, Springfield, MA 01101.

WTSH has rare news opening with market's most respected radio news team. Good voice and writing ability a must for this May or June opening. 1979 grads encouraged to apply Tapes and resumes to Brian Whittemore, WTSH, Box 761, Ulia, NY 13501. EOE/W.

Morning drive anchor/reporter for leading sunbelt station. Join a 9 person news department in the state capital city. Group broadcaster with major emphasis on radio and TV news. Send resume and tape to Personnel WRAL, PO Box 12000, Raleigh, NC 27605. EOE/W.

Need immediate help to keep us No. 1 in market. Need dedicated, creative, and determined news director now for one-person show. Will consider past-time part-time news person looking to break in to full time spot. (Sports can help impres.) Looking for fresh, sal- ary requirement to Charlie Cook, RD, WDXI Radio, Jackson TN 38301 EOE/M.

News Director for KLOE AM-TV, Goodland, Kansas. Some small market experience necessary. New televi-sion and radio facility. Must geth write, report, Good salary and benefits. Call Kay Melia or Ken Habitub... 913-899-2309.

Help Wanted Programming, Production, Others

Program Director needed for top station in Maine's second market. Highly successful 5000 watt AM, with Beautiful Music FM. Located in the heart of Maine's beautiful vacation area. Modern showcase studio under construction. Must be stable. $12,140.00 No beginners. Tape, resume: Ron Fizzelli, WLAM Box 929, Lewiston, ME 04240. We are an equal opportunity employer.

Southern/County AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. With 3-5 years experience preferred. Requires active community involvement. Modern approach, air shift, creativity supervisory capability of personnel, music and production. EOE. Send resume and finan-cial requirements to WBHP Radio. Box 547, Huntsville, AL 35899.

Program Director, KROY in Sacramento, looking for strong background in technical and legal, as well as airshift. Send resume and tape along with salary requirement to: Mark Johnson, 1019 Second Street, Sacramento, CA 95814. (EOE)

Advertising agency needs a full-time talent/produc-tion coordinator: You will produce radio commercials based on information from fact sheets. In other words, you must be a good ad-libs. A deep voice is nice but your ability to communicate open and checkable references, and your own philosophy on radio programming. This position is open for first term in 10 years, so apply only if you have credentials. Believe it! This is the situation you have been looking for! EOE. Box E-34.

Music Director. Announce background. Good ear, judgment, track. Know methods, organization. Expansion position. MGR. Send into before calling. Tape, resume, etc, Hugh Barr, Station Manager, WSYR, Syracuse, NY. An Equal Opportunity Employer.

Situation's Wanted Management

General Manager. Looking for an opportunity with a growing and progressive company. Reward offered. A gen mgt. with 15 years experience, strong sales and programming background as a general manager. Highly respected, people oriented station seeking an aggressive Park City, Utah group GM. Strong Broadcast Journalism background is essential. Must be experienced in areas of sales, management, and promotion. Please send resume and salary requirements, checkable references, and your own philosophy on radio programming. This position is open for first term in 10 years, so apply only if you have credentials. Believe it! This is the situation you have been looking for! EOE. Box E-34.

Music Director. Announce background. Good ear, judgment, track. Know methods, organization. Expansion position. MGR. Send into before calling. Tape, resume, etc, Hugh Barr, Station Manager, WSYR, Syracuse, NY. An Equal Opportunity Employer.

Situations Wanted Management

General Manager. Looking for an opportunity with a growing and progressive company. Reward offered. A gen mgt. with 15 years experience, strong sales and programming background as a general manager. Highly respected, people oriented station seeking an aggressive Park City, Utah group GM. Strong Broadcast Journalism background is essential. Must be experienced in areas of sales, management, and promotion. Please send resume and salary requirements, checkable references, and your own philosophy on radio programming. This position is open for first term in 10 years, so apply only if you have credentials. Believe it! This is the situation you have been looking for! EOE. Box E-34.

Music Director. Announce background. Good ear, judgment, track. Know methods, organization. Expansion position. MGR. Send into before calling. Tape, resume, etc, Hugh Barr, Station Manager, WSYR, Syracuse, NY. An Equal Opportunity Employer.
**SITUATIONS WANTED MANAGEMENT CONTINUED**

Experienced Operations Manager and Program Director. Diversified background, excellent references. All opportunities considered. Box E-21.

**General Manager** Specialties include sales, sales and audience promotions, sales motivation. Long, successful track with AM/FM stations from coast to coast. Call one in market. Prefer small-medium market with potential; opportunity for $30,000 plus. Box E-2.

**Wanted:** Challenging opportunity in Radio station management, 15 years experience in all aspects of station operation. Prefer West, Southwest, Northwest. Box E-11.

Workaholic, successful street-selling, solid profit-making GM, now employed, wants to hear from aggressive, growing-market station. I may someday own part of Lot, but not at current price. My family and I will enjoy and get involved in. I'm committed to excellence. Impressive sales and programming accomplishments. Replies confidential, answered. Box E-44.

**SITUATIONS WANTED SALES**

Announcer wants to move into sales. 8 years experience. Business degree in June, 26, single. Prefer Southeast. Box E-66.

**SITUATIONS WANTED ANNOUNCERS**

**Seeking first job.** Female 20 can work any format. Desires job as creative announcer. Recently graduated, broadcasting school graduate. Will relocate anywhere immediately. Tape and resume available. Call or write, Cathy Williams, 933 North Lathrop, Chicago, IL 312-286-9057.

**Recent Grad Third Class** wants first air personality job. Call Doc Rock anytime or write 4728 S. Princeton, Chicago IL 60609, 312-285-0873. Better hurry, relocating and going fast!!

**Broadcasting Graduate,** looking for first job. Excellent voice, delightful personality 313-785-5887.

8 yrs. **Pro D.J.** with BA and 1st locate in medium to large market. Excellent voice. Delightful morning/afternoon DT DJ. 213-244-2077.


**I love radio** and need a break. Experienced announcer, music director with BA, currently working, looking to move up. Call Jim weekdays, 8-5, 607-433-2213.

Contact me if you are within 40 miles of NYC looking for a full-time announcer adaptable to your broadcast needs Ron 212-579-5352 or 212-526-5717.

**Female DJ:** news, production and continuity experience, BS Broadcast Journalism. Knowledge of rock, jazz, MOR, I'm 39, single, a startable dependable. Prefer Western US. Box E-39.

**Dependable Announcer, 3rd Endorsed.** Over 3 years experience all formats. Great Sports/play-by-play Great Lakes area, or Southern Ohio preferred. Call Bill, 517-489-0822.

**First Phone—Announcer, Operations Manager, Engineer.** Technically minded, experienced, precise production, tight board, some newscasting and remotes. Fast learner, positive attitude, married. Tape available. Call 504-428-8298, Charles Hamilton, 534 Dora Street, New Smyrna Beach, FL 32089.

**Programmer/announcer** with 11 years experience including 3 in major market. Looking for good full-time opportunity Write Box E-36.

