Only Eyewitness News covers Twin Cities' stories in places like Des Moines, England and China.

KSTP-TV's EYEWITNESS NEWS, the only local television news operation in the state to accompany the Minnesota delegation on their recent visit to mainland China.

KSTP-TV's EYEWITNESS NEWS with exclusive live local coverage from Des Moines, Iowa as Pope John Paul II visits America's heartland.

KSTP-TV's EYEWITNESS NEWS, on hand in Great Britain with exclusive local coverage welcoming Minnesota's own Gerry Spiess to the other side after his historic trans-Atlantic voyage in a 10-foot sailboat.

Being the best local news doesn't mean being "local". Twin Cities' viewers have learned they can count on getting ALL the news that affects their area from EYEWITNESS NEWS, no matter where or when it happens. It's one reason more people watch KSTP-TV's EYEWITNESS NEWS than any other Twin Cities' evening news.*

KSTP-TV Down to earth. Up to the minute.

#1 EYEWITNESS NEWS Minneapolis, St. Paul.

For more information call KSTP-TV at 612-645-2724 or your nearest Petsy office.
Why is Les Goldberg producing radio commercials, when he should be out selling them?

This McGavren Guild Radio vice president had a real problem. How to help Fotomat substantially increase their sales during the gas crunch, without substantially increasing their ad budget.

The solution: produce a series of public service spots designed to tell customers that exciting photos could be taken "Not far by car from where you are." After all, it was reasoned, "Pictures give you more memories per gallon."

We agree. So does Fotomat. They're hooked on radio. Les Goldberg is too. Because he knows that producing radio spots is just one more way to produce radio sales.

McGAVREN GUILD RADIO
People who know the territory.
For a Limited Number of Radio and Television Stations

These tough, four wheel-drive Scouts are perfect to use as contest giveaways, news vehicles, mini-remote units, merchandising incentives, equipment transports, or any one of a hundred other uses.

Hurry! If you are in one of the 100 largest ADI's, CALL or write to us on your letterhead immediately. This is the first time International Harvester has ever traded Scouts nationally.

International Scout will use much of its air time during first quarter. Scout assures us that this special program will not disrupt its normal cash expenditures.

Exclusive agent for this promotion:

Network Programming Concepts, Inc.
10 South LaSalle Street
Suite 725
Chicago, Illinois 60603
Call TOLL FREE, 24 Hours:
800-621-1466 ext. 6039
(in Illinois 800-972-1966 ext. 6039)
State of the art is more than hardware to the Insilco Broadcast Group. It's people and ideas; it's programming and service... the hallmark of excellence established by 10 Insilco broadcast operations in 4 states.

As we grow bigger the state of the art gets even better.

INSILCO BROADCAST GROUP

Connecticut: WELI New Haven, WKSS Hartford
Florida: WVC6, WYOR, Miami/Coral Gables/Fort Lauderdale
Louisiana: WGO, WQEU, Insilco Sports Network, New Orleans
Oklahoma: KTOK, KZUE, Oklahoma News Network, Oklahoma City

a wholly-owned subsidiary of
BROAD STREET COMMUNICATIONS CORP.
The Week in Brief

JOHN PAUL'S JOURNEY  □ The Pontiff arrives in America, for a week's tour of U.S. cities, and if millions of people saw him in-person, many millions more were seeing him on TV, as local stations and networks mounted a massive, expensive effort to detail the Pope's visit. PAGE 27.

BLACKS WANT IN  □ The National Black Media Coalition meets in Washington, takes the occasion to drop off at the FCC a massive petition seeking breaks for minorities in all areas of communications. PAGE 30.

BUT HOW?  □ The FCC is gearing up to deregulate radio—but that means different things to different commissioners. It's a mixed bag of options from which the commission will choose, and the specter of court challenges hangs over them all. PAGE 32.

DESTINATION: D.C.  □ Along with Pope John Paul II, some 1,200 radio broadcasters were heading for Washington over the weekend. The station people were going to the National Radio Broadcasters Association annual convention for four days of meetings keyed to the theme of the challenge they face in the 1980's. A complete agenda begins on PAGE 35, equipment exhibitor listings start on PAGE 36 and hospitality suites follow on PAGE 81.

PEAK OR PLATEAU?  □ Brokers feel, and recent deals indicate, that the value of AM stations isn't what it used to be—or at least it isn't going up like it used to—while FM's have become the glamour acquisition in radio. PAGE 52.

