OUR NEW CONSUMER REPORTS ARE GETTING A LOT OF COMPLAINTS.

Our reports are hitting viewers pretty close to home.
They're learning how to handle broken water mains, bureaucratic red tape, shoddy products, and all kinds of frauds.
No wonder so many folks are watching Cindy Martin's consumer stories on the Midday Report and Six O'Clock News.
She's keeping a lot of people honest.

THERE'S SOMETHING NEW IN THE AIR.
The all-new, "Match"

Now in production for Fall '79 and sold to:

- WCBS-TV New York
- KDKA-TV Pittsburgh
- KPIX San Francisco
- KXTV Sacramento
- KTVN-TV Reno
- KXLY Spokane
- KVOS-TV Bellingham
- KSTP-TV Minneapolis
- KTVK-TV Phoenix
- KSBW-TV Salinas
- WXII Winston-Salem
- WYTV Youngstown
- WSYR-TV Syracuse
- KPTV Portland, Or.
- KLAS-TV Las Vegas
- KTVI St. Louis
- WJZ-TV Baltimore
- WANE-TV Ft. Wayne

You've wanted it for years. You can buy it today!

Goodson-Todman's winner is back with all-new production for first-run syndication.

Markets are closing fast! So don't dawdle. Act now if you hope to play "Match Game" on your station in the Fall.

This is the strip that moved into first place among all daytime shows within 6 months after starting on CBS in 1973.

During 4 seasons at 3:00 and 3:30 on CBS, "Match Game" ranked as the Number One daytime show for 3 years! The Number One daytime game show for 4 years! And the Number One CBS daytime show for 3 years! When "Match Game" wasn't Number One, it was Number Two.

You can't score much higher than that!

Source: NTI, 1 Oct.-11 Feb. avgs., 1973-77. Audience estimates are subject to limitations of the rating service.
Same great show! Same great producers!

"Match Game" is still the "Match Game" you know and covet. Starring host Gene Rayburn. Regular panelists Charles Nelson Reilly, Brett Somers. And other nimble witted celebrities who round out an unmatched panel of fun lovers each week.

Goodson-Todman are still the producers you know as masters of the game show. Always adding new wrinkles and new twists each year to sustain peak audience appeal.

More flexibility! More profit!

In syndication you won't have to play the "Match Game" strip when a network feeds it to you. You can play "Match Game" wherever you need it most.* In fringe time, access time, daytime, prime time or late night periods. And pocket all the spot dollars for yourself!

Consider the rewards. Then call today for one of television's all-time winning strips.

*Subject to protection of the once-a-week "Match Game PM" in markets where it has been licensed.

GOODSON-TODMAN'S
"Match Game"

Victory Television
45 East 45 Street, New York 10017
San Francisco (415) 435-9113.
GRASS VALLEY GROUP  

400 SERIES ROUTING SYSTEM

And the 400 Routing System specifications are unexcelled! For example, the audio section produces +24 dBm into 600 ohms without using transformers. And the design of the 400 System is totally modular: you may add to your basic system as needs arise, even adding as little as one output at a time! The cost is low, and the quality the highest; Grass Valley Group quality in the new 400 Routing System.

THE GRASS VALLEY GROUP, INC.
A TEKTRONIX COMPANY

Grass Valley Group Field Offices: WEST; 4419 Van Nuys Blvd Ste 307, Sherman Oaks, CA 91403 (213) 990-6172; SOUTHEAST; 1544 Tullie Cir NE, Atlanta, GA 30329 (404) 321-4318; NORTH CENTRAL; 810 W Bristol St, Elkhart, IN 46514 (219) 264-8931; NEW ENGLAND & MID ATLANTIC; Station Plaza East, Great Neck, NY 11021 (516) 487-1311; SOUTHWEST; 2639 Walnut Hill Ln Ste 143, Dallas, TX 75229 (214) 358-4229; MIDWEST; 3655 N Lexington Ave Ste 374, Arden Hills, MN 55112 (651) 483-2599.
THE JAWBONING BEGINS □ The first week of broadcast and cable hearings on the Van Deerlin's Rewrite II begin with no consensus between witnesses and retransmission consent and fees provide points of contention. PAGE 32. Van Deerlin tells broadcasters they had better cooperate or the broadcast parts, including deregulation, will be chopped from the bill. PAGE 33.

THE WORD FROM THE TOP □ Silverman tells his affiliates that NBC is going to build a one-number-one network on the foundation of its successful past and an uncompromising commitment to news. He also stresses there will be more comedy and variety shows in the future. PAGE 36.

STORM WARNINGS □ At a Washington Journalism Center conference, First Amendment lawyer Prettyman warns of eroding lack of freedom for reporters in the wake of the Herbert decision. PAGE 38.

WHAT'S AHEAD □ NCTA President Bob Schmidt, in a pre-convention interview with BROADCASTING, talks about the future of his industry and of the many factors—regulatory and competitive—that affect it. PAGE 42. This week's convention agenda begins on PAGE 50.

INTRODUCING HERSELF □ Jane Pfeiffer touches a number of bases in her first speech to the NBC affiliates in Los Angeles, including the network's interest in a satellite distribution system and criticism of the Rewrite's spectrum-fee proposal. Mulholland has some good news about a new music licensing deal that will send some $6 million to the local stations. PAGE 56.

CBS HANDS OFF □ It decides it doesn't want to go it alone in its push for extended TV ratings periods and accepts ARF's offer to study the matter. PAGE 88.

RETIRING □ Washington appeals court judge, David Bazelon, retires after 30 years. He's ruled on many broadcast matters over the years and lately has been in favor of more first Amendment rights for broadcasters and increased deregulation for radio. PAGE 72.

FALL PREVIEW □ NBC affiliates get the lowdown on next September's schedule from entertainment chief Weinblatt. The seven hours of new shows and 16 hours of returning ones leave the affiliates pretty impressed. PAGE 77.

NITTY-GRITTY TIME □ The future structure of PBS may begin to emerge this week from the executive committee's meeting at which it will study a reorganization proposal. Its recommendation will be presented to the PBS board and then go before the stations at the June membership meeting. PAGE 80.

LOOKING UP □ NBC asks RCA, Western Union and AT&T for proposals to develop a satellite distribution network and says it hopes to have one in place by 1983. PAGE 84.

HAVING SOME FUN □ Outgoing NCTA Chairman Bob Hughes has seen cable through the tough times to the current boom and built his company, CPI, into the country's eighth largest MSO. Now he's starting over with a new cable system and his own island and enjoying himself more than ever. PAGE 105.
WGAL-TV is right on the money in CASHTOWN

Which is to say the Channel 8 station enjoys enviable acceptance by the viewers in this thriving Adams County community. And the same happy, sales-responsive situation prevails in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA of 1,200,000 persons. The reasons: excellent programs and solid, consistent coverage which WGAL-TV provides every day throughout the year. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales.

Source: Nielsen 1979 County Coverage Report

Another Steinman TV Station WTEV Providence, R.I.-New Bedford-Fall River, Mass.
**Hedging bets**

Fred Silverman’s emphasis on NBC News development at that network’s TV affiliates meeting last week (see page 36) was prompted, in part, by his realization that in entertainment networks are destined for stiffer nonnetwork competition. Home Box Office, pay-cable firm, Silverman told Broadcasting last week, “might well be able to outbid us for movies in five years.”

Gerald Levin, president of Time Inc.’s HBO, didn’t quite go along with that, however. “We have no interest in buying a movie and keeping it off network television,” he said. “I can’t imagine what economic theory Silverman is using.”

Network numbers versus pay-cable’s “are just too far apart.” For Levin, future lies in “sequential distribution” of product—HBO first, networks second.

**Jogged about journalism**

Although NBC-TV affiliates seemed far happier with their network last week than had been expected and were generally pleased with course company president Fred Silverman is charting, they were not so happy with standing of NBC News now.

In private conversations with network executives, station people expressed serious concerns about ABC-TV’s assault on NBC News—especially competition between former’s World News Tonight and NBC Nightly News.

“ABC is on the make in news,” one delegate said to Les Crystal, president of NBC News. Another asked why NBC couldn’t do more lively stories like its competition. Crystal’s reply was that ABC was going after “sensational” stories during rating sweeps. He admitted, however, that NBC News was “not promoting enough.”

**First hurdle cleared**

Gannett Co.’s proposed acquisition of Combined Communications Corp. in merger deal valued at $370 million, will be on FCC’s agenda at June 7 meeting, and indications are that staff is recommending approval. Merger will result in company with 79 newspapers, an almost full portfolio of broadcast properties and large outdoor advertising firm. But it will also result in breakup of number of co-located media crosstownships and spin-off of Gannett’s WHEC-TV Rochester, N.Y., to black box. Still to be heard from is Justice Department’s antitrust division, which hopes to decide by June 7 whether to sue to block merger.

Commission will have another major acquisition on June 7 agenda—Shamrock Broadcasting Inc.’s proposed takeover of Starr Broadcasting Co. and its 12 AM, FM and TV stations for $21.6 million. Staff is recommending grant, in wake of Starr principals’ settlement of Securities and Exchange Commission’s complaint against them (Broadcasting, Feb. 12, at seq.) Shamrock was formed by Roy E. Disney family for purpose of acquiring Starr.

**Space spots**

Test still has few weeks to run, but Blair Televison executives are enthusiastic about satellite delivery of TV commercials to stations. “It’ll revolutionize the rep business,” in words of one high executive, by putting spot TV on virtually same basis as network in speed of delivery and apparently at about same cost as present mail and air-freight.

Since March, Blair has been using satellite in three-month test to deliver General Foods commercials (through Ogilvy & Mather) to all TV stations in Kansas City, Mo., Sacramento, Calif., and Seattle (Broadcasting, March 26).

**Customers on call**

If all else fails in cable industry’s efforts to head off retransmission consent, National Cable Television Association is prepared to play trump card: 15 million customers already connected to basic cable service. Although association officials say they haven’t yet turned to that constituency for help, they note: “We communicate with them every month”—in sending out monthly statements. NCTA believes public interest is on its side in issue, and it will rely on that avenue—not economic muscle—if push comes to shove.

**Picking up tab**

NBC-TV apparently is about to absorb big chunk of music-license costs it’s been passing along to stations. President Bob Mutholland told affiliates that under terms of music-license agreements, they would get back $6 million over 27-month period (story page 56). Hearsers assumed this had been made possible by new NBC agreements with American Society of Composers. Authors and Publishers and Broadcast Music Inc. But no one could be reached at either ASCAP or BMI who knew of any new deal, and BMI source said flint there had been no new one there.

Presumably NBC acted as part of effort to keep affiliates happy—or to keep them, period—but whatever its reason, affiliates of CBS-TV and ABC-TV may be expected to want same sort of treatment.

**First foremost?**

One question drawing speculation from Capitol Hill watchers during these days of hearings on Communications Act revision bills is whether House or Senate will make first move on bill. Logic would indicate Representative Lionel Van Deerlin (D-Calif.), who began whole process, would continue to carry lead, but many think it more likely Senate Committee will act first. Under Senate procedure, legislation bypasses subcommittee and goes straight to full committee for mark-up, thus avoiding step that will probably occupy House side longest.

Many believe house that acts first will have greater influence on final outcome; its bill will be used as yardstick against which other’s will be matched. Scopulation may be premature. However. Hearings so far don’t indicate either house will have easy time reaching consensus among own members (see “Top of the Week”). Hearings on broadcasting and cable provisions, continuing this week in House, are scheduled weeks of June 4, 11 and 18 in Senate.

**Windfall**

Though Metromedia Radio and Katz Radio aren’t talking, reports are that Katz will get bulk of Metromedia-owned stations now that group owner is shutting down house rep (Broadcasting, April 16). Katz is understood to have signed nine AM and FM stations in New York, Philadelphia, San Francisco, Washington, Dallas and Baltimore, leaving four outlets in Los Angeles, Chicago and Detroit up for grabs. Metro’s decision has set up ripple effect whereby as many as 30 radio stations may be involved in trade-offs among various reps.

**Cool**

Representative Al Ullman’s (D-Ore.) assertion of jurisdictional rights over fee provision in Communications Act rewrite (Broadcasting, May 7) does not seem to worry Representative Lionel Van Deerlin (D-Calif.), principal backer of measure (H.R. 3333). Last week, said he sees “no problem” arising from Ullman’s letter to House Speaker stating that rewrite and other bills containing revenue-producing provisions should be referred to Ullman’s Ways and Means Committee. Ullman aide says nothing has happened since letter was written; proposed meeting between Van Deerlin and Ullman has yet to take place. However, Van Deerlin aide says issue will not be joined until bill, with fee provision, is reported by Commerce Committee but adds that he expects no confrontation.
"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 56% over year-ago; 481% 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** (KVU, 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.

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**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.
New one. Diane McMeekin, former account executive with Bolton Broadcasting in San Francisco, has opened her own firm there. McM Spot Sales is a regional rep for TV and radio with headquarters at 68 Broadway, San Francisco; (415) 391-2272.

Another new one. KFQG(FM) San Francisco has changed its rep to Selcom Inc. from Katz Radio.

Pollinex  □  One-week campaign for shower massage will begin on June 9 in 65 markets in daytime and fringe slots. Agency: McCann-Erickson, Chicago. Target: adults, 18-49; women, 18-49.

Bic  □  Two-month campaign will begin in June for Bic Lady Shaver, part of $2 million effort that will include network television and print. Agency: Wells, Rich, Greene, New York. Target: working women.

Radio-TV

C & C Cola. □ Four-week campaign launches company’s beverage line on West Coast, with campaign continuing until September, with two-week respite between flights. Seven TV markets and two radio markets—Los Angeles and San Diego—are being used as part of move toward national roll-out of C & C. Ten-second spots used for TV cite low price and compare C & C favorably with Coca-Cola and Pepsi-Cola. Agency: Catalano & Gornick, New York. Target: women, 18-49.

International House of Pancakes  □  Four-to-seven-week campaign begins in mid-June for restaurant chain in 21 radio markets and TV spots in fringe, news and prime times in Chicago, Madison, St.

Kaiser’s soap box. Kaiser Aluminum & Chemical Co., Oakland, Calif., is scheduling group of radio commercials to run on about 50 stations in 17 markers in campaign of several weeks duration, starting in about two weeks. Spot radio effort will be an issue advertising campaign dealing with inflation, free enterprise and government overregulation. TV networks have turned down similar spots on grounds they are controversial. Subject to approval of its attorneys, Kaiser will run print campaign apprising public of TV networks’ stand and urging readers to write to their congressmen. Agency: Allen & Dorward, San Francisco.
May I have your attention, please?

FREE SPEECH NEEDS AN AUDIENCE.

Our Constitution guarantees free speech. But what it doesn't guarantee is an audience. And that's where we come in. We're the five NBC Owned Television Stations. And in our markets, people—whether they belong to a minority or the so-called "silent" majority—have an opportunity to be heard.

Our listeners' views and opinions, no matter how strong or controversial, are being expressed on such regularly scheduled programs as "Soap Box," "It's Your Turn," "Speak Out," "Editorial Rebuttals," "Three Speech," etc.

And these are in addition to our many interview programs, documentaries and special appearances during 69 hours of local news each week. We are pleased that last year over 70,000 people had access to an audience. Free access.

We do more than entertain you. Much more. NBC Owned Television Stations

WNBC-TV New York / WRC-TV Washington, D.C./ WKYC-TV Cleveland / WMAQ-TV Chicago / KNBC Los Angeles
Joel Chaseman, President of the Post-Newsweek Stations, Inc., describes "Nobody Ever Asked Me," a successful experiment in community programming.

"We all see around us people who live in their own circles and don't move very far out of them. They don't go downtown at night, they don't walk in the park, they don't rub shoulders with people used to in a different society...in another America. So we have to reach for a way to get committed members of the communities we serve to trade opinions. We have to raise the question of community priorities.

"About two years ago, we started the 'Nobody Ever Asked Me' sessions. We put highly committed people together in the studio and let them argue it out for a night, during prime time, with the phones open. The general public could be in on the discussion to whatever extent they chose. In some cases we had 25% of the community watching. Television is more interesting the more realistic it becomes.

"The first programs were very tough, very explosive, very abrasive; because for many of these people, it was the first time their sense of priority was challenged.

"But it produced very exciting television with genuine validity. Television wasn't just standing on the side allowing these people to exist in a vacuum or to defend their positions in a vacuum. We were part of the discussion. We were part of the action.

"A lot of programming has resulted from those sessions.

"Responsibility to the community naturally extends to children's programming. We believe that more should be done that's original, creative, innovative. Right now, we're engaged in selecting the best films produced for children that we can find anywhere...we're literally gone to the ends of the earth to find these films.

"I'm excited about this. Film has always given the filmmaker a kind of access, uniquely personal and individual. Film provides enormous creative flexibility, a means for the creative person to express subtleties with very interesting shades of meaning. In going through these short films, we are finding some very personal statements that we think will stimulate children's thinking. We will be putting them on during 1979 and 1980 in prime time.

"One of the reasons we're putting them into prime time is that the family unit is available to watch them. Kids get more out of television if there's an adult there to watch with them. And we're trying to encourage that.

"We've earmarked a lot of money every year to support young people in their first efforts to learn about broadcasting and to get into it. We offer a wide range of apprenticeships, internships, training programs and scholarships to aid young people and colleges in our broadcast cities.

"In return, we look for intelligent people who want to make good careers for themselves, honestly, and with integrity. People who are willing to work hard with us and for us. People who will reach for the unusual and not settle for the ordinary; who will be willing to take a risk to make it better than it was when they got here.

In our publication, TELEK, broadcasters talk about their experience, and we tell you about our latest technical and product developments. If you would like to be on our mailing list, write: Eastman Kodak Company, Dept. 640, Rochester, NY 14650.

Kodak...Official motion picture consultant to the 1980 Olympic Winter Games.
Late one night last summer, three tornadoes were sighted near Kalamazoo. Intense storms such as these are especially dangerous if people are caught unprepared. WKZO Radio, working with the weather bureau, plotted the path of potential destruction throughout the night.

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

Providing the information people need to protect their lives and property is all part of the Fetzer tradition of total community involvement.
Utility winners. The Television Bureau of Advertising presented awards to winners of the Public Utilities Communicators Association's Better Communications Competition at the PUCA national convention in Washington last week. Dick O'Donnell (far right), vice president, TVB Detroit Sales, presented first prize awards for TV advertising campaigns by companies in three categories based on the number of customers served. Dick Thorsen (third from left), accepted first prize in the 500,000-plus customers category for Commonwealth Edison Co., Chicago. Lanny, Tonning (fourth from left), accepted first prize in the under 250,000 customers category for Public Service Co. of New Mexico. Not represented at the ceremony was Wisconsin Power & Light, Madison, Wis., which won first prize in the 250,000-500,000 customers category Chip Fox (far left), of WXIX-TV Akron, Ohio, presented Frank Derry (second from left), vice president of Ohio Edison Co., with a special award for his 25 years of outstanding work in broadcast advertising in the northern Ohio area.


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**Radio only**

**General Motors Corp.** Major participation in CBS Radio Network's coverage of 36 National Football League regular and post-season games from early September through January 1980 will be in support of Buick division (McCann-Erickson, Detroit), General Motors Acceptance Corp. (Campbell-Ewald, Detroit) and General Motors Continuous Protection Plan (Gordon & Shortt Inc., New York. Target: men, 21-54.


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**BAR reports television-network sales as of April 29**

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<th>Day Parts</th>
<th>Total minutes week ended April 29</th>
<th>Total dollars week ended April 29</th>
<th>1979 total minutes</th>
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Source: Broadcast Advertisers Reports
How to get the most from copy research

I don't think I have to go into an elaborate historical perspective to demonstrate that there is much confusion about TV copy research. In my opinion, the confusion arises from three sources.

First, we seldom make clear statements of the objectives of specific commercials. We therefore end up looking for global, all-encompassing copy research that can pass or fail a commercial.

Second, we are not clear whether we want to use copy research to evaluate a commercial, to make a go-no-go decision or to diagnose it to find out why it's working well or poorly. When the numbers come back, we don't know which to accept or what to make of the whole thing.

Finally, there are so many TV commercial copy research systems for hire (35 by last count), promising all sorts of answers to poorly or unformulated questions, it's no wonder brand management demands consistency in copy research with little regard to what the output of the research really means.

The other week Allen Rosenshine, executive vice president and creative head of BB&B, in a talk to the Copy Research Council, said something to the effect (but decided more eloquently) that he appreciates the need to do copy research; he even appreciates that a day-after recall score may tell him something of the intrusiveness or memorability of a TV commercial. But, he says, we all know that there is more to how advertising works than memorability. What about comprehension? Do they understand us? What about persuasion? Do they believe us? Why do we have to work so slavishly against that particular score?

To a large extent, the misuse of copy research which so frustrates creativity in advertising is a direct result of the confusion that surrounds it. Fortunately, we can do a lot to eliminate this confusion by cleaning up its three sources. Let's set up some principles that we will always follow before we do copy research.

- Decide on the purpose of a TV commercial. It is never so vague as simply to help sell the product. Actually the objectives of a particular TV commercial (or for that matter a radio commercial or print advertisement) could be many or just one.

It could be simply to gain awareness as when the objective of the commercial is to increase the salience of a particular brand or service in consumer minds—say, to increase awareness of a new branch of a savings institution.

Often, the purpose is to communicate a new fact, as exemplified by the Exxon name change or as in the recent rash of TV advertising designed to acquaint customers with new kinds of savings accounts.

More often we want to change beliefs about the advertised product or service, sometimes as part of a larger purpose but often as an end in itself, as when a corporation seeks to establish or sustain the image of a company producing quality products or one interested in social betterment.

Most TV commercials are ultimately designed to contribute to increased purchase interest and/or consideration of brands or of services, thereby having impact on sales.

It's clear that if we are to copy research television commercials having one or more of these different objectives, we would not necessarily wish to measure the same things about each of them.

- Decide on the objectives of copy research. Is it to help develop copy—that is, to provide input to the creative staff as a commercial is being evolved, sort of a diagnostic function? Or is it to decide whether or not to use the commercial—to evaluate it and make a go-no-go decision about airing it? Or is it both—to diagnose and evaluate?

What we measure in copy research and obviously how it is used are very dependent on the answers to these questions.

If the purpose of copy research is to help develop a TV commercial, all of the hierarchical effects up to the primary objective of the commercial need to be measured. For example, if the objective is only to communicate a specific fact, comprehension and intrusiveness below it must both be measured. If it is to influence beliefs, then impact on beliefs, comprehension and intrusiveness should all be studied to provide an understanding of why the advertising is working or not working.

On the other hand, when conducting copy research for a go-no-go decision, only the net effect of the commercial on the desired objective need be evaluated. Of course, if a company in addition to making a go-no-go decision wishes to understand the reasons behind the acceptability of the advertising, the other effects below the objective could be measured. In fact, all things considered, it always seems advisable to try to understand why a commercial is working or not working. I would, therefore, recommend that net effect type copy research never be done.

- Understand exactly what the copy research method you are using attempts to measure, and how it will measure what it says it will measure. Don't expect a day-after test to tell you how persuasive a particular TV commercial is or a forced-exposure persuasion test to tell you how intrusive or memorable your advertising is.

You may feel that all of these problems should be attended to by agency or company researchers. I think not, for in the final analysis, if the confusion is to be eliminated and if the true value of copy research is to be realized, the user of copy research must be intimately involved in deciding what the objectives of commercials are, what the objectives of the copy research are and whether the copy research techniques being used are up to what is required. Having this kind of involvement assures that the correct copy research techniques will be used against measuring the specific objectives of commercials. But as important, it will permit the users of TV copy research to better judge how to apply the findings of the research in a beneficial, nonrestrictive way.
People who stay on top, who are winners year after year, have one thing in common. A winning attitude.

They know that complacency breeds mediocrity. So they always give 100%. Always are the best they can be. And never spend time thinking about what they’ve done, because it steals time from what they’ve yet to do.

This attitude is why A.J. Foyt has won Indy not just once – but four times. The USAC National Championship a record six times. Plus the Daytona 500, The 24 Hours of Le Mans, and The 1978 USAC National Stock Car Championship.

A winning attitude. It’s meant success to the Gilmore/Foyt Racing Team. And it’s shared by all the stations within Gilmore Broadcasting Corporation.

Winning Attitude
We’re in The Race Everyday

the gilmore group
Represented by HR Television, PRO/Moekir (P/M)

WEHT-TV
Evansville (HR)

WQPO
Harrisonburg (P/M)

WREX-TV
Rockford (HR)

KODE
Joplin (P/M)

KODE-TV
Joplin (HR)

WSVA
Harrisonburg (P/M)
Shelby Whitfield Has the Winning Numbers

Shelby Whitfield, AP Radio's Sports Director, has the best sports directory in broadcasting.

As the voice of the Washington Senators, and through international assignments at Le Mans, Wimbledon, the British Open and the Olympics, Shelby has developed an impressive "little black book."

But his writing isn't confined to names and numbers. *The Courtship of Moses Malone* and *The Chaplin Show* are two real books based on his contacts and experiences. We like that. We're like Shelby Whitfield. Professional.

**AP Radio**
Associated Press Radio Network

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**Datebook**

- Indicates new or revised listing

**This Week**

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

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

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 Broadcasters 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.

**Also in May**

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

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


May 31-June 2 — Symposium on "Childhood and Creativity" and 25th anniversary tribute to Fred Rogers, Mister Rogers Neighborhood. Keynote speaker will be Pulitzer prize-winning author Erik Erikson. Others will include Les Brown, New York Times radio-TV correspondent, and Dr. Harvey G. Cox, St. Vincent College, Latrobe, Pa. Information: David Newell, Family Communications Inc., Pittsburgh 15213; (412) 687-2990.

**June**

June 1 — National Association of Broadcasters license renewal workshop. Julien Motor Inn, Dubuque, Iowa.

June 1 — Deadline for entries National Commission on Working Women broadcast awards program. Submissions for programming about working women must have aired between May 1, 1978, and April 30, 1979. NCWW, 1211 Connecticut Avenue, N.W., suite 400, Washington 20036.

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


June 4-5 — 20th annual spring conference on consumer electronics, sponsored by Institute of Electrical and Electronics Engineers, with special session on consumer text display systems. Arlington Park Hilton, Arlington Heights, Ill.

June 4-8 — National Religious Broadcasters "Practice in Religious Broadcasting." Former FCC Chairman Richard Willey and pollster George Gallup will speak. Nyack College, Nyack, N.Y.

June 5-8 — American Association of Advertising Agencies media seminars. Fairmont hotel, San Francisco.


June 5-7 — Ohio Association of Broadcasters spring convention. Stidffer's, Dayton, Ohio.


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


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

June 7-8 — National Association of Broadcasters license renewal workshop. Rock Land Lodge, Table Rock, Mo.

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 Wasilewski will be keynote speaker. Holiday Inn, Pensacola Beach, Fla.


June 7-9 — Arizona Broadcasters Association spring...
WHIO-TV: #1 top 50 in news

In the top 50 markets, WHIO-TV is
- #1 among CBS affiliates, 6:00 news
- #1 among all network affiliates, 6:00 news
- #1 among CBS affiliates, late news

Thanks to all our news personnel, "We’re Coming On!" at WHIO-TV, the news leader.

Ranked by DMA share (Nielsen) and ADI share (Arbitron). Sources: Feb 1979 Nielsen survey, program average section, and Feb 1979 Arbitron survey, program audience section.

*Nielsen only
Do it big. Do it with class.

WITH MGM

- Ben Hur
- Catlow
- Dirty Dingus Magee
- Get Carter
- Going Home
- Green Slime
- The Gypsy Moths
- Ice Station Zebra
- Kansas City Bomber
- Kelly's Heroes
- Live a Little
- Love a Little
- Lolly Madonna War
- The Man Who Loved Cat Dancing
- The Moonshine War
- More Than a Miracle
- Pat Garrett and Billy the Kid
- Please Don't Eat the Daisies
- Ryan's Daughter
- Shaft
- Slither
- Soylent Green
- Spinout
- The Subject Was Roses
- The Sunshine Boys
- Trader Horn
- Westworld
- Where Eagles Dare
- The Wind and the Lion
- The Wrath of God
- Zig Zag
Nobody's got the stars like MGM.
There's a capital market

in Madison.

The combination of state government and a Big Ten university has built Madison, WI into a prosperous DMA. Madison ranks 21st in the country in total retail sales per household (slightly ahead of 1977 levels).

We've built WMTV, a Forward station, into a communication powerhouse. In fact, we accomplished the unheard of: We built a UHF station into a leader in a market once dominated by VHF.

With our attractive CPM's, you'll find a schedule in Madison is indeed a capital expenditure.

You're ahead when you buy Forward.


May 27-28 - Montreux International Television Symposium and Technical Exhibit, Montreux, Switzerland.


June 14-18 - South Dakota Broadcasters Association annual convention. Sioux Falls-Bisni City, Bisni, Miss.

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


June 15-17 - Meeting of Radio Television News Directors Association of the Carolinas, Max Robinson, ABC News, will speak. Santee, S.C.

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

June 17-19 - New Jersey Broadcasters Association 33rd annual convention, Mayflower Resort and Country Club, Great Gorge, N.J.


June 18-19 - Society of Cable Television Engineers regional technical meeting. Radisson South, Min-
apolis.


June 19-20 - Southern Cable Television Association financial seminar. Host hotel, Tampa International Air-


June 19-22 - Annual convention of National Broadcast Editorial Association. Richard Saliit, vice chair-
man of NBC, will receive association's Madison Award. Menger hotel, San Antonio, Tex.

June 20-22 - Maryland/District of Columbia Delaware Broadcasters Association annual conven-
ion. Sheraton Fontainebleau, Ocean City, Md.

June 21 - Federal Communications Bar Association luncheon. Robert Bruce, FCC general counsel, will

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**THE FULLY-AUTOMATIC STUDIO CAMERA.**
**IT CAN AUTOMATICALLY SAVE YOU SET-UP TIME.**

Think about the time it takes to set up studio cameras.
Think about standby time for talent and production crews waiting for your technicians to get the best picture quality.
Think about the savings if that time could be reduced from hours to minutes—or seconds.

**The TK-47. The world's first fully-automatic camera.**
The TK-47 studio camera performs sequential set-up functions automatically—at the touch of a button.
And it does it in a matter of seconds, rather than requiring the usual hour or two for conventional studio cameras.

Daily performance checks are also done automatically. And with a Set up Control Unit, any number of TK-47's can be controlled—with truly consistent color rendition.
You get better utilization of technical people, a smoother operation, quicker problem-solving.

**Inside the TK-47: RCA technology at its finest.**
The TK-47 is filled with state-of-the-art technology. Extensive use of LSI's and digital memory circuits, for example. And we've eliminated troublesome potentiometers.
Everything in the TK-47 is designed to increase reliability, reduce downtime.

**Automatically backed by RCA, and TechAlert.**
Cost-effectiveness in a studio camera, or any other piece of equipment, depends on many things.

Quality. RCA has a reputation that can't be matched for reliable, enduring products and systems.
Service. Famous TechAlert service, and RCA parts support, can add years to the life of your equipment.

See your RCA representative, or write for details. RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Cost-effective broadcasting: we make what it takes.
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One look and you can see why this 24th CBS Television Network Affiliates Conference is an occasion of special jubilation for us all.

By the last four weeks of the season, CBS was the leading network in four of the five major broadcast day-parts, and in the fifth, we had cut the lead of Network Y to less than a single rating point.

It's nice to know that quality is right up there, too. Witness the seven Peabody Awards won for the year, more than any other network.

We want to thank every one of our affiliates for the tremendous job you've done to help make all this possible. We couldn't have done it without you. And we promise you this—a terrific week of surprises ahead, and an exciting Fall of even greater advances. From where we sit, you're really looking good!

CBS TELEVISION NETWORK

Source: NTI Average Audience Household estimates, I & II April 1979 Ratings Reports. Dayparts defined as Daytime: M-F 11AM-1PM & 1:30-4PM, excluding specials, Prime: Mon-Sat 8-11PM & Sun 7:11PM, Late Night: M-F 11:30PM-12:30AM, excluding specials, News: M-F 6:30-7PM, Sat: 8AM-1PM. Subject to qualifications which network will supply on request.
How come good kids aren't good news?


Alas. How often do you see a good student, or student athlete the headline story on the evening news?

Well WITI-TV, Storer's station in Milwaukee decided it's about time that good kids got some good press, too. So back in 1976, they started a summer series called "Champion Teens."

"Champion Teens" is taped on location by WITI-TV's Live Camera 6. And it gives high school athletes, stars and second stringers alike, an opportunity to compete on television.

And at the end of each series, WITI-TV not only presents the winning school a trophy, it donates a cash award to their scholarship or library fund, as well.

Champion Teens is only one example of how Storer Stations get involved with their communities.

But then, the way we look at it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we can be for ourselves.
EDITOR: I'm confused.

In the May 7 issue of Broadcasting, you urged broadcasters to get behind the Goldwater bill because it would take a lesser whack out of our industry via fees.

In the same issue you presented a flattering and almost elegant, if deserving, portrait of Lionel Van Deerrlin which was headlined "Making a Difference".

I'm not nearly as close to the Washington scene as your editors and writers. But it's my gut feeling that although Senator Goldwater's proposals may be gentle to our purses, his bill has little chance of prevailing in Congress.

Lionel Van Deerrlin is and will remain the man we should deal with.

I, like my fellow NAB directors, am nervous about Van Deerrlin's revocation provision which lacks clear grounds. I don't like his apparent desire to establish more stations. I'm less than thrilled about his spectrum fee. And I question the desirability of letting public stations carry commercials. Nor do I approve of his reimbursement of citizen groups for participation in rulemaking.

But all of this aside, it is clearly time now for our industry to treat seriously with this well-intentioned man and in a thoughtful, fair way. Although mine is a minority view on the NAB board, I feel we have held back and deliberated quite long enough. NAB's staff negotiators should go in and cut a deal, remembering that we are the enlightened, pro-bono industry we're always saying we are. — William O'Shaughnessy, president, WVOX (AM), New Rochelle, N.Y.

**Antideregulation for cable**

EDITOR: It is difficult to understand the reasoning behind the FCC's proposed cable deregulation of distant signals. Let me relate a perfect example of why distant cable is a stagnating setback for local UHF development.

A small local broadcaster is contemplating the feasibility of an independent U in a small county of 50,000, now receiving only out-of-state V signals. The picture certainly is in keeping with commission policy to promote service to communities now without TV service.

The problem occurs as a U independent tries to buy programing, the single most expensive operational cost factor in television today. Well, the little U contacts the state's major league sports teams and cuts a deal for a daily baseball game pick-up not seen even in the local area. Games are barred for carrying source sponsors the first half of each inning, and the local U gets the other half inning for its sales. This is an excellent competitive source for inexpensive programing to the UHF broadcaster. Best of all, little cash outlay.

The local cable service has just commenced offering the same baseball games, via distant signal, as projected by the proposed new U station. Cable has just arrested one of the best programing sources which could be available to a new or low-budgeted start-up UHF. In fact, it is a decisive factor which may scarp the entire proposed construction.

This practice is not consistent with the principle of offering at least one video source to local communities. The commission endorsement of distant signals just buried UHF growth to the smaller communities and solidified the grip of big money on the broadcasting industry.