I, John Pluta, due to circumstances beyond my control, have been out of radio since the early seventies, but have been involved in the field as the result of past taking endeavors. I am the most improved news announcer and should merit your approval, correspondence school grad, 18 months prior experience. Kindly dial 313-855-4451, single, slender, sober, and reside at 121 Whitesboro Street, Yorkville NY. PS. I sport a flat top and mustache; may God be with you.

**Classical Announcer—Adam to Zipsi** creative production/programming. Bruce Thompson, 1508 Vallejo Drive, San Jose, CA 95130.

Currently working upstate NY DJ ready for bigger things. Good voice, tight board, excellent copy/pro. All-around hard worker. Box E-12.

**Female DJ. One to one style.** 2 years experience. Public Affairs, production, news. Southern U.S. Chris, 919-637-4142. Route 2, Box 250-B, New Bern, NC 28560.

**Experienced Announcer,** 1st Ticket, 9 years including Metro. Available immediately. 618-876-5919.

**Ready to move up** a market or two. Four years experience. Rock, Country, MOR oriented. Unusual show. Multi-talented. Call 212-545-4630 or 377-2545 or write Jeff Reck Clanton Monteth, Route 1, Bryson City, NC 28713.

It took 9 yrs. to find that I do best in a jazz format, with that late night mellow approach. Please help me to develop in jazz. 31, 1st. currently working. Box E-40.

**SITUATIONS WANTED TECHNICAL**

Broadcast tech seeking possible CE’s position at AM FM or TV in the West at medium-small to medium market. Have eight years experience, ASET Degree. First and First. Wish to perform strictly as CE; no announcing. Fax resume and list of equipment experience, write to Bob Carr, 480 E. 26th Place, Yuma, AZ 85364, or call 1-602-726-8929.

**Experienced Chief Engineer, AM-DA, FM, stereo.** Prefer South, Box D-159.

**Quality-minded Chief Engineer** seeks opportunity. Strong background which includes: First phone, ham, high power. DAS, FCC, construction, etc. West or Southeast. Box D-212.

**Creative Individual—Wants to serve the Lord** in religious broadcasting. Experienced with studio equipment repairs & maintenance and audio production. Charles Weisel, RD. 2, Hadley, PA 15341 412-253-3610.

**SITUATIONS WANTED NEWS**

**Experienced, College Grad** seeking news or sports position. PBP experience. Carl Chad at 713-484-3977.

**Progressive approach, conversational yet precise and tough reporter-anchor seeks right opportunity.** Six year pro. MA Broadcast Journalism. Box D-108.

**Want someone who is hard working, dedicated to radio PC! experience.** Ready, willing, and able. Presently news and public affairs director at AM/FM combo in sun belt state. Four years experience, plus PBP football and basketball, award winner. Looking for right position. Not really in that big a hurry Box D-238.

**Fourteen-year pro, experienced news director, commercial production supervisor/writer/actor/actress, sales selling** sports playing, play-by-play, can sell, 34, degree. Dave Ward, 504-395-3079.

**Female broadcaster/copywriter seeks news break**. 3rd endorsed, good voice, good delivery. T&R: Maritime WJ 415-834-1224, 3127, 3005 Harrison Oakland, CA 94611.

**You Name It—I’ve done it in sportscasting!** Five years experience: play by play interviewing, writing, production winner of WGN Radio National Sportscasting Contest; Masters Degree, Radio-TV; Two years experience as producer, professional baseball administration. Desire sportscasting position in medium or major market. Box E-36.


**Production, copywriting, announcing** sought by Ashland College RTV Graduate with professional experience. Mark Miller, 407 Jacobs, Ashland, OH 44805.


**TELEVISION**

**HELP WANTED MANAGEMENT**

Director of Development, large northeastern community PTV station. Real challenge for a real pro. Manager $1.5 million development program for top-rated well-established public educational TV and 2 radio public stations. Must have supervisory experience in operations, management. Open to membership experience, and program writing background. Direct mail experience helpful. Development experience/ability stated. $60000.00. An Equal Opportunity Employer. Salary open. Send resume and salary requirements to: Box D-250.

Director of Administration. Challenging job for creative person. Responsible for all corporate financial management. Experience in the arts, entertainment and two public radio stations includes corporate planning and some special projects. Reports directly to President. Three years financial and administrative experience a must. Willing skills important. An EEO employee Send resume and salary needs to Box D-251.


**Promotion Manager for North East Indy**. Challenging position available for someone seeking greater management opportunities. Must be creative, ambitious, innovative. Should have production background helpful. Superior writing skills essential. Equal Opportunity Employer. Send resume and salary history to Box E-47.

**Chief Engineer** for North East Indy. Thorough technical experience a necessity Supervisory experience helpful. Excellent candidate to join management team of growing company Benefits plus car. Equal Opportunity Employer. Send resume and salary history to Box E-49.

**Assistant General Manager:** Public broadcasting station has challenging opportunity becoming available for individual possessing experience in public broadcasting with degree, preferably in Business Administration. Applicants should be self starters, detail oriented with strong communication skills. Send resume with salary requirements in confidence to Personnel Manager, PO Box 61001, Miami, FL 33161. An Equal Opportunity Employer.

**Director of Development** KAKM, Anchorage, AK. Responsible for fund raising, membership special events; includes development of underwriting, production, and long range capital grants. Degrees in communications or related field and three years experience in community relations, volunteer leadership, program coordination. Start July 1 1979. Application deadline 22nd. Send resume and professional experience, four references, successful grant application you authored to: Elmo Sackett, KAKM, 3211 Providence, Anchorage, AK 99504 EOE.

**Promotion Manager** Northeast affiliated station in Top 50 market seeks promotion manager with a minimum of three years experience as promotion manager or assistant promotion manager. Self-motivation, creativity, organization and experience in all facets of promotion, computer skills, knowledge of the station level is a definite requirement. Station is an Equal Opportunity Employer. Salary open. Box E-51.

Broadcasting May 7 1979

94
HELP WANTED SALES

"Special Events" TV Sales Manager Major S.E. Independent expanding sales management team. Position requires extensive experience in non-sports TV special events sales...concepts, packages, quarterly shows, equal opportunity employer. Please send resume in confidence to Box D-233.

WDEF FM has an opening in sales. Experience preferred. Send resume to Diane Bailing, Sales Manager, WDEF, 3300 Broad Street, Chattanooga, TN 37402/EOE.


Local Sales Manager—Large market ABC heavyweight. Excellent base, benefits, compensation. Selling newscast, sports, and information. A genuine talker with class and enthusiasm needed. Great southern location. EOE/AFM-Detailed resume, earnings history and references to Box E-49.

One of the fastest growing independent stations in the top 30 markets is looking for a dedicated career-minded account executive. Experience in broadcast sales is preferred with a good background in retail and direct selling. EOE/AFM/Write Mike Cohen. Local Sales Manager. WTVT, 306074, Thornwood, N.Y. 10590—385-1717.