THE NEWSWEEKLY

VICTORY FOR VCR'S  □ Sony survives first court test; federal judge rules that home videotape recording of off-the-air free programing doesn't violate copyright and doesn't hurt program producers—one of which at least says it will appeal decision. PAGE 63.

IT'S RED HOT  □ Radio is, that is, according to RAB's newest promotion for the medium, which will be backed by Dick and Bert on-air spots and "radio radio" sets. PAGE 68.

JUST IN CASE  □ Newspapers come up with First Amendment insurance policy; NAB says it's looking into similar provision for broadcasters. PAGE 71.

NBC HOLDING UP  □ ABC wins first place in second full week of new season, but last year's also-ran is still this year's strong number two. PAGE 73.

TRYING HARDER  □ In response to extensive criticism of its management practices, the FCC tells the GAO that it's working on improvements, particularly the shifting of more responsibilities to the commission's executive director. PAGE 76.

YES, BUT  □ Appeals court upholds some of the particulars of the FTC's children's advertising proceeding, but indicates it has some doubts about it over-all. PAGE 79.

GO SLOW  □ Comments to the FCC in its inquiry into the possibility of reducing AM channel spacing to 9 kHz agree generally on one thing: the commission should take a cautious approach to this question. PAGE 82.

OFFENSIVE INTERFERENCE  □ The FCC says it's going to look into the problems home computers are causing TV set reception and come up with limits on interference. PAGE 88.

PQW'S CHUCK KINNEY  □ The rep firm president was fascinated by the advertising business as a youngster, and still is, as he manages one of the largest broadcast sales firms. PAGE 113.
The Pulitzer family of TV and radio stations has always stood for the best in broadcasting. And Blair has always been proud to be the national sales rep for every station on their roster.

For TV, that's meant KSDK (formerly KSD-TV) in St. Louis, KETV in Omaha, and KOAT-TV in Albuquerque. In radio, it's KTAR (AM) and KBBC (FM), both in Phoenix.

And now with Pulitzer's newest additions, WTEV in Providence/New Bedford and WGAL-TV in Lancaster, Pennsylvania, the Pulitzer stations now make up an even larger group. And we at Blair are proud to be part of that growth.

Like all the other Pulitzer stations, WTEV and WGAL-TV are important factors in their respective markets. Blair Television will be glad to give you all the details. We have the people and resources that make us the definitive source for fast, accurate market data. A source that the Pulitzer group can depend on to make its quality performance known to advertisers across the nation.
Closed Circuit
Insider report: behind the scene, before the fact

Tube stays on
It's probably too early to detect trends, but homes-using-television (HUT) levels seem to have strengthened since all three networks got their new seasons launched. First week of September, total HUT was off 3% from year earlier. Second week, when ABC premieres started, drop-off grew to 4%. Third week, when all three networks were offering new programming, HUT was 2% above year-earlier level. None of those percentages are considered statistically significant, but "at least," as one observer noted, "they've begun to move in the right direction."

Whatever HUT is in general, it's higher in pay cable homes. Nielsen's pay cable audience report (Broadcasting, Oct. 1), based on homes in company's February 1979 sweeps, puts prime-time HUT in pay cable homes at 70 in average prime-time quarter hour for that month. In total homes measured in February sweeps, including pay cable homes, prime-time HUT was 64.3.

Quello draft
Michigan broadcasters want James H. Quello to seek reappointment to FCC when his present term expires next June 30. They have asked state's senators, two key House members and others in public life to urge former WR-AM-FM Detroit chief to say he'll run and to support his renomination as Democrat. By direction of his boss, Thomas J. Cleary, Michigan Association of Broadcasters executive director, has written Senators Donald W. Reigel Jr. and Carl Levin and Representatives John Dingell and Lucien N. Nedzi to get behind Quello.

Turbulence at top
Television action last week was high in offices in New York. At CBS, Board Chairman William Paley was closed out West Coast program executives—including Robert Daly, president of entertainment division; Bud Grant, vice president for programs, and Harvey Sheppard, vice president for program administration and chief scheduling strategist. Across street, it's reported, ABC Television President Fred Pierce had meeting with ABC Entertainment President Tony Thomopoulos and number of division vice presidents and delivered dressing down about network's performance thus far in new season. Pierce was said to have been especially critical of ABC's fall advertising and promotion campaign touting: "We're Still the One."