One hears the commission policy on one hand promoting dissemination and with the other, restricting it. No wonder the public is disillusioned with government bureaucracy. Perhaps the FCC should follow its guidelines and conduct its own community surveys to determine the problems, needs and interests of specific communities. — Name Withheld.

**Soured on Sears**

EDITOR: A couple of years ago WBL(MF) and several other Maine radio and TV stations took it on the chin when the now defunct Cohen-Kelly agency—representing Sears Northeast Zone—went bankrupt. Not a cent was made good by Sears, but we figured it was a contractual fluke and ate the bad debt feeling sadder but wiser.

Along comes Goldman & Walter & Tillman in 1977 for Sears Northeast. Great chance to get some revenue from one of the country's largest radio advertisers and take the sting out of an old bad debt. Orders come, spots run, bills don't get paid. In March of this year a letter arrives from the agency suggesting we settle for one-third of the Sears bill, or in their opinion "receive nothing at all." Lacking time or legal resources to collect, we settle for pennies on the dollar.

Now we learn of the bankrupt agency for the Sears mid-Atlantic zone. We agree with Peter M. Bardach ("Open Mike," Feb. 26) that Sears has done little to help innocent stations. And we'll go a step further. In our opinion, Sears business practices and controls are questionable. The giant retailer seems to have a knack for choosing agencies who burn small broadcasters. We've made the mistake of trusting Sears and their advertising representatives, and we've paid. Guess we're dumb to have made the same mistake twice, but we won't be fooled again. — Peter J. Kern, general manager, WBL(MF), Lewiston, Me.
In 1949, WJAR-TV pioneered television broadcasting in Rhode Island when it began operations in Providence. This year, WJAR-TV and Outlet Broadcasting’s WCMH-TV, Columbus, Ohio, celebrate thirty years of service to their markets.

We’ve learned a lot about television in those thirty years. We’ve learned how to build audiences through sound promotion and aggressive market leadership. We’ve learned to program for popular entertainment and enlightening news and public service.

This knowledge and experience, supported by new building facilities, sophisticated equipment and innovative programming, makes Outlet Broadcasting a leader in our dynamic industry.

The most valuable lesson we’ve learned over the years is that we must keep learning and growing.

Outlet Broadcasting
An Outlet Company Division.

WJAR-TV
WJAR-AM
Providence, R.I.

KSAT-TV
San Antonio, Tex.

WDBO-TV
WDBO-AM
WDBO-FM
Orlando, Fla.

WCMH-TV
Columbus, Ohio

WTOP-AM
Washington, D.C.

KIQQ-FM
Los Angeles, Cal.
Rewrite II: The jawboning begins in earnest

House begins hearings on Communications Act rewrite, with Van Deerlin conceding it's not a perfect bill; program consent in spotlight

It's still a long way to consensus on Rewrite II, either among the broadcast and cable industries or among members of the House Communications Subcommittee concerned with updating the Communications Act. That much was clear after four days of hearings on broadcasting and cable last week—hearings that continue this week.

Toward the conclusion of the week's testimony, principal rewrite author Lionel Van Deerlin (D-Calif.), defected a question from a reporter about what changes may have to be made in his bill. It's too soon to begin negotiating now, he said. But with a nod toward the witness table, where disagreements over the measure had often been sharp during the week, he said it is clear to him that "H.R. 3333 is not a perfect bill."

The sessions opened Monday on one of the new rewrite's most controversial provisions, the "program consent" requirement that would force cablecasters to obtain permission from either broadcasters or program owners before carrying broadcast programs on distant signals.

Henry Geller, the head of the National Telecommunications and Information Administration, who is credited with reviving the proposal that has been incorporated in the rewrite, defended it to the hilt. Conventional cable, like pay cable, should have to buy its programming in the marketplace, he said. And if it fails to stay in the black? "It's a pity, but that is the answer the marketplace gave."

Geller said he does not believe that cable will suffer, however. He said the industry's fears about being frozen out by broadcasters and program sellers are unfounded, and predicted that a new class of cable program packager will sprout that will be able to obtain broadcast programs to sell to cable systems at rates they can afford. Not surprisingly, Geller was enthusiastically seconded by Jack Valenti, president of the Motion Picture Association of America, who argued that cable is a big business now, and doesn't need the help of a compulsory license. "Why should Congress want to subsidize large corporations like Teleprompter, the Los Angeles Times, and Warner," he said. Valenti shared Geller's prediction about program packagers springing up and said program supply — "a limitless, boundless sea of programming" — will not be short. Contrary to what cable operators think, Valenti said, his association "wants to nourish cable, because it is the mother of pay." But Ralph Baruch, chairman and chief executive of Viacom International, representing the National Cable Television Association, voiced the industry's worst fear that retransmission consent will put cable television "out of business." It isn't surprising that broadcasters support retransmission consent, he said, "because they know they will refuse to give it." UA-Columbia Cablevision's Robert Sencrants also opposed the concept.

Speaking for the Association of Independent Television Stations, President Herman Land argued that cable systems should be treated the same as independent television stations, many of which operate close to the margin yet still must buy their own programming. Preston Padden, assistant general counsel for Metromedia, said cable is a competitor that is fighting independent television with its own programming. "It is fundamentally unfair," he said.

Also for program consent were the heads of the professional baseball, basketball and hockey leagues—in order, Bowie Kuhn, Lawrence O'Brien and John Ziegler—all arguing that distant sports events imported by cable often hurt local ticket sales. They threatened to take their games off local television if cable isn't stopped. Another for the provision was television producer Norman Lear (also a cable system owner), who said distant signal importation was making it impossible to sell his All in the Family in some broadcast markets.

Speaking against the proposal was Ted Turner, owner of superstation WTCG (TV) Atlanta, who argued it will "stop cable dead." His station's nationwide satellite distribution has made it possible for him to afford programs he couldn't have gotten as a purely local station, he said. He contended that with retransmission consent, some of those would no longer be available to him because of the syndicators' exclusivity contracts with other stations.

Also against program consent was William T. Johnson, president of KBLF, Ohio, the only operating black cable company in the country. Johnson argued that he cannot afford program consent now, and that if it had been in force when he was forming his company last year, he could never have gotten a bank loan.

Stephen Effros, representing the Community Antenna Television Association, said the paperwork alone attached to retransmission consent would force small cable systems under. There were indications that subcommittee members may oppose the proposal as well. Representative Timothy Wirth (D-Colo.), questioned the wisdom of eliminating the public interest standard and trying to place cable under mar-
Broadcasters take the pro, interest groups the con in radio deregulation debate

Debate over the rewrite's provisions to deregulate radio pitted two camps against each other: radio operators supporting deregulation, and interest groups opposing it. A sample of testimony finds these comments: Dutch Doelitzsch, WDD(FM) Marion, Ill.: "The marketplace is a far better regulator than reams and reams of rules... Trust the public to choose what it wants.”

James Gabbert, president of the National Radio Broadcasters Association: Radio stations will do public affairs programming without government regulation. "There are so many radio stations on the air, we all sound alike," he said. "We do it to create an identity... it's good business."

Nelson G. Lavergne, WADY(FM) New York: "We have had enough [experience] to allow the emancipation of broadcasters from archaic rules and regulations that sometimes even prevent additional services from being provided to the public."

The broadcasters agreed there doesn't have to be a public trusteeship obligation for the radio licensee, Charles R. Sanford of Guy Gannett Broadcasting Services, Portland, Me., arguing for instance that broadcasters are now carrying more public affairs programming than the FCC requires and fewer commercials than the FCC allows.

But the citizen group witnesses saw matters differently. Kristin Booth Glen, a professor at Hofstra Law School and counsel to the WNCS Listeners' Group, a group that fought in vain to keep WNCN in New York to change its classical music program format to rock music in 1974, argued for the retention of regulatory tools to make sure that classical, jazz, and big band music and other cultural fare that doesn't lead to "maximum profits" can still get on the air.

Nicholas Johnson, former FCC commissioner, representing the National Citizens Communications Lobby, argued against the rewrite's replacement of radio regulation with marketplace forces. He said there are entertainment interests that are currently underserved by the marketplace—those of the elderly, young children, the poor, the handicapped. "If the marketplace is flawed in delivering entertainment programming, it certainly is flawed in providing news, public affairs, public service announcements, locally originated programming and other types of service the FCC has found it necessary to require over the years," he said.

Johnson received a sympathetic hearing from Representative Marc Marks (R-Pa.), who indicated he opposes setting broadcasters loose from the public interest standard. "There are some of us on this subcommittee who... are going to see that this point of view you've just taken is well represented," he told Johnson.

Representative Allan Swift (D-Wash.), a former broadcast news director, probed for ways to reduce paperwork regulation but retain public interest requirements, perhaps in the form of quantitative program guidelines. If broadcasters are going to continue to do public affairs programming, as witnesses testified Thursday, he said, "why not leave the legal responsibility there?"

Broadcaster Arnold Lerner of WLLH(FM) Lowell, Mass., a member of the National Association of Broadcasters board, testifying on other subjects, said he fears the rewrite's procedures for license revocation could be abused by outside petitioners and create instability for radio licensees. But subcommittee counsel Edwina Dowell replied that radio licenses would be subject to revocation under the bill only for violations for technical rules.

Paul Davis, president of the Radio Television News Directors Association, supported the removal of fairness doctrine and equal-time regulation from radio, and opposed continued enforcement of the fairness doctrine for television. He said the bill's proposal for fairness enforcement only at renewal time can make renewal matters only more complicated for TV. He offered an RTNDA counterproposal to have the fairness doctrine enforced like the libel law. Penalties would be assessed only on a showing of a pattern of "actual malice" by the station.

Van Deerlin to broadcasters: get on board or be left behind

He said it softly, but Representative Lionel Van Deerlin (D-Calif.) made it clear last week that if broadcasters prove uncooperative in his efforts to steer the communications Act rewrite (H.R. 3333) through the House, he has a big stick to use against them—one that would knock the broadcasting provisions with their sweeping deregulation of radio and the commitment to deregulate television in 10 years, out of the measure.

The congressman, chairman of the House Communications Subcommittee, had indicated previously he was prepared to consider that strategy (BROADCASTING, May 9). But he did not seem to be focusing on it. Last week, he did. Indeed, in remarks to a Washington Journalism Center conference, he made the point several times.

"We may have to divide the issues and include common carrier in this bill and put off for another Congress the broadcasting portions of the bill," he said. What's such a separation is made, he added, is up to the broadcasters.

If the spectrum-use fee in the measure is unacceptable to the broadcasters, if the retransmission consent provision does not "totally" satisfy them, and if they are not willing to accept more competition as "the price of deregulation," then the broadcasting portion would have to be shelved, he said. "I hope this is not the case," he added. "It won't be easier with the passage of time."

Later, his concern seemed to center on opposition to the spectrum-use fee, which would generate an estimated $150 million in annual revenue that could be used to compensate for the other pending rewrite measures. "If the spectrum-use fee weren't in there, there wouldn't be the broadcaster opposition we have now," he said. But "there won't be legislation without a spectrum-use fee," he said.

The congressman also suggested that the broadcasters might not be in as strong a bargaining position as the industry would like by noting that they were not the only factor in the political equation he confronts. He noted that "there are a dozen citizen groups looking at the bill" and, he did not have to add, criticizing the deregulation features. (Representatives of some of those groups expressed their opposition in testimony before the Van Deerlin panel last week, see above.)

The congressman's remarks dismayed industry representatives. Donald Zeifang, the NAB's senior vice president for government relations, said he and lobbyist David Markey had visited nine members of Van Deerlin's subcommittee two weeks ago to explain NAB's support of the retransmission consent proposal and that in those meetings made it clear NAB "does not want to be left at the altar." For NAB to acquiesce in broadcasting being split off from other provisions of the bill, he added, would be tantamount to saying that "we don't want any changes in the law, and we can't say that."

But Zeifang was simply describing one horn of a dilemma. The other is that NAB has not decided to support the rewrite measure; it would prefer only an amendment to existing law. "But we've got to deal with what's there and deal with what's there," he said. "It's the rewrite," said Zeifang.

The author of that rewrite was anxious for broadcasters to make a choice. "The industry must make up its mind about how seriously it wants deregulation," he said in concluding his remarks. "Some broadcasters are happy. Their licenses are protected by the present system. They should do a lot of soul searching before leaving themselves in a strait jacket."

There is one provision in H.R. 3333 the congressman evidently does not intend to defend very strongly, however—the one that would permit public broadcasting to carry a limited amount of advertising. "Nobody seems to like it," Van Deerlin said. "It will be given short shrift."
Westinghouse pays record $20 million for U

Ted Turner has scored again. The flamboyant Atlanta broadcaster sold his WRET-TV Charlotte, N.C., to Westinghouse Broadcasting Co. last week for a reported $20 million—the highest price ever paid for a single UHF.

The sale culminates what may be one of the better investments of the decade. Turner acquired the station in 1970 from a receiver through assumption of $1,225,000 in liabilities (Broadcasting, Aug. 3, 1970). And Robert L. Schuessler, general manager of WRET-TV, admitted that although Turner has made “significant capital expenditures” to improve the station during his nine years of ownership, the deal is as good as it looks.

At the same time, Schuessler thought Westinghouse was buying a station that, with the right moves, could take a 20% to 25% share of the market in a few years and be “worth far more than what they paid for it.”

“There is no question” the $20 million price tag is more than the operational figures would currently justify, he said, but it is “worth it” based on its potential as a network affiliate in a growing market, he said. The station, he said, has experienced a “tremendous growth in billings” and has shown an operating profit since 1974.

Schuessler downplayed the impact the

Minnie Pearl for the defense

WSM(AM) Nashville, whose massive lobbying efforts have raised the FCC’s clear channel proceeding to the level of a national controversy, scored its biggest public relations coup last week when it sent Mrs. Henry Cannon to talk to Congress.

That is the way her name appeared on the witness list of the House Communications Subcommittee’s rewrite hearing Thursday. To fans of country music and the Grand Ole Opry, and indeed to most others, Mrs. Cannon is better known as Minnie Pearl.

Subcommittee member Albert Gore (R-Tenn.), who represents a district adjacent to Nashville, was presiding, an infrequent appearance at the hearings for him. Representative William H. Boner, Democrat of Nashville, after testing on his bill to protect the current clear channel allocations, took a seat in the audience, listening to Representative Paul Findley (R-Ill.), author of the daytimer-backed bill.

While most witnesses go to the witness- table from seats in the audience when their turns come, Minnie Pearl entered from the hallway outside, on cue. After two quick stories, she had the audience roaring with laughter.

The red lights on two television cameras lit up and a pack of still photographers clicked away from kneeling positions on the floor in front of her as she told Gore she may not fully understand “what’s cookin’” but “there are many of my concerned friends who are very much interested in our keeping our clear channel station.”

Representative Gore thanked her for a “great” statement, then suspended the hearing while he posed for a picture, standing with her arm around her, Representative Boner on the other side. At Gore’s urging, she bellowed “Howdee!” as Minnie Pearl does on stage, then she left the hearing, surrounded by an entourage from WSM and pursued by the photographers and roughly a third of the audience. Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who had been absent during her testimony, met her moments later outside the hearing room, where he, too, had his picture taken with his arm around her. After he complimented her, she told him, “You’re very kind and a very handsome man.”

Television networks reported pre-tax profits of $373.5 million in 1978, drop of 7.9% from 1977, according to figures released by FCC last week. Profits were on advertising sales of $3.7 billion, increase of 14.8% from 1977, and net revenues of $3 billion, increase of 7.9%. Over-all, ABC, CBS and NBC, and their 15 owned and operated television stations reported total net broadcast revenues of $3.5 billion, up 15.1% and pre-tax profits of $580 million, increase of 1%. Figures show that 15 stations produced net revenues of $585 million, up 16.1%. Station profits before taxes increased almost 25%, to $186.3 million. Networks increased spending on news and public affairs operations by 28% last year—to $265 million compared to $207 million in 1977.

In radio, profits were down, both over-all and for network operations alone, FCC reported. Eight networks—CBS, two MBS networks, NBC and ABC’s four networks—and their 36 stations had pre-tax profits of $43.7 million, drop of 6% from 1977. Total net revenues were up 11.1%, however, to $236.3 million from $212.7 million. Eight networks alone had profits of $15.4 million on net revenues of $89.9 million, compared to $25.3 million on net revenues of $84.5 million in previous year. Network-owned stations made strong showing, increasing profits 33.8%, to $28.4 million. Stations’ net revenues increased 14.2%, from $128.2 million in 1977 to $146.5 million last year.

Corinthian Broadcasting, Dun & Bradstreet subsidiary, has signed letter of intent to purchase wvec-tv Hampton (Norfolk), Va., ABC affiliate on ch. 13, principally owned by Thomas Chisman (23%) and his brother J. W. Chisman (21.5%). Neither buyer nor seller would disclose price, but source close to both companies put price in $30 million range.

Outlet Co. has purchased wols-fm Detroit from Fine Arts Broadcasters Inc. for $2 million.

ABC News’ Tim O’Brien appears to have broken U.S. Supreme Court security again with report of decision that judges may bar media and public from pre-trial hearings. He said on ABC World News Tonight Friday (May 18), that court will announce “in next few weeks” that it has affirmed decision of New York State’s highest court that closing pre-trial proceedings does not violate constitutional guarantee of free press or defendant’s right to public trial.

House Communications Subcommittee chief counsel Harry M. (Chip) Shooshan charged last week that ABC’s corporate heads put pressure on ABC News to do story about House Communications Act rewrite that ran on nightly news Monday He was suspicious of story’s conclusion—that “belling is” that communications in 1980’s will still be regulated for most part by ’34 Act. In interview he initiated, Shooshan said ABC, “primarily Everett Ertlick,” ABC senior vice president and general counsel, “is out to kill this bill” He said “they rammed [the corporate position] down the throats of the affiliates . . . I’m concerned that they’ve
station's signing on as an NBC affiliate last July may have had on its worth in the marketplace. He said that although it was a factor, it was "a smaller factor" when seen in the light of the station's billings over the last several years.

WRET-TV had its chance to affiliate with NBC when ABC dropped the market's other commercial UHF, WCCB, in favor of Cox Broadcasting's WSOCTV (ch. 9), which gave up NBC. The NBC affiliation then became the prize of a two-way contest between WCCB and WRET-TV. WRET-TV won.

At a news conference in Washington three weeks ago, Turner said proceeds from the sale of WCCB should be used to help finance a 24-hour Cable News Network. Schuessler said that's still the plan.

**Volatile media environment is AAAA's focus**

**Stroetzel, Weinberger, Donnelly, Graham, Jackson among speakers**

Mobil Oil, leading advocate of advocacy advertising, hasn't given up on its quest to buy time on networks as it does on the printed page. Donald S. Stroetzel, manager of communications programs for Mobil Oil Corp., told the American Association of Advertising Agencies in White Sulphur Springs last Thursday that his company does not agree with ABC and CBS that the fairness doctrine precludes their "op-ed" type of advertising. The company, he said, spends about $5 million a year in all media in this area.

Stroetzel, pinching for Herbert Schmertz, Mobil's vice president for public affairs, stands virtually alone in its crusade. But he ventured it has dividends in public relations, goodwill and merchandising. Admitting the high risks involved, he said that people like a fight, particularly "when we stand up for what we believe." Mobil's top management has given this type of advocacy advertising "top priority" despite what some characterize as a maverick approach.

Casper Weinberger, vice president and general counsel, Bechtel Corp., San Francisco, former secretary of Health, Education & Welfare after serving as budget director and chairman of FTC during the Nixon administration, called as a constitutional convention as perhaps the only means of making government face up to budget balancing. In a speech titled "The Carter Administration: The Gap Between Rhetoric and Performance," Weinberger characterized deregulation as virtually a myth which fell into the category of rhetoric. Regulatory excesses, he told the AAAA's, may run in excess of $100 billion a year.

An enthralled AAAA breakfast audience heard William Donnelly, vice president, group supervisor of Young & Rubicam, expound on new electronic media as opportunities for agency clients. On the theme that what the people want they will get, he said that cable inevitably plays a significant part in what he called the "emerging video environment." He said the all inclusive "CRT" (cathode ray tube) would be used for conventional TV, 16 channel CATV, pay TV, video disks, video games and finally, broadband, encompassing computer services, shopping guides, telephone offshoots and other exotic ways. Growth, he said, dominates the TV set—by his reckoning 40% underused.

Katharine Graham, chairman of the Washington Post Co., told the AAAA her principal national concern was over the issue of trust. "Democracy, to function well, needs several elements of a sound marketplace," she said. Among them, and "above all else," is the need for "a residual, mutual trust among those who deal with each other." She found such trust "in short supply in Washington," a situation that has led to the proliferation of regulation as one segment of society seeks to protect itself from others. And while Congress is supposed to resolve policy arguments, "it can't make all the technical judgments and won't make most of the tough political ones," she said. "So the real decisions get bucked to the agencies, with Congress reserving the right to heckle and second-guess, and everyone else reserving the right to go to court."

The way out, Graham said, was in "better communications"—getting the facts before the public so that it can take informed consumer action. "I do persist in believing that the spirit is still strong," she said, "and that even in this complex society, ordinary people, when informed, have the wit to decide for themselves when they've been taken and who the scoundrels are."

Gene Jackson, president of the National Black Network, urged agencies to drop what he described as the adversary role and, with proper analysis, allocate budgets realistically for the black market. He said there are enough "numbers" available to justify prudent buying but conceded there's need for further research. With 60 TV's) owned by blacks, he praised the FCC for seeking ways of increasing black ownerships. He foresaw perhaps 150 radio stations and 50 TV stations under eventual black ownership.

For other AAAA coverage see page 62.

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**Reeves Telecon Corp. last week voted to liquidate company, hopefully within year. J. Drayton Hastie, president and chief executive officer, has said he thinks each share will bring $5-7, there are 2,385,378 outstanding. Reeves said letter of intent to sell with American Broadcasting to Heltel Broadcasting of Hawaii for $4 million has been withdrawn by Heltel and stations are back in marketplace. Reeves is awaiting FCC approval on sale of WKEAM-FM Huntington, W.Va., to Capitol Broadcasting for $1.9 million. Reeves also owns land development properties in North Carolina.**

**Brandon Stoddard, senior VP, dramatic programs, motion pictures and novels for television, ABC Entertainment, Los Angeles, continues those responsibilities except for prime-time dramatic programs and becomes president of new unit, ABC Motion Pictures, that will develop and produce feature films for theatrical distribution as well as made-for-television pictures, ABC Theatre presentations and all ABC novels for television. Marcia Carsey, senior VP, comedy and variety programs, has been named to new post of senior VP prime time series, with responsibilities to include creation, development and supervision of all prime time series.**

**Michael Ogiens, VP daytime programs, CBS Entertainment, Los Angeles, named to new post of VP daytime and children's programs, and Faith Franz Heckman, director of children's programs, named VP children's programs, reporting to Ogiens. Changes result from resignation of Jerry Golod as VP children's programs to join NBC Entertainment as VP and national program director (Broadcasting, April 30).**

**Rogers W. Clipp, 75, who retired as vice president in charge of Triangle Publications' major station group in 1968 before it was sold off to others, died Friday (May 18) in his sleep at home in Ardmore, Pa. He was also owner of WYXFM-WWSFXFM Lehigh Acres, Fla., but sold stations last year. Survivors include one son and daughter.**
**NBC: hoping to learn from the past**

Company president stresses total commitment to news and development of new talent to make it No. 1 in the 80's

NBC-TV, almost a year now under the leadership of Fred Silverman, is harking back to its roots. Its tradition that spans the entire history of television and, indeed, virtually the history of broadcasting. In an effort to move the network out of the decline it has experienced over the past four or five years and into a position of competitiveness—if not dominance—Silverman laid out a cautious plan for reconstruction last week.

It was the NBC affiliates meeting at Los Angeles's Century Plaza hotel where more than 700 broadcasters, executives and spouses gathered to hear Silverman and other NBC executives explain just what would be in store for the next season and the 1980's. The network's rhetoric was subdued, thankfully so, according to some of the delegates. Silverman and his troop avoided the pep rally slogans that can dominate such affairs and spoke, instead, of "stability," "solidity," "tradition" and "precise plans." Even Johnny Carson, perhaps NBC's biggest star, picked up on the theme and during a Tuesday night appearance welcomed the delegates to the "year of stability."

That was the message the network attempted to get across last week. And certainly symbolic of that was the resurrection of the famous NBC peacock, the hallmark of this fall's "Proud as a Peacock" campaign. Promotional spots shown the delegates last week relied heavily on the bird as well as shots of the network's stars of the past.

Indeed, Silverman's own Tuesday luncheon speech included phrases such as "the legacy of David Sarnoff, the tradition of Toscanini and the NBC Symphony" and a commitment to rebuilding NBC News's dominance.

In fact, the news department is "going to play an even bigger part in the NBC of the 1980's," Silverman said, outlining a new emphasis on journalism that recalled NBC's halcyon days of the mid-1960's when, faced with strong entertainment competition from CBS-TV, it poured so much of its resources into news that The Huntley-Brokaw Report consistently outdrew even Walter Cronkite.

The "N." in NBC, "will more and more be a symbol for news," the company president said. "News, let's all remember, is the one commodity you and we provide that no one else can duplicate. Whatever worries the new technologies may bring, they're not going to compete with an NBC organization which has 36 bureaus all over the world, 1,000 people and an annual budget of more than $100 million" Silverman said.

"Our philosophy on airtime is simple," he said elsewhere. "When NBC News says they need it, they'll get it."

And although the thrust of Silverman's speech was directed toward the news department, the network did not slight the weaknesses in NBC's entertainment programming. Commenting, for example, on the relatively few changes made in the prime-time schedule (see story, page 77), Silverman said, "Our priority was to establish the program base NBC has been lacking for years." The network's plan, he said, was "for steady progress, and our new schedule should be regarded as a step in that direction, certainly not as the Promised Land. We have a long way to go yet."

"Another key step in our long-range plan for NBC is the development of a stable of stars," he said, claiming that the network has "set aside millions of dollars to seek out and develop new performing talent." He then reeled off a list of stars that included Dolly Parton, Cher and others. He called one of his own discoveries, Susan Anson, "the Dinah Shore of the 1980's."

And he also promised more comedy and variety for NBC. "Historically, the network that has the most comedy and variety hits has had the most successful prime-time schedule," Silverman added that it was his "hope" that within a year "you'll see twice as much comedy and variety on our schedule."

The affiliates seemed pleased, giving their network's president a standing ovation. Afterward, Ancil Payne, the outgoing president of the affiliates board, said his associates had "a feeling of confidence in Silverman" and that "everything is pulling together." He commented on Silverman's "approachable" way of handling the meeting. He even volunteered that he felt better about being an NBC affiliate than he had in "three solid years."

Other delegates appreciated the candor expressed by most of the network execu-
HOW THE WEST WAS WON

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

MGM TELEVISION
tives, who steadfastly refused to gloss over the NBC problems and chose, instead, to show what they were doing to correct them. One affiliate, for example, said previous NBC administrations “would never admit there was a problem” and they “would hear us but never listen to us.”

Silverman and NBC are looking toward the 1980’s. They expect the network’s performance to improve next fall and to build momentum in the spring, leading into the 1980 Olympics and the presidential election season in the summer. Programs of the 1980-81 season are already being discussed and developed, and a stable of back-up programs to supplement next fall’s is in the works. “It isn’t Camelot yet,” Silverman told the affiliates, “but by the time we all meet again, you can be sure there will be real progress—in every area of our schedule.”

For other NBC affiliates coverage see pages 5h, 77 and 3l.

Dark clouds on journalists’ horizons

Attorney Prettyman, in speech at Washington Journalism Center, is concerned that decision in ‘Herbert’ case will influence judges to allow more erosion of First Amendment freedoms

A gathering of journalists, who live by, with and for the First Amendment, was given a grim medical advisory last week: “The First Amendment is alive, but sick.” And the nation’s courts, specifically including the Supreme Court, were pictured as less than sympathetic and sensitive physicians.

The report was delivered to the Washington Journalism Center’s conference on the role of television and newspapers in American life by one of the country’s leading First Amendment lawyers, E. Barrett Prettyman Jr. He not only expressed concern about recent decisions of the Supreme Court but also warned that courts throughout the country are presided over by judges who, if not hostile, have no sensitivity to the role of the press in American life.

And the consequences of such an attitude for the country could be serious. “Anyone with the foggiest notion of history knows that restrictions on the press are the first step to totalitarian government,” he said.

Like many in the media, Prettyman regards the Supreme Court decision in Herbert v. Lando as a restriction on the press. The decision allows public officials or figures who are plaintiffs in libel suits to probe the thought process of the journalists they are suing.

Combining that right with what amounts to a right of pretrial discovery “that is completely out of hand,” he said, would permit anyone involved in obstruction to bring suit, engage in years of discovery, “probing everything,” including journalists’ confidential sources, and then dismiss the suit. It is a technique, he noted, that would have been useful to Watergate defendants interested in the sources on whom the press was relying. “I see Herbert as a real threat,” he said.

A decision he is awaiting from the Supreme Court with some trepidation involves the constitutionality of judges conducting pretrial proceedings behind closed doors. At issue is a decision by New York’s highest court that a trial judge may close a pretrial proceeding if it is believed publicity would prejudice the rights of the defendant. The ruling is being challenged by Gannett newspapers.

Prettyman fears that if the New York court is affirmed, in a decision not sufficiently precise in its terms, “it could lead to a revolution in the judiciary system in this country.” He saw the possibility of criminal trials being closed to journalists and public, as defendants request closed trials and prosecutors, with little to lose, agree.

Nor does he seem to have much hope for the future. Prettyman said many judges agree with those who believe the press is made up of companies that are biased, arrogant and too powerful. And with the increase in the number of judges, he said, “we see people on the bench who don’t have a concept of the role of the press in this country,” of its nature and of the manner in which it operates.

Prettyman also had a word of caution for reporters who argue they prefer standing on the First Amendment to legislation to protect their rights (and themselves from jail sentences, if it comes to that). “The First Amendment,” he said, “is what the Supreme Court says it is.”

Monroe is upset over the lack of commentary and opinion

NBC’s Bill Monroe, long a vigorous advocate of full First Amendment rights for broadcasters, feels one area in which broadcast journalism has fallen short is in its failure to “overcome the restrictions of government” and air opinion. Broadcasting does not compare with newspapers in that regard, he said. Indeed, he said, broadcasting has “regressed.”

He noted that Eric Sevareid and Howard K. Smith, “the last of the prime-time commentators,” are gone, and CBS and ABC have not replaced them. “It’s also wrong for NBC not to provide commentary,” he said.

Monroe, executive producer and moderator of Meet the Press, believes television news is improving—more time is being devoted to it, and specialists in various fields are being developed. But, he said, “the networks and stations need to do a better job with opinion.”

“Guys who do commentary now are doing other things,” he said, with the result that their product “is giving commentary a bad name.”

Although Monroe thinks broadcasting could produce more and better commentary now, he made it clear he regarded government regulation as frustration that should be swept aside. It was the climate created by government—with its fairness doctrine and equal-time regulations—that has inhibited broadcasters in airing opinion, he said.

Journalism conference offers thesis that television programing has changed with the mood of the times; medium is relied on for news by most people and has weakened position of newspapers

The impact of television on the American people and the impact of television on rival media highlighted two separate discussions last week at a Washington conference for journalists.

Speaking Wednesday, Peter Hart of Peter Hart & Associates, Washington, declared that TV reflects the pulse of the nation. He said he asks political clients of his public-opinion analysis firm if they have seen Laverne and Shirley. “If they haven’t, then I castigate them for not keeping in touch with America,” Hart added.

In explanation, he cited three eras in which TV entertainment and programing have reflected the times. In the first era, 1955-1965, the country’s desire for conformity, a clean-cut image and a desire to avoid problems was epitomized by TV shows such as Father Knows Best and My Three Sons, Hart said. He noted that TV news then “really was radio news brought to TV . . . and at times tended to be dull.”

In the 1965-1975 era, skepticism had set into America with the emergence of antiheroes and big moral issues that had to be dealt with, Hart said, observing “it was a time when parents started emulating their children.” It also was a period when TV news became a participant as well as a reporter of the world happenings, as typified by Viet Nam, he said. Successful entertainment shows then, such as All in the Family, Phyllis and Sonny and Cher, mirrored a differing set of values, according to Hart.

The public-opinion analyst called the third period, the late 1970’s, a transition time in which Americans are seeking ways to cope with new-found problems and long for more. At times this includes frequent looks to the past for a sense of security, as demonstrated by 19th century appeal of Little House on the Prairie and The Waltons with its 1930’s setting, he said. TV news in the late 1970’s has continued to expand its scope with dramatic emphasis on investigative reporting.

Hart said that his polls show people rely more on TV for news than on newspapers, by a three-to-two ratio, and that TV’s credibility ratio is three-to-one over newspapers. Respondents, he explained, often simply said they believe it [a news report] because “I saw it” and claimed they could
KFVS-TV, CAPE GIRARDEAU, MISSOURI, PADUCAH, KENTUCKY, HARRISBURG, ILLINOIS
IS PLEASED TO ANNOUNCE
THE APPOINTMENT OF
KATZ TELEVISION CONTINENTAL
AS OUR SALES AND MARKETING REPRESENTATIVE.
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personally relate to the person giving the TV news as opposed to the impersonal impact of the printed word.

What are the trends in local TV journalism? Hoffman predicts a proliferation of the news magazine shows that are being slated at 7:30 p.m.; there will be more regional or suburban bureaus set up to report happenings to people outside the main city; there will be more emphasis on news and information on practical living and tips to achieve that end.

At an earlier session during the four-day conference, sponsored by the Washington Journalism Center, the finger was pointed at television as one of the culprits responsible for declines in newspaper circulation. John Morton, vice president of John Muir & Co., member of the New York Stock Exchange, offered that analysis in his discussion of economic trends in the media, which focused mostly on the changing face of newspapers.

Dwelling on the “intrusion of TV” and other forms of communications that have contributed in part to the demise of some newspapers, Morton stressed that late afternoon programing and early evening news shows have compounded the problems of afternoon newspapers.

He also cited evidence that Americans are leaning more toward a combination of TV and community newspapers to fulfill their needs rather than relying on large daily newspapers.

But in turn, Morton pointed out, emerging electronic technologies in communications will hurt over-the-air network television by fragmenting its audience. Cable will enjoy some benefits from technological advances, but it too will suffer some, he added.

Ferris champions diversity, thinks FCC actions can help

FCC Chairman Charles D. Ferris, who has the commission moving forward on the deregulation front, indicated what may be on his mind regarding the promotion of competition within and among services. He is concerned with everything from AM-FM crossownerships to the development of competition for the networks.

The commission wants to know, for example, whether facts continue to warrant the exception to the one-to-a-market rule that permits parties to acquire or create AM-FM combinations. “I think from the data I’ve seen it’s a question,” he said. Furthermore, he said, “diversity is valid. That’s what the First Amendment is all about.”