HELP WANTED TECHNICAL

Title: TV Maintenance Eng. Full time. Description: Assists in day-to-day operations. Must have FCC First Phone required. UHF transmitter experience desirable. Excellent fringe benefits. Salary negotiable. Send resume to: Metromedia Inc., Attn: Personnel Dept., Box 22810, Houston, TX 77027. We are an EOE.

Donney Media Group has positions available for TV assistant chiefs in Nevada. Requires heavy maintenance background in video tape, camera & projector systems, and demonstrate thorough understanding of television basics & audio techniques. Send resume & salary requirements or phone: Director/Broadcast Engineering, Donney Media Group PO Box 70, Las Vegas, NV 89101-702—385-4241, Ext. 330, An Equal Opportunity Employer.

Mobile Unit Engineer. Commercial TV production house needs videotape truck engineer who is production and client oriented with can-do attitude. Prior operational and component-level repair experience with TR-600-A and TKP-45. Long and variable hours, some travel. Valid drivers license and good record. Resume and cover letter to: Delivery Producer, Manager of Production Services, Ted Johnson Productions, Inc., 150 Commercial St, Jacksonville, FL 32202, No Phone Calls.

Wanted immediately ENP/FM Maint. Engineer for Southern Gulf Coast VHF, expanding facilities in need resumes to: Chief Engineer, WTVT-TC Box 1150, 3/4" helical VCR, editor and one-tube color camera or equivalent experience. Must know circuits and have above average mechanical ability. $11.5k starting minimum, higher per experience. Advancement. Must have resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Assistant Chief Engineer 5 year minimum, FCC 1st Class. Must have transmitter experience. Must have 5 years' engineering. 13k starting minimum—higher per qualifying experience. Advancement. Need resume and references. Call Chief Engineer at 318-439-9071. KPLC-TV an equal opportunity employer.

Television Engineer: ABC Affiliate looking for Assistant Chief Engineer. Must have solid background in latest equipment. First class license, professional training, and at least five years experience in television maintenance. Transmitter experience helpful. Send resumes to: Chief Engineer WTVG-TV Box 1150, Chattanooga, TN 37401 or call S5—758-5500. EOE.

Broadcast Technician: First phone (FCC) and video experience. Nuts-and-bolts people only. Send resume to: Chief Engineer, WCAE-TV, 123 Sesame Street, St. John, 48637.

TV Maintenance Engineer—Two years experience (or technical school) in stunt station maintenance, especially color cameras. 3/4" tape maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

Progressive station in a top-50 southeastern market searching for talented engineer's who want to move up. Openings in both management and non-management positions. EOE, M/F Reply to Box D-223.

Experienced engineer for master control and maintenance. KOAA-TV, Colorado's most progressive station, 2200 South 6th Avenue, Pueblo, CO Ken Renfrow, Chief Engineer.

TV Maintenance Engineer, experienced in audio, video, VTR's, ENG and test equipment, FCC First, Salaries commensurate plus fringe package. Major EOE group owner. Great Future. Resume to Box D-252.

Chief Engineer, WGTE-TV, Toledo. First class license, strong broadcast experience plus E.E. degree preferred. Extensive experience with all aspects of television equipment. Contact: Al Hafer or Bob Smith for application information. 419—255-3330. Equal Opportunity Employer.

Maintenance Supervisor. WGTE-TV, Toledo. First class license, 2-year engineering degree or equivalent, strong experience in theory and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Al Hafer or Bob Smith for application information. 419—255-3330. Equal Opportunity Employer.

Columbus, Ohio. TV Maintenance Engineer Teleproduction Company, non-profit public TV FCC license required, if qualified. Experienced only please. OUBE, 1201 Olentangy River Road, Columbus, OH 43212. Attention: Roy Boylan 614—297-2202.

Chief Engineer for Television Services: Indiana State University. This position requires the supervision of the engineering department as well as part-time engineers. It includes tube-to-digital electronics, making troubleshooting experience essential. Television Services facilities include a control studio, a black and white studio, a 15,700 watt radio studio, a campus cable system, three electronic field production color cameras, two ENG editing cars, and a considerable number of ancillary equipment. Send resume to: Director of Television Services, Indiana State University, Terre Haute, IN 47809. (I.S.U. is an Equal Opportunity Employer)

Television Systems Engineer: If you are a television systems engineer with a track record in designing color and black and white color television studios, and baseband distribution systems, surveillance systems, and specification writing, or, if you have equivalent design experience in broadcast television or a top CTV business, industrial, or educational operation, If you want to advance your professional future by working with the leading television and audiovisual consulting and design firm in the field in the finest cities, In New York, Los Angeles, and London. If you want to work In New York City, where the action is, with top professionals, on producing the top shows in the world, if you think about this Company unless you can provide the most advanced design and consulting work, we want to hear from you. The right person has a good background in electronics, strong engineering background, and is a capable team worker. Send resume to Peter Fenney, News Director, WTV-T, PO Box 11039, San Diego, CA 92111. An equal opportunity employer.

Explorer...for a medium market midnight station looking for strong engineering and non-engineering personnel. Must be a right person who knows how to dig up real news and package it with a flair Equal Opportunity Employer. Box D-227.

Northern New York TV News Department still looking for the right person to fill an on-air reporter position. We are looking for reporter with minimum 2 years hands-on ENG experience and on-air work. Good job with good company for the right person. Previous applicants need not apply. Send tape and resume to: News Director, WWNY-TV, Box 211, Watertown, NY 13601.

Sports Director—with NBC affiliate in sunbelt. Top 40 market. Previous on-air experience; reporting and editing skills as well as anchoring, EOE. Please send resume and previous salary history to Box D-248.

Weatherperson for 6 and 10PM news at NBC affiliate, at a station in medium Southeast market. Must have at least five years' experience in television broadcasting. Excellent opportunity for an individual desiring to take charge of weekday newscasts, Station is an Equal Opportunity Employer. Send resume, written ideas about what news producing involves, and salary requirements to Box E-37.

Some exceptional people are looking for exceptional people. Don't think about this Company unless you love life, love challenge, love travel, love change, improve information news, love people, love professionalism, love winning, and love yourself. You could come to love this Company. If you feel you have the strength-of-character, the vision, and the determination to make an honest man of it, please send the truth as you understand it, without fear and with a desire to be part of the development of a Company whose goal is to provide the most advanced and creative news and weather product. For full information and consultation, write: The Television News Group, Inc., 4440 Vine Land Avenue, North Hollywood, CA 91602.

Co-Anchor, 60's market VHF network affiliate. Still looking to expand our staff with a co-anchor who's got that something special that makes young women and men want to work at our station. Join a super company and enjoy an excellent salary and benefits too. Box E-33.
SITUATIONS WANTED

**MANAGEMENT**

**General Manager with outstanding credentials!**
Television 22 years: Radio 12 years; Broadcasting 34 years; Management 18 years. Now 49. Thoroughly experienced in all aspects of television, radio, production, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in industry. Very competitive in small, medium and major markets. Achieved revitalization/rapid turnaround; pro-duced spectacular sales and profits, plus prestige. Accustomed to full responsibility; overcoming over-dating; building staff and sales; producing, filming, producing and writing new programs. Contact: 212-536-3587.