Which was proved false last Tuesday (Oct. 2) when ABC came in third on one of its traditionally strongest nights. CBS led pack with California Fever and made-for-television movie, "Portrait of a Stripper," while NBC ran very close second with major league baseball playoffs. Long anchored by powerful but now broken Happy Days-Laverne and Shirley block, ABC's Tuesday started strong but, with exception of Three's Company, grew progressively weaker as night dragged on.

Unveiling SSTV
Details and deadlines are hard to come by, but Communications Satellite Corp. hopes to have its satellite-to-home subscription television plan designed—and application with FCC filed—by February. Work on project is proceeding under task force drawn from Comsat subsidiary, Comsat General. Personnel include John A. Johnson, chairman and chief executive officer, Warren Zeger, general counsel, and Leon Keans, chief engineer. But person in day-to-day charge is Richard M. Galkin, who for past year has been consultant to Comsat on SSTV. Galkin is former Time Inc. executive, both in broadcast service and as president of Manhattan Cable (when Home Box Office concept was being developed), and is former executive vice president of Hollywood Home Theater, pay television operation.

Comsat has been explaining its new project in briefings around Washington. Presentations have been made at National Telecommunications and Information Administration and for staffs of Senate and House Communications Subcommittees. Briefing for FCC is planned.

Fourth World?
No matter what emerges from FCC proposal for 9 kHZ separations in AM band to increase station population (see story on comments, page 82), U.S. would be bound to lose both technologically and economically, according to engineers with no axes to grind. Notion is that whatever prospects for additional stations in Western Hemisphere (Region II), shorter separations would inexorably increase interference in AM band already populated domestically with more than 4,600 stations.

But, say these experts, Region II conference in Buenos Aires starting next March 10 might prove counterpart of current WARC '79 where Third World nations are asking for bigger slice of overall spectrum pie. Canada and Mexico want more AM allocations along their U.S. borders to serve their growing centers of population (along with audiences they pick up in lucrative U.S. markets). They might benefit more than U.S. from AM increases.

Call from Carter?
Juanita Kreps's sudden resignation last week as secretary of commerce promptly generated speculation regarding NBC Chairman Jane Pfeiffer as possible successor. Pfeiffer, former IBM executive who joined NBC last year (Broadcasting, Sept. 18, 1978), had been under consideration for commerce post at start of Carter administration. She took herself out of contention because of health problems, which have since been resolved.

Help wanted
Citizens Communications Center of Washington is having difficult time finding sources to replace Ford Foundation which is phasing out its support of public interest law firms. Approaches to other foundations, corporations and law schools thus far have been unsuccessful. Citizens' director, Nolan Bowie, plans to ask Federal Communications Bar Association to fund Citizens' internship program. He notes that over past several years, Citizens has helped train hundred young lawyers who have gone into private practice and government service.

Meanwhile, Citizens has not given up on retaining Ford as funding source. Bowie has written supporters, urging them to contact Ford in Citizens' behalf. Attached to Bowie appeal is copy of letter Harry M. (Chip) Shooshan, general counsel of House Communications Subcommittee, wrote to foundation. It contains strong plea for continued funding.

Heavy reading
FCC's network study staff is preparing to provide commission with substantial reading material for its meeting on Oct. 16. Six reports dealing with TV network structure—which is what Phase I of study is about—will be issued for comment at that time. Reports are on history of television networks, proceedings leading to adoption of prime-time access rule, commission rules regulating network behavior, business activities of networks' parent corporations, commission jurisdiction over networks and network-affiliate relations.

For most part, reports are factual. But last two contain some analysis. Report on jurisdiction addresses question of commission's direct authority over networks, apparently concludes it has some.
**Business Briefly**

**Kenner** Eight-week campaign for Battle Command game begins this week in about 25 markets. Agency: Siev & Associates, Cleveland. Target: teenagers, 12-17; adults, 18-34.

**Webber** Eight-week campaign for sausages begins this week in seven markets including Indianapolis and Columbus and Dayton, both Ohio. Agency: Pringle Dixon Pringle, Atlantic. Target: women, 18-49.


**Knickerbocker** Seven-week campaign begins Oct. 22 for plush toys in seven markets including Detroit and Chicago. Spots will run during day and fringe times. Agency: Ed Libov, New York. Target: total women.


**Canon** Six-week campaign for calculators begins Oct. 29 in New York.

**AdVantage**

**Ridin' with rodeo.** Four sponsors have signed for participations in telecasting of finals of State Fair of Texas Rodeo to be carried on 91 stations for one hour in prime time during week of Oct. 24. Taped telecast was arranged by Blair Pro-Rodeo Enterprises, New York. Advertisers committed to date are Adolph Coors, Levi Strauss, Firestone Tire & Rubber and Curtis Mathes. This will be third rodeo to be telecast under auspices of Blair Pro-Rodeo.