The chairman two weeks ago presided over an FCC meeting at which the commission made clear it will issue a rulemaking aimed at deregulating radio on grounds that the marketplace appeared to be doing an adequate job of regulating broadcasters in the public interest (Broadcasting, May 14). A week earlier, the commission initiated a rulemaking proposing the repeal of the distant signal and syndicated exclusivity rules now imposed on cable systems. And last week Ferris saw adoption of that repealer as helping to create new “networks.” For the superstations whose signals are carried by satellite to cable systems across the country “are networks,” he said. And repeal of the rules would “remove the impediment” broadcasters and copyright owners now represent to such a development, he said.

The chairman also noted that RCA has offered to provide every television station in the country with an earth station for receiving satellite-distributed television signals. “It threatens to undermine broadcasters’ dependence on networks, including RCA’s NBC,” he said.

One of the conference participants offered Ferris an opportunity to express his wishes for what the Communications Act rewrite, now the subject of congressional hearings, should include. His response:

■ A broader range of remedies for resolving contests for spectrum space. Ferris noted the proposals that have been made to squeeze space for up to 1,500 radio stations out of the spectrum, and said the commission would be holding comparative hearings “well into the 21st century” if it were to resolve contests in the manner it does now. He said the commission should be able to sort out applicants according to “basic qualifications,” and then decide among them “on the basis of a lottery, or even an auction.”

■ The discretion not to regulate small common carriers. At present small carriers must be regulated in the same manner as the Bell system, Ferris said.

■ The authority not to license citizen band radio operators.

The chairman, in response to a participant from Asbury Park, N.J., related some of the commission’s plans for assuring VHF service to New Jersey. One plan that seems to intrigue him—“attenuating signals from New York and Philadelphia to provide room for a television station in New Jersey”—he described as “an excellent example.” “That raises the question of whether the New Jersey public wants New York or New Jersey programing,” said Thomas W. Jobson, managing editor of the Asbury Park Press.

Stein’s pessimism over TV growing worse with time

Ben Stein, author, columnist and sometime television writer, argued in his recent book that television views the world through the lens of a liberal bias (Broadcasting, May 7). But it didn’t seem to bother him excessively at the time he began the book; he didn’t think anything bad would result from the distortion. But that was two years ago, and today he is concerned.

“I’ve changed my mind since writing ‘The View from Hollywood Boulevard,’” he said. “I’ve seen more television, and I’ve worked as a writer on Fernwood 2 Night…. I’m extremely discouraged; I am worried.”

The last wasn’t meant as a joke. His association with the show’s producer, Nor-
A record breaking audience is waiting.

A 40 share! That was the average television audience for the Summer and Winter Olympic Games of the 1970's. And now there's a perfect way for your station to benefit from the worldwide excitement over next summer's Moscow Games. It's "The Olympiad," a remarkable series that highlights the greatest Olympic athletes and events of all time through rare film footage and revealing interviews. The sheer joy of a Nadia Comaneci, set against the overpowering excellence of a triumphant Bruce Jenner in the latest Olympic Games. World chaos waiting in the wings, as Hitler snubs a victorious Jesse Owens in Berlin, 1936. The agony, as Derondo Pietri collapses in the 1908 Marathon.

An 80-year overview, with a fresh new perspective.

Already sold in many of the country's top markets, "The Olympiad" has a huge, blue chip audience waiting for you.

THE OLYMPIAD

The Olympics at their greatest: 18 one-hour specials "The Olympiad"—written, directed and produced by Emmy winner Bud Greenspan.

Source: NTI 1972, 1976 Prime Time and Weekend. Estimates are subject to the qualifications of the ratings services.
Cable ‘79: On a winning roll

As the National Cable Television Association convenes for its annual convention this week in Las Vegas, the president of the association can report that his industry has never felt better. Subscription is growing and the money is rolling in for nearly everyone. But when Robert Schmidt assessed the state of the industry in Washington last week he expressed only cautious optimism about the future.

The long-range future, that is. For the short range, the outlook is bright. Companies operating on the margin 18 months ago are now in the black, he says. “Churn is not nearly the factor that it was before,” thanks largely to pay cable programming—HBO, Showtime, Madison Square Garden, Warner Cable’s Star Channel and Nickelodeon, and UA-Columbia’s Calliope, to name some.

Cable will reach 30% of television homes by the end of 1981, he predicts. And in the best of all worlds—wherein there would be no retransmission consent requirement, no competition from telephone companies and deregulation of cable’s distant signals—the process could be accelerated. Areas considering offering cable franchises would go ahead; those that had turned them down in the past would change their minds. In both of those hypothetical cases those areas would probably be population centers of some size. “The markets that have not been built tend to be the larger markets,” he says. It all leads him to his most expansive prediction—that cable will reach 50% of all television viewers in 10 years.

But that would be in the best of worlds, and Schmidt sees several factors that could delay, if not shatter, the dream. Behind them are old adversaries—motion picture producers, broadcasters and telephone companies. And the problems they pose are mainly two: the retransmission consent proposal that was revived in a petition to the FCC by the National Telecommunications and Information Administration and incorporated into Representative Lionel Van Deerlin’s (D-Calif.) Communications Act rewrite, and the provisions in the House rewrite and Senator Ernest Hollings’s (D-S.C.) Communications Act revision bill that would permit at least some competition from the telephone companies. If they were to be ranked on an enemies list, Mr. Schmidt would place the second, telephone competition, at the top. He says a match between cable and telecommunications would compare with that between a gnat and an elephant. But he doesn’t minimize the threat from the television networks. “Both,” he says laughingly of the telephone companies and the networks (he ranks the latter as the size of “gorillas”) “can create mayhem and severe bodily harm.”

The telephone problem, Schmidt says, is a “long-range problem of facilities.” The competitive threat it poses is in some of the nonprogram areas with which cable
When does a portable color camera become an affordable studio camera?

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Now you can stop admiring ENG/EFP color cameras, and start owning one! The surprisingly affordable Panasonic AK-750. Thanks to its impressive list of options, our three-tube Plumbicon® portable camera doubles as a studio camera.

In the field it's a fully self-contained portable camera that weighs only 20 lbs. (with our optional 12:1 zoom lens shown), so it's easy to handle. It's just as easy on the power, using only 23 watts. You can interface the AK-750 with any EFP system, because it can be externally synchronized with a single cable. Timing and phase adjustments are built right into the camera head.

Or connect it to any studio system, simply by adding the optional Remote Control Unit and studio viewfinder.

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So if you're pricing both studio cameras and portable cameras, price one camera that can do both. The Panasonic AK-750.

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NCTA's pre-conventional wisdom

The following quotations were excerpted from remarks made by NCTA President Robert Schmidt in an interview with Broadcasting editors last week:

Pay cable and basic cable are integrated parts of one business. They're tiered services, but clearly if you're selling pay, you have to have a basic cable system on which to deliver that pay. If you look at the amount of revenues that has been generated over the past two years, it's something on the order of $100 million to the motion picture industry from the cable industry on top of the $14 million in compulsory licensee fees. Our adversaries want to separate those two. They say they're all for pay cable but they're not so pleased with the compulsory license arrangement. And I'm saying that one feeds on the other. You can't have a pay cable industry without a cable industry.

A few years ago there was a chicken and egg proposition before us. The people in the programming business said: 'You get the viewers and then come see us and we'll work out something on the programming.' And the viewer out there said: 'I'm not going to take this service if I don't get some choice; you get the program before I sign up.' Now, all of a sudden, largely to the credit of Home Box Office and the Showtime people who stepped up and invested millions in programming, more and more program sources are going to come on to this satellite delivery service because the viewers are going to be there. In this business we have a very close relationship with the audience because each month they either discontinue or re-up for the service. That's a very close indicator of how well you're delivering a product that the consumer wants. We're moving past the entertainment development of this industry. In recent franchise competition more and more companies are coming forward with security, medical, fire detection, smoke detection systems and proposing them in their franchise as part of the competition.

The major long-term threat to cable is the telephone re-entry into the business. If that were to happen we could have all this deregulation within the scope of the FCC and still find ourselves out of business in short order. We could end up like the independent telephone companies, having a small, very defined, nonurban service. We just aren't in those urban markets. Economically, we are starting to get there.

Cable is not a utility. People still turn the television set off; you don't turn the telephone off; you don't turn the electricity and gas off. There is no justification for universal service, which is the basis for a monopoly, in the business we're in today or the businesses we're talking about offering. If there were a demand for universal service in television, then television, as we know it today, wouldn't be delivered by over-the-air signals either. The telephone company can do just as well as anybody can, and ABC, CBS and NBC would be leasing lines to deliver it through cable from the telephone company. And then the monopoly would control all communications. That, to me, is not in the best interests of our society. I don't think it helps the flow of democracy to have one entity controlling it all. Superstations ... are kind of a boogeyman. You go back to the economic inquiry and there isn't any harm. And the reason there isn't any harm is that the marketplace into which that distant signal is coming is built on a ratings system, and the advertisers who pay to make that system work are buying ratings, not share. And what is diminished by this intrusion is the share. The ratings are really minimally harmed. It's a lack of understanding, or a fear of the unknown that overrides the attitudes within a given market.

We're coming into a new era. You can no longer build econometric models and have people accept them. They're now putting diaries into homes and measuring: not just ourselves, it's Nielsen and Young & Rubicam and others who have a stake and don't operate on the theories that various parties in interest want to proffer for their own selfish reasons. And I think that those are very positive signs.

Under the current conditions, we're going to have 30% of the homes in this country by the end of 1981. Under a 'best case' system of no retransmission consent, no telephone re-entry and deregulation by the FCC, that process will be accelerated. The numbers will begin to jump on a quantum basis, because the markets that have not been built are the larger markets. I think we're going to have 50% of the American viewers hooked up to cable within the next 10 years. And I think, in the course of that development, we're not going to destroy broadcast television as we know it today. I do think broadcast television will probably change during the development of cable, to respond to the increased competitive pressure, and instead of having the basic sameness of three national network formats, I think you're going to see increased development of network programming choices that will go back into a broadcast delivery service. There are all kinds of program developers out there who are thwarted by the present system, who cannot get on the networks, who will then seek other means of reaching viewers. And whether they're reaching cable viewers or whether they're going back in by a satellite feed to independent stations, I think that's good. That's choice.

has begun to experiment—including fire, burglary and medical alert services, data retrieval, facsimile and video text. It is in these types of services that some cable seers, including Schmidt, envision business blossoming in the future. And even though cable has the edge in those services—it already has broadband cable installed in 20% of homes, while the telephone company would have to replace its wires—the industry gets very agitated at the thought of AT&T entering its market.

Schmidt lists the reasons most often mentioned: The phone company is vastly bigger. Even if it were required to operate broadband facilities under separate subsidiaries, Schmidt says he is convinced there would be "co-mingling of funds." And the phone company controls access to the poles cable needs to string its wires. "There's too much vulnerability," Schmidt says.

The specter Schmidt and cable operators raise repeatedly is that telephone companies will get control of everything if allowed to compete unchecked on cable's turf. Cable would be put out of business. The ultimate loser, Schmidt argues, would be the public. Competition among competing carriers, not universal service, he says, is in the public interest.

Last week on Capitol Hill cable was fighting a battle of more immediate importance, that against the proposed "program consent" requirement in H.R. 3333 (see "Top of the Week"). The provision would require cablecasters to get the consent of the broadcaster or program owner before retransmitting broadcast programs long-distance. While the broadcasters support the concept, it is the program producers, specifically the Motion Picture Association of America, that Schmidt thinks are stirring up trouble for his industry. Program consent is a fight he thinks cable shouldn't have to fight at all. But it has to be because "the folks in Hollywood are greedy," he says. ("Cable pays program producers $100 million a year now," he says.) They want more money, and they say they need it if they are to be able to create more and better programs, he says. But they are not putting profits back into production, he argues. "They're diversifying into products that have nothing to do with programming."

Broadcasters who back the program consent proposal, he says, see it as one "last chance to get at cable before it gets too big."

Schmidt disputes the arguments of program consent advocates that cable television is paying nothing, or at least not enough, for the programs it carries on distant signals. The money cable operators will pay this year under the copyright compulsory license (estimated at $14 million) is larger than the framers of the copyright amendments of 1976 imagined, he says.
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Why this one-of-a-kind invention didn’t end up as the only one of its kind.

Every new invention needs another new invention—the one that can mass-produce it at an affordable cost.

For example, Bell Labs invented a process for making the glass rods from which hair-thin fibers used in lightwave communications can be drawn. The fibers have far greater capacity than conventional copper wires, so they’ll help keep costs down. In fact, they’ve been carrying voice, data, and video signals under city streets for about two years in a Bell System demonstration.

But standard lightwave systems will require miles of the fiber, produced at low cost and to specifications nothing short of microscopic.

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The Center is devoted exclusively to manufacturing research.

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For example, while Bell Labs scientists were inventing new glass fibers, Western Electric engineers and scientists were tackling the manufacturing problems involved.

The fibers had to be drawn from molten glass at high speeds, with less than a 1% deviation in diameter.

But how do you control a “thread” of glass being spun at rates up to 15 feet per second?

Scientists and engineers at the Center discovered that laser light beamed onto the fiber cast a characteristic pattern.

By correlating the pattern to the fiber’s diameter, they were able to build a monitoring system into the fiber drawing machinery. It measures the fiber 1000 times per second, automatically adjusting production to keep the diameter constant.

The system works so well that in all the miles of fiber produced by Western Electric, the diameter varies by no more than 30-millionths of an inch.

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In the Bell System, technology is the key to keeping costs down. It is the key to constantly improving your phone service.

And Western Electric’s Engineering Research Center is an essential link between the ideas of the laboratory and the realities of the factory.

So your Bell Telephone Company can make the best one-of-a-kind inventions a part of your phone service.

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and will grow as cable grows.

The worst that can be said for the present compulsory license arrangement, in Schmidt’s opinion, is that it is “imperfect.” But if it were replaced, Schmidt is convinced cable operators would not be able to get consent from broadcasters and producers for the programs on distant signals. “There is not the economic incentive on the part of the seller to make it work,” he says. “We’d have a freeze again.”

In answer to the argument that the retransmission consent plan would not stop cable from carrying the kinds of fresh programming offered in increasing variety on pay cable, Schmidt paints a picture representing pay cable as a blossom on conventional cable’s vine: Retransmission consent would cause the vine to wither, killing pay cable too. In sum, “we have to consider it a very serious threat to this industry,” he says.

The NCTA president says that while the industry faces adversity on Capitol Hill, the scales are tipping in its favor at the FCC. The commission’s economic inquiry concluded what cable has been saying all along, he says: that cable has minimal impact on broadcasting. “Cable is not going to destroy broadcasting,” he says. But he predicts nonetheless that broadcasting will change—away from “sameness” in network programs and toward more diversity. The possibility that cable, like broadcasting, may come to operate under a “public interest” standard was raised by Schmidt in responding to a question about a shift in the balance of power between those two industries. What has shifted, he said, is the burden of proving that cable poses an economic threat to broadcasting. The recently concluded FCC cable economic inquiry demonstrated that there’s no harm, he said. And should some cable-beset broadcast station go dark in the future—taking with it a community’s sole TV news service, for example—cable would be prepared to step into the breach. “Cable has a responsibility, if the viewer is going to be harmed because the public services that broadcaster performed are going to be lost; I think cable has to step up and provide those services,” Schmidt says. The same test should be applied to cable as to broadcasting, he said: Is the public interest served?

Bob Schmidt is a believer in the home video center others have posed as the future of electronic communications. He talks about large-screen television sets in the home, two-way cable connections and the stress on the educational use of television that far outstrips today’s uses.

But in the meantime, he says, “we have to plod along at the FCC, at the copyright royalty tribunal and in Congress.” Schmidt evades the question of how much longer he is willing to plod along with the NCTA. He joined the association four years ago, and his current three-year contract is up at the end of this year. He says he doesn’t know yet whether he will sign another. He doesn’t conceal his distaste for the 200,000 miles a year he has been traveling, taking him away from his wife and six children. But he offers, “I’m liking what I’m doing. We’re on the cutting edge of communications.”

Complete agenda of the NCTA convention begins on page 50
Funny, you don't look like a Xerox machine.

Ask for a “Xerox machine,” and you might get a surprise.
Like this Xerox Telecopier transceiver. A Xerox display typing system.
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Cable comes to Las Vegas with its best hand

NCTA launches its largest-ever convention, with programing expected to be hot topic

The National Cable Television Association convenes in Las Vegas this week for a convention that association president Robert Schmidt says is going to be "the biggest ever." So far the numbers bear him out: 6,300 to 7,000 cablecasters, exhibitors and guests are expected to make the trek to the gaming capital for a show that will include a $2,900-square-foot hardware exhibit. Total attendance and exhibitors (197 booths had been sold by last week at $7 a square foot for members, $9 for nonmembers) would both be records.

So big has the national cable gathering become that NCTA for the first time has hired a firm specializing in producing conventions. While the workshops will still be run primarily by cablecasters, the banquet and big events will be professionally produced.

Government issues and management problems dominate the convention sessions, but Schmidt and outgoing NCTA chairman Robert Hughes, predict programing will be the talk of the convention. Hughes says he anticipates "some very dramatic announcements about new programs" this week.

Following is the program for the four days, hour by hour.

Registration. The NCTA delegate registration desk will be located in the Meeting Room Foyer of the Las Vegas Convention Center. Registration hours are 10 a.m.-6 p.m. Sunday, May 20; 7:30 a.m.-6 p.m. Monday and Tuesday, and 7:30 a.m.-noon Wednesday.

Exhibit hours. Cable television equipment and services will be displayed in East Exhibit Halls B and C 2:30-5:30 p.m. Sunday; 10:30 a.m.-5:30 p.m. Monday and Tuesday, and 9 a.m.-1 p.m. Wednesday.

Meetings. Workshops and most general sessions are located in the Las Vegas Convention Center. The Monday and Tuesday luncheons, the Tuesday evening banquet and the Wednesday breakfast general session will be held in the Grand Ballroom of the Las Vegas Hilton, adjacent to the Convention Center.

Sunday, May 20

Opening general session. 1:20 p.m. Welcome: Burt Harris, chairman, NCTA convention committee. Remarks: Senator Howard Cannon (D-Nev.), chairman, Commerce Committee, and member, Communications Subcommittee. Keynote address: Former President Gerald Ford.

Monday, May 21

Management session. 9:10-10:30 a.m. Rooms A 1-6. Speaker: Senator Ernest Hollings (D-S.C.), chairman, Communications Subcommittee. Panel, "Fresh Visions—Washington." Moderator: Thomas E. Wheeler, NCTA executive vice president. Panelists: Senator Larry Pressler (R-S.D.), member, Communications Subcommittee; Representative Mickey Leland (D-Tex.), member, Commerce Committee; Representative John Murphy (D-N.Y.), member, Communications Subcommittee; Representative Charles Rose (D-N.C.), member, Speaker's Advisory Committee on Broadcasting; Representative Alan Swift (D-Wash.), member, Communications Subcommittee.


Five concurrent management sessions. 10:45 a.m.-12:15 p.m.

Where To Regulate Cable and How. Room E 1. Moderator: Monroe Ritchin, American TV & Communications, Englewood, Colo. Panelists: George Cincotta, chairman, New York State Cable Commission; Representative Thomas Luken (D-Ohio), member, Communications Subcommittee; James Quello, commissioner, FCC; Frank Scarpa, National Video Systems, Vineland, N.J.


Tuesday, May 22

Five concurrent management sessions. 9-10:30 a.m.


Ikegami inaugurates the era of one-person ENG camera crews.

A remarkable new television camera is ready for ENG broadcasters, a new-generation camera significantly more compact, yet higher in performance than any prism-optic ENG camera now offered.

The new HL-79A is like other Ikegami cameras in its performance and reliability. This tradition is well-known in the industry. It dates back some six years to the pioneering HL-33 head-plus-backpack camera that first made broadcast-quality ENG truly feasible. The HL-33 and its successor, the HL-35, carried on this tradition of reliability. And the current HL-77A head-plus-battery camera is today’s standard for ENG throughout broadcasting, worldwide.

In March, 1979, with deliveries of the new HL-79A, we enter the era of the one-person ENG camera crew, for this new camera is an all-in-the-head design — fully integral, with no power cord to a separate battery. Its reduced weight and size enable the camera-person to slip solo in or out of vehicles or through crowds, unhampered as never before. In performance and reliability it is the ENG camera of tomorrow in the authentic lineage of Ikegami cameras of yesterday and today.


Two concurrent technical sessions. 9-10:30 a.m.


Exhibit time. 10:30-noon.


Two concurrent technical sessions. 2:30-4 p.m.


Annual banquet. 7-11 p.m. Grand Ballroom, Hilton.

Wednesday, May 23


Management session. 9:45-11:15 a.m. Rooms A 1-6. Speaker to be announced.

One city's cable saga

Or how Houston divvied up the city to five franchisees to wire 775,000 homes at a cost of over $100 million

When a town like Rowlett, Tex., population 4,000 or so, has seven competing applications for a cable television franchise, something’s happening.

As Jerry Procter, Storer Broadcasting’s franchise development representative for Texas, explained: “You would not believe the intensity to which these franchise wars have built up.”

The franchise plums, however, normally are somewhat larger than Rowlett. A franchiser is likely to be granted shortly in Pittsburgh. Dallas-Fort Worth has accepted “letters of interest” from cable companies. New Orleans, Phoenix, Minneapolis and part of Chicago are said to be considering opening up for cable.

Among cities currently under construction are San Antonio, Tex.; Little Rock, Ark.; Oklahoma City; Nashville, and Richmond, Va.

Then there’s Houston which earlier this year gave not one, but five companies franchises: Gulf Coast Cable TV (expected to pass about 275,000 homes); Houston Cable TV (200,000 homes in the city and Harris county); Houston Community Cable TV (150,000 homes); Storer’s MECA Corp. (125,000), and Westland Cable (25,000).

The cost of providing cable to some 775,000 homes and apartments? Those involved are saying $100 million might not be too far off.

Houston, aside from the cable marketplace potential, again grew in significance earlier this month when Warner Cable Corp. put out the word that it would be joining in with its interactive Qube system—the first expansion outside its Columbus, Ohio, birthplace (BROADCASTING, May 14). Warner was named the majority stockholder in Houston Cable TV, led by Texas CATV operator Tolbert Foster.

The Warner/Houston Cable connection, however, may not be the only interplay among cable operators. While unconfirmed, there has been talk in Houston that Storer would be working with another franchisee, Houston Community Cable TV, a local black group.

Whatever the case, all five successful applicants have five years to complete construction on their systems. Each system must offer at least 36-channel capacity, at a basic subscriber cost of no more than $8.50. Warner, for one, said Houston Cable TV probably will mean an investment of about $25 million. Clive Runnels, a general partner in Gulf Coast, is anticipating a $30 million cost.

Various reasons were cited for what makes Houston attractive. Gustave M. Hauser, Warner Cable chairman and chief executive officer, said Qube should be there since the city is “the nation’s fastest growing and most progressive metropolitan area.” Gulf Coast’s Runnels claimed that not only is there a limited choice of TV outlets but that also there are “bad ghosting” problems due to the layout of the city.

Storer’s Procter added that large segments of the population work in petrochemical and other industries requiring shifts around the clock. He sees strong
Blair is now helping Hawaii's first radio station get a bigger chunk of The Big Pineapple.

KGU Honolulu bills itself as the station that's "In Touch With Hawaii."
And for good reason.
In this sun-drenched paradise of almost a million bronzed and beautiful people, KGU is first among Total Women 18+. Second among Total Adults. And getting stronger all the time.
KGU wants advertisers and agencies to tune into the booming Hawaiian market. And to be aware of KGU's front-running position in it. That's why they've appointed Blair Radio as their national sales rep.
Blair Radio has the people and resources that make it the definitive source for fast, accurate market data. A source that KGU can depend on to make its big audience story known to advertisers across the nation.

*Source: Arbitron, Oct./Nov. 1978. Estimated audiences are subject to limitations of the rating service.*
CP/TV AND THE SPIRAL ANTENNA: HOW WE TURN SECOND-BEST VIDEO RECEPTION INTO FIRST-BEST

In television broadcasting, if your audience isn’t getting the picture, you’re not getting the business. By this time, just about everyone in TV broadcasting knows something about what circular polarization can do, even though not everyone knows how CP/TV does it.

It’s a complex technology that doesn’t lend itself to easy description in a few well-chosen words.

Instead of sending out the signal in just one plane (horizontal), CP/TV provides signal in both planes (vertical and horizontal). It literally saturates receiving antennas with the signal.

That puts a clear and distortion-free picture in many places that have received a weak, ghosty, or snowbound signal up to now—and a much better signal even in good reception areas. A good CP/TV antenna delivers this better signal with little regard to the receiving antenna. CP/TV doesn’t care whether it’s rabbit ears, a UHF loop, or an outside antenna pointing the wrong way.

That’s important to tens of millions of Americans who are now getting a second-or third-rate TV picture. It’s also important to the broadcaster who recognizes the competitive advantage in delivering the highest-quality video signal in his market.

Small wonder CP/TV is getting a great deal of attention these days. In circular polarization, nobody does it better.

Cetec Antennas makes The Spiral—the only pure CP/TV design approach yet developed (most other designs can only simulate CP/TV transmission).

Cetec Antennas was known as Jampro Antenna until last year, but it’s been part of Cetec Corporation for 10 years.

As Jampro, we helped pioneer circular polarization for FM broadcasting and our CP/TV antennas operate successfully in just about every corner of the world.

We pioneered the design in CP/TV antennas, too, starting in 1973, with the strong support of Cetec Corporation.

As did everyone, we outlasted plenty of miscalculations in the early days of CP/TV design—but we learned from every one of them.

Testing it live at KLÖC-TV

We learned enough to put the very first Spiral on-the-air in FCC-authorized tests in 1976 and 77. It was one of only two antennas tested—and the only UHF.

The tests in and around Modesto, California (with KLÖC-TV, Channel 19), lasted more than a year, and the remarkable test data demonstrated the clear advantage of circular polarization over horizontal polarization and contributed to the FCC authorization of CP/TV transmission.

Cetec Antennas has the most CP/TV experience in design and manufacture. We’ve built and tested The Spiral for Channels 2, 7, 10, 19, and 68. We don’t test scale-models; we build the complete antenna and test it on our 7000-foot test range.

When it gets down to basics, our numbers give you the picture.

Cetec Antennas has the best “stats” in the business. Our patented Spiral has the lowest axial ratio (less than 2 dB) and best azimuth circularity (less than 1.5 dB). If you haven’t got a low axial ratio, you’ve missed the whole point of CP, and you’re not going to put the maximum signal into those randomly oriented receiving antennas.

CP/TV rotation saturates receivers.

CP/TV loves rabbit ears.
The Cetec Spiral has the lowest VSWR, meaning high radiation efficiency. It's way out in front in the application of high-level microwave technology to VHF/UHF television.

For example, we've perfected the spiral so we don't have the internal signal reflection problems, (ghostings) that are giving some of the other fellows fits.

We deliver The Spiral, customized for any service area, in about 150 days from order. That includes computer-aided design features, expert fabrication, and full-scale testing, and it is by far the shortest lead-time in the industry.

We sell The Spiral at the lowest price for a true CP/TV antenna, and we back it with the best warranty—two full years, all parts and all labor.

Cetec Antennas has 25 years' broadcast experience and more than 1600 FM and TV antennas in the field. And we're backed by the technical and financial resources of Cetec Corporation (an American Stock Exchange company with 1978 sales of more than $51 million).

Cetec is a strong, diversified corporation, with a long and successful record in broadcasting—System 7000 radio automation, AM and FM transmitters, first-quality radio consoles, and studio equipment.

Cetec Corporation also makes and markets the Vega wireless microphone and Gauss tape duplicators and professional loudspeakers. We're also into specialized data terminals, marine autopilots, and highspeed, microprocessor-based data cameras.

In other words, Cetec Corporation has a dominant position in several different markets where high technology and excellent performance are prerequisites.

Cetec Antennas and The Spiral: We deliver terrific pictures

Cetec Antennas has built its reputation on innovative, high-performance designs, premium materials, and expert antenna craftsmanship. Our manufacturing center is dedicated and highly instrumented; our all-weather test range is more than tough enough to prove our products for structural quality, high performance, and long-term reliability. We back up our words with the best warranty, and with after-sales support efficiently handled by our quick-response field service engineering teams.

If you're not putting a top-quality picture into every corner of your service area, there's probably a CP/TV antenna in your future. Don't make a move without a long, hard look at Cetec Antennas and the remarkable Spiral.

Send today for full-color descriptive brochure and latest engineering specifications. Write or telephone to

Harold W. Bailey
Cetec Broadcast Group
1110 Mark Ave., Carpinteria, Ca 93013
(805) 684-7686.

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Cetec Antennas
Antenna Division of Cetec Corporation
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potential for "entertainment alternatives" for those who want to watch television at odd hours, particularly from 24-hour superstations that likely would be brought in.

From the city's point of view, it was "the diversity of programming that has been afforded by cable" that was the reason for the go-ahead, according to Bill Chamberlain of the locally based Chamberlain-Frandolig Inc., media consulting firm.

As Chamberlain told the story, the decisions about who would build and why were calculated—to say the least.

The main goal, Chamberlain said, was to put together "a friendly package"—one that wouldn't be revoked by public referendum. "That's what killed us last time," he said, explaining an earlier client of his in 1973, Greater Houston Cable TV, which had been granted a Houston franchise at that time and then lost it by public vote.

Chamberlain explained that he worked on the current Houston franchising arrangement from two vantage points, as a consultant to both the Gulf Coast applicant and to the city. He said that "none of us considered it a conflict of interest" and that the mayor of Houston, before engaging Chamberlain, knew he had already made the Gulf Coast commitment.

While there is thought that Houston divided the city among five franchises to make sure that enough money would be pumped in for the build and so it would be completed in five years, Chamberlain has a different explanation.

He said that the city wanted to make sure the charge of monopoly could not be properly leveled." Chamberlain claimed that those who lost out in the 1973 franchise battle took advantage of an old state law that "all franchises cannot be exclusive" and started the referendum that revoked Houston's first CATV franchise.

With the granting of five distinct franchises, each operator still has exclusivity in his area, he explained, but not over the whole city. Chamberlain said that "the protest period" has passed and the operators now are not subject to any such referendum.

Getting through that period, however, meant satisfying the five franchisees as well as community groups, he said. The initial franchise designs by prospective Houston operators in some cases had to be toned down. Proctor of Storer, for example, said that the company's wholly owned subsidiary, MECA, initially had applied for about 75% of the city.

Chamberlain said the city had to informally tell the applicants words to the effect: "Don't make us play Solomon in dividing up the city.

According to Chamberlain, some of the logic that put him over what went as follows: Westland, a firm whose owners are Jewish, received a franchise for an area that has a considerable Jewish population. Similarly, Houston Community Cable TV, owned by blacks, received the inner-city area where a good number of blacks live. Storer already had the franchise for the Clear Lake City area in the southeastern part of the city so that was a good point from which to expand, Chamberlain explained.

Houston Cable (now with Warner) got the "establishment Democrats" in the northwest and Gulf Coast got the "conservative Republicans" in the southwest. Chamberlain claimed that his client, Gulf Coast, which applied first, received "the best of the bunch."

With the exception of Storer (and now the Warner interest in Houston Cable TV), all franchises are locally owned. Storer, which had the Clear Lake franchise before the city annexed the area from the county, is now operating there. Gulf Coast now operates in Bellaire and West University, areas that are not officially part of Houston but are totally surrounded by it.

Talk from the top

**Networks**

**NBC affiliates hear Pfeiffer tell about switching to satellites, criticizing spectrum fee plans and turning the network around in the '80's;**

**Mulholland announces a music license deal that will have stations getting $6 million back from the network**

*NBC-TV affiliates meeting in Los Angeles last week heard major announcements from Jane Cahill Pfeiffer, the NBC chairman, and from Robert E. Mulholland, president of the television network:*

- NBC has requested proposals from AT&T, RCA Americom and Western Union for satellite distribution systems (see page 84).

- NBC and the affiliates' music committee have reached agreement on the ASCAP-BMI music license fee issue that will result in NBC turning over $6 million to the affiliates over the next two years.

Pfeiffer, in her first appearance before the affiliates, made the satellite announcement during a Monday luncheon speech otherwise devoted to the spectrum-use fee contained in the House of Representatives version of the rewrite of the Communications Act of 1934.

She said that NBC promised "full and continuing consultation" with the affiliates during the evaluation process of the requested satellite proposals. The use of satellites, whether "all satellite or ground-satellite mix," could help the network provide simultaneous feeds of different programs to stations in different parts of the country. Furthermore, the satellite distribution system could be more economical and effective than the currently used terrestrial network, the NBC chairman said.

Pfeiffer reserved the toughest words of her speech, however, for the legislation now being considered in the House and Senate. She said that the spectrum fee as envisioned in the version of the rewrite proposed by Representative Lionel Van Deerlin (D-Calif.) amounted to a "tax on broadcasters." That, she said, "seems to me philosophically wrong"—a comment cheered by her audience.

"There is no basis for such a tax," Pfeiffer, who has held her chairmanship for eight months, said. "We are depleting no assets that have a limited life. We are spending no profits to buy department stores or other new and unrelated businesses."

"To take broadcast profits and arbitrarily reduce them so that our industry can support some social purpose more legitimately financed through other means makes no sense to me."

The NBC chairman obviously struck a responsive chord with the gathered affili-
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ates. On Tuesday during a closed session with NBC executives, one especially heated discussion centered on the rewrite and the spectrum fee. At that point, one of the affiliates declared: "If as this fee we're going to be sorry as long as we're in the broadcasting business.

Pfeiffer also took the opportunity during her speech to take a dig at what she termed "regulatory and judicial accidents" that have threatened the "stability" of the broadcasting industry and have confused broadcast renewal standards.

"Program diversity—which we all want and which the argument in Washington is about—will never be served by rotating stations," she said. "Program diversity is served by commitment to quality.

"A fair expectation of license renewal for responsible operators is essential," Pfeiffer added.

Generally, Pfeiffer's was a mild speech, devoted, it seemed, more to introducing herself and explaining some of her thoughts on a variety of subjects than on delving too deeply into particulars. Like most of the NBC executives throughout the two-day meeting, she candidly admitted "this has not been the easiest of years for you," but, stating a recurring theme, she noted NBC's past accomplishments and said that she and "Fred," as she called NBC President Fred Silverman, throughout her address, had "committed NBC to steady improvement.

"We are going to concentrate on improving until you can change the word 'steady' to 'dramatic,'" she said. "I think the fall and 1980 will be very good for us."

Mulholland made his well-received announcement during Monday morning's business session. Under the terms of the license fee agreement reached, he said, checks totaling $3 million will go from NBC to the affiliates on July 1. Then, in April 1980, NBC will hand out another $3 million. "That totals $6 million from NBC to you—to reduce your share of these music license fee costs for the next 27 months," Mulholland told the pleased affiliates. "In addition, NBC has agreed in the future to never recover more than 50% of its music license fee obligations from

In the hot seat. James Yager, senior vice president and general manager of WOSU-TV New Orleans, was elected chairman of the NBC-TV affiliates board of directors last week ("Closed Circuit," April 30), succeeding Ancil Payne of KING-TV Seattle, who becomes chairman emeritus. Blake Byrne, president of KLAS-TV Fort Worth, and Robert E. Krueger, president of KTVB Boise, Idaho, were named vice chairmen. William Putnam, chairman of WNIT Springfield, Mass., was elected secretary-treasurer. Three new members of the board were also named last week: William Dilday, WLB-L TV Jackson, Miss.; James T. Lyneugh, WDIV-TV Detroit, and George Andrick, WSAZ-TV Huntington-Charleston, W. Va.