**President of TV production company**
Seeking Operations Manager position at small-medium market TV station with good future. 22 years experience in all facets of business including television and commercial. Masters degree in speech, Community-minded. Salary negotiable. Box E-17.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-to-small market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.

**SITUATIONS WANTED**

**NEWSPAPER**

**Publisher of medium-market newspaper**
Seeking position in management or sales position in daily or Sunday paper. Excellent experience in all phases of newspaper publishing. Box E-19.

**WANTED**

**Anchor/Reporter w/medium market TV experience**
Seeking position as anchor/producer on local TV station. Excellent experience in all phases of local TV news. Send resume and salary requirements to Box E-20.
HELP WANTED SALES

Business oriented, successful salesperson with good credit and character who really wants to improve his income level. This is a straight commission opportunity involving substantial dollar amounts. Good credit and 1-2 years experience desirable. Call Milt 70118. Excellent salary and fringe benefits. Memphis City Personnel, PO Box 141, San Angelo, TX 76902 or call 915-655-7833.

HELP WANTED TECHNICAL

Donney Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume with phone number to: Director, Broadcast Engineering, Donney Media Group, PO Box 70, Las Vegas, NV 89101. 300 Martin Hall, Auburn University, Auburn, AL 36830, Equal Opportunity Employer.

HELP WANTED PROGRAMMING, PRODUCTION AND OTHERS

Broadcast Editor—University seeks broadcast editor in University Relations Office. Experience in ENG, film, writing, BA in broadcast-related field required. Must have six years full-time professional broadcasting experience or equivalent. Minimum of high school diploma or GED. Excellent salary and fringe benefits. Memphis City Schools, Division of Certified Personnel. Room 164 2597 Avery Avenue, Memphis, TN 38112.

HELP WANTED INSTRUCTION

Instructor to teach radio & TV courses, advise campus radio station. Graduate degree, experience. Equal opportunity employer. Contact Dr. William Hammel, Communications, Loyola University New Orleans, LA 70118.

Broadcasting Instructor, Memphis City Schools. Person will teach basic radio and television broadcasting to high school students. Must have six years full-time professional broadcasting experience or equivalent, minimum of high school diploma or GED. Excellent salary and fringe benefits. Memphis City Schools, Division of Certified Personnel. Room 164 2597 Avery Avenue, Memphis, TN 38112.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1341 Turbide Street, Laredo, TX 78040. Marcel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-242-7877. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)


We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc., Call Mill Gross, 305-949-9084.

FOR SALE EQUIPMENT

Two (2) Ikegami HL33 Minicameras. Make offer. 202-686-5895.

SCHAEFER SSU-2430 program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.


For Sale—used Metrotech 500 stereo reversing log. Sell or trade. 816-588-7999.

For Sale—IGM RAM automation, 16 months old. All updated modifications made. Includes 4 ITC reel decks, time announce, 3 carousels, 4 racks. Original cost new $24,000. Replacement cost $27,000—asking $20,000. Contact: Kerby E. Conley, KSSN, Little Rock, AR 72201, 501-378-0200.

Searchlight! A pair of the best in the country included in price are supplies parts training and manuals. Call for Tim at 712-255-5595 anytime.

Schaefer 903E program automation, three day memory, teletype logging, 4 reel-reel, 2 audiotapes, time announce, and more. 303-484-5449.
Help Wanted Management Continued

Controller

Radio/TV Stations
New York City

Minimum 8 years accounting experience. Degree in accounting or finance required. Should presently hold position comparable to Controller or Assistant Controller. Broadcasting experience required.

Comprehensive benefits program. Resume must include work and earnings history and salary desired. Replies treated in confidence.

Box E-45
Equal Opportunity Employer, M/F/HH/Vets

Help Wanted Sales

A 1980 CAREER OPPORTUNITY.

If you are actively involved in broadcast sales and are currently evaluating the future of your career in the decade ahead, Century Broadcasting Corporation has an offer for you.

Century is expanding its radio sales force. If you are a highly professional broadcast sales representative in search of a creative sales opportunity, contact us soon. Century stations offer challenge, career advancement, top working conditions and an excellent remuneration plan to those selected. Your qualifications must include at least 2 years broadcast or rep sales experience, good character references and a driving desire to work for a winner in the 80's.

As the number one FM radio group operation in America, Century intends to stay #1 in the 80's by building the most outstanding organization in the industry. If you are one of the sales executives we select to join us for some great growth years ahead, you will have an exceptional career future.

Write and send your resume, in complete confidence, to:

Century Broadcasting Corporation
875 N. Michigan Avenue
Suite 3212
Chicago, IL 60611

ATTN: Lynn Christian, V.P.
An Equal Opportunity Employer M/F.
HELP WANTED SALES CONTINUED

Move up to a major market and major facility!

WLKW AM & FM, No. 1 in Providence, has an Account Executive opening now! Send resume ASAP to Pete Vincelette. EOE.

SITUATIONS WANTED MANAGEMENT

BANK ON A TRUE THING!

Experienced aggressive "breaches" with Olympic track record of major market successes looking for GM and/or GSM opportunity. Will work 50-60 hours a week to produce the results you desire. Impressive industry references documented in my superior abilities. Maynard Grossman 6555 Farmingdale Ct, Rockville, MD 20855 (301) 948-5840. Adding me to your management team is as safe as putting $5555 in the bank.

GENERAL SALES MANAGER

... with eight years of MAJOR MARKET management experience with one company. Abilities to develop, motivate and lead. Extensive retail, agency and national sales success. Knowledge of how to use the right media tools in any kind of situation. Excellent personal and business references. Box E-42.

RADIO MANAGEMENT

23 years in broadcasting. The past ten in aggressive management. Expense control, audience development, license renewal, agency, rep., & street sales, station owner, etc. Available at once. Jack A. Carpenter 801 Silverwood Tr., North Little Rock, Ar. 72116. (501) 771-1168.

I AM BORED!

After 4 1/2 months "retirement" and a lifetime in broadcasting, I'm ready to go back to work. Former station owner, GM, SM, both radio and TV. My birth certificate says I'm old. If I'm old, so was Ben Franklin, John Foster Dulles and D.W. enviado when they did their best work. Lowell Thomas is still going strong. Make an offer "I can't refuse." I'm ready to get started. Call (702) 733-2151.

TELEVISION

HELP WANTED TECHNICAL

TELEVISION BROADCAST TECHNICIAN

Baltimore television station has an opening for a technician. Must have FCC 1st Class License and technical school education. Send resume to: Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

HELP WANTED SALES

GENERAL SALES MANAGER

Top-ranked station in West Coast market. Extensive local experience and ability to motivate and direct sales staff. Excellent compensation and benefits under group ownership. Send resume to Box D-235. Equal Opportunity Employer.

NATIONAL SALES MANAGER

WTVJ-TV Miami, Florida has an opening for a national sales manager. Must be a self-starter with a solid sales background & television ref sales or sales management. This position offers an excellent salary & potential along with a fine benefit package.