Retiring from the board are: William Faber, WFLA-TV Tampa, Fla., and Ralph Jackson, WAVE-TV Louisville, Ky.
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Winding it up in Los Angeles

CBS is the last of the networks to hold its annual affiliate meeting; at this week's gathering the emphasis will be on the programming and the stations' marketing. Letters

The network president also revealed another change at NBC that will end a long-time tradition of the network's Today morning news show. Beginning Monday, June 4, the program will be sent out on a normal clock hour delay to stations in the central and mountain time zones. That operational change will do away with the "second-hour-first, first-hour-second" feed pattern that has been a virtual trademark of the show. Mulholland also announced that NBC will use RCA's Satcom satellite to feed the show to those time zones.

stations." Letters will be going out with the first set of checks, he said, explaining the arrangement in more detail.

CBS ends the television networks' annual show-and-tell time for affiliates this week with a three-day general conference in Los Angeles.

Some 1,100 affiliates, spouses and CBS people were expected to be on hand when the convention opened with a welcoming reception last night (Sunday) at the Century Plaza hotel.

The atmosphere this week may not approach the heady elation that marked the convention of affiliates of front-running ABC-TV in the same hotel two weeks ago (Broadcasting, May 14). But neither do CBS and its affiliates face as arduous a comeback effort as faced third-place NBC-TV and its affiliates in their gathering there last week.

Actually, CBS executives say they count the current season a success—that they've tightened their hold on second place in the prime-time ratings race and are ready for further advances.

Their plans for securing those advances will occupy them and their affiliates for most of the three days. The agenda had not been completed last week but it will concentrate primarily as those meetings always do—on program plans. Emphasis will be on the new prime-time schedule but the presentations will also cover plans for specials, movies for television, daytime, sports, news and public affairs.

John D. Backe, president of CBS Inc., will address the luncheon on Tuesday. Speakers at today's sessions are scheduled to include Gene F. Jankowski, president of the CBS/Broadcast Group, who is to give the keynote address, and James H. Rosenfield, president of CBS-TV.

Leading the entertainment program presentations will be Robert A. Daly, president of CBS Entertainment. Other key participants are expected to include Bill Leonard, president of CBS News; Frank H. Smith Jr., president of CBS Sports; Bill Small, CBS Inc. Washington vice president; B. Donald Grant, vice president, programs; Michael Ogiens, vice president, daytime programs; Bernie Sofronski, vice president, special programs; William Self, vice president, motion pictures for television and mini-series, and Paul Isacson, CBS-TV sales vice president.

Business sessions today and Tuesday will be held at Century City. The Wednesday meeting will be at Television City. A banquet and variety show will wind up the convention Wednesday evening.

D.C.'s Marquee has lots of takers for home installations, but not enough staff to keep up

Shortage of technical help to make necessary hook-ups is impeding the expansion of a Washington-area firm that offers movies and specialized programs via multipoint distribution service to homes and apartment dwellings.

Ed Yoe, vice president of marketing and director of corporate development and public relations, Marquee Television Network, says his company has a back-up of orders from 1,435 homes and that it is averaging an additional 97 requests per week.

Yoe explained that in the Washington area there is a shortage of fully qualified antenna-type technicians, a position in which an experienced worker commands up to $20,000 annually. To meet its needs, Marquee is employing beginners in electronics at $170 to $190 weekly, initially training them as connect/disconnect workers.

The subscriber list of the Rockville, Md.-based firm currently fluctuates between 8,000 and 10,000, since it is the time of year when home owners and renters are in transition, Yoe explained.

Marquee charges $13.95 monthly to apartment subscribers and $1 more for individual homes. Its transmitter is on the River Road tower of WDCA-TV Washington.
**Changing Hands**

**PROPOSED**

- **WROK(FM)** Greensboro, N.C.: Sold by Greensboro FM Inc. to WROK Inc. for $3,475,000. Seller is owned by Donald L. Wilks, Michael Schwartz and Thomas Armsgaw, who also own WPET(AM) Greensboro. Wilks and Schwartz also own WIXY(AM) East Longmeadow and WAFY(AM) Springfield, both Massachusetts. Buyer is owned by Joseph Wolf, Los Angeles attorney; Murray Moss, Los Angeles businessman, and Irvin Kipnes, Washington businessman. None has other broadcast interests. WROK is on 98.7 MHz with 100 kw and antenna 400 feet above average terrain. Broker: Blackburn and Co.

- **KDUB-TV** Dubuque, Iowa: Sold by Lloyd Hearing Aid Corp. to Birney Imes Jr. and family for $1,150,000. Seller is owned by Marvin E. Palmquist and family, who also own WQRT-TV Rockford, Ill. Buyers also own WCBI-AM-TV Columbus, WNAV(AM) Grenada and WROX(AM) Clarksdale, all Mississippi, and WBOY-TV Clarksburg, W. Va. They have sold, subject to FCC approval, WELO-AM-FM Tupelo, Miss. (BROADCASTING, Dec. 11). KDUB is ABC affiliate on channel 40 with 646 kw visual, 64.6 kw aural and antenna 841.3 feet above average terrain. Broker: Blackburn & Co.

- **KIDN(AM)** Pueblo, Colo.: Sold by Hecthary Inc. to Scribner Broadcasting Inc. for $700,000 plus $80,000 for agreement not to compete. Seller is owned by Rick Thom (60%), Leon Peterson (20%) and John Findley (20%). None has other broadcast interests. Buyer is owned by David G. Scribner, former president of Doubleday Broadcasting Inc., who has no other broadcast interests. KIDN is on 1350 kHz with 5 kw day and 1 kw night. Broker: Richter-Kail & Co.

- **WYIG(AM)** Jackson, Miss.: Sold by Fogelman-Thomas Broadcasting Inc. to Golden South Broadcasting Corp. for $567,000. Seller is owned by Bill H. Thomas and Avram Fogelman, who have no other broadcast interests. Buyer is owned by Dave McCormick and William B. Moran (50% each) who own KLCI(AM) Monroe, La. WYIG is on 1590 kHz with 5 kw day and 1 kw night. Broker: Richard A. Shaheen Inc.

- **WKUE(FM)** Green Cove Springs, Fla.: Sold by Mel-Lin Inc. to Radio Corp. of the South for $500,000. Seller is owned by Larry R. Picus (90%) and Willie J. Martin (10%). They have sold WPDQ(AM) Jacksonville, Fla., subject to FCC approval (BROADCASTING, Nov. 26). Buyer is owned by Reagan C. Smith, announcer at WDKO(AM) Cleveland, who recently sold WSYX(FM) London, Ohio (BROADCASTING, Jan. 22); Phil McLean, former announcer at WWDE(AM) Cleveland; Dick Conrad, program director at WWF(AM) Cleveland; Howard S. Stern, Cleveland attorney, and Scott Simon and Paul Sweatland, Cleve-
Matthews to 4A: Advertising, sell thyself

Association's new president wants campaign to convince those within industry as well as influences, including press, who operate on the outside; agencies on billings boom

Advertising agencies—which over the past decade have grown from $970 million to just under $2 billion in annual billings—had one of their better years, financially, in 1978, and 1979 "should be almost as good," Leonard S. Matthews, president of the American Association of Advertising Agencies, told the AAAA annual meeting at the Greenbrier, White Sulphur Springs, W. Va., last week.

But they also have their work cut out for them, he said, in improving the image of the advertising business, in getting better press treatment and in extending the headway that he said has been made in advertising's government relations.

He called upon AAAA members for voluntary work in producing a series of films, to be used "with your own people, with government, with academia, on television and before a wide variety of business and consumer audiences" to point up advertising's role and contributions.

The films will be made available to agencies for local use in many ways to get the message across, Matthews said, but "our first goal is to educate the 44,000 employees of AAAA agencies," to make them "Ambassadors for Advertising."

"If we can begin to make these people proud of this business and make them proud to be in it," he said, "I'm convinced the payoff in a better image for our industry will result."

Another "important audience that we need to work on," he continued, is "the people who run the editorial departments at many of our newspapers, radio and television stations and networks."

"The ill-conceived regulatory agency charge, the emotional consumer advocate attack, the emotional consumer advocate attack, too often gets published or broadcast without the press taking the time to check the validity of the charge or taking the trouble to get the other side of the story," he asserted.

He had a plan for that, too, called "Editors Week," during which volunteers from AAAA agency management would discuss the subject with their local editors, publishers and broadcasters. Nationally, he said, a subcommittee of the AAAA operations committee is being formed to call upon network management.

"We plan to talk about the same areas you are discussing locally plus some others of vital interest to us," he explained. "These include such things as sex and violence in programs, commercial clutter, revisions in commercial standards and guidelines without consultation with the agencies and advertisers, and other matters of concern." Matthews emphasized that "we are not trying to influence editors to give business and advertising favored treatment. We are asking for fairness, objectivity and balance."

He said that "there are no more dedi-
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Dear Allen:

Thanks very much for your stimulating presentation last Thursday on "Information Management as a Cost-Cutting Tool."

Our people were very favorably impressed with the thoroughness and insight demonstrated by your research into this area.

However, we've decided to table for the time being any further explorations. Our "paperwork flow," we feel, is not great enough to warrant further action, since the vast majority of it consists merely of ordinary business letters like this one.

But thanks anyway for your help. And should the need for any in-depth cost analysis arise, we'd like you to know that your people will be among the first we'll contact.

Best regards,

Warren Stewart
President
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Duplicators and computer printers that make Xerox-quality copies for just a few cents each.

And computer services that give you the benefits of a computer without the expense of owning one.

In fact, everything Xerox does helps you manage information. But we also provide you with an interesting side benefit: We help you manage your money at the same time.

XEROX

*Source: Darmell Institute of Business Research.
Don't lower the guard. John S. Pingel, president of Ross Roy Inc., Detroit, and outgoing AAAA chairman, told the association there's still lots of work to be done on the Washington front, and said it is wishful to believe that unwarranted government regulation "will just dry up and go away." The FTC, he said, "isn't through with our kids yet—not by a long shot; and now they're beginning to sniff around the liquor closet!"

Pingel warned against government's burgeoning bureaucracies, mentioning specifically the FTC and the Federal Drug Administration, along with the "moribund Consumer Protection Agency (don't count it out yet) and the Magnuson-Moss Act," which he predicted "are going to be with us for a long time to come." Pingel said the Magnuson-Moss amendments (which, among other things, make government funding available to public interest groups participating in regulatory rulemakings) "have significantly changed the nature and format of FTC rulemakings, and whether these changes advance or retard the agency's statutory mission remains to be seen."

"All I can say is," Pingel added, "there ought to be a law against a law like that."

The problems that persist for the advertising industry, Pingel concluded, are government, social, communications and image. "When you get down to it, these are people problems," he said, to which he feels there is only one answer: "People."

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Keeping tabs on media times: K&I warns of inflation

Agency says network TV will be grandest price gainer in 1980, but radio and print, too, will be asking for more

Kenyon & Eckhardt Inc., New York, sees bad news ahead for media buyers in 1980. All costs are going up, up, up — and particularly those for network television.

K&I's media research group points out that 1980 is an election year and an Olympic year and adds: "1980 will be a year with very tight broadcast availabilities. On the print side, 1980 will be a year with substantial postal rate increases, and all media are experiencing increasing costs."

The agency projects the following boosts in 1980 versus 1979 (in terms of unit costs): prime network television (30-second announcement), +18%; daytime network TV (30-second announcement), +12%; fringe spot TV (30-second announcement), +12%; network radio (25 adult gross rating points weekly), +10%; spot radio (25 adult GRP's weekly), +8%; consumer magazines (one page, four-color, top 50 magazines), +10%; Sunday supplements (one page, four-color, major
Have you ever wondered about what really goes on behind the glowing screen? The intricate deals? The incredible politics? The explosive new developments? We believe there is a large group of people who are very interested in the whole phenomenon of television, and the effect it has on their lives. Now they will have their own magazine, "Panorama—Television Today and Tomorrow." A new monthly publication created by Triangle, the people who brought you TV Guide.

It's dedicated to the new breed of television watchers, the sophisticated, intelligent viewer who demands a total perspective of the single most powerful force in our society. Panorama will feature well-illustrated articles by the brightest and the best on the provocative issues and crises of modern television.

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If you think your products will appeal to this select audience, then "Panorama—Television Today and Tomorrow" is your new television medium.

Panorama

Television today and tomorrow
national supplements), +8.5%, and daily newspapers (1,000 lines, black and white in every daily), +10%. (For television, costs are on a 12-month scatter basis; long-term commitments can lower percentage increases by four to five percentage points.)

K&E suggests that steps can be taken to counteract some costs. The agency advises that network TV must be reviewed constantly to determine whether lesser geographic areas make more sense; it proposes a variety of media mixes including network TV and perhaps radio and magazines, and it suggests that buyers examine differing commercial lengths—10 seconds instead of 30 seconds, for example.

"Most of all, we must think about how we are spending media dollars and take advantage of everything we can," the agency stresses, citing "specific targeting, opportunistic buying, up-front commitments, scheduling for optimum reach, syndication, local sponsorship, fractional pages, regional editions. As long as we are not bound up in doing things the way they've always been done, we have the opportunity to maximize the impact of our dollars with innovative and practical media planning and execution."

**Bottom Line**

Going strong. Jake Keever, ABC-TV sales vice president, expects 1979 to be "another banner year" in sales at his network and period of strong gains for television industry as whole. He told ABC-TV affiliates (Broadcasting, May 14) that forecast is for 11%-12% gains in total revenues (network sales up 13%, spot up 8%, local up little more than 13%). Keever said ABC-TV's first and second 1979 quarters have proved stronger than anticipated few months ago, with all dayparts except those devoted to children's programming reaching sales levels above year ago. As for last half of 1979, Keever reported soccer "practically sold out." Monday night baseball SRO, and football renewals in "high 90%" range. He also noted that ABC World News Tonight, whose sales volume rose 25%-30% in first and second quarters, should command 15%-20% price increases in long range and "somewhere around 30%" in fourth quarter. Budgets of up-front advertisers are about 35% higher than last year and up-front selling should be completed by July 4, according to Keever.

Stimulus. Kingstrip Communications spokesman last week said 70% takeover by LIN Broadcasting, conditionally approved by FCC (Broadcasting, May 7), was solely responsible for that immediate 45% jump in price of Kingstrip stock. It went from 11 before announcement of approval of $5.6 million transaction to 16. LIN has also made same $18.35-per-share offer for balance of stock in Kingstrip, parent of licensee of KTVN and KTRI-AM both Austin, Tex.

Historic sale. ABC Inc. has completed sale of its Historic Smithville Inns operation and adjoining acreage near Atlantic City, for $15 million in cash and assumption of notes, representing profit of about $2.5 million to ABC. Buyers are subsidiary of The Cadillac-Fairview Corp. Ltd., Canadian real estate firm, and two private investors.

Taking stock of itself. The Washington Post Co., parent of Post-Newsweek Stations, plans to repurchase additional 500,000 shares of its Class B common stock, bringing to approximately 650,000 number of shares authorized to be bought back. Company did not announce ceiling price or time limit on purchases, which will be made primarily through block buys. Company held more than 4 million shares as of Dec. 31, 1978. Over-all, company's outstanding stock comes to approximately 3 million Class A shares and 12.5 million class B shares. Stock closed at 21-3/4 last Wednesday.

Nebraska buys Kansas. Media Investment Corp. of Nevada has bought 23% holding in Kansas State Network that had been held by Heritage Communications, Des Moines, Iowa. Price was said to be in excess of $8 million. KSN has broadcast and cable interests.

Newspapers buy Books. Knight-Ridder Newspapers, whose holdings include four TV stations, has reached agreement in principle to acquire HPBooks, Tucson, Ariz., publisher of books in consumer specialty and how-to-do-it fields. Unit sales exceeded 2.1 million in 1978. HPBooks will continue to be managed by Bill and Helen Fisher, company's founders and principal shareholders.

Spun-off in Pittsburgh. Fahlgren & Ferriss, Cincinnati, has sold its Pittsburgh office to agency principals Frank Haller and Ronald J. Koeppe, effective May 1.

Best yet. MCI Communications Corp. reported record earning of $7 million in year ended March 31, in comparison to $5.2 million chalked up in previous year (which included a one-time gain of $1.5 million). MCI, Washington firm that offers intercity communication facilities to volume users, also said its revenues had increased 29% to $95 million. Per-share earnings in both periods were 23 cents.

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**CBS-TV laterals to ARF committee on extended sweeps**

Declaring it won't go it alone, network accepts research group's volunteering

CBS-TV has decided to let someone else carry the ball—specifically, a committee of the Advertising Research Foundation—in its drive for extended local TV measurement periods.

CBS-TV President James Rosenfield wrote last week to Jacqueline Da Costa, a senior vice president of Ted Bates & Co. and chairman of the ARF's TV audience measurement committee, accepting the committee's offer to study the problem and develop a plan to expand the so-called "sweep" measurements (Broadcasting, April 30).

"We would be most happy," Rosenfield wrote, "to cooperate with the committee in any way we can as you conduct your investigation of the problem and develop a recommendation for this industry."

He noted that CBS-TV has a representative on the committee who will "present our viewpoint" at its meetings.

The ARF committee, like CBS-TV, has been a long-time advocate of expanding the length of sweep periods beyond their present four weeks.

In its current effort, intended at least in part as a means of reducing the level and cost of blockbuster programming by all three networks during sweep periods, CBS solicited and obtained estimates from A. C. Nielsen Co. and Arbitron Television on the costs of conducting 36 or 40 weeks of measurement in all TV markets each year. These reportedly came to $10 million to $12 million on top of the estimated $20 million currently paid to each service.

Stations and station representation companies have been almost universally opposed to expanding the current sweep lengths, arguing that expansion would be costly and at the same time reduce the reliability of the ratings. Some station reps contended that the cost of merely using all the additional information, apart from producing it, could cost users $20 million to $40 million a year (Broadcasting, April 2).

In his letter to Da Costa, Rosenfield suggested nevertheless that her committee might benefit from having additional station people as members. "It is, of course, essential," he said, "that a solution that is responsive to the interests of all segments of the industry be found."

Jay Eliasberg, research vice president, CBS/Broadcast Group, meanwhile sent letters to Arbitron and Nielsen thanking them for their "considerable expenditure of time and effort" in developing the cost estimates. He expressed confidence that longer sweep measurements would eventually come, but said:

"As we have expressed privately and
It's a long way down to the top.

It starts with bellyflops and bruises. Over fifty practice dives a day. Every morning from age 7. And to get from the neighborhood pool to the 3-meter finals takes years of encouragement from coaches and parents and the Amateur Athletic Union. Phillips Petroleum is a long-time sponsor of AAU swimming. And now we're getting behind AAU diving. Giving thousands of eager young athletes a chance for glory. Because it takes a lot of getting to the bottom to make it to the top.
publicly, CBS does not intend to proceed unilaterally to develop and underwrite an expanded local market audience measurement service without support from others in the industry.

"As you know, we believe quite strongly that such a service should be developed and, along with many others in the industry, are convinced that it is no longer a question of "if" such a service will be developed but rather "when" the service will be developed and what form it will take.

"We intend to work with any and all industry groups that are now preparing to study the issues created by sweeps. As the dialogue continues we believe that others in the industry will soon express their desire to join with us in our effort to deal with the problem and we're sure you will be as cooperative with them as you have been with us..."

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Reviewing and forecasting

At ABC's annual meeting, stockholders are told of last year's successes and new areas that are hoped to provide solid growth for 1980's

Stockholders at ABC Inc.'s annual meeting in New York last week reacted in a generally favorable manner to the report by Leonard H. Goldenson, board chairman, and Elton H. Rule, president, of the company's banner year in 1978 and a prognosis for an equally successful year in 1979.

Goldenson told stockholders that at last year's annual meeting he had mentioned that a priority was expansion in the field of publishing, and he said the company has now doubled its presence in that business area. He said that in 1979 ABC's goal is to explore two related business activities—the production and distribution of theatrical motion pictures and the production of programing for the new methods of distribution in the communications field, including cable television, pay television and videocassettes.

"The motion picture industry has changed considerably in the last decade," Goldenson said. "For one thing, fewer quality pictures have been made. But with the proliferation of new theaters, the demand for good pictures is greater. As a result, the gross revenue of successful films is much higher and the risk of failure is significantly lower."

He said the new technological forms are going to need programs of all kinds, including news, information, instruction, entertainment and sports. Goldenson cautioned that despite these opportunities, he believes broadcasting will remain the primary national medium of communications for the foreseeable future.

"The new technologies are best suited for more narrowly defined audiences and for forms of programing more specialized
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than those appropriate for the mass medium of broadcasting.

Rule traced the growth of ABC’s broadcast operations over the past decade and emphasized that all of the various entities currently within the company’s fold are strong.

Rule noted that ABC Publishing has been strengthened by the acquisition of publishing properties from Miller, Hitchcock, White and Chilton, and units with weak performance records have been sold. (These included ABC Record and Tape Sales, ABC Theaters, ABC Records and the Historic Towne of Smithville, N.J.)

“In the past, I think, to some investors the basic strength of our television, radio and publishing operations has been partially obscured by problems outside these areas,” Rule continued. “This is no longer the case. Our principal problem units have been divested. Now that they are gone, it is evident that the operations of ABC are in excellent condition, both for 1979 and for the 1980’s to follow.”

There were several questions from stockholders challenging ABC News’s objectivity in dealing with the Middle East crisis and with the abortion controversy. Goldenson conceded that ABC News’s coverage was fair, objective and well balanced.

To a question on whether ABC would consider hiring an ombudsman to deal with viewers’ complaints about news coverage, Goldenson replied: “Definitely not. We have our own system of checks and balances within our news department. As licensees of stations, ABC alone is accountable for whatever goes over its airwaves.”

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**Law & Regulation**

**Bazelon ‘stepping back a bit’**

Washington appeals court judge is retiring after 30 years; in that time he has been a major force in communications law, lately leaning toward greater First Amendment rights and deregulation for broadcasters

For most of his 30 years on the U.S. Court of Appeals in Washington, Judge David Bazelon has been regarded as a mover and shaker, as one who has played a major role in shaping communications law. Now, he is going into semireirement as a senior judge. As he said last week in a letter to President Carter, he has resolved, as he approaches his 70th birthday (on Sept. 3), “to step back a bit from a 30-year labor of love.”

Communications lawyers last week received the news with mixed emotions. They viewed him generally as a liberal and an activist judge, one whose judicial opinions have been influnced in large part by his social and economic views. “By and large, he was not a friend of broadcasting,” said one long-time member of the communications bar.

Indeed, his authorship in March 1977 of the decision directing the FCC to initiate a rulemaking aimed at breaking up newspaper-broadcasting cross-ownership deals still troubles communications lawyers—even though it was later reversed by the Supreme Court. The activist judge was clearly in evidence when Bazelon, in writing for a unanimous three-judge panel, said the commission had erred in limiting divestiture to cases where cross-ownership clearly harms the public interest, and added: “We believe... that divestiture is required except in those cases where the evidence clearly discloses that cross-ownership is in the public interest” (Broadcasting, March 7, 1977).

But while they are concerned over such opinions, some communications lawyers appreciate Bazelon’s growing opposition to the FCC’s restraints on broadcasters’ First Amendment rights.

He has attacked the fairness doctrine as running counter to the First Amendment goal of promoting “robust, wide-open debate.” He came down hard on the commission (and he was the only judge who did) for its use of the “raised eyebrow” in squelching topless radio in the mid-1970’s (Broadcasting, March 24, 1975). And he wrote a concurring opinion holding that the commission had violated the First Amendment in ruling that WBAI(FM) New York had violated the indecency statute in broadcasting a George Carlin comedy record. (The Supreme Court later reversed the appeal court and affirmed the commission.)

Bazelon had not always been First Amendment-oriented. There was a time when he had no difficulty in accepting the concept of a regulated broadcasting industry. But Bazelon is a man who is credited with an ability to rethink fundamental concepts. And in 1972, he re-examined his views of the fairness doctrine—and his startling dissent in the WXUR case was the result.

The commission had denied renewal of WXUR-AM-FM, Media, Pa., largely on the ground of fairness-doctrine violations.

And while Bazelon did not challenge the constitutionality of the fairness doctrine—the Supreme Court only three years earlier had held, 8-0, it passed constitutional muster—he said the case raises “a prima facie violation of the First Amendment” (Broadcasting, Nov. 13, 1972).

That decision was recalled last week by Henry Geller, assistant secretary of commerce for communications and information, in his testimony on the Communications Act rewrite (H.R. 3333). Geller, who was arguing for deregulation of radio, said, “Was not Chief Judge Bazelon right in saying that the government has unnecessarily stifled a voice?” The stations were among 35 in the Philadelphia market.

Bazelon has not appeared entirely consistent on the First Amendment issue. For instance, he did not take advantage of an opportunity to state clearly that the commission has no authority to review a broadcaster’s entertainment format. (He concurred in a decision in which the commission had been directed to order a hearing in a station-sale case because of complaints from listeners about a proposed change in format.) And he supported the commission’s decision—which had been rejected by a panel of the court—that NBC had violated the fairness doctrine in a documentary on private pension plans.

However, in the same opinion, Bazelon urged broadcasters to wage “a forthright attack on [the doctrine’s] constitutionality in particular applications” rather than attempt to exploit its “ambiguities,” which is what he said NBC had done.

What’s more, while speaking up for broadcasters’ First Amendment rights. Bazelon has spoken forcefully, as well, for greater diversity of voices, for increased competition among and within the media. Deregulation of broadcasting, at least of radio, should proceed, Bazelon said in a speech in February. But the “key,” he said, is to regulate the media through their structures—through antitrust policies, limits on media crossownership and a requirement of mandatory access to cable TV systems (Broadcasting, Feb. 5).

For at least one former FCC general
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court. Bazelon's contribution to the debate regarding broadcasters' First Amendment rights is not the only reason he should be "honored." Another, said Geller, who served as deputy general counsel and general counsel from 1964 to 1970, is that Bazelon impressed on the commission the need to observe "the rule of law.... He wouldn't let the commission get away with an effort to slough off an argument." Geller said, "The arguments had to be rational. He took the commission apart on a number of cases."

Geller expressed the hope that, as a senior judge, Bazelon remains active. So did Bazelon, "I hope to see considerable service as a senior circuit judge," Bazelon said in his letter to the President, "while leaving time for a few of the many neglected projects that have accumulated over the past 30 exciting but rewarding years."

Taking the First Amendment Offensive

NAB and RTNDA ask judicial
conference to change rules
to require plaintiffs in
libel cases to provide 'strong
showing' before allowing
intrusion into thoughts
or journalistic decisions

The National Association of Broadcasters
has joined the Radio Television News
Directors Association in urging changes in
the federal rules of civil procedure that
would mitigate some of the damage those
groups feel was done to journalists' First
Amendment rights by the Supreme Court
decision in the Herbert v. Lando case
(BROADCASTING, April 23).

NAB wrote to the Committee on Rules
of Practice and Procedure of the Judicial
Conference, which advises the Supreme
Court on such matters, after, it said, it had
become "concerned" over the increasing
costs to its members of defending actions
for defamation.

The cost is rising because of the present
rules regarding discovery "to a point
where broadcasters are finding it difficult
to responsibly exercise First Amendment
rights and to thoroughly fulfill all of their
affiliated responsibilities as [broadcast]
licensees" to provide news and public
affairs programming.

The question of discovery has become
critical in the wake of the Herbert deci-
sion, which held that public figures who
are plaintiffs in libel suits may probe the
thought processes of the journalists they
are suing in an effort to determine whether "actual malice" was involved.

The committee on rules of practice and
procedure is considering a plan to provide
for pretrial discovery conferences in feder-
als courts. And NAB said it endorsed
amendments the committee has proposed
that would tighten up relevancy standards
applied during pretrial discovery by either
side.

But NAB feels more is needed. It said it
was joining with RTNDA in suggesting
that the committee consider changes "that
would reflect a recognition of the First
Amendment interests served both by con-
fidential communications among editorial
personnel and by the privacy usually ac-
corded to individual judgments."

Specifically, NAB asked the committee
to follow the suggestion of Justice William
J. Brennan, in his concurring opinion, that
plaintiffs meet a "strong showing of need
before the privacy of the editorial process
is invaded." NAB said that "any judicially
mandated inquiry into this sensitive area
ought to be limited to matters that are
strictly relevant to a plaintiff's claim of 'ac-
tual malice.'"

CCR remains
down on EEO
at stations

Civil rights commission's Loukas
says women and minorities still
are blocked out of executive posts

Although FCC reports on the employment
of minorities and women in broadcasting
indicate both groups are making progress
in improving their status, the U.S.
Commission on Civil Rights continues to
remain skeptical.

The CCR, in reports in August 1977 and
last January (BROADCASTING, Jan.
22), said that, regardless of the reports of
the stations, minorities and women rarely
are employed in broadcast positions.

And the author of those reports, Helen
Franzwa Loukas, in remarks to the sev-
enth annual Telecommunications Policy
Research Conference, held at Sky Top
Lodge in the Pocono mountains of Penn-
sylvania, said that a tougher approach to
equal employment opportunity enforce-
ment will be required by the FCC "before
women and minorities achieve a real
breakthrough into executive positions."

Loukas's conclusions were based on an
examination of the employment perform-
ance of seven "randomly selected" sta-
tions—WRC-TV Washington, WNET(TV)
New York, WAGA-TV Atlanta, KQED(TV)
San Francisco, WWJ-TV Detroit (now
WDIV), WPVI-TV Philadelphia and
KNXT(TV) Los Angeles. Loukas compared
the job title information they submitted to
the CCR in 1975 with similar data they
filed with the FCC along with their most
recent license-renewal applications.

In some respects, at least, she found a
mixed bag. At six of the stations (KNXT
had not supplied the data for 1975), the
number of white women working as re-
porters or anchors has grown from eight to
15, as has the number of black males,
from seven to nine. On the other hand, the number of black female reporters dropped from five to four, and there is still only one Hispanic male.

Loukas also said that although minority and female reporters combined constitute 42% of all reporters and anchors on local news programs on the six stations, "minorities and women are conspicuous either by their absence or by the seeming insignificance of their jobs in the over-all news operation of these stations." She said they held only two of 11 management jobs in the six stations' news divisions.

As for other management jobs, at all seven stations, Loukas said, minorities and women have registered "virtually no wins." She said black males have gained one management job (from 11 to 12), while black women have lost one (from eight to seven); the number of Hispanic males has remained the same (four) and other minorities have continued to have no representation. White women gained two positions (from 51 to 53).

The apparent loser is the white male. The comparison shows that their number in management jobs dropped from 152 to 140.

Furthermore, Loukas says the situation may be even worse for women and minorities than the figures suggest. The titles of jobs held by minorities and women, she said, indicate also that the positions they hold are rarely executive or policy-making jobs. In fact, she added, "the job-title lists indicate that minorities and women may have held more powerful positions in 1975 than they have since."

SOS in Tacoma

Citizen group files to deny sale of station to try and keep it nonprofit

Backed by a petition of nearly 11,000 signatures and over 250 letters of protest, Save Our Station 13 (SOS 13) has petitioned the FCC to deny the sale of KCPQ-TV Tacoma, Wash., a noncommercial station operating on a commercial frequency (ch. 13), to a commercial broadcaster. SOS 13 believes that to allow channel 13 to revert to commercial use would "be contrary to the public interest."

The station is currently owned by Clover Park School District No. 400, which bought the station from a failing commercial broadcaster in 1975 for $378,000. It now wants to sell the station to finance the construction of a new high school.

SOS 13, led by Betty Joe Neilis, is an outgrowth of TV13, a nonprofit citizen group, which helped Clover Park raise money for the purchase and subsequent operation of the station. It has opposed the sale on public interest grounds ever since Clover Park announced that it had sold the station to Kelly Broadcasting Co. for $6.25 million last December (Broadcasting, Jan. 15). In an earlier move to stop the sale, SOS 13 asked the FCC to amend its rules to reserve channel 13 for noncommercial use, substituting it for channel 56, the frequency occupied by KCPQ-TV (then KPEC-TV) for 15 years prior to its purchase of channel 13 (Broadcasting, Feb. 19).

In the petition, heavily footnoted with excerpts from letters in support, SOS 13 said the proposed sale of the station would result in the loss of a "specialized service that cannot be fulfilled by a commercial assignee nor satisfied by any other non-commercial licensee presently broadcasting" and only channel 13's signal can adequately reach all the people in its service area.

SOS 13 also said that the service area had no need of another VHF commercial station as there are already four in the Seattle-Tacoma market.

SOS 13 said there was "a strong indication" of trafficking in that Clover Park will realize a 1,700% profit after owning the station for only four years. "There is unanimous consensus that public television is not just another instrument to be exploited by the marketplace, but rather, a viable institution which should serve the public interest," it said.

Co-owned Conn. stations renewal set for hearing

The FCC designated for hearing the renewal applications of WKND(AM) and WXL6-FM Willimantic, both Connecticut, because of allegations concerning fraudulent billing on the part of WKND. The general manager and part owner of the station, John H. Kelly, announced in December that the station would not renew its license. It is now under the control of the state of Connecticut, which purchased the station in 1974 from the last owner who was unable to pay the bill. The new assignee, State of Connecticut, Two Mile Hill Inc., said it will continue the station's programming until a new station is licensed to take its place.

WOULD CONSISTENT CONTROL OF YOUR FORMAT RAISE YOUR RATINGs? DO YOU NOW SUFFER FROM LOST SPOTS, FORMAT ERRORS OR DEAD AIR? DOES YOUR TALENT NEED MORE TIME TO BE CREATIVE?
owner of WKND is the principal owner of WXLS-FM.

The FCC said a hearing would determine whether WKND violated the FCC's rules on fraudulent billing and, if so, the degree of involvement by the station's owner and manager; whether the FCC was misled during its investigation; whether the control of station was transferred without FCC approval, and whether the station was adequately controlled and supervised. WKND is owned by Jerome Dawson and managed by his son, Kenneth, who is principal owner of WXLS-FM. Jerome Dawson also owns WADS(SAM) Ansonia, Conn., as well as minority interest in WXLS-FM.

Down on quad

NTIA says the new FM service should not be adopted at the expense of adding more stations; Muzak doesn't like idea either

The National Telecommunications and Information Administration said last week that the establishment of additional FM stations might be inhibited if broadcasters are permitted to use FM quadraphonic sound systems.

In comments filed with the FCC on FM quadraphonic broadcasting, NTIA said the problem stems from the sensitivity of FM quadraphonic systems to interference, some of which show relatively high vulnerability. "We fear that selection of one of these more susceptible systems would preclude the addition of new FM stations to the Table of Assignments," NTIA said.

This, it added, would affect the commission's efforts to increase minority ownership of FM stations. "In adopting an FM quadraphonic system, the commission must either conclude that the chosen system will have only an insignificant effect on its ability to revise the FM rules to permit additional stations, or it must make an affirmative finding that the adoption of the quadraphonic system serves the public interest more than the additional stations that would be lost. We believe that this would be a difficult trade-off, particularly in view of the commission's repeated support for minority ownership," NTIA said.

Another factor to be considered, it said, will be the level of consumer demand for FM quadraphonic broadcasting compared with consumer demand for additional broadcast stations.

In finally resolving the issues of the proceeding, NTIA said, the commission might be confronted with a choice between added diversity and quadraphonic sound. "Given the intense demand for FM stations, the benefits of diversity, and the apparent declining interest in quadraphonic sound, we strongly urge the commission to address this issue fully in its deliberations," it concluded.

Also filing comments last week was Muzak, which expressed reservations about the proposal. "The FM spectrum is far too valuable to be squandered on a questionable improvement of sound quality for a limited portion of the public," it argued.

The company said there is no justification for further consideration of standards that would permit broadcasters to "use up" FM channels by broadcasting in discrete quadraphonic.

"The commission has the responsibility to assure that frequency space and FM coverage are designed to serve all citizens. That responsibility may be met here only by rejecting standards that would permit discrete quadraphonic broadcasting," it said.

Muzak suggested that a better route might be matrix quadraphonic, which is less expensive to both listener and broadcaster, and would require only limited modifications to equipment.

Station upset over possibility of home reception of satellite signals

St. Louis TV petitions FCC to determine if sale of consumer earth stations will hurt local television operations

A petition for rulemaking filed with the FCC has asked that the commission launch new regulations designed to control the reception of satellite television signals by individual viewers.

The petition, filed by KPLR-TV St. Louis, came in response to an announcement by Scientific-Atlanta that it would be marketed to receive-only earth stations to homeowners. "It is not unreasonable to assume that the lead of Scientific-Atlanta in this new area of earth stations will generate similar offerings of other manufacturers and that all of these manufacturers will market extensively to homeowners," it said. (The S-A earth stations would cost consumers $20,000 each.)

The petition added that the proliferation of earth stations serving cable television systems suggests the commission must act quickly if it expects to conduct a thorough review before "a significant level of satellite-to-home service is already established."

KPLR-TV requested that the commission examine the impact of satellite-to-home distribution operations on the customary reliance of viewers on local broadcasters, and the degree to which such operations are likely to occur.

It seems self-evident that such distribution departs significantly from any standard of 'point-to-point' communication which has been the traditional test of communication common carrier service offerings," it added.

NAB urges FCC not to delay adoption of AM stereo system

The National Association of Broadcasters has urged the FCC to move toward allowing stereophonic broadcasting at the earliest possible date.

In comments filed with the commission last week, NAB said that AM stereo "can operate within the present allocations system, meet the emission requirements and be compatible with existing monaural radios." NAB suggested that the FCC "maintain a very high priority" on the matter and proceed quickly to adopt new rules.

NAB rejected the idea that early adoption of AM stereo would lead to inferior equipment being sold, and added that it should be permitted to operate with the highest fidelity technically available "to enable the marketplace to determine the quality of sound desired by the general public."

In addition, NAB recommended that the commission explore what impact AM stereo might have on the North American Regional Broadcasting Agreement and the U.S.-Mexican agreement, so that modifications to the agreements could be made without delaying the proceeding.

On the subject of 9 kHz AM channel spacing, NAB said it was not relevant to AM stereo, and would impose no special limitations. It noted that with closer channel spacing and properly designed receivers, satisfactory standard AM and AM stereo could be received.

"AM stereo provides an extremely significant improvement to the AM broadcasting service—we urge the commission to continue to expedite this proceeding."

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Showing the troops the ammunition

Weinblatt reviews NBC's fall line-up for the affiliates, with Silverman saying that it will beat the prime-time competition on three nights

Mike Weinblatt, Fred Silverman's hand-picked president of NBC Entertainment, ruled the roost last week, unveiling an NBC prime-time schedule that his boss said would make it possible for the number-three network to win three week nights and possibly a fourth in next fall's competition. The emphasis was on "stability" with NBC returning 16 hours of programs from the 1978-79 season and introducing seven hours of new shows. All of the new shows are one hour in length.

The affiliates, in comments made after the presentation, were pleased with the schedule, but their most favorable comments were directed at Weinblatt's presentation. Ancil Payne, the outgoing chairman of the affiliates board, for example, called it the "best, slickest, most professional" show he had ever seen. Another delegate, commenting as he left the Piatt theater (site of the presentation) said it was "the best they've done in years." During Tuesday's closed session, several delegates took time away from the immediate business at hand to congratulate the assembled network executives. One delegate there called Weinblatt's show "the best NBC presentation that I've ever attended."

What they saw, in Silverman's words was "a step in the direction we want to go." He called it "ridiculous" to think that the prime-time shows presented would catapult NBC into first place in the network competition. Silverman's tone throughout the two days of meetings was conservative, and it was only during his brief comments preceding Weinblatt's presentation that he seemed to be girding NBC for a fight this fall.

"There's a very good chance in the fall," Silverman said, "that NBC will win three nights." He said the schedule was especially strong on Monday, Wednesday and Saturday nights. He said Thursday was a "long shot," too. He called this schedule NBC's "most competitive in four or five seasons."

Silverman's highest praise was for the recently introduced Real People, which he said has "all the earmarks of a comedy success like Laugh In." Although conceding that the prime-time schedule had weak spots—especially its lack of comedies—Silverman made a point of contradicting press accounts of late that there would be significant changes before September. "This is the program schedule that's going on the air in the fall," he declared.

At that point, Weinblatt took the podium and presented the shows:

- Monday will stay with proved NBC shows next fall, leading off with Little House on the Prairie (8 p.m. NYT), now in its fifth season. "We believe it will be the dominant power in that time period next season," Weinblatt said, noting that its competition on ABC-TV, 210 Robert, is a new show and that CBS-TV's White Shadow had yet to achieve a significant ratings success. Following Little House, NBC will return its Monday Night at the Movies (9 p.m.), emphasizing "a number of two-part films" that will run on Tuesday nights as well. "Get them started on Monday and keep them on the move over to Tuesday," Weinblatt said. Among the films that will run next year are: "Dog Day Afternoon," "Heroes," "And Baby Makes Six," "The Seven-Per-Cent Solution," "One Flew over the Cuckoo's Nest" and "Beggarman, Thief."

- Tuesday will see an 8 p.m. lead-off with a new show, The Misadventures of Sheriff Lobo, a spin-off from B-J and the Bear. "ABC has broken up Happy Days...
High stakes in L.A. NBC-TV's prime-time schedule shown to affiliates last week in Los Angeles has at least two shows for which network has high hopes — Real People and The Force, high-ranking network programming source said last week. But schedule also has potential loser in $800,000-plus-per-episode Back to the Future in the 25th Century. Although science fiction is hot item in theaters, television, as evidenced by ABC-TV's canceled Battlestar Galactica, has not been able to match success. Largely it's result of television's inability to match film's special effects capabilities. On bright note, however, bet in Burbank is that Real People (Wednesday, 8 p.m. NYT) could reach "mid-30's by November," providing especially strong lead-in to network's only half-hour situation comedies, Diff'rent Strokes and Hello, Larry, NBC President Fred Silverman called Charlie's Angels, running on ABC-TV opposite sit-coms, "vulnerable." He also said there is "very good chance" that NBC could win Wednesday nights—along with Monday and Saturday (see page 77).

Tent-polling. Silverman used that word last week to describe NBC's programming philosophy for fall—strong, returning shows at 9 p.m. anchoring new, untested programs. On Monday and Tuesday network movies will do work; Wednesday, sit-coms; Thursday, Quincy; Friday, The Rockford Files, and Saturday, B.J. and the Bear. On Sunday pole is at 8 p.m. with The Big Event. On every night but Monday, pole shows either follow or precede new entry.

If and when. It remains to be seen whether or not Walter Cronkite retires from his CBS News anchor seat when he hits 65 in 1981. But if he does, colleague Harry Reasoner may have public's vote as his replacement. Among 1,000 people sampled last month on Cronkite successor preferences by New York-based Consensus Inc., Mr. Reasoner's name came up 19% of time, followed by CBS's Roger Mudd, 11%, and Dan Rather, 10%; NBC's David Brinkley, 7%, and ABC's Barbara Walters at 6%. More than 40%, however, had no opinion.

New configuration. Academy of Television Arts & Sciences is restructuring its prime-time Emmy Awards, reducing number of categories from 69 to 48 to make presentation "more meaningful" and "more effective." In change-over, Academy stayed generally with three prime categories — comedy series, drama series and non-series, which includes specials, movies-made-for-TV and limited series.

New kind of subscription TV. As long as home's hooked up to either Manhattan Cable or Teleprompter systems in New York City, it doesn't cost anything to watch The First Cable Club three times a week. But for $35 per household, viewers can also join up, and according to Ness Tory who's arranged it all, get discounts at such places as shops, boutiques, discotheques—all catering to upper crust. Mr. Tory, owner of Tory Travel in New York, started taking memberships about two months ago, operating on idea that cable viewers have money to spend. He claims 250 households (worth 700 viewers) on Cable Club's rolls. And when he hits 1,000 viewers, he says he'll start thinking about moving on to other cable TV franchises.

Hail to the Captain. Bob Keeshan, otherwise known as Captain Kangaroo, will be picking up "Broadcaster of the Year" plaque from International Radio and Television Society May 30 for "25 years of helping children grow up, families grow together and television grow stronger" His series premiered in 1955. Last year's winner was CBS News veteran Eric Sevareid and among others in years past: Jack Benny, Johnny Carson, Ed Sullivan and Bob Hope.

New record? Capital Cities Television Productions is hoping to break own clearance record with the capital Cities Special Report: Inflation: The Price That Won't Go Out. Last spring, company's 45 Billion Dollar Connection was aired on 180 stations, said to be a "landmark independent network" for documentary special, For Inflation, Capital Cities already has 173 stations (said to mean 90% clearance): it still has until May 31 airdate to convince others to join barter deal.

Pat and Mike. Sylvester L. (Pat) Weaver Jr. and Michael H. Dann, once special assistant to Mr. Weaver when he was president of NBC-TV, have joined hands as consultants to Walt Disney Productions. Dann said in New York last week that it's first time in about 25 years that he and Weaver have been involved in project and they will be working on ideas for EPCOT, Walt Disney's experimental prototype community of tomorrow to open near Walt Disney World in Florida in 1982. Dann reported that he and Weaver have been engaged to come up with ideas for a mall — the "main street of the future world"— and he said they will make suggestion on fitting television, satellite distribution, videocassettes and other electronic developments into community of the future. Weaver operates from Los Angeles.

and Laverne and Shirley," Weinblatt said, "and we may have cross-over possibilities at 8:30." Lobo will feature "a lot of broad comedy with good visual laughs that we think will give our Tuesday movies the strongest lead-in they've had in years," he said. Tuesday Night at the Movies will follow at 9 p.m.

Wednesday will lead off with Real People (8 p.m.) and carry on with the schedule's only two half-hours, Diff'rent Strokes (9 p.m.) and Hello, Larry (9:30). In the 10 o'clock slot, the network will introduce From Here to Eternity: The War Years, a continuation of the miniseries of last season.

Buck Rogers in the 25th Century (8 p.m.) will start NBC's Thursday schedule, "We are working with Universal to build a good writing team, solid stories, good scripts and real characters within the show. Of course, there will be special effects, but we know the hardware alone will not make the show. It should be a good alternative to ABC's comedies and The Waltons on CBS," Weinblatt said. Following the 10 p.m. half-hour at 9, NBC will return Quincy with Jack Klugman, "who has been sitting in the middle of Thursday with nothing in front of him and nothing after him and still getting 30 shares," Kate Columbo will return at 10 p.m.

On Friday at 8, NBC will be pitting Shirley starring Shirley Jones, against ABC's Fantasy Island and The Incredible Hulk on CBS. The program, which is being supplied by Procter & Gamble, will be aimed at adults. In contrast, Weinblatt told, to the "very young audiences" the other networks are expected to reach with their shows. Following Shirley at 9, The Rockford Files will be returning, serving to lead into The Force (10 p.m.), a new show in which Joe Don Baker plays a New York detective.

Saturday will belong to adventure shows, leading off with the returning ChiPs at 8 and then into another show from last season at 9. B.J. and the Bear. The night will close with The Man Called Slaone at 10. "A James Bond-type show" produced by Quinn-Martin. "There's a lot of new programming on the other two networks on Saturday," Weinblatt said, "and I think with our three hours of compatible adventure we have a good chance of winning the night."

Sunday will see The Wonderful World of Disney (7 p.m.) in its familiar slot. Following at 8, The Big Event returns with "the strongest lead-in we have." At 10 p.m., NBC will introduce the new magazine show, Prime Time, with Tom Snyder. It will premiere in June and continue through the summer and into the fall.

NBC has also put together specials starring Bob Hope, Dean Martin, the Bee Gees, Chevy Chase, Steve Martin, Dolly Parton, Shaun Cassidy, Cher, Ma Davis and magician Doug Henning. It will also show The Best of Saturday Night Live, Part Three and a number of children's Christmas specials.

Weinblatt's was not the only programming presentation. Monday morning's session
was given over to the daytime schedule as well as the sports and news departments.

Les Crystal, president of NBC News, said "nothing will get more attention and resources than the NBC Nightly News," which has been under heavy assault of late from ABC. Crystal said the news show has been and will continue to be going through some major changes. A new set is in its future and the "Segment 3" feature will be made "stronger, punchier and more frequently tied to the day's news." He also spoke of more "emphasis on people" in the network's news programs.

Crystal also touched on *Prime Time* and introduced the star, Tom Snyder, to the delegates. Snyder said that the show would feature the "technology of *Person to Person, "being done 50% live from New York and relying heavily on remotes. It will be a feature show, Snyder said, and "will not mirror the NBC Nightly News."

Crystal also introduced a new addition to the NBC News team, Phil Donahue, who began his three-times-a-week appearances on *Today* last Monday. Of *Today*, Crystal said NBC would be "making it something people believe they must have on in the morning." To broaden the show's appeal, he added, the network will be "making the program warmer and the features more people-oriented."

The news division president also announced a new one-hour pilot program recreating "America's race to the moon." The program will be aired in late 1979 or in early 1980 and will feature archival film never before seen. "Our hope," Crystal said, "is that this program will become a prime-time series in 1981."

At still another point, Crystal introduced Richard S. Salant, then 13 days into his new job as vice chairman of the NBC board. Speaking only briefly, Salant said he had the "feeling I've wandered in a week too early"—a reference to this week's meeting of the CBS affiliates at the same hotel. (Salant is the former president of CBS News.) Saying he was "here to help" NBC News, Salant reserved substantive comments and said: "I think 13-day vice chairmen should be seen and not heard."

From NBC Sports, division president Chet Simmons reported that preparations for the 1980 Olympics in Moscow were progressing smoothly and announced the signing of several contracts for other major events: the Orange Bowl through 1984; Fiesta Bowl, 1980; National Collegiate Athletic Association basketball championships through 1981; regular season NCAA basketball through 1981, and major league baseball through 1983.

Jerry Golod, vice president and national program director, NBC Entertainment, said the network's daytime schedule "is in a period of growth. Our program development in the game and serial area is strong, and we feel confident we will meet the challenge to improve individual time periods as we strive toward ratings leadership in this important daypart."

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**NBC-TV revisits the pits with a 12.9 rating in first sweep week**

NBC-TV, which suffered a 13.6 rating/22.5 share in mid-March and a 13.2 rating/22.3 share in mid-April, two of the weakest scores remembered, had the unsavory distinction of dropping back into the basement again for the week ending May 13. It had to settle for a 12.9 rating/23.7 share.

While ratings are expected to be lower as summer approaches and the share showed a slight improvement over the mid-March and April weeks, those considerations were little solace to a network meeting with its affiliates last week (see "Top of the Week" and stories on pages 56 and 77). None of NBC-TV's programs during May 7-13, a ratings sweeps week, made it into the top 25. Two shows did make the top 30: *CHiPs* at 26 and a *Best of Dean* (Martin) special at 30.

ABC-TV remained on top, taking seven of the top 10 positions and garnering a

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**The American Chiropractic Association proudly announces the winners of The 1978 Journalism Awards Competition**

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**CLOSING DATE FOR 1979 COMPETITION — MARCH 1, 1980**

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17.6 rating/32.5 share over-all—the network's 18th consecutive prime-time win. CBS-TV again was second, coming within 0.9 of a rating point of the leader, with a 16.7 rating/30.8 share.

In a week in which specials were plentiful, CBS-TV's "Strangers: The Story of a Mother and Daughter" (Bette Davis and Gena Rowlands) drew the largest share of audience among them for its Mother's Day presentation: a 23.7 rating/40 share. Nevertheless that wasn't enough to beat ABC-TV's Tuesday night powerhouses "Laverne & Shirley," which took first place with a 25.8 rating/47 share, and "Three's Company" in second place with 25.3 rating/43 share.

Rounding out the top 58 programs of the week were two ABC-TV specials: "Battle of the Network Stars: Starbattle VI" with a 22.8/39 and \"Playboy\'s 25th Anniversary\" with a 22.4/38.

At the bottom of the heap—twice—was NBC-TV's new entry, "Whodunnit," placing 54th on Monday night and 57th on Thursday night. Others in the last five out of 58 prime time programs were NBC-TV's "Greatest Heroes of the Bible" (55th); ABC-TV's "Osmond Family Hour" (56th) and NBC-TV's "Hizzoner" (57th).

Comedian Chevy Chase, once a "not-ready-for-prime-time" player on NBC-TV's "Saturday Night Live," wasn't able to cross the gap. His National Humor Test ranked 43d for NBC-TV, with a 13.0/23. Another comedian, Paul Lynde, fared worse for ABC-TV, earning 51st place with a 10.6/22 for "Paul Lynde Goes Maad.

Getting ready to go

NBC prepares to test-launch its new radio network next week with six newcasts to 21 stations

NBC Radio's new network service aimed at stations catering to 12- to 34-year-old audiences (BROADCASTING, Jan. 29) is scheduled to begin its on-air tests May 28, with six two-minute newcasts. Two minutes each hour around the clock are expected to be phased in by mid-August.

With the launch, NBC Radio anticipates 21 stations on board. Nine were committed by last week (all FM's): wkl5 Atlanta; wBNR Cincinnati; wKYS Louisville, Ky.; korks-FM, Grand Valley, Minn. (Minneapolis); kdkb-FM Mesa (Ariz.); Phoenix; kgon Portland, Ore.; wprO-FM Providence, R.I., ksw seattle, and KBPI Denver.

Within about a month after the start-up, features will be added, according to Dick Verne, NBC Radio executive vice president. Verne said that he plans two concerts later in the year, and about 10 next year.

The network is to be primarily—but not exclusively—for FM stations. None included in the current line-up nor expected to join up are NBC's owned FM stations. Verne explained that "most are showing older" than the network's target audience.

Signed as the first on-air talent is Jim Cameron, news and public affairs director at WCOZ-FM Boston.

PUBLIC BROADCASTING

It's countdown time for PBS's planners

New programing alignment expected to emerge

The future shape of the Public Broadcasting Service may become a bit clearer this week when the executive committee of the PBS board meets to consider a long awaited restructuring proposal.

The 18-member executive committee will devote its monthly meeting to the System Planning Project, which for the past year has been examining options for changes in the public television structure. Under the supervision of PBS vice chairman Hartford Gunn, project staff have held 19 meetings with groups of station representatives, they have solicited the views of congressional and federal agency personnel, and have considered specific recommendations from among others, PBS management, the Corporation for Public Broadcasting and the Interregional Council on Public Television Policy (IRC).

In addition, nine project papers outlining specific issues were published, all in advance of a final paper to be presented at the Chicago meeting Wednesday night and Thursday.

The executive committee will meet again June 14 to adopt a recommendation for presentation to the full PBS board. The board will review the proposal June 24, and present it for discussion—possibly with its own opinion of the plan—before the full PBS membership at its annual meeting in Los Angeles, June 25-26.

The board reconvenes the following day to begin implementation of whatever plan is adopted by the membership.

The final draft of the paper was still being worked out last week, but it is expected that one proposal will be a restructuring of the board, cutting its total from the current 52, and perhaps altering its make-up.

A second important provision will deal with multiple programing services. In one project paper, Gunn proposed three national services—Blue, Red and Green.

The Blue service would offer a "high quality, high visibility, prime-time service" that would parallel the "common carriage" idea being discussed at PBS—offering programing in the same sequence on a number of stations nationwide.

The Program Managers Advisory Committee, which has been examining the common carriage concept for the past year, took up the subject again last week, and it expects to begin a five-month test of the program, which has been well received by station managers, some time next fall.

The Red service would serve special interests, with the Green service making up the regional programing now offered, while the Green service would comprise educational and instructional programing.

Management's plan, presented to the executive committee in April by PBS President Lawrence Grossman, called for semi-independent program services—PTV 1 and PTV 2—that would offer national and special audience programming schemes. Included in the plan was a provision for an up-front program fund that would be available to producers.

It is almost certain that the final plan will have a provision for multiple program services; the key question, however, is how many different services there will be.

Also key to the proposal will be the approach to managing the program services.

At one end of the spectrum is, in Gunn's terminology, the "nonstructured" approach, which would organize each program service under a separate management and a completely independent board, and let each system vie for time on the interconnection system.

The "coordinated" structure would have each program service stand on its own, with its own management and administrative board. Members of these boards, however, would make up a larger board that would set broad policy, coordinate activities of the services, and arrange for time on the interconnection system.

At the other extreme is the "unitary" approach, whereby all program services would be placed under a single executive, who would report to a single board.

The advantages of this last approach are maximum coordination of the services, assuring no duplication in programing among the services, and minimizing competition for program acquisitions.

But this approach would give an enormous amount of power to one person, and there was some concern expressed by Gunn in one position paper that it might not result in the most accountable services to licensees. "To attempt to perform all of the functions that are important to licensees under a single management invites bureaucracy, unmanageability, and a tendency for the most urgent, immediate, or rewarding interest to override all others," the paper said.

The "coordinated" approach would combine the freedoms of the nonstructured approach with the greater coordination of the unitary approach. The criticism of this design, however, is that it waives; it establishes neither common management of all national program services nor independent program organizations for each.

The freedoms that the "nonstructured" approach would provide might include distinctive and competitive programing for each service. The worry, though, is that completely independent management might result in too much competition, and inaccessibility to licensees.

Exactly how the program services will be managed is uncertain, but the debate this week is likely to center on what the System Planning Project has called the unitary and coordinated structures. It is expected that some modified version encompassing the two may be the answer, but it is unlikely that a separate management and independent board will get the nod.
Another point of view
Carnegie Commission's Mahony sees the medium as having to offer more individualized services to compete with the array of video products that will emerge in the 1980's

Sheila Mahony, executive director of the Carnegie Commission on the Future of Public Broadcasting, predicted last week that broadcasting would go through "intense upheaval" in the next few years, but public broadcasting would survive intact.

In an address to the Federal Communications Bar Association, Mahony said that with the advent of new technologies, TV will undergo "profound changes," but public broadcasting, utilizing these technologies, could remain healthy.

Mahony said 1980 looks like the year that "the cable explosion" will take place, and the economics of TV will change. As a result of these changes, she said, the size of the present network audiences will diminish, although it is not likely that the commercial networks will "roll over and die."

Public television, she added, even with its low ratings, is having an impact on the networks, and it may be indicative of the future of broadcasting. "Public TV is, in effect, America's first pay TV system," she said, adding that the difference between the two is the amount of money generated.

She noted that with videodisks, home videocassette units and technologies such as fiber optics, the market is changing to the point that "only a fool or a genius" would try to predict exactly what is on the horizon. But she added that the marketplace will in some way revolve around shows that viewers will want to pay to see.

With this type of market structure, Mahony said, public TV would have to offer more individualized services and fulfill previously unmet needs of viewers. This would be possible, she said, with the multichannel satellite, which allows public broadcasting to operate as a local medium. And like commercial TV, public broadcasting comes closer to reaching the entire population than cable does, or perhaps ever will.

To be a viable source, though, Mahony said public broadcasting must develop a strong public affairs voice, and continue with programs such as captioning for the deaf.

Burger's case
Chief justice explains his objections to TV coverage
Chief Justice Warren E. Burger, who has been criticized for being unreasonable in dealing with efforts of television camera crews to cover him, has issued what amounts to a brief for the defense. And it puts the onus of his refusal to cooperate on the crews who have attempted to cover him in the past.

He has never had a flat rule against television coverage of his appearances at American Bar Association meetings, he said in a statement issued by the court. But tactics of television crews over the past several years have left him with only "one way to protest as an individual, that is to decline to cooperate."

And, he said, he intends "no change in that policy."

He listed a number of complaints, among them:

- The use of lights that effectively blinded him as he tried to read his text. Camera crews forcing dinner guests at an ABA convention to leave their tables as the crews focused on him. TV reporters "accosting" him on the street and in hotel lobbies. And a television crew "physically" blocking his passage to a head table "in an effort to force" him to answer some questions.

His relations with television were not always bad, he said. In 1970, his first "Report on the State of the Judiciary" to the ABA, in St. Louis, posed no problems because the "carefully defined arrangements" ABA officials made with the networks were observed. The guests were not "discommoded" and "there were no blinding lights."

As for any claim that there is "a First Amendment right to accost a justice or a judge with microphones in public places or private gatherings," he said that ignores what Justice Brandeis, Justice Douglas and others have said: "that the First Amendment is a collection of rights, not least of which is the right to be let alone, a principle embedded firmly in American tradition."

The chief justice has expressed the same views in a letter to the ABA aimed at clarifying his position regarding television coverage of his appearances at ABA meetings.

His refusal to permit television coverage of his speech to the ABA meeting in February led last month to a decision by
the ABA board to adopt a policy of open meetings. Under the policy, only the board of governors can grant exceptions.

The chief justice's statement indicated he will agree to television coverage of his speech next year if ground rules can be worked out with the electronic press that would satisfy him that lights would not blind him, that cameras would operate from fixed positions and that reporters would not attempt to buttonhole him for impromptu interviews.

Those were the conditions under which television coverage was permitted of his speech at Mercer University, in Macon, Ga., three weeks ago (Broadcasting May 7).

The chief justice's statement also explained his unwillingness to grant "extemporaneous spot interviews." He said chief justices, justices and most judges have found it a provocation to the court system to grant such interviews "since it became generally agreed that the judiciary should be insulated as much as possible from public controversies."

**PBS hook-up accessed by independent group**

**Satellite system used by outfit put together for coverage of protest in nation's capital**

The first use by an outside group of the Public Broadcasting System's satellite facilities came with a live, three-hour broadcast of the May 6 rally in Washington against nuclear power.

The Public Interest Video Network, a group of independent producers, availed itself of a provision in the Public Telecommunications Financing Act of 1978 and requested use of the PBS satellite set—up the first group to do so. The show, Nuclear Power: the Public Reaction, which ran from 2 to 5 p.m. EDT, was seen live on at least 15 stations, with others airing it on a delayed basis.

The group paid approximately $2,000 for transponder time and phone lines, with production costs coming to nearly $30,000. Most of working time by more than 100 people who helped put the show together was donated.

The Public Interest Video Network was set up as a project of Urban Scientific and Educational Research (USER), a nonprofit consulting and media production firm. USER raised funds for the program, which was conceived just 10 days before the rally, while arrangements for satellite use were finalized with four days to spare.

According to Kim Spencer, executive producer of the show, the group is planning to go on, possibly as a clearinghouse for helping independent producers gain access to the PBS system. Spencer said, however, that he hoped the group could also do additional live programming. He said there are plans for a documentary on the demonstration—which drew an estimated crowd of more than 60,000—using the 20 hours of film shot by crews during the week of the protest.

**Seeing an evil in the family hour**

Geoffrey Cowan's book, 'See No Evil,' is a detailed look at how the self-regulation came about and later came undone and its consequences for TV

In the mid-1970's, the hottest issue in television was family viewing, that provision in the National Association of Broadcasters code prohibiting broadcasters from presenting between 7 and 9 p.m. programming that was deemed inappropriate for the entire family. It was regarded by its advocates as a noble experiment in self-regulation at a time when Congress and the public were clearly exercised about sex and violence on television. But it was also, according to a U.S. district judge, unconstitutional, a violation of the First Amendment.

And to Geoffrey Cowan, in his "See No Evil" (Simon and Schuster, 323 pp., $10.95), it was another, if a particularly glaring, example of the trouble well-intentioned people can create when they attack a real problem with the weapon of what he regards as "censorship."

"It may start as benign," he said in discussing the book, last week, "but in time it cuts at the heart and muscle" of programming generally.

There are no villains, as such, in the book. Arthur Taylor, who as CBS president conceived the idea of the "family hour"—one hour in prime time in which the networks would go easy on sex and violence—is pictured as a good and sensitive man if somewhat obsessed with the idea of using his power to cure what he regarded as some of the evils of television. And then-FCC Chairman Richard E. Wiley, who, in response to pressure from Congress applied pressure of his own that resulted in the National Association of Broadcasters incorporating the two-hour family viewing dictate in its code, is portrayed as a dedicated, hardworking individual sensitive to the First Amendment issues involved but in his passion to please was determined to carry out what he regards as an assignment from Congress.

The results of their labors, Cowan writes, was not what they intended. While Taylor was concerned about violence and could not abide "tasteful" material, he did not regard Norman Lear's programs as "tasteful"; he meant the kinds of back-room jokes heard in Las Vegas routines, Cowan says.

But what happened was that, with the networks' standards and practices departments in charge, All in the Family was moved out of the family viewing time (when Lear refused to tone it down; it is now back in family viewing time), and, Cowan writes, "virtually every comedy show quickly felt the impact of the family hour"—particularly those "with the greatest social relevance, the most bite."

He cited CBS's "M*A*S*H" and Rhoda, NBC's short-lived FLY (possibly a casualty of the family hour) and ABC's Barney Miller.

Although Judge Warren Ferguson ruled the family viewing unconstitutional and barred the NAB from implementing it, the case is not closed. The network has said they will implement the family hour on their own responsibility. And Ferguson's opinion has been appealed to the U.S. Court of Appeals for the Ninth Circuit in San Francisco.

Cowan's concern extends beyond that particular issue in any case. He is concerned, for instance, about the effort on the part of former FCC Commissioner Nicholas Johnson and the National Citizens Committee for Broadcasting, which he headed, and the Parent Teachers Association and the American Medical Association in encouraging boycotts of sponsors of programs regarded as unduly violent, and about the pressure of religious groups that forced General Motors to drop sponsorship of NBC's production of Jesus of Nazareth in 1977.

Cowan, a public interest lawyer and professor of law at the University of California at Los Angeles, brings unusual credentials to his task. He helped the Writers Guild of America and Norman Lear prepare the litigation strategy that proved successful in Judge Ferguson's court. What's more, he is the son of the late Louis G. Cowan, a former president of CBS Television.

And what he described last week as a basic observation in the book came from his close contact with the inside of the broadcasting industry. "I learned," he writes in the introduction, "that when a company acts most sanctimonious, it is likely to be most deceptive. I learned that outside forces—citizens' groups, journalists, award committees, public interest lawyers—have roles to play in keeping the industry honest and purposeful, but that the industry is so fragile and timid that pressures intended to be constructive can ultimately be self-defeating."
These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions within this week and last.

Running success. Vegetarian Roger Voudouris runs 10 miles a day to keep his voice in shape. His first hit single, "Get Used to It" (Warner Bros.) slipped onto "Playlist" last week at 49 and bolts this week to 41. "It's good rock with a message," comments Roslyn Schwartz, music director at WIKIANI West Palm Beach, Fla. "It says that we as a nation have to get used to the fact that politically, economically, things aren't what they used to be." And Gary Berkowitz, program director at WPRO Providence, R.I., likes the record because of its "very strong instrumental front that sounds great in FM stereo." True blue Doobies. With "What a Fool Believes" now in its eleventh week within "Playlist's" top 10, the little track from the Doobie Brothers' LP "Minute by Minute" (Warner Bros.) continues its steady ascent, moving this week from 32 to 29 after having bolted onto "Playlist" two weeks ago at 39. Echoing the respect many program directors have for the Doobie Brothers, Vince Radirovic, program director at WCUEI Akron, Ohio, says, "they're too professional to put out a bad record, and what's best about them is that they sound even better in concert." Schwartz sums up the newest single's impact saying "What a Fool Believes was disco, this is the old, true Doobies." Adding Abba. A recipient of praise from many program directors this week is Abba's new single, "Does Your Mother Know" (Atlantic). Says Bob Scott, program and music director at KRAMI Mason City, Iowa, "it reminds me of the music of 10 years ago. It's not disco, but it's fast, fun and very different for Abba, with male rather than female dominance in the vocals." Adding Abba's latest last week were KRAMI Houston and KRAMI Los Angeles.