Send resume to: Manager of Employment, Wometto Enterprises Inc., PO Box 010787-Miami, Fla 33101

Equal Opportunity Employer M/F

HELP WANTED TECHNICAL CONTINUED

VITAL HAS A FUTURE FOR YOU


CENTRAL DYNAMICS LTD.

Expansion of our Engineering group in Montreal has created several new openings. These include analogue and digital video circuit design, requiring several years experience. Phone or send resume in confidence to:

Jens Lauersen
V/3 Engineering
Central Dynamics Ltd.
147 Hymus Blvd.,
P.O. Drawer 11G1,
Tel: 514-697-0810

HELP WANTED SALES CONTINUED

SALES REPRESENTATIVE

Due to expanding sales...

A leading manufacturer of television broadcast and Post Production Equipment has openings for Sales Representatives for the Northeast and West Coast Regions.

The company has been in business for twenty years and has consistently led in the industry with innovations in Switchers, Automation and VTR Editing.

The opening is a unique opportunity for personnel with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company already enjoys a large market share. The successful applicant will have an excellent base salary plus commissions with benefits, company car and paid travel expenses.

For further information send your resume, in confidence to:

Central Dynamics Corporation
Attn: John Barker
V.P. Sales
10 West Main Street
Elmwood, New York
10523

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

WISN-TV MILWAUKEE

Be part of the team which introduces FM magazine to this top 25 market.

Two hosts for local weekend magazine show to premiere September 79. Strong market appeal. Minimum two years medium or major market experience required. Understanding of basic field production and strong interview skills important.

We're looking for experienced programmers with warmth, personal on-air presentation. Equal Opportunity Employer.

Send resume and video tape to: Employee Relations Director, WISN-TV, PO Box 402, Milwaukee, WI 53201.

PROMOTION MANAGER

Major market network affiliate invites applications for promotion manager. Person selected will be responsible for budgeting and administration of department as well as heading up all creative aspects of print and on-air promotions/advertising. Appropriate prior experience in above areas required. Reply to: Nancy Fields, WMAR-TV, 6400 York Road, Baltimore, MD 21212. E.O.E. M/F.

ASSISTANT PROGRAM DIRECTOR

Must have experience in programming functions of a television station. Especially important: sound judgement in the screening and rating potential of movies based on knowledge and background of motion pictures. Call or send resume to Eunice and Lloyd Upton, 615 N., La Brea, Hollywood, Ca. 90038, (213) 851-1000. An equal opportunity employer. M/F

SITUATIONS WANTED ANOUNCERS

SENSE OF HUMOR

Me and my sense of humor compass while fifteen years of professional journalism experience want to travel to your station to interview for an on air position. My speciality is the art of conversational, the craft of interviewing and carrying on dialogue as planet earth takes the plunge into the 1980's. I want to host a talk show and moderate debates with an election year approach. My experience includes panel discussion shows, two consecutive national journalism awards in print, and work in all phases of the fourth estate. I am not interested in happy talk journalism, being a talking head or the black art of fifth estate political rhetoric. Joke, resume, samples of my work and references upon request but I prefer to pay my way to communicate with you on a personal level. My name is Jeff Gale. Please call me collect at 213-656-2496, or write me at Box D-254.

Broadcasting May 7 1979
99
CREATIVE EXECUTIVE

There is a position available in L.A. as Chief Executive of a Production Company. To fill it, we need a truly talented person who is hell-bent on achieving significant creative and commercial results by producing high-quality programs for syndication.

Management experience is essential. Prime Time and Specials experience desirable. More importantly, we need someone with leadership and a sense of mission — someone who has important ideas for off-network programs and is looking for a place to make them happen. We want a David with Goliath-size ambitions and talents ... an unusual person who is ready for an unusual opportunity.

We're running this ad because we believe the best person may not be well known. We hope to hear from you.

Box E-22

An Equal Opportunity Employer

ENGINEERING
VICE PRESIDENT

Medium size manufacturer serving the broadcast equipment market requires high technology oriented, take charge type Vice President engineering. Position requires knowledge audio, digital and low level RF Video Technology. Excellent opportunity for further advancement. BSEE degree required. High remuneration and top benefit program.

Write in complete confidence to President, Box E-53.

ACCOUNT EXECUTIVE

Arbitron's New York office has an immediate opening for a Salesperson to call on television broadcasters and broadcasting representatives. We're looking for an outstanding individual with 3-5 years experience in the broadcast sales/research field. If you are a self-starter and don't mind travel, send your resume and salary history to:

Personnel Director

THE ARBITRON COMPANY

a research service of CONTROL DATA CORPORATION

1350 Avenue of the Americas
New York, New York 10019

An Affirmative Action Employer M/F

Help Wanted Sales

Public Notice

TOWN OF SWAMPSCOTT
CABLE TV BIDDERS

Applications for the community antenna television license for the Town of Swampscott will be received by the Board of Selectmen, Elihu Thomson Administration Building, Monument Avenue, Swampscott, Massachusetts 01907. Applications shall be filed on the Massachusetts C.A.T.V. Commission Form 100 and shall be accompanied by a fee of $100. All applications shall be filed no later than 4:30 p.m. July 9th, 1979. At least two copies of the application must be filed with the Board of Selectmen. A copy shall also be filed with the Massachusetts C.A.T.V. Commission.

On said July 9th, 1979, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

SWAMPSCOTT BOARD OF SELECTMEN

Broadcasting May 7 1979
**Employment Service**

**meet your next big opportunity here**

The only way to get ahead in broadcasting is to move ahead. Well, finding the right station with the right opportunities for you isn't the easiest task. In fact, it's downright impossible. That's where **Media Placement Systems** comes in. Through computer technology, they can match you up to that perfect station: the one that may mean the next big step in your career. The broadcast industry is growing daily and the job market is expanding rapidly. At the same time, station managers want the right people. Media Placement Systems makes sure your name and qualifications are right there in the decision makers' hands.

Sound good? To find out more, fill out the coupon below or call for immediate listing. It could be your next big opportunity!

**MEDIA PLACEMENT SYSTEMS**

**MANAGEMENT**

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box O-45.

**Consultants**

Bankers Trust Company, a $28 billion institution, has a team of seven specialists offering to TV and radio owners a unique financial and advisory service:

- Mergers
- Acquisitions
- Divestitures
- Private Placements
- ESOT's
- Lease Financing
- Management Consulting


**Free Film**

The leading distributor. We have the most. PSA's & newscasts too. Call regional offices:

- New Hyde Park, N.Y. (516) 437-6300
- Los Angeles, Calif. (213) 785-2077
- Chicago, Ill. (312) 577-8320
- Philadelphia, Pa. (215) 592-5530
- New York, N.Y. (212) 695-2050
- New Orleans, La. (504) 581-8111
- Dallas, Texas (214) 743-4148

**Audience Research**

**SOLID RESEARCH-PROVEN ANSWERS**

to 100 of the most-asked questions about Sales, Programming, Engineering, and News, as published in INSIDE RADIO. National sample size: 8,100 completed interviews in 31 markets. To order, send $5.00 to "Question-of-the-Week," Yearbook, Radio Index, Inc., Post Office Box 11347, Phoenix, Arizona 85061.

**FOR SALE**

60 KW UHF
RCA TRANSMITTER
WITH SPARE KLYSTRON

CONTACT
MAX BERRYHILL
WTVC
305-464-3434

**Wanted To Buy Stations**

**For Sale Equipment**

**AM Broadcast Transmitters!**

Very skilled broadcast engineer establishing mfg. operation. 100% solid state 1 KW AM transmitters. Best made! Active (degreed engineers) or inactive investors with $25,000 minimum desired. Sales subject to FCC type approval. Box D-201.

**WILL PURCHASE**

Radio AM/FM and television stations or cable systems any market size.

Box D-239

**WANTED: UNDEVELOPED BROADCAST PROPERTIES**

Operating company with experienced turn-around management team seeks TV, radio and cable properties. Operations must now be conducted on a loss basis. Buyer wishes to maximize number of properties that can be acquired for $25 million available cash. Minimum size for each transaction should be $5 million. All U.S. locations considered but favor the snow belt. Prefer independent U's or V's but affiliated stations also considered if currently unprofitable. Brokerage authorized by sellers protected. Inquire in confidence.

Box E-36

**For Sale Stations**

**HOLT CORPORATION**

**BROKERAGE - APPRAISALS - CONSULTATION OVER A DECADE OF SERVICE TO BROADCASTERS**

The Holt Corporation, Westgate Mall, Suite 205, Schenectady, N.Y. 12308, (518) 520-3770

**Radio Surveys**

195 TOP-RATED STATIONS

in 56 of the Top 100 markets know the quality depth, and reliability of RADIO INDEX audience measurement reports. Now, RADIO INDEX One-Shots, Overnights, and Newspaper Readership Studies come to Small Market Radio. For order, call TOLL FREE:

(800) 528-6082 • (602) 242-6800
For Sale Stations Continued

**Select Media Brokers**

<table>
<thead>
<tr>
<th>State</th>
<th>Daytime</th>
<th>AM-FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>VA</td>
<td>180K</td>
<td>Small</td>
</tr>
<tr>
<td>FL</td>
<td>170K</td>
<td>Small</td>
</tr>
<tr>
<td>NJ</td>
<td>650K</td>
<td>Medium</td>
</tr>
<tr>
<td>VA</td>
<td>475K</td>
<td>Medium</td>
</tr>
<tr>
<td>NC</td>
<td>225K</td>
<td>Small</td>
</tr>
<tr>
<td>WA</td>
<td>250K</td>
<td>Suburban</td>
</tr>
<tr>
<td>GA</td>
<td>467K</td>
<td>Metro</td>
</tr>
<tr>
<td>GA</td>
<td>385K</td>
<td>Small</td>
</tr>
<tr>
<td>AL</td>
<td>635K</td>
<td>AM-FM</td>
</tr>
<tr>
<td>NY</td>
<td>1.8MM</td>
<td>Major</td>
</tr>
<tr>
<td>TX</td>
<td>595K</td>
<td>Medium</td>
</tr>
<tr>
<td>FL</td>
<td>390K</td>
<td>Medium</td>
</tr>
<tr>
<td>FL</td>
<td>525K</td>
<td>Metro</td>
</tr>
<tr>
<td>SC</td>
<td>180K</td>
<td>Small</td>
</tr>
<tr>
<td>LA</td>
<td>450K</td>
<td>Small</td>
</tr>
<tr>
<td>GA</td>
<td>300K</td>
<td>Medium</td>
</tr>
<tr>
<td>PA</td>
<td>350K</td>
<td>Medium</td>
</tr>
<tr>
<td>NC</td>
<td>205K</td>
<td>Small</td>
</tr>
<tr>
<td>KY</td>
<td>120K</td>
<td>Small</td>
</tr>
</tbody>
</table>

**FOR SALE BY OWNER**

Southeast suburban clear channel daytimer, real estate, opportunity to go SkW near future. Fast growing industrial market. $185,000 terms, $175,000 cash. Box E-9

**RALPH E. MEADOR**

Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**MAXIMUM POWER FM**


**DESSERT.** Strong FM/AM in high growth market. $2.75 million.  
**SUNBELT.** AM in attractive market. $1.5 million.  
Exclusive Listings

**CALL**  
Frank Calcegno or Brad Hart  
(212) 692-2430 or (212) 692-2304

**BROADCASTING’S CLASSIFIED RATES**

Payable in advance. Check or money order only (Billing charge to stations and firms: $1.00).

Deadline is Monday for the following Monday’s issue. Orders and/or cancellations must be submitted in writing (i.e., 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. 20035.

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.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: $0c per word. $1.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $0.00 per inch. For Sale Stations: Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.
### Stock Index

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed. May 2</th>
<th>Closing Wed. April 25</th>
<th>% change in week</th>
<th>% change in year</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. shares (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock index</td>
<td>Exch.</td>
<td>Exch.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Broadcasting

<table>
<thead>
<tr>
<th>Broadcasters</th>
<th>Shares outstanding (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>17,655</td>
</tr>
<tr>
<td>CAPITAL CITIES</td>
<td>20,975</td>
</tr>
<tr>
<td>CBS</td>
<td>14,000</td>
</tr>
<tr>
<td>COX</td>
<td>6,442</td>
</tr>
<tr>
<td>GROSS TELECASTING</td>
<td>561,750</td>
</tr>
<tr>
<td>KINGSTIP COMM.</td>
<td>1,296,112</td>
</tr>
<tr>
<td>LIN</td>
<td>4,677</td>
</tr>
<tr>
<td>METROMEDIA</td>
<td>11,560</td>
</tr>
<tr>
<td>MOONEY</td>
<td>2,443</td>
</tr>
<tr>
<td>SCANNES-HOWARD</td>
<td>5,082</td>
</tr>
<tr>
<td>STARR</td>
<td>4,600</td>
</tr>
<tr>
<td>STORER</td>
<td>2,598</td>
</tr>
<tr>
<td>TAFT</td>
<td>8,508</td>
</tr>
<tr>
<td>TOTAL</td>
<td>103,135</td>
</tr>
</tbody>
</table>