Contemporary

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<td>Heart Of Glass ▲ Blondie</td>
<td>Chrysalis</td>
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<td>4</td>
<td>We Are Family ▲ Sister Sledge</td>
<td>Cotillion</td>
</tr>
<tr>
<td>5</td>
<td>Goodnight Tonight ▲ Wings</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>In the Navy ▲ Village People</td>
<td>Casablanca</td>
</tr>
<tr>
<td>7</td>
<td>Shake Your Body ▲ Jacksons</td>
<td>Epic</td>
</tr>
<tr>
<td>8</td>
<td>Ain't No Stoppin' ▲ McFadden &amp; Whitehead</td>
<td>Phila. Int'l.</td>
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<tr>
<td>9</td>
<td>Love You Inside Out ▲ Bee Gees</td>
<td>RSO</td>
</tr>
<tr>
<td>11</td>
<td>Disco Nights ▲ G.G.</td>
<td>Arista</td>
</tr>
<tr>
<td>12</td>
<td>Knock On Wood ▲ Amil Stewart</td>
<td>Arista</td>
</tr>
<tr>
<td>13</td>
<td>Stumblin' In ▲ Suzi Quatro &amp; Chris Norman</td>
<td>RSO</td>
</tr>
<tr>
<td>14</td>
<td>Logical Song ▲ Supertramp</td>
<td>A&amp;M</td>
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<tr>
<td>15</td>
<td>Take Me Home ▲ Cee</td>
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<td>16</td>
<td>She Believes In Me ▲ Kenny Rogers</td>
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<td>17</td>
<td>He's The Greatest Dancer ▲ Sister Sledge</td>
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<td>18</td>
<td>Ring My Bell ▲ Anita Ward</td>
<td>TK</td>
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<td>19</td>
<td>You Take My Breath Away ▲ Rex Smith</td>
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<td>20</td>
<td>Ain't Love a Bitch ▲ Rod Stewart</td>
<td>Warner Bros.</td>
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<td>21</td>
<td>Music Box Dancer ▲ Rod Mills</td>
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<td>22</td>
<td>I Want You To Want Me ▲ Cheap Trick</td>
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<tr>
<td>23</td>
<td>Honest &amp; Dirty ▲ Billy Joel</td>
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<td>24</td>
<td>I Got My Mind Made Up ▲ Instant Funk</td>
<td>Salsoul</td>
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<tr>
<td>25</td>
<td>Deeper Than The Night ▲ Olivia Newton-John</td>
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<tr>
<td>27</td>
<td>Rock 'n' Roll Fantasy ▲ Bad Company</td>
<td>Swan Song</td>
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<tr>
<td>28</td>
<td>Old Time Rock and Roll ▲ Bob Seger</td>
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<td>29</td>
<td>Minute By Minute ▲ Doobie Bros.</td>
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<td>30</td>
<td>Chuck E's In Love ▲ Ricky Lee Jones</td>
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<td>31</td>
<td>Renegade ▲ Styx</td>
<td>A&amp;M</td>
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<td>32</td>
<td>Lady ▲ Little River Band</td>
<td>Harvest</td>
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<tr>
<td>33</td>
<td>Love Is The Answer ▲ England Dan &amp; John Coley</td>
<td>Big Tree</td>
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<td>34</td>
<td>Love Takes Time ▲ Orleans</td>
<td>Infinity</td>
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<td>35</td>
<td>Boogie Wonderland ▲ Earth, Wind &amp; Fire/Emotions</td>
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<td>36</td>
<td>Shine a Little Love ▲ Electric Light Orchestra</td>
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<td>37</td>
<td>Bad Girls ▲ Donna Summer</td>
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<td>38</td>
<td>Blow Away ▲ George Harrison</td>
<td>Dark Horse</td>
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<td>39</td>
<td>Good Timing ▲ Beach Boys</td>
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<td>40</td>
<td>I Want Your Love ▲ Chic</td>
<td>Atlantic</td>
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<td>41</td>
<td>Get Used To It ▲ Roger Voudouris</td>
<td>Warner Bros.</td>
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<td>42</td>
<td>Little Bit of Soap ▲ Nigel Olsson</td>
<td>Bang</td>
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<td>43</td>
<td>Red Bandana ▲ Merle Haggard</td>
<td>MCA</td>
</tr>
<tr>
<td>44</td>
<td>Dancin' Fool ▲ Frank Zappa</td>
<td>Zappa</td>
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<tr>
<td>45</td>
<td>Dance the Night Away ▲ Van Halen</td>
<td>Warner Bros.</td>
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<tr>
<td>46</td>
<td>Hot Number ▲ Foxy</td>
<td>Dash</td>
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<tr>
<td>47</td>
<td>When You're In Love ▲ Dr. Hook</td>
<td>Capitol</td>
</tr>
<tr>
<td>48</td>
<td>Shake Down Cruise ▲ Jay Ferguson</td>
<td>Allied</td>
</tr>
<tr>
<td>49</td>
<td>One Way or Another ▲ Blondie</td>
<td>Chrysalis</td>
</tr>
<tr>
<td>50</td>
<td>Just the Same Way ▲ Journey</td>
<td>Col.</td>
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Country

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<tr>
<th>Last This week</th>
<th>Title ▲ Artist</th>
<th>Label</th>
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<td>7</td>
<td>Beautiful Body ▲ Bellamy Bros.</td>
<td>Warner Bros.</td>
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<td>8</td>
<td>Red Bandanna ▲ Merle Haggard</td>
<td>MCA</td>
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<tr>
<td>24</td>
<td>When I Dream ▲ Crystal Gayle</td>
<td>United Artists</td>
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<tr>
<td>4</td>
<td>Sad Away ▲ Oak Ridge Boys</td>
<td>ABC</td>
</tr>
<tr>
<td>3</td>
<td>Lying In Love With You ▲ J. Brown &amp; H. Cornelius</td>
<td>RCA</td>
</tr>
<tr>
<td>8</td>
<td>She Believes In Me ▲ Kenny Rogers</td>
<td>United Artists</td>
</tr>
<tr>
<td>5</td>
<td>Lay Down Beside Me ▲ Don Williams</td>
<td>MCA</td>
</tr>
<tr>
<td>1</td>
<td>Don't Take It Away ▲ Conway Twitty</td>
<td>MCA</td>
</tr>
<tr>
<td>6</td>
<td>Back Side Of Thirty ▲ John Conlee</td>
<td>MCA</td>
</tr>
<tr>
<td>2</td>
<td>Down On The Rio Grande ▲ Johnny Rodriguez</td>
<td>Epic</td>
</tr>
<tr>
<td>22</td>
<td>Nobody Likes A Sad Song ▲ Ronnie Milsap</td>
<td>RCA</td>
</tr>
<tr>
<td>16</td>
<td>How To Be A Country Star ▲ Statler Brothers</td>
<td>Mercury</td>
</tr>
<tr>
<td>17</td>
<td>Just Long Enough To Say Goodbye ▲ Mickey Gilley</td>
<td>Epic</td>
</tr>
<tr>
<td>18</td>
<td>Isn't It Always Love ▲ Lynn Anderson</td>
<td>Columbia</td>
</tr>
<tr>
<td>20</td>
<td>September Song ▲ Willie Nelson</td>
<td>Columbia</td>
</tr>
<tr>
<td>10</td>
<td>Someone Is Looking For Someone ▲ Gail Davies</td>
<td>Lifesong</td>
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<tr>
<td>11</td>
<td>I Don't Want To Be Right ▲ Barbara Mandrell</td>
<td>ABC</td>
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<tr>
<td>12</td>
<td>All I Ever Need Is You ▲ Rogers &amp; Hart</td>
<td>United Artists</td>
</tr>
<tr>
<td>14</td>
<td>Slow Dancing ▲ Johnny Duncan</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>Where Do I Put Her Memory ▲ Charley Pride</td>
<td>RCA</td>
</tr>
<tr>
<td>23</td>
<td>Farewell Party ▲ Gene Watson</td>
<td>Capitol</td>
</tr>
<tr>
<td>21</td>
<td>Music Box Dancer ▲ Frank Mills</td>
<td>Polydor</td>
</tr>
<tr>
<td>24</td>
<td>What A Lie ▲ Sammi Smith</td>
<td>Cycleone</td>
</tr>
<tr>
<td>25</td>
<td>Sweet Memories ▲ Willie Nelson</td>
<td>RCA</td>
</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of Arbitron audience ratings for the reporting station on which it is played. A ▲ indicates an upward movement of five or more chart positions within this week and last.
**Technology**

**SATELLITES**

**NBC-TV looks up to the sky**

It sends letters to RCA, AT&T and Western Union asking for satellite network proposals; would like system in 1983

NBC wants to convert from land-line to satellite interconnection by 1983 and has asked RCA American Communications, Western Union and AT&T for proposals for a new network distribution system.

Letters went out late last month asking for proposals "for an orderly changeover from land lines in a phased approach." NBC said the satellite system "should have the same integrity of service, security, reliability, redundancy, economy" as the current terrestrial network and that it "can include terrestrial portions."

Word of the requests was made public last week by NBC Chairman Jane Cahill Pfeiffer during an address before NBC-TV affiliates in Los Angeles (see page 56).

The letters to the common carriers did not include the detailed requirements NBC said it is "prepared to furnish." However, John D. Kennedy, NBC vice president, operations and engineering, who sent the letters, said last week NBC would hope to have a satellite network phased in by 1983.

"We're dead serious," Kennedy said. "We really mean to get it done." He added that common carriers have approached NBC in the past with satellite plans but "this is the first time we have formally gone to them."

Kennedy explained that the common carrier would arrange for all the hardware (both receive and transmit) and NBC would have a leasing arrangement as it currently has with land lines.

NBC has no objections to keeping some of the network terrestrial where it makes "economic sense," Kennedy said. If the small four-and-a-half meter antenna dishes can be shown to provide the necessary quality, he said, NBC might go with them. Kennedy would not talk prices beyond saying that a satellite system may be more expensive initially but that it would be cheaper in the long run.

Within the letter, Kennedy wrote that "we are convinced that satellites will be a significant factor in network distribution." The system would be expected to have "improved quality, flexibility and reliability." He said NBC has been following such developments as the growing use of receive-only earth stations, network radio satellite plans, the Public Broadcasting Service satellite network, as well as syndication satellite plans (the SMARTS system experiment by RCA Americom, Viacom and Post-Newsweek Stations [Broadcasting, March 19]).

 Meetings with representatives of the common carriers are expected to be arranged once affiliate matters last week were completed.

While RCA Americom and Western Union already are providing satellite service to broadcasters, the letter to AT&T is based on speculation. The telephone company currently is restricted from private line service; however, there is strong thought that the moratorium will be lifted this summer, enabling AT&T to compete. According to one common carrier official, this is not the first time that the net-

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**In/Sync**

Digital audio. Sony's Digital Audio Division showed new line of digital editing and mixing equipment last week at Audio Engineering Society's technical meeting and exhibit at Los Angeles Hilton hotel. Products shown included models that were new or newly in production. Star of show was DEC-1000 editor, designed for use in conjunction with Sony's PCM-1600 audio processor. On new editor, both butt and cross-fade edits are available, and edits are said to be accurate within 90.8 microseconds (equivalent to four 16-bit data words on PCM-1600). Editing with unit is two-step process, beginning with approximate editing point (within six-second range) stored in memory. That segment is then scanned for exact editing point. SMPTE time-code reader and generator circuits are built in. Sony gave no price.

Supporting cast. Other digital products included in display were: PCM-3224, fixed-head digital multichannel recording line that will eventually span range from four to 48 channels; DRX2000, digital reverb, two-channel, 16-bit device (all solid-state, unit is not susceptible to external vibrations, as mechanical reverberation units can be), and DSX-87, digital sampling rate converter with internal clock and external sync facilities.

Getting down to business. Limited test in Las Colines, suburb of Dallas is using cable to let people know how much money they're making (or losing) each day. Dow Jones and TOCOM Inc. have set up system to allow retrieval of business news— including latest stock quotes and data on publicly held corporations—with hard copy printout. Needed is small computer keyboard, TV set, TOCOM microprocessor-terminal and thermal printing device—all being provided by Dow Jones for 90-day test. User accesses system by typing codes on keyboard; request is routed to Dow Jones South Brunswick, N.J., data base via ground link, and desired information is sent back. Dow Jones will evaluate marketability of system after test runs and July 1, TOCOM hopes to join with Dow Jones in larger trial run to determine consumer demand for service.

On the right track. KRS Magnetic Inc. has new eight-track idea. REV8 reversible cartridge. System operates manually in any eight-track recorder, and will also work with automatic rewind machines. Instead of single reel, REV8 uses two: specially calibrated springs spread out from center of take-up reel; tape loop winds around springs and they collapse, adjusting to diameter of inner reel. Since reels maintain approximately same diameter, tape loop can glide easily in either direction.

A big plus. Micro Consultants Inc. is offering TV producers wide range of effects for production sequences. At upcoming Montreux exposition, MICQuantel will introduce multiple input options for DPE 5000 digital video effects system. With modular DPE 5000/PLUS, digital manipulations can be performed on three, four or five channels simultaneously, and any channel can be removed without affecting other channels.

RCA's new models. Among advancements introduced by RCA in 1980 line of color TV sets is one that can be programmed in advance to turn on and off automatically on different channels over seven-day period: Dual Dimension Sound System that processes monophonic audio into simulated stereophonic sound, and improved video performance highlighted by comp filter system that incorporates computer-like memory to "double process" picture, thus increasing sharpness. Company also introduced new line of SelectaVision video cassette recorders, including three-speed model that can record up to six hours on existing cassettes. Line also features three two-speed models that can record up to four hours on single cassette and new compact portable models designed to record with new color cameras for one hour on single built-in battery.
As compiled by BROADCASTING based on filings, authorization, petitions and other actions announced by FCC during the period May 7 through May 11.


New Stations

FM applications


Sidney, Mont.—Fischer Land & Development Co seeks 95.1 mhz, 100 kw, HAAT: 590 ft. Address: Highway 16 South, Sidney 39750. Estimated construction cost $30,974; first-quarter operating cost $44,660 and revenue $95,000. Format: MOR. Principals: Gerald D. Fischer (66.8%), his wife, J. Elwanda (20.4%) and L. S. daughter, Rebecca (12.7%). They have interests in real estate, ranching and motel and restaurant, but no other broadcast interests. Ann. May 1.

AM actions

Conyers, Ga.—Broadcast Bureau granted Communications Investment Inc. 1500 kwh, 250 w-D. PO: address: 1800 Peachtree Street N.W., Atlanta 30309. Estimated construction cost $37,393; first-year operating cost $69,097; revenue $74,000. Format: MOR. Principal: Judson C. Sworn 20%) and Georgia State Network (80%). GSN, of which Stone is executive vice president, is state-wide radio network (BP-20831). Action April 9.

Icard Township, N.C.—Broadcast Bureau granted Jimmy R. Jacumin 1580 kwh, 5 kw-D. Address: PO, Box A, Icard 28666. Estimated construction cost $16,000; first-year operating cost $89,651; revenue $100,000. Format: MOR. Principal: Jacumin is minority owner of machine design and fabrication company. He has no other broadcast interests (BP-20,591). Action April 27.


Nelsonville, Ohio—Broadcast Bureau granted Allied Communications Inc. 1130 kwh, 250 w-D. Address: 156 Lazzalle Rd., Worthington, Ohio 43085. Estimated construction cost $11,412; first-year operating cost $38,000; revenue $38,000. Format: MOR. Principals: equally owned by Ralph V. DeSiophano, freelance writer and former trustee of "WFAC-FM Colum- bia, Ohio, and James W. Fessel, former chief engineer at WHTH-AM-WNKO (FM) New-Fork, Ohio (BP-20,791). Action April 29.

Hallettsville, Tex.—Broadcast Bureau granted Ritchey Communications Co 1520 kwh, 25 kw-D. PO: address: 4729 Kinglet St., Houston 77035. Estimated construction cost $17,806; first-year operating cost $21,726; revenue $60,000. Format: country (75%) and foreign language (25%). Principals: Robert F. (40%), Jamie C. (20%) and J. Feron Ritchie (40%). (Robert and Jamie are married; Robert is grandson of Mrs. J. Feron Ritchie and is employed at KGRO (AM) Houston and owned 12 1/2% of KSUZ (AM) Port Neches, Tex., until 1973. Neither of others has broadcast interests (BP-21,045). Action April 9.

FM actions


College Park, Md.—Broadcast Bureau granted University of Maryland 88.1 mhz, 10 w (TPO). Address: Radio 65 WMUC, Box 99, College Park, Md. 20742. Estimated construction cost $8,512; first-year operating cost $20,000; revenue $20,000. Robert L. Gluckstein is chancellor of state university; Dr. B. Her- ben is chairman of Board of Regents (BPED-2657). Action April 4.


Heidelberg, Miss.—Broadcast Bureau granted New Laurel Radio Station Inc. 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 441 North Magnolia, Laurel 38440. Estimated construction cost $78,322; first-year operating cost $68,520; revenue $72,000. Principals: Dave A. Maison Jr. (46.2%), his sister, Robertie Newton (23.1%) and three others. Applicant owns WAML(AM) Laurel, Miss. Maison has in the past owned several stations in Mississippi (BP-3810). Action April 25.

Pampa, Texas.—Broadcast Bureau granted Pampa Broadcasters Inc. 100.3 mhz, 47.3 kw, HAAT: 202 ft. PO: address: Box 1779, Pampa 79065. Estimated construction cost $65,305; first-year operating cost $34,133; revenue $30,000. Format: beautiful music. Principals: James B. Hughes owns KGRO(AM) Pampa; 51% of KPIN(AM) Casa Grande, Ariz.; 50% of applicant for new AM at Carlsbad, N.M., and 50% of KCAS(AM) St. Louis, MO. (BP-3810). Action April 25.


TV actions

Spartanburg, S.C.—Broadcast Bureau granted South Carolina Educational Television Commission UHF ch. 39 (680-686 mhz); ERP: 838 kw vis., 167 kw aud: HAAT: 957 ft.; anl. height above ground 834 ft. PO: address: Drawer L, Columbia, S.C. 29250. Estimated construction cost $1,094,400; first-year operating cost $310,000; revenue $310,000. Format: information. Principal is non-profit organization and licensee of the following: "WNTVT(TV) Greenville,
Summary of broadcasting

FCC tabulations as of March 31, 1979

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<th>CPs not on air</th>
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</table>

*Special temporary authorization

**Includes off-air licenses

Facilities Changes

AM application


FM applications


AM actions

KTHS(AM) Berryville, Ark. - Granted CP to increase power to 5 kw (BP-20823). Action May 4.

KXXE(AM) Fresno, Calif. - Granted CP to increase power to 5 kw; install DA and change ant. TL to NE corner Wallau and Clay avenues, near Easton, Calif.; remote control permitted; condition (BP-20531). Action April 9.

KsfO(AM) San Francisco - Granted CP to increase nighttime power to 5 kw; install directional antenna system for nighttime operation only (BP-21043). Action April 9.

KcmK(AM) Glenwood Springs, Colo. - Cancelled CP for new station on 90.9 MHz.; deleted call letters KcmK; and closed all records in accordance with letter of March 27. Action April 9.

Wjpc(AM) Chicago - Granted CP to change hours of operation to unlimited with 5 kw, 1 kw DA; change TL; conditions (BP-19,597). Action April 30.

WxLw(AM) Indianapolis - Granted CP to add nighttime operation with 5 kw; change SL and TL; change hours of operation to unlimited; DA-2; install new trans.; make changes in ant. system (increase height); conditions (BP-20,245). Action April 30.

AM license

Watermark Broadcasting Co., To change antenna to 30,000 with 7 kw ERP at 225 ft. above ground at main station. Effective date May 18. Action May 8.

Ownership Changes

Applications

Wpas(AM) Zephyrhills, Fla. (1,400 kw, 1 kw-D; 250 W-n) - Seeks transfer of control of WPAS inc. from Charles E. Wiper in 100% before; none after; to Mayo Communications Inc. (none before; 100% after). Consideration: $279,000. Principals: Wister, who said WPAS(AM) Valparaiso-Niceville (BROAD-CASTING, May 7), has no other broadcast interests. Buyer is owned by Lincoln A. Mayo and his two children (50%); George N. Walker and his wife. Neal L. Dowe, Mayo's sales manager at CJOH-TV Ottawa, Canada, is Mayo's vice-president.
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**FCC actions**

- **Mississippi**—FCC granted applications of Mississippi Authority for Educational Television for renewal of licenses for eight of its stations and granted its application for a new UHF translator station. Stations renewed are WMAT-TV Jackson, WMAB-TV Mississippi State; WMAY-TV Booneville; WMAY-TV Biloxi; WMAS-TV Greenwood; WMATU-TV Bude; WMATV-Oxford and WMAT-47 Meridian. New UHF translator station is located at Columbus. Action April 26.

- **Charlotte, N.C.**—FCC denied requests by 25 cable television operators for continued carriage of one-time-independence station WRBT-17 from BPC7-10449. Action April 16.

- **KBOV-AM**—San Francisco—Granted CP to change to 103.5 kW and new antenna; change ERP: 16.5 kW and antenna height: 325 ft. (H) and antenna height 900 ft. (H); condition (BP780830A). Action April 12.

- **KDH-(FM)**—Sacramento—Granted CP to change to 101.5 kW and antenna height: 160 ft. (H) [from previous CP (BP780673A)]. Action April 23.

- **KCHR-(AM)**—Lancaster, Pa.—Grant CP to change to 1840 kW and antenna height: 800 ft. (H) and antenna height: 1500 ft. (H) [from previous CP (BP780672A)]. Action April 12.

- **WMA(AM)-D**—Davenport, Iowa—Granted CP to change to 100 kW and antenna height: 160 ft. (H) [from previous CP (BP780672A)]. Action April 23.

- **KMK-(AM)**—Redwood City, Calif.—Grant CP to change to 102.5 kW and antenna height: 100 ft. (H) and antenna height: 120 ft. (H); condition (BP780671A). Action April 23.

- **KBST-(FM)**—Bozeman, Mont.—Grant CP to change to 102.9 kW and antenna height: 200 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KPOO-(FM)**—Dallas, Tex.—Grant CP to change to 100 kW and antenna height: 150 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KBET-(FM)**—Nebraska City, Nebr.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KRM-(AM)**—Minneapolis—Grant CP to change to 100 kW and antenna height: 50 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KMPX-(AM)**—St. Louis, Mo.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KQ(YF)-(FM)**—Dallas, Tex.—Grant CP to change to 100 kW and antenna height: 150 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KANS-(AM)**—Kansas City, Mo.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KPAD-(AM)**—Chattanooga, Tenn.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KPG(AM)**—Pittsburgh, Pa.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KICA-(AM)**—Cincinnati, Ohio—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG(AM)**—Bloomington, Ill.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KJ(AM)**—Joplin, Mo.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KGM-(AM)**—Grand Rapids, Mich.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KGA-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KGF-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Huntington, W. Va.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KGS-(AM)**—Grand Rapids, Mich.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KGF-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.

- **KG-(AM)**—Gary, Ind.—Grant CP to change to 100 kW and antenna height: 100 ft. (H) [from previous CP (BP780671A)]. Action April 16.
replies July 23, Action May 2.

Marion, Va. — Broadcast Bureau has proposed assigning television channel 52 there as its first television channel, and reserving it for noncommercial educational use. Proposal was in response to petition by Blue Ridge Educational Television Association Inc., licensee of WBRG-TV, Roanoke, Va. Comments are due June 29, replies July 19, Action April 30.

Steven Point, Wis. — Broadcast Bureau has proposed assigning television channel 67 there as its second FM assignment. Proposal is in response to petition by Dennis and Terril Freund and Philip Murphy. Comments are due July 23, Action May 2.

Suring, Wis. — Broadcast Bureau has proposed assigning television channel 14 there as its first television channel, and substituting ch. 17 for ch. 14 at Iron Mountain High School. Broadcast Bureau was in response to petition by WRVM Inc., licensee of WRVM(FM) Suring. Comments are due June 29, replies July 19, Action April 30.

Wivetton, Wyo. — Broadcast Bureau has proposed substituting 93.9 mhz for 93.5 mhz there. Action was in response to petition by Riverton Broadcasting Company, licensee of KVOW(AM)-KTAK-FM there. Comments are due July 2, replies July 23, Action April 2.

Translators

Applications

Kodak, Alaska — Kodak Public Broadcasting Corp. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 84 ft) to rebroadcast KTVA (AK0176). KAZN-TV, KAKM(TV) and KAKM (TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

Kotzebue, Alaska — Kotzebue Broadcasting Inc. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 20 ft) to rebroadcast KTVA (AK), KENI-TV, KIMO(TV) and KAKM(TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

Coulee City, Wash. — TV, WA0066 to add channel 8, new translator.

 Nome, Alaska — City of Nome seeks CP for new VHF translator on ch. 9 to rebroadcast KTVA (AK), KENI-TV, KIMO(TV) and KAKM (TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

Valdez, Alaska — City of Valdez seeks CP to new VHF translator on ch. 9 (TPO: 10 w, HAAT: 95 ft) to rebroadcast KTVA (AK), KENI-TV, KIMO(TV) and KAKM (TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

Petersburg, Alaska — Narrows Broadcasting Corp. seeks CP for new VHF translator on ch. 9 (TPO: 10 w, HAAT: 84 ft) to rebroadcast KTVA (AK), KENI-TV, KIMO(TV) and KAKM (TV) all Anchorage, Alaska, and KTOO-TV Juneau, Alaska. Ann. April 25.

Bear Valley Springs, Calif. — Bear Valley Springs Proprietors Corp. seeks CP for a translator on ch. 19 (TPO: 100 w, HAAT: 51 ft) to rebroadcast KNX(TV)-Los Angeles, KEYY(TV) Santa Barbara, KSBY-TV San Luis Obispo, KMJ-TV Fresno, KMHP(TV) Tulare, KMTF(TV) Fresno, KCOY(TV) Santa Maria, KAIL(TV) Fresno, KBK(TV) Bakersfield, KERG-TV Bakersfield, KPSN-TV Fresno and KJEO(TV) Fresno, all California. Ann. April 30.


Howard, Mont. — Forsyth TV Tax District seeks CP for a translator on ch. 6 (TPO: 10 w, HAAT: 25 ft) to rebroadcast KULR-TV Billings, Mont. Ann. May 8.


Milford, Hamilton’s Fort and Newcast, all Utah — Springfield Television of Utah Inc. seeks CP for new UHF translator on ch. 59 (TPO: 100 w, HAAT: 35 ft) to rebroadcast indirectly KTVST Salt Lake City. Ann. May 8.

KIMO(TV) Anchorage, Alaska, KENT HAAT:

KIMO(TV) Anchorage, Alaska, KENT HAAT:

KIMO(TV) Anchorage, Alaska, KENT HAAT:

KIMO(TV) Anchorage, Alaska, KENT HAAT:

KIMO(TV) Anchorage, Alaska, KENT HAAT:

KIMO(TV) Anchorage, Alaska, KENT HAAT:

Fresno, all California — Liberty TV Corp., for Leechburg and Oklahoma, all Pennsylvania (PA0299, 201) add signal.

Evangelic Television Inc., for Mamou and Evangelic, both Louisiana (LA0142-4) new system.

Brockway Television Inc., for Brockway and Snyder, all Pennsylvania (PA0087-8) add signal.

Rolla Cable Systems Inc., for Rolla and Northwey, both Missouri (MO0044, 96) add signal.

Nu-Vue TV Inc., for Waterville, Deansboro and Ogdensburg Falls, New York (NY0394-96) add signals.

TV Cable Corp., for Paintsville, Ky. (KY0080) add signal.

North American Communications Corp., for Hoyt Lakes, Minn. (MN0013) add signal.

Cablecom of Alus, for Alus, Okla. (OK0012) add signal.

Silverton Cable TV Co., for Silverton, Tex. (TX0127) new system.

Cable TV of Floydada, for Floydada, Tex. (TX0447) new system.

P J Cable Co., for Pikeston, Valley, Jefferson and Clay counties, all Ohio (OH0353-8) new systems.

Telecable of Kokomo Inc., for Sharpsville, Ind. (IN0209) new system.

St. Lucie Cable Co., for Port St. Lucie, Fla. (FL0175) add signal.

Audubon Electronics Inc., for Hi-Nella, N.J. (NJ0239) new system.

Cablevision Co., for Pelham and Shelby, both Alabama (AL0178-9) new system.

Byrdstown Cable Service, for Byrdstown, Tenn. (TN0150-1) new system.

Tallahassee Cablevision Corp., Tallahassee, for Tallahassee and Monticello, both Louisana (LA0147, 9) new system.

Plano Cable TV Co., for Plano, IL (IL0299) new system.

Johnston Cable Television, for Jackson, Pa. (PA1746) new system.

West Alabama TV Cable Co., for Brilliant, Ala. (AL0016) new system.

Western Louisiana Video Inc., for Cushatta, La. (LA0150) new system.

Lambert Electronics Inc., for Ascension Parish, La. (LA0146) new system.

Tall City Cable Co., for Midland County, Tex. (TX0070) new system.

Cablevision Inc., for Wadnessi, Hawaii (HI0001) add signal.

Cablevision Corp., for EWA District, Hawaii (HI0041) new system.

UA-Columbia Cablevision of New Jersey, for Hasbrouck Heights, N.J. (NJ0331) new system.

Wayne County Cablevision Inc., for Philips, N.Y. (NY0767-8) new system.

Teleprompter Southeast Inc., for Holmes Beach, Anna Maria, and Bradenton Beach, all Florida (FL0177, 8, 91) add signal.

Tads Cable Systems, for Perry, Ky. (KY0376) new system.

Lambert Electronics Inc., for Donelsonville, La. (LA0145) new system.

Crosstown Cable Ltd., for Bridgewater Township, N.J. (NJ0330) new system.

Clearview Cable Co., for Madison County, N.C. (NC0179) new system.

Tar River Cable TV Inc., for Nash County, N.C. (NC0188) new system.

UA-Columbia Cablevision of Texas Inc., for Alamo Heights, Tex. (TX0327) new system.

Tallahassee Cablevision Corp., for Madison, La. (LA0148) new system.
ACCOUNT EXECUTIVE to $20,000 +, excellent account list, profit sharing, top benefits, is wanted to add to our growing, 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, WAMM, 1223 South Grand Traverse, Flint, MI 48503.

If you can sell, you can live the good life in the heart of Minnesota's Lakes. KOLM/KYVL is looking for a sin- cere, motivated, professional. Radio Sales experience is desirable, but not necessary as training is provided. Welch Company students preferred, immediate opening. Write Box 742, PO Box 748, Detroit Lakes, MN 56501. An EOE.

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! KMFB, Fort Bragg, CA 95437.

KGAA Seattle suburban station has opening for experienced (2-3 years) salesperson. KGAA is licensed to Kirkland and only station exclusively serv- ing the prosperous Eastside suburban communities. New ownership/change in station. Growing company also own successful Portland suburban station KDRD (Gresham) and, subject to FCC ap- proval, would like to open station in Oregon. Direct in- quiries to W. Charles Banta. KDRD, 503-667-1230, EOE employer.

Excellent opportunity for aggressive sales person at top notch AOR/FSM station in beautiful southern Illinois. Strong active list, salary plus commission. Mail resumes to WTAQ-FM, Route 5, Box 286, Murphysboro, IL 62901, Attn: Sales Manager.

Central New Jersey's dominant AM/FM combo looking for seasoned radio salesperson. We offer over prime list. Should make 20M first year, plus perks. EOE. Call Bob Roberts, 609-924-3800.

Account Executive wanted to grow with Central NJ AM. We're an adult contemporary station looking for an aggressive streetfighter with proven selling experience—3-5 years working conditions and sales support. Salary plus big commission and excellent company benefits. Contact Bill Mathews 609-924-3842. EOE.

Growth Company needs young aggressive sales person with heavy retail experience. Success can lead to management with equity options in current or future acquisition. Call 516-481-8000, Ralph Conner or Bob Williams.

New Montana 5 KW AM station has immediate opening for a motivated sales person. The job is a good one. Send resume to Bill Stallard, Box 317, Pien- tywood, MT 59754.

Beautiful Opportunity—experienced salesperson—southeast Texas metro. Salary negotiable, plus expense. KVOC 943A Petroleum Bldg., Beaumont, TX 77701. EOE.

Sales Manager and sales, Several excellent positions open in small and medium markets, with ag- gressive, professional organization. Contact Mike Triebold, KOVC, Box 994, Valley City, ND 58072. 701-845-1490.

Sales Supervisor needed at KCOW radio. Small market. Salary and bonuses $12,600 to $17,400 first year. Send resume to Kenton, PO Box 326, Dickinson, ND 58601. EOE.

Sales person with 2 to 3 years broadcast experi- ence. Good communication skills. Media research ex- perience desired. Send resume to Mr. Frank Wood- beck, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Unusual situation. Experienced salesperson needed in Kalamazoo, Michigan. Have your own pri- vate office in town. Exploding new 5,000 watt quality FM stereo country format killing small AM daytime. $15,000-$30,000 plus starting. PO Box 1590, Cold- water, MI 48038, Gary Mallamore.

Account Executive, AM/FM in Naples, Florida seeks an experienced sales representative for a position with 10% commission and has potential of becoming Sales Manager. Send resume to General Manager, WRG/WMBB, 950 Manatee Road, Naples 33942, EOE.

N.Y.C. area salespeople with management poten- tial needed. Box E-119.

Need experienced, enthusiastic, well organized self-starter. Should know AM and FM. Outstanding op- portunity in Energy Boom Area, Gallup, NM Call Jack Chapman, 505-863-4444.

HELP WANTED ANNOUNCERS

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 79357. An Equal Opportunity Employer if M/F.

Looking for mass appeal commentator to join top shelf adult FM rock team. Tapes and resumes only. No phone calls. Send to KOLD-FM 104.9, St. Cloud, MN 56301.

Break away from a dull air-shift. Specialize in pro- duction, news, play-by-play Five figure income. Tape and resume to WOXY/WWIV, Norwich, ME 04286.

Evening person for 10 KW AM, 100KW FM first phone. Resume and current rate sheet to Box 2008, Greenville, NC 27834. Or call 919-758-1070 EOE.


Morning Drive Personality sought by Northeast suburban 5 kw daytimer in growing market. Right per- son will combine a natural ability to relate to people, a contemporary/MOR music service, and the best news in the market to produce a cohesive, relevant sound. Salary: open, best in area. EOE. Minorities en- couraged. Send resume to Box E-105.

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 and incentive pro- gram. EOE. Mr. Smith, 503-882-8833.

Experienced Production Announcer for AM-FM in medium market Lawton Oklahoma. Advancement to PO if you can qualify. Send resume and tape to Progres- sive Broadcasting, Box 1050, Lawton, OK 73502.

We're WCSI AM/FM Columbus, Indiana. The Athens of the Prairie. We've been featured in Time, National Geographic, The Wall Street Journal, Saturday Eve- ning Post etc. A most unique community Right now we need an experienced afternoon personality who is also good at production, Write Mike King, Box 79, Co- lumbus, IN 47201. Equal Opportunity Employer.

Adult Contemporary AM is looking for a full-time announcer. Experience necessary. Send resume, tape and salary requirements to WTCI, 1295 Lane West Road, Warren, OH 44481. EOE.

Afternoon personality position available July 1st. Considerable experience on-air at commercial radio station required. Submit audition tape and resume to: Bob Kagan, Program Director, WRJZ Radio, Box 3367, Knoxville, TN 37917. NO CALLS. Please. An Equal Opportunity Employer.

Top Rated Contemporary AM in medium college market needs solid morning or mid-day announcer. Good pay send tape, resume to Mkt. KRUS, Box 430, Ruston, LA 71270.
HELP WANTED ANNOUNCERS CONTINUED

Experienced announcer with good production and knowledge of contemporary music and rock as well as experienced jobs for transmitters and studio equipment in AM-FM operation. First phone. Excellent opportunity in professional small market. Local tape to Steve Clark, MGR, KKYX, Box 491, Winnebago, SD 57580, EOE.

R/D/Morning person. Must be experienced. Send tape and resume to Gary Brown, Station Manager, KNNS, PO Box 49, Hanford, CA 93232, EOE.

Immediate opening MOR Morning Person. 30th week, benefits. pay commensurate with ability 5kw with extensive experience. Send tape & resume to: Tony Clark, WBNX, 45 East 42nd St., New York, NY 10017, EOE.

Two Northern Calif Powerhouses 24 hour stations, one country, one rock. Good looking for country and rock DJs. Experience in mid to production and production will be strongly oriented toward promotion. Northeast. Send resume and salary requirements to Box E-139.

HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM combo. Automation experience helpful. Growing operation in MidWest. Write Box D-195.


Chief Engineer with proven record. Vacancy in our group. No phone. Jim Rivers, Cordova, GA 30115.

Suburban NY: Assistant chief engineer 50 KW FM, 1 KW AM. Must be experienced in all phases of equipment. Send resume and salary requirements to: Schaller Consulting, 4422 St. Mark's Ave., New York, NY 10377.

Chief Engineer for large, modern well equipped AM carrier broadcast system. Must have experience in AM operation in audio and studio maintenance repair and construction. Supervisory and carrier current experience highly desirable. Will supervise 12-15 student assistants and be responsible for 6 studios and 13 transmitters. This is a full-time year round position. Starting salary $12,000 or more depending on qualifications and experience. Good fringe benefits package. Reply to: B. Eft, All Campus Radio, Room 8, Student Service Bldg., East Lansing, MI 48824. An Equal Opportunity Employer.