### Broadcasting with other major interests

<table>
<thead>
<tr>
<th>Corporation</th>
<th>Shares (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS-RUSSELL</td>
<td>1,266</td>
</tr>
<tr>
<td>AMERICAN FAMILY</td>
<td>17,565</td>
</tr>
<tr>
<td>JOHN BLAIR</td>
<td>12,769</td>
</tr>
<tr>
<td>CHARTER CO.</td>
<td>360,356</td>
</tr>
<tr>
<td>CHR-CRAFT</td>
<td>36,899</td>
</tr>
<tr>
<td>CQA-CA-NEW YORK CITY</td>
<td>54,872</td>
</tr>
<tr>
<td>COMBINED COMM.</td>
<td>352,649</td>
</tr>
<tr>
<td>CYWLES</td>
<td>89,302</td>
</tr>
<tr>
<td>DUNN</td>
<td>1979</td>
</tr>
<tr>
<td>FAIRCHILD IND.</td>
<td>153,514</td>
</tr>
<tr>
<td>FGULLA</td>
<td>126,861</td>
</tr>
<tr>
<td>GANNETT CO.</td>
<td>22,046</td>
</tr>
<tr>
<td>GENERAL TIRE</td>
<td>180,795</td>
</tr>
<tr>
<td>GRAY COMMUN.</td>
<td>1,997</td>
</tr>
<tr>
<td>HANCOCK</td>
<td>16,871</td>
</tr>
<tr>
<td>JEFFERSON-PILOT</td>
<td>726,606</td>
</tr>
<tr>
<td>MARVIN JOSEPHSON</td>
<td>40,320</td>
</tr>
<tr>
<td>KANSAS STATE NET.</td>
<td>33,731</td>
</tr>
<tr>
<td>KNIGHT-RIDER</td>
<td>743,197</td>
</tr>
<tr>
<td>LEE ENTERPRISES</td>
<td>164,823</td>
</tr>
<tr>
<td>LIBERTY</td>
<td>163,100</td>
</tr>
<tr>
<td>MCGRAW-HILL</td>
<td>92,820</td>
</tr>
<tr>
<td>MEDIAN GENERAL</td>
<td>168,139</td>
</tr>
<tr>
<td>MERIDITH</td>
<td>245,774</td>
</tr>
<tr>
<td>MULTIMEDIA</td>
<td>245,774</td>
</tr>
<tr>
<td>NEW YORK TIMES CO.</td>
<td>295,774</td>
</tr>
<tr>
<td>OUTLET CO.</td>
<td>52,567</td>
</tr>
<tr>
<td>POST CORP.</td>
<td>28,726</td>
</tr>
<tr>
<td>REEVE'S TELECOM</td>
<td>13,134</td>
</tr>
<tr>
<td>ROLLINS</td>
<td>67,554</td>
</tr>
<tr>
<td>SAN JUAN RACING</td>
<td>66,077</td>
</tr>
<tr>
<td>SCHERING-PLUGH</td>
<td>126,664</td>
</tr>
<tr>
<td>SONICERIALING</td>
<td>126,664</td>
</tr>
<tr>
<td>TECH OPERATIONS</td>
<td>42,653</td>
</tr>
<tr>
<td>TIMES MIRRO CO.</td>
<td>164,823</td>
</tr>
<tr>
<td>TURNER COMM.**</td>
<td>133,320</td>
</tr>
<tr>
<td>WASHINGTON POST</td>
<td>138,320</td>
</tr>
<tr>
<td>WOMETCO</td>
<td>170,480</td>
</tr>
<tr>
<td>TOTAL</td>
<td>640,396</td>
</tr>
</tbody>
</table>

### Cablecasting

<table>
<thead>
<tr>
<th>Cablecasters</th>
<th>Shares (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTION CORP.</td>
<td>25,701</td>
</tr>
<tr>
<td>AMECO</td>
<td>21,093</td>
</tr>
<tr>
<td>AMERICA COMM.</td>
<td>40,626</td>
</tr>
<tr>
<td>BURNS &amp; SIMS</td>
<td>14,331</td>
</tr>
<tr>
<td>CABLE INFO.</td>
<td>3,645</td>
</tr>
<tr>
<td>COMCAST</td>
<td>32,331</td>
</tr>
<tr>
<td>COMMUNICATIONS PROPERTY</td>
<td>19,377</td>
</tr>
<tr>
<td>ENTERNTO</td>
<td>1,093</td>
</tr>
<tr>
<td>GENERAL INSTRUMENT</td>
<td>295,172</td>
</tr>
<tr>
<td>GENOVE CORP.</td>
<td>153,817</td>
</tr>
<tr>
<td>TIME INC.</td>
<td>274,432</td>
</tr>
<tr>
<td>TOCOM</td>
<td>14,586</td>
</tr>
<tr>
<td>UA-COLUMBIA CABLE</td>
<td>77,277</td>
</tr>
<tr>
<td>UNITED CABLE TV</td>
<td>117,294</td>
</tr>
<tr>
<td>TOTAL</td>
<td>83,974</td>
</tr>
</tbody>
</table>

### Broadcasting May 7 1979

103
**Profile**

**Showtime's Reiss: A video frontiersman**

Why would an ABC Entertainment executive give up a programming job to gamble his career on pay cable? Probably for the same reason he already had jumped from off-Broadway production to take an early stab at the home video-cassette market.

"I like to be out there on the frontier," explains Jeffrey Reiss, president of Showtime Entertainment, a nationwide pay-cable service claiming some 675,000 subscribers and anticipating more than 900,000 by year-end.

Mr. Reiss went out on the pay cable frontier for Viacom three years ago when the program distribution firm and cable system owner decided Time Inc.'s Home Box Office needn't be the only pay cable programming game in town.

Since then, Showtime has gone the way of satellite transmission; brought on a partner, Teleprompter, the largest of programming companies; and obtained 900,000 subscribers and 5 million in total revenue.

Reiss married in 1969. He left Tandem because "I would not live and work in that shadow," he says. (His father-in-law, however, isn't Jeff Reiss's only relative in the business. His younger brother, Randy, is senior vice president, domestic syndication, for Paramount Television Distribution.)

It was at Tandem that he "realized that entertainment was what I loved" and that he wouldn't be going back to teaching. And after severing professional ties with Mr. Lear in favor of personal ones, he joined Harlan Kleiman (who has just formed his own pay TV and home video programming company) in Kleiman-Reiss Productions in 1969 and produced five off-Broadway plays including "Passing Through From Exotic Places" which took an Obie award. Several movie productions also were optioned.

Again a new frontier called in 1970, when Mr. Reiss joined Avco whose Cartridge Television Inc. subsidiary was attempting to break new ground with its Cartrovision system. Mr. Reiss was responsible for pulling together the video-cassette library. Business already was under way, Mr. Reiss explains, and at the point of a nationwide launch through Sears Roebuck, Avco regrouped its investments and dissolved the venture.

His experience was enough to land him a job as director of feature films for ABC Entertainment in 1973, in charge of acquisition and scheduling of Friday and Sunday night movies, or as Mr. Reiss explains "deciding which films, getting the rights, supervising scheduling and promotion." Although more conventional, say, than Avco Cartrovision, network television did allow him to explore new ground. At ABC, for example, he did a study to demonstrate that two-hour made-for-TV movies were economically viable.

Viacom took Jeff Reiss on in January 1976 with a directive he describes now as: "If you can show us there's a business, we're interested." Mr. Reiss explains that churn—the level of subscribers signing up for HBO in Viacom's Suffolk, Long Island, system, then disconnecting—was the major reason prompting Viacom to get involved.

When Showtime was introduced in its first market in July 1976, Mr. Reiss says he set out to redefine customer expectations to "clearly demonstrate there wouldn't be a different show all the time. For $9.95 a month, higher than the average HBO asking price, Showtime gave subscribers 12 movies a month. The subscriber fall-off rate for Showtime during its start was only 10%. Mr. Reiss claims, "we were interested" for the times.

Showtime has continued to expand since then, receiving a major shot in the arm and about doubling its subscriber count with the Teleprompter partnership. In-house it has grown from eight employees the first year, to 25 before switching from cassette to satellite transmission in March 1978, to 75 now with expectations of that doubling.

Terrence Elkes, Viacom International's president, and a member of the Viacom/Teleprompter committee Jeff Reiss reports to, says Mr. Reiss "has one of the best approaches in the area of marketing." He characterizes the combination of Mr. Reiss's network TV background and "his own creativity" as "unique.

For his own part, Jeff Reiss says "my professional life will not slow up. Now my challenge is to manage a constantly expanding business environment." And with Showtime's push towards more original programming, he also expects to be "more creatively involved" in the 1980's.

Jeff Reiss's frontiers keep expanding.
False start

The conditions under which Philip L. Verveer became chief of the FCC’s Broadcast Bureau last week all but guarantee new turmoil in an agency that was already suffering from deteriorating morale and worsening ineptitude. Whatever Mr. Verveer’s professional qualifications for the job, the manner in which he was put into it has widened divisions among commissioners and is certain to intensify disenchantment in the staff. FCC Chairman Charles D. Ferris may be running the FCC to his own liking. He may also be running it into the ground.

Historically, FCC chairmen have had the principal say in important staff appointments. Never until now, however, has one made a selection by maneuvers that were certain to antagonize colleagues and demoralize staff.

The process was started by the application of harassments that finally made life intolerable for the career civil servant who has held the Broadcast Bureau job. Upon the accomplishment of Wally Johnson’s resignation, the chairman, without warning to Commissioners Robert E. Lee, James Quello and Abbott Washburn, delivered Mr. Verveer as a fait accompli, obviously having tied up the votes of Commissioners Joseph Fogarty, Tyrone Brown and Anne Jones beforehand. That may be the way things are done in the Boston wards where Mr. Ferris learned Democratic politics. There are better ways to run a federal commission.

Mr. Verveer may be able to surmount the handicaps of his selection process. His legal skills are said to be considerable, and lawyers who have dealt with him on cable matters say he has been fair. Until he proves otherwise, however, he will be perceived as the chairman’s choice to carry out the chairman’s orders, which more often than not are at odds with broadcasters’ desires. From such situations come congressional oversight hearings.

Heat’s on

NBC-TV released its 1979-80 prime-time program schedule last Tuesday at about the same time that RCA stockholders, at their annual meeting, were demanding answers to the future of the broadcasting subsidiary and its president, Fred Silverman. CBS-TV issued its schedule too, a couple of weeks after the high command of CBS Inc. had been obliged to explain to stockholders why the high price of television program development was draining corporate profits.

ABC-TV had issued its schedule a week earlier, but it had some other news last week. Fred Pierce, the wunderkind president of ABC Television, was also made executive vice president and heir-apparent to the presidency of ABC Inc., a company that not so many years ago would have been hard put to count the money that is now rolling in. Mr. Pierce goes to the ABC stockholders meeting that is scheduled for May 15 secure in the prospect that if his network’s ratings hold and profits continue to climb, he is destined to join his two superiors, Leonard Goldenson and Elton Rule, in the million-dollar-plus stratosphere of executive pay. He made $783,000 in ABC’s giddy year of 1978.

Never has the relationship between television network ratings and parent company fortunes been more distinct. ABC comes off a season firmly in first place, and its president ascends to corporate Olympia. NBC-TV wallows in third, and stockholders want sudden miracles from a former wunderkind who hasn’t been on his new job a year. CBS, trailing ABC, must give assurances that dividends will mount once first place is reclaimed in Nielsen reports with those expensive new programs.

When stockholders start reading Nielsen pocketpieces and fac-
"Twas the week before Christmas"

Each year a bank and the leading manufacturer in Cadillac, Michigan, co-sponsor a unique way to bring Christmas to families in need — the Dress-A-Doll contest.

Area residents are encouraged to buy the dolls at the bank and outfit them in new clothes. The dolls are then returned for display, with prizes being awarded for the most creative costumes. Just before Christmas, the dolls are donated to the Salvation Army for distribution.

But last year, late in December, one-third of the dolls were yet to be purchased. It was then that WWAM/WKJF-FM, the Fetzer radio stations in Cadillac, began broadcasting special announcements. Within five days, every doll had been purchased, outfitted and returned to be displayed and given away.

Letting our listeners know about ways they can help make some very special Christmas dreams come true is all part of the Fetzer tradition of total community involvement.

The Fetzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
KOLN-TV Lincoln
KGIN-TV Grand Island
WJFM Grand Rapids
WKJF(FM) Cadillac
WWAM Cadillac
KMEG-TV Sioux City
FRAME SYNCHRONIZER
Locks all remote signals to house sync. Network, ENG, Remote pick-ups, and satellite signals will mix with local signals with no disturbance.
Sampling video at 4 times subcarrier for superior technical standard and picture quality.

CHROMAZOOM
New built-in composite CHROMAKEY gives halo-free pictures with full control of size, positioning and Squeezoom manipulation.

FRAME FREEZER
Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

VIDEO COMPRESSOR
No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish, down to one picture element, and position it anywhere on the screen.
Ask for demo tape for convincing force of Squeezoom. Available in NTSC, PAL and SECAM.

ELECTRONIC ZOOM
See or read information not possible without zoom.
In sports, determine if ball is good, simply freeze and enlarge. Call foul plays more accurately. Zoom capability on a remote or recorded scene. Zoom while chroma key tracking.

VERY SPECIAL EFFECTS
With 2 channels or more, open new unlimited vistas of movie-type effects.
Avoid FCC violations. TV blanking standards automatically restored with Squeezoom.
Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.
Display two or more ENG feeds simultaneously. Decided advantage in news, special events, sports.
Conceived, designed, and manufactured in Florida by Vital Industries, Inc., makers of the VIX-114 Series Switching Systems.

Simultaneous Live Telecast

MORRELL BEAVERS Midwest
2644 North Seventh St.
Terre Haute, Indiana 47804
Phone 812/466-3212

ERIC KING Southeast
Fox Hill Road
Lynchburg, Va. 24503
Phone 804/384-7001

ROBERT McALL or BARRY ENDERS Northeast
34 Autumn Lane, Hicksville, N. Y. 11801
Phone 516/736-0055

GORDON PETERS Southwest
P. O. Box 912
Arlington, Texas 76010
Phone 817/467-0051

BARRY HOLLAND West Coast
7960 West Beverly Blvd.
Los Angeles, California 90048
Phone 714/497-4516

Patented

VITAL INDUSTRIES, INC.
MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 U.S.A.
Tel.: Area 904-378-1581 • TWX 810-825-2370