AM-FM in growing Southeastern New York market of 800,000 seeks experienced engineer with O.E. potential whose training and abilities include DA, automation, stereo, proofs, remote control, and audio processing. Must have strong emphasis on audio quality Safety Division, PO Box 1325, EOE. Minors encouraged. Send resume to Box E-104.

Only 23 days without sun in the past 10 years! KINT-FM & KOKL-AM, El Paso, looking for Chief Engineer to work and play in the sun belt. Must be experienced. Send resume to Station Manager, 111 Pettigrew Hall, The University of North Carolina, Chapel Hill, NC 27514, Equal Opportunity/Affirmative Action Employer.

Chief Engineer for 100kw public FM station. Must have knowledge of studio, STL, transmitters remote recording equipment. Construction experience, music recording ability. Knowledge of computer, EEO. Send resume to Station Manager, KRLG, PO Box 1098, Lawton, OK 73502.

Broadcast Group Needs chief with minimum of 3 years experience. Fifty kw 2 tower directional AM high power stereo FM Station. Send resume to Wilbur Gotforth, PO Box 1987, Moilee, AL 36501, 205-432-0585.

Chief Engineer for Colorado Springs full power FM station. EOE. Send resume, salary requirements to Box E-150.

KRG-FM Lawton seeks maintenance engineer-anouncer. SMC automation. Resume to Box 1098, Lawton, OK 73502.

Radio Communications Engineer — To act as assistant to the Chief Engineer of 24kw FM. Technical maintenance of both studio and transmitter equipment is essential. First class license and willingness to accept 24-hour call is also required. Construction experience, maintenance experience strongly desired. Send resume to General Manager, WHUR-FM, 2600 4th Street, N.W., Washington, D.C. 20059.

El Paso’s fastest growing radio station needs a young or experienced announcer to work as a 2nd engineer. Send resume to Chief Engineer. Are you looking for a group of professional broadcasters to work with? Do you know FM, STL, STL, STL? Do you love music and like to have fun and fun? Then drop me a line at KPSA-FM/94, Engineers 3901 North Mesa, El Paso, TX 79902, or call 915-533-8211.

HELPED WANTED NEWS

News Director: To write and report in California. Position important. Salary $20,000 and resume along with salary requirement to: KROY-FM, 1019 Second Street, Sacramento, CA 95814. (EOE)

Excellent opportunity for aggressive reporter in a medium market. Duane Gaye, 414-235-7530, Oskosh, WI.


I am compiling a list of professional news people for future reference. I am interested in broadcast journalists, send resume to WING, WINS, 717 East David Street, Dayton, OH 45429.

AM-FM in medium market desires News Announcer. Must be authoritative in-development able to edit tapes. Write Box E-153.

East Coast suburban daysimer, looking for a night editor. Job involves some outside reporting, preparing morning news, and supervising nighttime staff of reporters and stringers. The person we hire will have strong administrative skills, and the potential for a career in broadcast management. Our primary product is local news, we take it and our people seriously. Applicants should have extensive commercial radio experience. Box E-142.

Needed: experienced, professional/columnists who want to work in a beautiful market, with excellent salary and low cost of living. We are one number and one to stay there, if you’re interested and able, write Steve Jones, WIBO, WRKO-FM, Boston, MA 02115.

Opportunity is knocking on your door if you have small market music news director experience and are ready to take a music supervisor position at WMPR. Send resume to Mr. Frank Abrams, WDNY Radio, Ft. Smith, AR, 72902 or call area code 501-646-8151. Tape and resume in first letter.

WANTED: Newscaster-Reporter wanted in mid-size western market. Must have experience in writing, announcing with an emphasis on spot news reporting. Send tape and resume to Dan Dillon, KFDI AM-FM, Box 1402, Richfield, KS 67261.

Worldwide seek: experienced broadcast journalist to complete four years of minimum two years experience in all phases of radio news. We run a fast-paced, but accurate operation that digs for stories that many stations never attempt. If you want to further your career and we have the qualifications, we’re the right place for you. Tape and resume to News Director, WCTC, Box 100, New Brunswick, NJ 08903. Prefer applicants from Northeast.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Southern/County AM. New facilities, top-rated, highly respected, people oriented station seeking dedicated PD. With 3-5 years experience preferred. Requires active community promotional effort, ability to supervise television, personality, music and production, EOE. Send resume and financial requirements to WWPB Radio, 1402 Center St., Richland, KS 67261.

WNNU-FM seeks applicants for the position of Development Director. Responsibilities include on-air fundraising;underwriting, station promotion, volunteer coordination and publishing quartering program guide. Successful candidate must have a SA degree plus experience in public radio fund-raising and development, or commercial radio advertising and sales promotion in growth market. EEOC/Affirmative Action employer. Reply to: KUSP, PO Box 347, Santa Cruz, CA 95062.

Broadcasting May 21 1979 91
**SITUATIONS WANTED MANAGEMENT CONTINUED**

**Strong business management background. Presently News Director of major station. Seeking GM position. East. Box E-69.**

**Seeking Small College FM directorship. 5 years commercial radio, 15 years high school 10 watt director, BA and completing MA. Box 622, Plains, TX 79355.**

18 year broadcaster seeks General Management position. Well versed in sales programming, administration, FCC regulations and assertions, with strong sales background. RAB and the Lacy Techniques of salesmanship applied. Family man, 38, excellent leadership and motivational abilities. Write Box E-113.

Wanted an opportunity and challenge with a progressive and expanding organization. Your reward, an experienced gen mgr with 17 years in management. Set sales and Donald Lancaster. Track record will tell it like it is. Experience includes all phases of broadcasting. It takes dedication and hard work to make a winner. Box E-116.

30 year old professional businessman. Well above average record in competitive market. Ethical, competitive, license protector, community leader. Ronald Stratton, 95 Holmes Road, Pittsfield, Mass. 01201.


Take note! Turned peanut whistle into bull horn. VP, General Manager, major chain, giant clear station, and small station successes. Exceptional twenty year record administration, sales, programming. Seek similar position in larger family area. If you're big enough to offer benefits, small enough to care about profits, write now. Box E-134.

**SITUATIONS WANTED SALES**

**Combination Sales-PBP. Diligent and aggressive '79 California State University Fullerton graduate with plenty of on-air experience at KUCI-Irvine. Will relocate immediately. Call or write, Kevin Rafferty, 868 Mine Drive, Costa Mesa, CA 92625, 714-545-1670.**


**SITUATIONS WANTED ANOUNCERS**

Major Market County Pro seeks a change. If you're a management-major to major market station that is com- mitted to win, let's hear from you. Top 50 markets only. Box E-67.


Experienced 1st phone looking for contemporary position. Prefer nights and Midwest—would consider days. Box E-71.

Need secure announcing position in music oriented station. Ten years experience in all forms of rock. Excellent deadline. Box E-7630.

40-30-20 am hour I can develop a good adult jazz show. 31, 1st, 9 yrs. radio, own library. Box E-128.

D.J., light board, good news, good commercials, quick wit, looking for breaks. Going to go anywhere but not ready now! Box E-111.


5 months experience, age 24; promotions & public relations experience; light board, ad libs, news & commercial writing; seeks a position in NJ area; call evenings Tom 201-943-5818.

**SITUATIONS WANTED NEWS**

Does anybody need a play-by-play man? Box E-154.

**Super Sports ability I can excite and entertain your sports audience. Six years experience. Seeking medium market opportunity with position with PBP 212-663-0503, Barry or Box E-89.**


**Sports director, talk show, play-by-play hockey, football, basketball, medium market. Box E-95.**

Experienced afternoon drive time newswoman with superior newswriting skills looking to break into larger market. Background as News Director plus producer and host of morning talk show. Resume and Air Check available by calling Tim Hopkins. 414-241-5683.

**Progressive approach, conversational yet precise and tough reporter-anchors seek right opportunity. Six year pro. MA Broadcast Journalism. Box D-108.**

**Sports Director/Announcer in small market wants move up. Six years experience PBP all sports, morning drive. Looking for a major local sports show College degree. Will consider any move—now. 602-425-7051 after 2 PM MST.**

Newman: 5 years experience, award winning, good references. Prefer West. Terry 801-479-5672.

**Award-Winning NewsAnchor/investigative reporter seeks position in, or leading to Broadcast News Management. Prefer major or major market. B.S. degree. Experience. Presently metro New York drivetime anchor/reporter. Gary 914-354-1883.**

**Hustlin', Experienced Sports Director. Excellent PBP color man rolled in one. Write good copy, smooth transition lines. Will make you number one. To stay. Looking for major market situation, pret. Southeast. Call Walt Fowler after 7 p.m. 518-842-7815.**

**No. 1—Honored as state’s top sportscaster...ready for vertical advancement. Daily sportscasts, interviews, commentaries, play-by-play done in professional, award-winning manner. I work hard. You have to be good. Box E-115.**

**SITUATIONS WANTED PROGRANNING, PRODUCTION, OTHERS**

**Experienced programmer, 14 yrs. in business. Will consider small market and air-shift. East-SouthEast. Good administrator and references. Box E-59.**

**Copywriter-Production. Effective, original, knowledgeable. Twenty years experience. Impeccable credits and references. West Coast only please. Jay Knight. 1834 Cooper Drive, Santa Rosa, CA 95404.**

**Need someone to get your stations Promotional Program off the ground in an aggressive and Effective Writer-On air Personality Too! Box E-77.**

**Production Director: I make clients happy with modern techniques and go as far as making a client themself sound good on a spot...5 years...an exciting experience. 1 year sales, presently operating mgm looking for great bucks or super traits...216-493-0194.**

**The AM Format for the 80's! Telephone-Talk! Talk captures a giant share. Talk moves people to buy products when programmed properly Challenge your market with dynamic, original, bright, new programming in- volving your market directly Talk is hot! For specifics call 404-892-8710. Get a great D-P.**

**Talk Show Host. Experienced, entertaining, articulate, knowledgeable. I make ‘em think; I make ‘em laugh. Box D-231.**

**Small Markets. Air sound need a tune-up? Looking for a better way to do it? Someone will P.O or consult. Country AC, 140, MOR. Box E-126.**

**TELEVISION HELP WANTED MANAGEMENT**

Development Officer for local underwriting, WETA-TWFM, Washington. Must have proven track record. $16,170-$20,000. Send to Mariea Webb, Personnel, Box 2626, Washington, D.C. 20013 or call 703-998-2869.


**Promotion Manager for North East Indy Challenging position available for someone seeking greater manage- ment responsibility. Self- motivator, ambitious, thoroughly experienced in Promotion. Strong produc- tion background helpful. Superior writing skills essen- tial. Equal Opportunity Employer. Send resume and salary history to Box E-47.**

**Chief Engineer for North East Indy Thorough techni- cal experience a necessity. Supervisory experience helpful. Excellent career opportunity to join manage- ment team of growing company. Benefits plus. Equal Opportunity Employer. Send resume and salary history to Box E-48.**

**General Manager—WNULL-TV, Huntington, WV. Min- imum requirements: Bachelor’s degree minimum, ad- vanced degree preferable. 5-7 years experience in station administration and management with demonstr- ation of success in key departmental areas of adminis- tration, instructional TV, post-secondary education, and community service. Application deadline: June 1, 1979. Salary competitive. Send resume and work experience and qualifications. Send resume to: Executive Secretary, WV Educational Broadcasting Authority, Suite B424, State Building 6, Charleston, WV 25305. Equal Opportu- nity Employer.**

**General Station Manager for midwestern university. Duties: administrate all station departments including programming, production, operations, engineering and administration. Supervise the hiring of all personnel, oversee all fund raising, membership and public information activities. Will discuss other qualifications with individual candidates. Requires: B.A. with fields of concentration in communications, administration, or engineering; extensive administrative experience could be used in lieu of degree; minimum of 5 years experience in TV as manager or assistant manager—preferably in PTV. Application deadline: July 1, 1979. Appointment date: August 1, 1979. Contact: John D. Garwood, Chairman, Search Committee, Smoky Hills Public Television Corporation, Fort Hays State University, Hays, KS 67601.**

National company seeking Assistant Business Man- ager for local broadcasting division. Need a people-oriented individual with a strong background in ac- counting and fiscal degree in accounting or related field. Salary commensurate with background. Send resume to PO Box 5270. Jackson- ville, FL 32207. An Equal Opportunity Employer.

**Promotion Manager, Northeast affiliated station in Top 40 market seeks promotion manager with a mini- mum of three years experience as promotion manager or assistant promotion manager. Self-motivation creativity, organization and experience in all facets of promotion at the station level is a definite requirement. Station is an Equal Opportunity Employer. Box E-51.**

**Business Manager—Group owned station looking for a person to take charge of complex accounting operation. Upper Midwest location. Send resume and salary requirements to Corporate Office. An Equal Op- portunity Employer. Send resume and salary requirements to Private Control, Central Minnesota Television Company, 720 Hawthorne, Alexandria, MN 56308.**

**Major Southwest market affiliate, seeks individual to supervise regional sales and develop new business. Applicant should have national rep and local station experience and be involved in developing new business. Send resume to U.S. Star at 92. Send resume to Equal Opportunity Employer. Box E-146.**

**Station Manager to direct operations of PBS affiliate KNME-TV and provide aggressive leadership in pro- gram development. Selection will be based on the basis of experience in television and management, with edu- cational credentials secondary. Due to relationships with academic programs. Send resumes, references, etc., by June 15th deadline to Tony Hillerman, Presi- dent’s Office, University of New Mexico, Scholes Hall 160, Albuquerque, NM 87131. An Equal Opportunity Employer.**
HELP WANTED TECHNICAL

TV Maintenance Engineer—Two years experience (or technical school) in studio equipment maintenance, installation, experience with 3/4" tape is highly desirable. Must have maintenance experience helpful. Send resume and salary history to: David Archer, 1175 Potrero Avenue, San Francisco, CA 94110.

TV Maintenance Engineer, experienced in audio, video, and broadcast equipment, FCC 1st Class necessary 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 or equivalent. Full charge of engineering staff. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

Maintenance Supervisor, WGTE-TV, Toledo. First 6 months license, 2-year engineering degree or equivalent, strong experience in theory and maintenance of all television equipment, especially UHF transmitters and microwave systems. Call Art Hafer or Bob Smith for application information. 419-255-3330. Equal Opportunity Employer.

ENG/EFP Maintenance Engineer UHF group owner. Station in Midwest needs incoming day engineer to service 3/4 inch studio and field recorders, edit stations portable cameras. Must have FCC first; experience desirable but will train the right person. Contact: J. George Price, General Manager, Gen Mackey, 815-987-5300, Rockford IL. WIFR-TV, An Equal Opportunity Employer.

Audio Visual Technician with responsibilities for small format television operation (production and hard wire operation of Indiana Gulf radio, and a small audio visual equipment, FCC. First Class License and 2 year technical degree preferred but not required. Eleven month position, available immediately. Contact Personnel Department, Highland Community College, Pearl City Road, Freeport, IL 61032 An EEO/AA Employer.

Remote Unit Engineers—maintenance and operation—High School Grad. Must be positive, a quick learner. Valley Switcher, oscil ded, E. J. Stewart, Inc. 388 Reed Road, Broomall, PA 19008. 215-543-7600. 

Editor for post production facility in beautiful Pacific Northwest. CMX experience on commercial productions required. Good pay contact Sterling Davis 206-623-5934.

Maintenance Engineer—Video tape post production company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Sterling at 206-623-5934.

TV Maintenance Engineer: we have several openings in our growing organization. If you have a good technical background and an interest in the electronics field, you will be interested in the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience plus 1 year experience in television maintenance ... VTR's, (quad, 3/4"), transmitters, ENG equipment, and general studio and field experience. Must be a quick learner. Apply immediately.

Chief Engineer (Chief Instructional Media Operations Engineer) University graduation with a degree in Radio, Television, or Electrical Engineering or graduation from a recognized electronics institute and three years experience in television or radio broadcasting along with a combination of the following: multi-media systems engineering and operations or radio/television systems engineering and operations. Three years of administrative or supervisory experience. Salary: $12,250-$15,350 per month.

"Television Technician (Closed Circuit Television Technician) High school graduation, two years of training in electronics, preferably plus two years of technical experience in closed circuit television work. Salary: $965-$1045 per month. Send resume to Fred Blakey, Personnel Office, Northern Illinois University, DeKalb, IL 60115. 815-753-0455. An equal opportunity/affirmative action employer.

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 Transmitter Experience and ability to teach and supervise employees. Salary: $28,000-$30,000 annually. Send resume to: Ray Neuhardt, KFDA-TV, PO Box 1400, Amarillo, TX 79119. 806-383-2226.

Broadcast Technical Supervisor for KETC-TV, St. Louis, MO. First class FCC License, six years experience in technical direction of operation and supervisory experience required. Salary range $15,000-$18,000. Send resume to: KETC-TV, PO Box 24130, St. Louis, MO 63131 by June 4, 1979. An equal opportunity employer M/F.

Video Equipment Service Engineer experienced in AMPX MOD. AR-2 and 1200 duplex to organize maintenance and train personnel at TV station in Caracas. Versed in Spanish language. Must have initial contract for 3 mos. with option to extend. Salary $18,000 per month with housing. No meals or local transportation. Roundtrip passage paid for two week's vacations. Reporting to Semack Trading Co., 120 Wail St., New York, NY 10005. Tel 212-344-2404.

Director of Engineering—Chief Engineer: For public TV station. Responsible for planning, developing, implementing and maintaining all technical facilities; coordination & supervision of staff and budget—5 years experience in broadcast engineering management. Knowledge of current state of the art equipment. Valid 1st class FCC license required. Send resume to: Personnel, WTVS Channel 56, 7441 Second Blvd, Detroit, MI 48201. Equal Opportunity Employer. Women & minorities are encouraged to apply.

Broadcast Engineer (Chief) for dynamic University Communications Dept. Perform maintenance, repairs, design & installation of video & film production facility. 1st Class FCC License required. Some broadcast engineering training. Send resumes only to Leonard Price, Communications Dept., Adelphi University, Garden City, NY 11530. An Affirmative Action/Equal Opportunity Employer.

HELP WANTED NEWS

Public Affairs: Writer, producer, talent needed for two half hour documentaries to be lead by Quad Cities network Radio/TV affiliate. Send resume and video tape to General Manager, WOC Broadcasting, Davenport, IA 52806. An equal opportunity employer; no phone calls, please.

News Cameraperson: Must have experience in shooting and editing videotape and 16mm film. Knowledge of ENG essential. Full details and salary requirements first letter: Write: John Banks, News Director, WSB-TV, 1150 James Street, Syracuse, NY 13203. WSBY is an Equal Opportunity Employer.

News/Public Affairs Director: Expanding station is currently in search of an experienced newscaster to develop a weekly "Magazine" format and other public affairs programs. Bachelor's Degree in Radio/TV Journalism or related fields required. Minimum 3 years television news experience including research and reporting on varied subjects and public broadcast experience desirable. Salary commensurate upon experience. Send resume and video cassette to Box 448, WKBW-TV, 123 Sesame Street, St. John, 64573.

Weekend Anchor/Reporter: We are looking for a bright, aggressive Broadcast Journalist to anchor our weekend newscasts and work with one of our two "live" units. Send resume and tape to Paul McCauley, News Director, WTSP-TV, 1030 James Street, St. Petersburg, FL 33713.

News Director Southeast Group Station: Wanted aggressive news director to take news operation to top prominence in highly competitive market. Requirements: college degree, prior news management experience, sound new judgment, and ability to deal effectively with people. Contact: WTVX-TV/MultiMedia, 700 Collins Drive, Winston-Salem, NC 27108. Attention: Renee Cortez, VP General Manager Equal Opportunity Employer M/F.

WKRG-TV, Mobile, is looking for a general assignment reporter. Bachelor's degree, experience preferred. Send tape, resume, and salary requirements to Russ Stockton, News Director, KVUE-TV, News PO Box 9927, Austin, TX 78768 EOE-MIF.

WKRG-TV, Mobile, is looking for a general assignment reporter. Bachelor's degree, experience required. Send resume, and salary requirements to: Bob Horne, News Director WKRG-TV 162 St. Louis, Mobile, AL 36601.

ENG Photographer—with some working knowledge of film to join No. 1 rated news operation in Buffalo. New York. Excellent opportunity in a growing, fast moving, high visibility market. Send tape, resume and salary requirements to: Russ Stockton, News Director, KVUE-TV, News PO Box 9927, Austin, TX 78768 EOE-MIF.

Weatherperson needed for growing Sunbelt City Meteorologist preferred but not necessary if you can make Sunbelt weather interesting and informative. Send tape, resume and salary requirements to: Russ Stockton, News Director, KVUE-TV, News PO Box 9927, Austin, TX 78768 EOE-MIF.

WANTED NEWS

Chief Engineer—proactive station with staff of 25 looking for a creative, take-charge news chief. You should be experienced as a news director, or be in a position and ready to move up. We are looking for a person with strong writing, editing, and assignment background. There is no anchor work with this job. Tell us about your experience managing budgets, hiring, training, and motivating staff; and your approach to news coverage. Sunbelt growth market located on the Gulf of Mexico. E.O.E. Box E-114.

Reporter needed for major California VHF Send cassette with resume and letter to PO Box 555 San Francisco, CA 94101. Equal Opportunity Employer.

Wanted: Sunbelt Weathercaster preferably registered meteorologist as number two person in growing Sunbelt City department for CBS affiliate, 55th market. Must have good on-air presentation and own weather computer. Need strong on-air personality and some weekend newscasts and Noon newscast three days a week. Qualified applicants contact Don Shoults, News Director, KTRK, 4707 McGowen Street, Houston, TX 77007.

Assistant News Director/Assignment Editor for public TV station. Degree and at least 2 years full time television news experience required. Supervise news activities: teach one course. Some anchor work. Salary $15,500. Resume and references should be submitted by June 1, 1979 to J. Dryden, KRWG-TV, Box 39, Las Cruces, NM 88005. 505-486-2233. An equal opportunity/affirmative action employer.

Noon News Co-Host: We are looking for a young person to co-host a popular noon news program. We are looking for someone able to work with young women 18-49 to our No. 1 rated noon show. Box E-155.

Investigative Reporter: We're looking for that rare bird, a top investigator who knows TV. If you can work sources and get the facts, we have a rare opportunity. We are a one number Midwest affiliate with a solid commitment to news. Only the experienced need apply. Equal Opportunity Employer. Send resumes to Box E-121.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/Director—Top 20, Sunbelt television station has opened for a producer/director with a minimum of 2-4 years experience. We are an equal opportunity employer. Send resume and salary requirements to John Pigg, Production Manager, WTS-TV, PO Box 10000, Pensacola, FL 32575. An Equal Opportunity Employer.

News Producer—ambitious, creative Producer needed for top 20 ABC affiliate. 3 years experience required. Send resume to: George Faulder, PO Box 104, Winter Park, FL 32789. An equal opportunity employer.

Promotion Manager for middle 50's Television Market with knowledge of all types of media promotion. Seeking aggressive individual capable of planning campaign. Equal Opportunity Employer. Send complete resume, with references to: M. L. Mitchell, PO Box 1393, Joplin, MO 64801.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Growing independent TV station seeks to fill position of Program Manager. Candidate must have strong administrative, production, technical and department management experience. Address all inquiries to George Williams, WKBD-TV, PO Box 359, Southfield, MI 48037, EOE M/F.

Traffic Manager—challenging position for experienced traffic person with management and computer experience necessary (preferably BIAE). Send resume to: Peggy Law, KTVH-TV, Box 12, Wichita, KS 67201.

Television Production/Announcer (Ann's/ing, Jackson, MI). Minimum of six (6) months general legs, experience in studio and announcing experience. Equal Opportunity Employer. Send resume to Personnel, WIXL-TV, PO Box 30380, Lansing, MI 48809.

KTUL-TV, Tulsa, Oklahoma is seeking applicants for Audio position. Knowledge of audio mixing, audio tape editing and microphone characteristics a must. Prior experience/casting director degree desired. This is not an on-camera position. Send Resume/Cape to Kent Dell, Production Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. Equal Opportunity Employer (EOE/M/F).

Creative Art Director for top 10 market. Must be fully experienced in running TV art department, on-air print, design and production, also some set design. EOE. Box E-125.

Promotion Manager with solid on-air promotion experience. Should be capable of producing weekly live program. Send resume to Larry Cazavan, Assistant Station Manager, KITV, 1290 Ala Moana, Honolulu, HI 96814, EOE.


We are a major, group owned, top ten network affiliate seeking an experienced writer/producer/documentary producer for an award winning monthly program. Excellent benefits, great career growth. Send resume and salary requirements to Box E-137.

SITUATIONS WANTED TECHNICAL

Technician, Assoc. Degree in Electronics, FCC First Wiretad. Would like to return to Television, Prefer Northeast, but will consider all. Box E-98.

TV-FM-AM Field engineering service, 29 years experience...installation—maintenance—system design—available by the day-week or duration of project, Bruce Singleton 813—868-2989.

New York City CMX Editor for freelance or fulltime. Network credits and reels. Box E-145.

SITUATIONS WANTED NEWS

Start Immediately: Experienced writer, reporter, photographer; editor/anchor with First Phone, Ted Wolfe, 313 902-7301, Garden City, NY 11530. Send resume and/or tape to:

Female radio newscaster with strong writing skills and pleasing appearance seeking television news. Will relocate. Box E-63.

Weathercaster/Meteorologist looking for small or medium market sunbelt station. Presently employed major market. Box E-81.

Young, aggressive reporter-producer in small market looking for new challenge. Call Sai before noon on 1—304—425-0041.

Heavy experience, mature. Seek anchorman, weatherman, host or anchor position. Skilled author, cameraman, lecturer. Salary commensurate your market. 313—682-7796.

DYNAMIC, articulate male now with NYC VHF seeks on-camera position. CME production, newsgathering, special event experience. MA Broadcast Journalism. Take a look at my tape. Box E-118.

Network radio news correspondent seeks local television news directorship, or anchor position, or combination of both. Highly qualified. Box E-130.

Demanding quality? Hard working assistant radio news director is hunting a spot in TV/Ba Communications. Let’s get together! Robert Headland, 412—775-8882, 384 Sixth Street, Beaver, PA 15009.

Attractive, aggressive 25-yr. old female reporter wants medium market TV anchor/reporter opportunity. TV reporting/talk show experience, plus degree. Prefer Southwest/California. Box E-147.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Female First Phone well rounded education—audio/visual operations, audio visual production. Mature person, flexible to budget. Box E-100.

HELP WANTED TECHNICAL

Donrey Media Group is seeking chief technician for their CATV operation in California. Send salary requirements and resume or phone: Director, Broadcast Engineering, Donrey Media Group, PO Box 70, Las Vegas, NV 89120, 702-388-4241, ext. 330. An equal opportunity employer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Television Bureau of Advertising seeking skilled advertising writer with video tape background. Write only. No phone calls. Address to George Huntington, TVB, 1345 Avenue of the Americas, New York, NY 10019.

HELP WANTED INSTRUCTION

Instructor, Assistant Professor to teach a minimum of three broadcasting courses each semester, with emphasis on television production. Appointee will also serve as producer of cable programming originating in the department. Doctorate preferred, with professional broadcasting experience. Appointment date: 8-29-79; deadline for applications: 7-1-79. Affirmative Action Employer. Send resume, transcript, references to: Dr. Robert T. Ramsey, Department of Communication, 3048, Stephen F. Austin State University, Nacogdoches, TX 75962.

Broadcast Faculty Member/Director of Audiovisual Services for a small (650 student) liberal arts college starting August 1. Tenure track position involves teaching audio and video production courses, supervising audiovisual department and directing the audiovisual department. Minimum requirements include: a master's degree in a related field and ability to repair audiovisual equipment. Send letter, resume and names and phone numbers of three references to Dr. Michael L. Turney, Chairman, Communication Department, Clarke College, Dubuque, IA 52001 before May 28. Affirmative action, equal opportunity employer.

Glassboro State College seeks Instructor or Assistant Professor to teach courses primarily in television production with possibility of some film courses. Professional experience and appropriate terminal degree required. Contact: Richard J. Ambach, Jr., Chairman, Communications Department, Glassboro State College, Glassboro, NJ 08028. An equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanted 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guaranteed Radio Supply Corp., 1314 12th Street, Larado, TX 78040. Manuel Flores 512—723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTR's, color studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271.)

Chyrion IIII, Eric Address 215—543-7800.

We need Film Cameras, 16mm or 35mm, Lenses, Accessories, Editing Equipment, etc. Call Milt Goss, 305—949-9084.

RCA BTA-1MX or equivalent AM Transmitter. Will consider others. WRXH St. Petersburg, FL 33712-813—864-1515.

FOR SALE EQUIPMENT


Hitachi FP 1010 Color Camera with Saticon tubes. Includes 10:1.18 zoom lens, ITE cam-link head, elevator tripod and dolly and custom cases. This is an excellent camera with very few hours on it for sale at half the original cost. Call 305—412-4810.

For Sale—New Unused: Complete Harris Model TAT-98-H 8 Bay Superturnstile Antenna, 45 feet in height, tuned to Channel 8 181.25 to 185.75 MHz. Specially priced $30,000. Contact Gill Schneider or Ed Smith, PO Box 98941, San Angelo, TX 76902 or call 915—657-7383.


ARR-T-4 Bi-Net-Hi Band VTRs. New head, good condition, $1,200. Box E-103.

GE 12KWH UHF Transmitter: Ideal for new station, good condition, $1,400. Box E-104.

GE-PE-350 Color Cameras: Includes lens, cables, CCUs. 2 Available $3,000 ea. Box E-105.

IVC 500A Color Cameras: With all accessories, excellent shape, $7,000 ea. Box E-106.

RCA TK727 Film Camera: Available with TP15 Multiplexer $22,000.

RCA TP68 Film Camera: Good condition $10,000. Box E-109.

RCA PE-240 Film Camera: Excellent Condition $8,000. Box E-110.

New Lenco Terminal Equipment: Discount prices, fast shipment. We will buy your used equipment. To buy or sell, call Toll Free 800—241-7878, Bill Kitchen, Quality Media Corporation. In GA call 404—324-1271.


Five 3M Analog Drop Out Compensators Brand new, never been used. Call 312—348-4000.

2 Hitachi 1000P plumbicon studio cameras, 75' cables, 10x1 EBC lenses. Low time, excellent condition. $12,000 complete (contacts: Bob Featherly, Dow Chemical Co. Miland MI 517—636-5783.

Two (2) RCA TG-3 Sync Generators. Phone 202—866-5895.

One (1) RCA TK-27 Film Camera with TP8 Multiplexer and Pedestal, TP-8 slide projector and TP-16 mm projector 202—686-5895.


Schafer Model 903 computerized automation system with ITC, reel to reel playback units (4), 3 Schafer audioite units, 3 ITC cartridge playback units, 2 of which are set up for time announce. Extel logger printer teletype encoder, SCM 25 hertz tone generator...system is capable of stereo operation and also has studio manual control unit. Contact: Dennis Illi 307—324-7711.

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FOR SALE EQUIPMENT CONTINUED

VR20008 Amtec, Colortec, Vaicomp, D.C.C., Autochroma 1058 Editor 1065 Editec—2 Heads, $45,000. John Wegwand, KFMM, Box 9088, San Diego, CA 714—292-5382, Ext. 224.

Tower, HD 38 Inch triangular, 320 feet, lighted, 1—803—943-2443, Box 293, Hampton, SC 29924.

Andrew Type PHJ2-50A heliarc 3/8 inch. Three 900 ft. lengths. 10 years old. $1000 or best offer. R.C.A BTA-250K 250 watt AM transmitter. $550 and you haul. Gary Liebisch, Chief Engineer, WSQA-AM, Spartanburg, SC 803—858-9509.


COMEDY
Free sample of radio’s most popular humor service! O’LINERS, 386-C West Bullard, Fresno, California 93704.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twinwing, Dallas, TX 75227.


PUBLICATIONS
How to Write for TV News. 32 page booklet. $1.00 Box 5209, San Francisco, CA 94101.

MISCELLANEOUS
Artist Bio information, daily calendar, more/final personality bi-weekly service. Write (on letterhead) for sample. Galaxy Box 20093-B, Long Beach, CA 90801. 213—458-0508.

Prize! Prize! Prize! National brands for promotions, contests, programming. No barrier or trade better! For fantastic deal, write or phone: Television & Radio Features, inc., 168 E. Superior St., Chicago, IL 60611, call collect 312—844-3700.

Custom, client jingles in one week. PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215—525-9875.


INSTRUCTION
Free booklets on job assistance. 1st Class FCC, license and D.J.-Newscaster training. ATS. 152 W 99th St. N.Y.C. Phone 212—221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 18 and July 30. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813—955-6922.

First Class FCC License in six weeks. Contact Elkins Radio License School, PO. Box 45785, Dallas, TX 75245, 214—352-3242.

RADIO
Help Wanted Sales

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.

Help Wanted Management

PROGRAM DIRECTOR

We are a growing broadcasting company looking for a program director for our AM/FM combination in the booming Reno, Nevada market. Succeed being experienced and knowledgeable about all aspects of contemporary programming this person must be interested in assuming general manager’s duties within a year’s time. If you are that person please contact us, Mortimer Broadcasting Company, PO Box 352, Pacific Palisades, California 90272.

Help Wanted announcers

DON'T SEND A TAPE!!

Unless you’re an experienced AM drive jock, you love mornings, you know how to relate to an adult contemporary audience, you want to become involved in the community and make a home here. Mature voice and creative production skill a must. Tape/resume/references to Cliff Blake, PD, 140, 34 Mechanic Street, Worcester, MA 01608 EOE/M/F:

A Park City Communications Station.

AIR PERSONALITY

with at least five years experience in medium or major market. Bright, interesting and interesting. Send tape and resume (no phone calls, please) to: Jay Cook Program Director WFL Radio 4100 City Lane Ave. Phila., PA 19131 EOE

Situations Wanted News

Does anybody need a play-by-play man? Box E-154

BEACH AREAS ONLY

THOROUGHLY EXPERIENCED RADIO/TV PROFESSIONAL AVAILABLE JUNE 15.

More than 20 years of doing it all: Phone talk show, Moderating interview, news spotter, weather radio, RD, music show host. The very best is available to your TV/Radio station at the beach (Southwest preferred). Fringe conditions-perks more important than salary (No 6 day weeks or scramblers, please!). Tapes, resume, references upon request but I prefer to come (at my own expense) and communicate with you personally if you want a really dependable pro, don’t delay—call now: Bob Koolage, 1 Ashville St., Wrightsville Beach, NC 28480 (910) 254-9223.

NEWS DIRECTOR

To Direct Five-Person Staff

This is a Pace-Setting Station

In Broadcast Journalism

KSST, INC. PO. Box 3788

Davenport, IA 52808

Situations Wanted Management

STATION SOLD.


IMAGE BUILDER

18 years station management with emphasis on Public Affairs. Strong oral and written communicator with major-market and industry recognition. Creative but pragmatic bottom-line operator with strong service philosophy (ideal community relations Director for group or independent station preferred). But all replies answered. Box E-131.

B. MARC SOMMERS

Seeking association with company desiring market domination. Medium to major markets.

Box E-144

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


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Help Wanted Management

Director of Media & Instructional Services and General Manager

KUAT-TV-AM-FM

the University of Arizona invites application for the director of media and instructional services, and general manager of KUAT. Must have proven managerial ability thorough knowledge of public broadcasting, and ability to provide creative leadership for all media and instructional activities. Letters of application and complete resume should be sent to:

Dr William Noyes
103 Administration Bldg
University of Arizona
Tucson, Ariz 85721

An equal opportunity, affirmative action title IX, section 504 employer

Help Wanted Technical

ENG TECHNICIAN

MIAMI TV Station has openings for Technicians for its expanding Tech Ops Dept. Must be familiar with micro wave equipment and capable of maintaining ENG gear (sony-u-matics, recorders and mini-cams) 1-2 years experience and FCC first required. Send resume to Manager of Employment PO Box 010787 Miami, Florida 33101

Equal Opportunity Employer M/F

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 Laursen
VP Engineering
Central Dynamics Ltd.
147 Hyatts Blvd.
Pointe Claire, Que. H9R 1G1
Tel: 514-697-0180

VITAL HAS A FUTURE FOR YOU


Help Wanted News

TOP 50 MARKET STATION

in Southeast seeks imaginative, creative assignment editor with a solid news background. Substantial news experience required. Box E-133.

TELEVISION

Help Wanted News Continued

NEWS DIRECTOR POSITION AVAILABLE

WINK TV, Channel 11, the CBS affiliate in Fort Myers, Florida, is seeking a highly qualified individual to fill the position of news director. Individuals seeking the position should possess a minimum of 3 to 5 years experience as news director and a demonstrated record of achievement in all aspects of news administration, production and operation. Deadline for applicants is June 10. Send resume to: Bob Doty, VP and General Manager, WINK TV, PO Box 1060, Ft. Myers, Florida 33902.

TV NEWS ANCHOR

West Coast Network Affiliate seeks experienced news anchor for early-late news. Excellent compensation and fringe benefits. Send resume and qualifications to Box E-57.

Equal Opportunity Employer

CO-HOSTS

Needed for this innovative program. Previous performing and writing experience is desirable, but dedication and ability to work as part of a team are required. Resume and cassette should be mailed to Gene Walsh, PD, WXE-TV, PO. Box 888, Richmond 23207. ABC affiliate: owned by Nationwide Communications: an equal opportunity employer.

REPORTERS ANCHOR PEOPLE MAGAZINE HOSTS

DO YOU HAVE A CHARMING PERSONALITY & FANTASTIC PRODUCING SKILLS?

DO YOU LOVE WORKING IN THE FIELD WITH MINI-CAMS?

DO YOU LOVE PEOPLE?

If so, you are what we're looking for. We're a major group of stations looking for on-air talent for prime time access magazine strips in the top ten markets. Send your resume to Box E-141.

Equal Opportunity Employer, M/F. All responses will be kept confidential.

PM magazine

WJAR-TV

PM Magazine, Providence, Rhode Island, has openings for the following: producer, production assistant, 2 co-hosts, and 4 feature reporters. 

Send resume to Robert Thistle, Executive Producer, PM Magazine, 176 Weystosset Street, Providence, Rhode Island 02903. An Equal Opportunity Employer.

Help Wanted Programming, Production, Others

PUBLIC AFFAIRS TRAINEE

Top-rated TV station in South Florida seeks a bright & aggressive individual with some TV experience but would like to develop a career in public affairs. Emphasis on production, writing, research & narration. Send resume in confidence to:

Manager of Employment PO Box 010787 Miami, Fla. 33101

Equal Opportunity Employer M/F

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 Mid-West Regions.

The company has been in business for twenty years and has consistently led the industry in technical 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
Altm. John Barker
Vice President
15 West Main Street
Elmwood, New York 10523

Broadcasting May 21 1979

98
HELP WANTED SALES CONTINUED

MARKETING SALES EXECUTIVES
The Television Bureau of Advertising (TvB) is seeking additional broadcasters as Marketing Sales Executives to cover various sales territories. Responsibility includes working with and for television stations and markets in the development of television dollars. Applicants must have previous broadcast sales experience at local stations and/or national reps. Good salary, good benefits and outstanding challenge and opportunity. Resumes only-no phone calls. Robert Lefko, Executive VP-Sales, TvB, 1345 Avenue of the Americas, New York, N.Y. 10019.

Situations Wanted News

LATE 30's Anchorman
would like a permanent shot at doing same in your shop. Sort of TV's Mike Royko. Wants Anchor plus interviewing, plus a chance to make a few ripples & ratings. Major markets only: 50K. Box E-149.

CABLE
HELP WANTED MANAGEMENT

NATIONAL DIRECTOR OF MARKETING
Continental Cablevision is seeking an experienced professional to manage and develop its Marketing Division at the Company's corporate headquarters in Boston.

This individual will report directly to the Vice President/Marketing and will have primary responsibility for the management and administration of the Company's consumer marketing activities and for merchandising those activities within the Company's operating divisions.

The right individual for this position must possess strong managerial, leadership and people skills, be imaginative and creative in merchandising both the product and the capabilities of the division, and have a strong desire for personal growth. Corporate experience in management or marketing is required, with salary level of $30,000 plus.

All inquiries will be held in confidence and answered promptly in writing. Send a detailed resume and salary history to:

Thomas R. Whitelock, Vice President/Marketing
Continental Cablevision, Inc.
24 Lewis Wharf
Boston, Massachusetts 02110
An Equal Opportunity Employer

ALLIED FIELDS
HELP WANTED SALES

REGIONAL SALES MANAGER
Excellent growth opportunity with a leading manufacturer of television switching and terminal equipment. We're looking for aggressive, self-motivated individuals who can produce results for us in territories with high sales volume potential. Excellent salary and incentive program with superb benefits package. Send resume and salary history to:

Box E-156
It's not programming. It's not the economic climate. It's not the market or the nature of the medium that keeps most stations' gross below the local hamburger entrepreneur's.

It's sales training, the lack of.

What passes as sales training is indoctrination: learning a station's operations procedures, how to write, and process an order. Not how to get one.

The School of Hard Knocks is a bygone tradition. It's no way to give sales a good swift kick in the charts. It breeds order-taking, off-rack selling.

No place for amateurs.

Advertising is too competitive, too expensive to rely on seat-of-the-pants representation. Retailing advertising time requires expertise in all media. It takes tools and techniques not ordinarily available to small and medium market stations.

The Big Mac Syndrome.

So maybe you do have an excuse. For the fact is, no individual station has the time nor the resources to train a professional time-selling staff. Which helps explain why 7000+ radio stations can't outgross 5000+ hamburger stands (MacDonald's).

Clearly what this industry needs is a sales training center—its own Harvard Business School—where a station can send its up-and-comers to learn "Consultant Selling," the highest and most successful form of time-selling.

Such a facility is now a reality in Los Angeles—has been, for two years now. It's the KiIS Broadcasting Workshop's pace-setting AE program. This may come as news because the facility has kept a low-profile till the first graduates had a chance to show their stuff.

The bottomline is outta sight.

Our graduates are averaging $20K+ their first year out—working in small to medium markets. Many are Sales Managers already, some GMs. After hiring a KiIS-trained AE, some stations have doubled their previous year's gross. Not bad for starters. We must be doing something right.

To find out what exactly, talk to Kersh Walters, Chairman of the AE training program. He'll tell you about the curriculum, the hands-on teaching method, the line-up of instructors (all top-hands), the cost and timing, and more results our graduates have produced—complete with names and phone numbers of station owners employing them. Kersh's number is (213) 462-5600. Or write KiIS Broadcasting Workshop AE Training Division, 1220 N. Highland, Hollywood, CA 90038.

Ask him.

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!
PUBLIC NOTICE

The Village of Garden City has extended the time limit for filing applications for a cable television franchise. Applications, prepared in accordance with the Request for Proposals, will continue to be accepted until June 22, 1979.

Fred J. Davis
Superintendent of Building Dept.
Incorporated Village of Garden City
351 Stewart Avenue
Garden City, New York 11530

The Board of Directors of National Public Radio will meet in regular session on Thursday, May 24, 1979, at 2:30 p.m. in the Ticonderoga Room of the Hyatt Regency Washington, 400 New Jersey Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Audit/Compensation, Long-Range Planning & Legislation, Membership, Programming and Technology & Distress. The board will also consider the proposed FY 80 NPR Budget.

For information concerning this meeting, please contact:
Ernest T. Sanchez
General Counsel
National Public Radio
2205 M Street, N.W.
Washington, D.C. 20036
(202) 785-5369

The Annual Meeting of the Membership of National Public Radio will take place at 1:00 p.m. on Wednesday May 23, 1979 in the Hyatt Regency Room of the Hyatt Regency Washington, 400 New Jersey Avenue, N.W. Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, Treasurer's Report. For information concerning this meeting, please contact:
Ernest T. Sanchez
General Counsel
National Public Radio
2205 M Street, N.W.
Washington, D.C. 20036
(202) 785-5369

May 23-24, 1979, Public Broadcasting Service Executive Committee meeting, Hyatt Regency Chicago Hotel, Chicago, Illinois. May 23, 6:30 p.m., report and recommendations of the public television system planning project. Meeting reconvenes May 24, 6:30 a.m. Open to the public.

For Sale Stations

H.B. La Rue, Media Broker
RADIO TV SPORTS APPRAISER
West Coast: 44 Montgomery Street, 5th Floor San Francisco, California 94104
(415) 873-4474
East Coast: 210 East 53rd Street, Suite 50 New York, N.Y. 10022
(212) 288-0737

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/226-0385 Suite 214
11651 San Vicente Blvd.
305-602-0385
Island Ave. N.W.
Los Angeles, CA 90046
Washington, D.C. 20036

MEDIA BROKERS
APPRAISERS
RICHARD A. SHAHEEN
345 North Michigan - Chicago 60611
312-467-0040

DESSERT. Strong FM/AM in high growth market. $2.75 million.
SUNBELT. AM in attractive market. $1.5 million.
Exclusive Listings
Call Frank Calcagno or Brad Hart
(212) 892-2430 (212) 692-2304

BANKERS TRUST COMPANY
280 Park Avenue, New York, N.Y. 10017

R.D. HANNA ASSOCIATES
(formerly Hot Corporation West)
BROKERS-APPRAISERS-
CONSULTANTS
(214) 696-1353
5944 Luther Lane
Suite 401 — Dallas, Texas 75225

FOR SALE BY OWNER
Full time 5kw AM, class A FM, Not in market, 50 miles from Wash., D.C. real estate. 1.25 MM cash. Principals only.
Box E-127

Reggie Martin & Associates
Profitable Va. FT AM $185M terms.
Sm. VA mkt AM/AM adj. big mkt $285M terms.
Maj. NC mkt FT AM 3x gross $1.5 ml cash.
Booming Ft. coastal resort FT AM $710M terms.
Call Ron Jones 804/758-4214
Box G-61 Locust Hill, Va. 23092
For Sale Stations Continued

STATIONS

<table>
<thead>
<tr>
<th>STATION</th>
<th>Type</th>
<th>Frequency</th>
<th>Total Cost</th>
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<td>W1</td>
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<td>AM</td>
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<td>W5</td>
<td>Major</td>
<td>Fulltime</td>
<td>$2.8MM</td>
<td>Bill Hammond</td>
</tr>
</tbody>
</table>

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341.

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

BROADCAST OPPORTUNITIES

- AM AND FM COMBOS IN SOUTHEAST
- Network, UHF, TV Stations
- Cable Systems in the South and Northeast

MEDIA BROKER SPECIALISTS
TV - RADIO - CATV
RO. BOX 6175
FT LAUDERDALE, FLA. 33338
PHONE (305) 561-8344

BROADCASTING'S CLASSIFIED RATES

Payable In advance. Check or money order only (Billing charge to stations and firms: $1.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted: Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

 Replies to ads with Blind Box numbers should be addressed (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forvardable and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $5.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COO, PD etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

THE KEITH W. HORTON COMPANY, INC.
P. O. Box 948
Elmhur, NY 14062
(607) 723-7138

Brokers and Consultants to the Communications Industry

Select Media Brokers

<table>
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<tr>
<th>STATE</th>
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Am-FM

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<tr>
<td>GA</td>
<td>Daytime AM</td>
<td>340K</td>
</tr>
</tbody>
</table>

Fulltime FM

(Disstress Sale)

RO. Box 5, Albany, Georgia 31702
(912) 893-4506

HOLT CORPORATION
BROKERAGE - APPRAISALS - CONSULTATION OVER A DECADE OF SERVICE TO BROADCASTERS
The Holt Corporation
Westgrass Mall, Suite 205
Bethlehem, PA 18017
215-825-3175

Broadcasting May 21, 1979
100


Elected VP's. Scripps-Howard Broadcasting: Edward Cervenak, general manager of company's WESS(TV) Cleveland; Robert Regalbuto, general manager of its WPTV(TV) West Palm Beach, Fla.; and James E. Smith, assistant to president for sales at Scripps-Howard Cleveland headquarters.

John T. Caldwell, general manager of non commercial WOBY-TY Springfield, Mass., joins noncommercial WTVI(TV) Detroit as president and general manager.

John Page Otting, VP-general sales manager. WEBS(FM) Cincinnati, joins WKLQ(AM)-WCSN(FM) Louisville, Ky., as president and general manager.

S. Richard Kalt, VP of General Communicorp, New Haven, Conn., which owns WPLR(FM) there and WOM(AM) Hamden.

Conn., appointed senior VP for sales and opera tions and general manager, Gary Pease, from Society National Bank of Cleveland, joins General Communicorp as VP for development and control.


Ted Arnold, VP-general manager. WHBF-AM-FM Rock Island, Ill., retires after 41 years with sta tion.

Joe Fife, in advertising capacity with WONS(AM)-WOGF(FM) Tallahassee, Fla., ap pointed VP-station manager.

James LeVitus, president of Clarion Corp. of America, part of Clarion Co. Ltd., Tokyo based auto sound manufacturer, appointed president of American Subscription Television of California.

Hugh F. Del Regno, VP-director of business affairs, Metromedia Television, Los Angeles, joins Starr Broadcasting Group, owner of eight radio and two television stations, as VP-chief fi nancial officer. He will be based in Los Angeles, when company moves from East Coast head quarters.


Charles Stephen Currie, program-promotion manager. WORU-FY New Orleans, joins KON- TV Portland, Ore., as broadcast operations manager.

Robert R. Schuller, general manager, WCMF- AM-FM Pine City, Minn., joins KEIN(AM) Great Falls, Mont., as station manager.


New officers, Dallas chapter of American Women in Radio and Television: Susan Ziller, Telerep, president; Lynn Bovee, KXTX-TV, VP and president-elect; Kathy McCauley, KCBN Advertising, recording secretary; Wanda Tucker, Katz, corresponding secretary, and Sandi McQuality, Tracy-Locke, treasurer.

Broadcast Advertising

Julian Avrutick, formerly president and one of founders of Ammirati, Puris, Avrutick, which was at one time subsidiary of Young & Rubicam, named executive VP and director of marketing for Y&R USA and regional director for agency's Southern region. He will be based in New York.


Louis, named associate creative directors. Maren Gibson, production artist, Famous-Barr Co., joins DM&M in St. Louis as staff artist.

Marion L. Prins, president of marketing-creative company. Marion L. Prins & Associates, Chicago, joins McCann-Erickson as executive VP-regional manager of McCann/Chicago.

Allan Tractenberg, account supervisor on Pepsi account, and David Seal, account supervisor on Lever account, BBDO, New York, elected VP's.

Alan Sheldon, VP-domestic business affairs manager, in charge of financial area of Young & Rubicam USA. New York, elected senior VP.

Jay Levinson, VP-account supervisor, Bozell

"The person you describe is the person I'll deliver" Joe Sullivan

*Finding a first-rate executive isn't enough. You want the right one.*

"Right for your company. Right for you. I understand your needs. I relate them to my own 18 years of executive responsibilities in media and communications. When you tell me what you want, I search out and deliver the right person."

"I know where to look. How to evaluate critically in terms of your specific preferences. And how to create the right climate for successful recruiting. You get an effective, knowledgeable, professional search. And you get exactly the person you're looking for."

Executive Search and Recruitment
1270 Avenue of the Americas
New York, New York 10020
(212) 765-3330
William J. Lunn Jr., president of RC Cola USA, Chicago, joins Benton & Bowles as senior VP and general manager of Chicago office.

Robert Barocci, chairman and chief executive officer of Leo Burnett Ltd., London, named regional managing director for Europe, United Kingdom and Canada. He will relocate to Burnett headquarters in Chicago, but date has not been set.


Steven Murphy, director of management services, and Joseph Poulín, director of sales research, both in sales strategy division of Blair Television, New York, named VP's. Philip I. Kent, marketing assistant in Blair's market development division, appointed to new post of director of marketing services. Murray Berkowitz, account executive with Blair's ABC-green team, and Richard Morris, account executive with NBC-green team, named assistant sales managers of respective teams.

Kenneth MacQueen, with Katz Television, New York, named VP of Katz Television Broadcast Group, coordinating planning and administrative activity of Katz American Television and Katz TV Continental. JoAnn Levy, spot media supervisor, Western International Media, Los Angeles, joins sales staff of Katz American Television there.


Michael Velazquez, account executive, ABC-TV Spot Sales, Los Angeles, transferred to New York in same capacity.

Deanna Harris, account executive, WEEHAM Boston, joins CBS Radio Spot Sales, San Francisco, as account executive.

Ronny Wach, research analyst, Metro TV Sales, New York, joins Top Market Television there as research-planner for Post-Newsweek stations WDIV-TV Detroit and WJXT-TV Jacksonville, Fla.

Pamela Caldwell, senior broadcast buyer, Clinton E. Frank, joins Pro Radio, Chicago, as account executive.

Richard W. Chaplin, president, Stuart Broadcasting, Lincoln, Neb., named chairman of the Radio Advertising Bureau state liaison committee, which will coordinate appearances of radio executives at state broadcasters association meetings at which RAB's new advertising campaign will be explained (BROADCASTING, May 14).

F. Patrick Duffy, account executive, KABC-LA Los Angeles, appointed sales manager.

Rod Whisenant, account executive, KHOU-TV Houston, named local sales manager.

Debbie Gilstrap, national sales manager, KLZ-AM-FM Little Rock, Ark., named general sales manager.

Kristina Karavitis, account executive, KTRK-TV/Los Angeles, named local sales manager. Hal Merrill, account executive, KTLA-TV Los Angeles, and Michael Sonberg, account executive, KNX-FM Los Angeles, join KTRK as account executives.

Allen R. Shaw, general manager, WAIF-FM Jacksonville, Fla., joins Florida Network, Orlando, as director of sales.

Jim Tiller, from WOHN-HAM Herndon, Va., joins WRAL-FM Raleigh, N.C., as sales manager.

John Paul Jones, general manager, WNCT-AM-FM Greenville, N.C., joins WXIA-FM Yankton, S.D., as national sales manager.


Cheryl G. Kerns, in retail sales development department of Gateway Communications, Altoona, Pa., named account executive for Gateway's WTAJ-TV Altoona.

Bernard Black, sales and marketing director for national management research firm, Roth Young of Miami, joins WZZM-Miami as account executive.

Phyllis Johnson, from KBNF-FM Oklahoma City, joins sales team of KENC-FM there.

Wanda Wagner, from Reading (Pa.) Merchandiser, joins WRFY-FM Reading sales department.

Lisa Fitzsimmons, graduate, University of Maryland, College Park, joins WASH-FM Washington as sales assistant.

Programming

Mary Alice Dwyer, director of daytime and children's programs, NBC Entertainment, New York, named VP's children's programs.

Scott M. Siegel, program executive for NBC-TV, CBS Entertainment, Los Angeles, as director of dramatic program development.

Andrew Susskind, from Talent Associates, Los Angeles, joins Time-Life Television there as director of comedy development.

E.A. Bowen, VP-finance and administration, 20th Century-Fox Film Corp., Beverly Hills, Calif., named senior VP.

Ron Roth, VP-movies and long form development for Columbia Pictures Television, Burbank, Calif., becomes contract producer for CPT. Ollie Hesketh, promotion manager, WBOB-TV Burlington, N.J. (Philadelphia), joins CPT Distribution in Burbank as director of advertising and sales promotion.

Warren Lieberfarb, VP of Lorimar Productions, Burbank, Calif., appointed senior VP responsible for advertising and publicity departments.

John Oda, from Allied Artists, joins Buena Vista Distribution, Walt Disney company, as Pacific Coast district manager.

Steve Friedman, associate producer of NBC-TV's Today, based in Los Angeles, named producer of series in New York.


David Simon, program manager, WKBV-TV Detroit, joins WTTN-GTV Washington as program director.

Sally Ihne, instructional services consultant for community colleges in Iowa Department of Public Instruction, joins Iowa Public Broadcasting Network. Des Moines, as director of educational services.

Dan Kruse, program director, WYNN-HAM Salem, N.H., joins WCQY-FM Lawrence, Mass.,
as production manager and air personality.

News and Public Affairs

Charles Kaye, freelance writer in New York and former news director for WHNAM-AM there, joins WINSAM-AM New York as news director.

Robert J. Jordan, executive news producer, waz-TV Boston, appointed assistant news director, succeeding Don Ross, who became news director (Broadcasting, May 7).

Sandy Gilmour, reporter for KUTV-TV Salt Lake City, named NBC News correspondent based in Houston.

Don Porter, general assignment reporter, KGW-TV Portland, Ore., named Washington bureau chief, of King Broadcasting, licensee of station.

Charles Munro, executive producer, 11 p.m. news, wxyz-TV Detroit, named executive producer of all news for station.

Dan Medina, from KMOV-TV San Antonio, Tex., joins KKS-AM Fort Worth as reporter.

Robert King, news producer, WPVT-TV Philadelphia, joins KKS-AM in same capacity.

Steve Dawson, investigative reporter, WTVY-TV Jacksonville, Fla., joins WCKT-TV Miami as assistant producer and reporter.

Don Clouston, from KAYS-TV Hays, Kan., joins KTSB-TV Topeka, Kan., as general assignment reporter and weekend sports anchor.

James Hall, from WREN-AM Tupelo, joins KTSB as weekend weather reporter.

Barbara Bernhard, former reporter for National Public Radio’s All Things Considered, joins noncommercial KUOW-FM Seattle as news director.


Promotion and PR

Ilene Amy Berg, supervisor of broadcast publicity, ABC Public Relations, East Coast, New York, named manager of broadcast publicity.

Ron Crowe, promotion manager, KXAS-TV Fort Worth, joins KHOU-TV Houston in same capacity.


Cathy Czerninski, on-air producer-writer, WXYZ-TV Detroit, named assistant director of creative services.

Cable

John Calvetti, president of Prism, regional pay television network, Philadelphia, resigns. Lou Scheinfeld, president of Prism from its inception in 1976 until 1978, who has been handling special projects for Spectar, parent company of Prism and wiof-AM Philadelphia, becomes interim president of Prism until successor is named.

Robert Gross, national launch manager for Tele-Communications, Denver, named national field manager of Showtime Entertainment, New York.

Julian (Jay) Rush Jr., legal adviser to bureau chief, Cable Television Bureau, FCC, Washington, joins Horizon Communications Corp., Evansville, Ind.-based cable television company, as general counsel and corporate secretary.

Stephen Miller, from Warner Cable, Martinsburg, W. Va., joins GTE Sylvania, CATV operations, as sales engineer for north central region.

Broadcast Technology

John D. Harper, former chairman and chief executive officer of Aluminum Co. of America, Pittsburgh, elected chairman of Communications Satellite Corp., Washington. Harper has been vice chairman of Comsat since January, and succeeds retiring John H. McConnell, who will continue as director.


Elizabeth Sauer, with professional products department of Sharp Electronics, Paramus, N.J., named sales administrator.

David Hudson, director of engineering, Far East Broadcasting Co., joins staff of Hammett & Edison, consulting engineers in San Francisco.

Allied Fields


William D. Garrison Jr., formerly assistant director of State of North Carolina’s Washington office, has been named director of congressional relations and public affairs of National Telecommunications and Information Administration.

Carolyn Lewis, associate professor, graduate school of journalism, Columbia University, New York, appointed by President Carter to serve on special commission to investigate Three Mile Island nuclear power plant accident. Lewis was reporter for United Press broadcast services, Washington Post and National Public Affairs Center for Television for 25 years before becoming professor.

Patricia Liguori, research market specialist, Major Market Television, New York, joins Arbifron Television there as client service representative. Cathy Darney, sales assistant for Katz Agency in Los Angeles, joins Arbifron Radiop Station Sales there as client service representative.

Richard Zimmerman, formerly with Maine Public Broadcasting Network, joins Instructional Communications Center, University of Louisville (Ky.), as producer-director.

Deaths


Anita L. Altobello, 47, former manager of WNAV-WFAM Washington, died May 3 at her home in Vienna, Va., of cancer. She worked for Arthur W. Arundel Enterprises, communications firm, in early 1960’s and was named manager of WNAV in 1976 when it was owned by Arundel. She retired less than a year later because of sickness. Survivors include her mother, brother and three sisters.

Joe M. Morales, 51, program director, KLVM-AM Houston, died May 7 in Houston area hospital of heart failure. Morales had been program director since 1950. His father, Felix H. Morales, is owner of KLVL and KPHM-AM San Antonio, Tex. Survivors include his father, wife, Lorraine Cano, two daughters, one son, and mother.

Flooded out. WJXN-AM Jackson, Miss., has been silenced by flood waters from the Pearl River. Studios, equipment, and the station’s collection of broadcast memorabilia were destroyed April 14 when 12 feet of water engulfed the area. Efforts to get the gospel-formatted station back on the air are being organized out of a mobile home, and so far, a transmitter, audio console, turntables, cart machine and other equipment have been purchased.
Cable's Robert Hughes: starting over at the top

As is his industry, Bob Hughes is in transition. This week in Las Vegas, for example, he will relinquish the gavel of cable television's biggest trade association, the National Cable Television Association, after a year as its chairman. Earlier this year, he turned over the reins of Communications Properties Inc., the country's eighth largest multiple system operator, to Times Mirror Co. in an $85-million deal.

Although he likes to tell people he is unemployed (after stepping down as CPI chairman in March), Hughes is continuing his affiliation with the company as a consultant—a role that gives him the time to work out his next deals involving a new cable system, an Austin, Tex., bank, and (seriously) an island in the Bahamas.

The island is Bimini, one-time retreat of such public figures as author Ernest Hemingway and politician Adam Clayton Powell. It houses a recreation complex, once owned by Rockwell International, that Hughes and several partners plan to acquire, along with 750 of the island's 1,000 acres. Involving a price tag "in seven figures," Hughes says, "it's probably the craziest thing I've ever been involved in"—and, he adds, the most fun.

At 43, after 10 years at hard labor in cable, Hughes is ready for a little fun in his professional life. Having helped build CPI "from only an idea," he shared the industry's bad times. In 1973 and 1974, for instance, when business was operating at a loss, "I can remember some very touch-and-go business with bankers," he says. Then there were the 2,000 stockholders to please. "In a public company, your time is not your own," he says. "There wasn't any time to do anything but build CPI."

Although CPI was his first personal venture into cable television, Hughes was involved with the industry long before CPI's founding in 1968. In an accent that betrays his rural Oklahoma upbringing, Hughes tells how he first came into contact with cable while working at his first job out of Harvard business school. He was vice president of Texas Capital Corp., a small-business investment firm in Austin, Tex., 1963, "when banks wouldn't even look at cable." Hughes recalls, Texas Capital began putting together financing for cable systems. From 1964 to 1968, "I spent half my time doing that . . . I started getting excited about it." At that time, he says, cable was just beginning to grow out of its traditional role as simple retransmission system for markets that received weak over-the-air TV signals, and was expanding into markets that already had three network affiliates.


In 1968, he and two associates, Jack Crosby and Ben Conroy, founded CPI, operating three systems in Texas—Del Rio, Uvalde and Kerrville—with a total of 15,000 subscribers. When they sold out to Times Mirror in January this year, the company had 325,000 subscribers and two more franchises, in Hartford, Conn., and Louisville, Ky., with over 100,000 subscribers each.

Hughes doesn't credit all his success to his own business acumen. "It's gratifying to look back and see that we all survived—thanks to the satellite," he says. "I don't know what we'd have done in this industry if it hadn't been for the satellite."

Over a year ago, Hughes was quoted in Broadcasting as saying things looked bad for the cable industry, mostly because of the FCC's restrictions on distant signal importation. It was his judgment at the time that CPI's Louisville franchise should lie fallow until some better programming came along than the system would be allowed to pick off the air under the FCC's rules.

It did, but it wasn't standard television programming; it was satellite programming—pay channels, children's programming, the Madison Square Garden sports package and finally the superstations. Satellite-transmitted programming was important, Hughes says, "because it eliminated a lot of the teeth of the syndicated exclusivity rule."

The Louisville system has now been built and put into operation, and Hughes now has nothing but optimism about cable's future. This week's NCTA convention will demonstrate, he thinks, that the trend toward new and innovative programming for cable is continuing. But his long-range prognosis for cable is for dramatic development in the nonprogramming areas. He has in mind things like burglar alarms, fire alarms and medical alert services, "and I think those are just scratching the surface." And he adds: "If we don't begin focusing a lot more on other types of broadband uses . . . the telephone companies will."

Hughes's confidence in cable's future is backed by his new venture, an MSO called Prime Cable Corp. He is forming with his old partner, Jack Crosby. They signed a contract for their first franchise—in Jackson Hole, Wyo.—last month and are negotiating for others on the Eastern seaboard. Hughes thinks it will grow to "some size."

He and his partners plan to keep the firm private, however. He thinks in that way he'll be able to allocate more time to his other ventures, to his wife of 18 months and three children (from previous marriages; two from his, one from hers), and to such favorite leisure pursuits as tennis and golf.

Hughes says he is relieved to be finishing his year as NCTA chairman, a job that has consumed more than 60% of his working days. It has been a year of momentous events in Washington—the introduction of the first and second Communications Act rewrites and Senate Communications Act revision bills, the revival of the retransmission consent proposal and proposed removal of signal carriage restrictions by the FCC. But, as Hughes looks at it, it has been remarkably trouble-free.

"All cable operators were recording profits," he says. "Everybody is happy."

That prompts his parting advice to incoming NCTA Chairman Douglas Dittrick and the rest of the industry: "Don't become complacent." It's advice that Hughes, with three new careers on the drawing board, is heeding himself.

Broadcasting May 21 1979 105
Pie in the sky

There was vociferous argument last week for and against the inclusion in the Communications Act rewrite of a provision requiring cable systems to obtain the consent of television stations or program owners before retransmitting distant signals. Cable interests hate the proposal no less now than they did when it was advanced, and then discarded, as an FCC rule back in 1968. Superstations, which had not been invented at the origin of the idea, hate it now with the passion of discovery. The proposal commands support from those that foresee the devaluation of their own properties if cable is allowed the virtually unrestricted use of broadcast programming relayed by satellite.

The cable industry argues that it pays enough, about $14 million a year, in compulsory copyright fees for the signals it takes off the air. The superstation superchief, Ted Turner, argues that he would be put out of business if he had to pay for programs on a scale equal to the nationwide stretching of his signal by satellites and cables. Both assert the high purpose of their mission to increase diversity in program supply, and both minimize the potential damage that distortions of the delivery system may cause to on-the-air television.

It is true that few broadcasters can prove economic injury by cable up to now, but if the aspirations of the cable-superstation combination are realized, by definition broadcasters everywhere will begin seeing programs they bought for presumably exclusive use imported to their markets from distant stations. A dilution of audience and advertising values is inevitable. (It must also be noted that the process of unrestricted importation will lead to at least as much program duplication as diversity.)

As the law and FCC rules now stand, the marketplace offers no way for broadcasters and program suppliers to arrest the erosion of exclusivity. The compulsory license inserted in the copyright law at the connivance of cable and major program sources (the latter now regretting the deal) eliminates all chance of price negotiations between cable and broadcaster or cable and broadcast program supplier. An FCC rule, adopted in 1973 for other purposes, would seem to deny a local broadcaster all chance of negotiating exclusivity against the use of a syndicated program by a superstation entering his market. The rule prohibits stations from acquiring territorial exclusivity beyond 35 miles.

The existing cable-superstation arrangement can be justified only if it can also be agreed that Avis should be empowered by government law and rule to rent cars from Hertz at, say, one percent of retail price and re-rent them to customers at full market value in cities where Hertz is also trying to do business. Avis would soon rise above its role as number two to become not only number one but also one and only.

Absent the restoration of realistic marketplace rights in the cable-superstation-broadcasting system, the same thing could happen there.

Layer of a cornerstone

In their pantheon of heroes, few broadcasters would think to include David L. Bazelon, who last week announced his intention, at the approaching age of 70, to go into semiretirement as senior judge of the U.S. Court of Appeals in Washington. Judge Bazelon, who served as chief judge of that important court from 1962 to 1977, wrote and participated in more opinions disadvantaging broadcasters than favoring them. Yet in his recent years he may have done more than he is credited with doing to prepare the way for current moves toward the deregulation of broadcasting.

In his first 23 years on the appellate court and first 10 as chief judge, Bazelon voted consistently to expand federal controls. Then, in November 1972, he issued a long and thoughtful dissent to an opinion affirming a denial of license renewal on, among other grounds, violation of the fairness doctrine. Judge Bazelon had suddenly developed qualms about the constitutionality of a central feature of the regulatory scheme. In so doing, he put himself at odds with a benchmark decision of the Supreme Court, issued in June 1969 in the so-called Red Lion case, holding the fairness doctrine and the FCC's right-of-reply rules to be constitutional.

The Supreme Court had reasoned that the "scarcity" of broadcasting facilities justified a lower order of First Amendment protection for broadcasters than that enjoyed by the printed press. Red Lion, said Judge Bazelon, cannot be the "final word." Broadcasting, he said, had developed into a full-fledged journalistic medium with far more stations than daily newspapers. "We should recall," he wrote, "that the printed press was the only medium of mass communication in the early days of the republic—and yet this did not deter our predecessors from passing the First Amendment to prohibit abridgement of its freedoms."

He amplified the theme in a 1977 opinion concurring in the overturning of the FCC's new standards of prohibited indecency, adopted in the George Carlin dirty-words case. He asserted that in the application of obscenity laws, broadcasters are entitled to no less First Amendment shelter than is given the proprietors of other media. Although that appellate decision was later overturned by the Supreme Court—a poor refuge for any First Amendment case in the court's present composition—the Bazelon theories survive in other forums. In both the Congress and the FCC, the present rationale for the removal of various federal controls comes from Bazelon's declaration that the scarcity argument is outmoded.

Who knows? In time his views on First Amendment parity may also be adopted where law is interpreted or made. When that time comes, David L. Bazelon's place will be where the fight is brightest in the pantheon.
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TOTAL KGGM-TV% OF FULL TIME & PART TIME FEMALE SPANISH-AMERICAN AND ETHNIC EMPLOYMENT JAN. 1, 1968 — OCT. 1, 1975

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Over the period from January 1, 1968 to October 1, 1975, the employment of women rose from 17% to 37%. During the same period, the employment of Spanish Americans rose from 13% to 31%. Total ethnic employment (including Indians, Orientals and Blacks) rose from 13% to 38%.

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