**SFM moves.** Coincident with its 10th anniversary, SFM Media Corp. has moved to new offices at 1180 Avenue of the Americas, New York 10036, tripling space of its former office. (212) 790-8400.

**Reps Report**

**XETRA AM-FM** Tijuana (San Diego): To Major Market Radio from Buckley Radio Sales.

**WXFX FM** Washington: To Blair Radio from McGavren Guild.

**New home.** Regional Reps Corp. has moved its corporate headquarters to 13228 Gulf Boulevard, Madeira Beach, Fla.

**Masla Means Business**

Ask Mike Raymond
KRLY, Houston

**JACK MASLA & COMPANY, INC.**
MAJOR STATIONS IN KEY NATIONAL AND REGIONAL MARKETS

New York, Chicago, Detroit, St. Louis, Atlanta, Dallas, Los Angeles, San Francisco

**Chicago, Miami, Houston and Minneapolis.** Spots are placed in late fringe, prime access, news and sports times. Agency: Dentsu, Inc., New York. Target: men, 25-54.

**Pillsbury** Four-week campaign for Speas apple juice begins this week in 11 West Coast markets and New York. Some spots will run during day and early fringe times. Agency: W.B. Doner, Southfield, Mich. Target: women, 18-49.


**American Tourister** Four-week campaign for luggage begins Nov. 23 in 25 markets with spots in late fringe and news. Agency: Doyle Dane Bernbach,
According to the April/May Arbitron, WSOC-FM has more quarter-hour listeners than any FM country station in the entire nation. That makes Don Bell and TM Country the most successful FM country programming team around.

Listen, as he tells how it's done.

For the Apr./May '78 sweep, WSOC had a live announcer during morning drive, only. This was good for a 9.8 share in the book.

But Don felt his afternoon drive numbers were a little soft. So he added another live announcer for the 3:00 P.M. to 7:00 P.M. drive time. This resulted in a jump in men 18+ from a 6 in the Oct./Nov. book to a 21.6 in the Apr./May '79 book.

While Don was busy upgrading the operation of the format, TM was busy upgrading the music, itself.

"TM keeps the music very contemporary."

Don has been very impressed with the way TM's country consultant has re-worked the library. First, the "oldies" file has been changed. The cut-off date is now 1967, with exceptions for oldies that still fit the definition of "modern."

Then we overhauled the library of "current" hits. The result is a completely new current library every six weeks. That's twice as fast a turnover as before.

"We're an adult contemporary radio station that plays country music."

You put it all together: the improved TM Country library, the attention to detail on the part of a Program Director and his TM consultant, and what do you get? Don Bell got the biggest FM country audience in the nation. Maybe you could do the same. Why not call us, and find out?

Call 214-634-8511 for free market analysis.

This research system probes your market and finds its soft spot. TM Programming is the only music consulting service that can offer you this sophisticated market analysis. And it's FREE.

Call collect, 214-634-8511, right now. Ask for Tim Moore, Vice President.

**Sambo's** □ Three-week campaign for restaurant franchise begins in early November in 30 markets in Florida and California and Washington, D.C. Agency: Larson/Bateman, Santa Barbara, Calif. Target: adults, 35 plus.


**Firestone** □ Two-week campaign for snow tires starts Nov. 7 in 36 markets including New York, Boston, Baltimore, Chicago, Detroit, Cleveland, Washington, and Buffalo, N.Y. Spots are placed in all dayparts. Agency: Sweeney & James, Cleveland. Target: men, 25 and over.

**King Seeley** □ Two-week campaign for vacuum products begins Nov. 26 in about 67 markets with spots running in day and fringe times. Agency: Winterkorn, Hammond & Lillis, Rochester, N.Y. Target: adults 18-34, 35-49.  

**Firestone** □ Two-week campaign for snow tires begins Oct. 14 in 36 markets including New York, Chicago, Detroit, Cleveland, Milwaukee and Minneapolis. Spots will run in all dayparts. Agency: Sweeney & James, Cleveland. Target: men, 35 plus.

**Pierre Cardin** □ Two-week campaign for men's fragrance begins this week in about 12 markets including Chicago with spots running during prime time and late fringe. Agency: SFM, New York. Target: men, 18-49; women, 18-49.  

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**Mt. Madonna** □ Six-week campaign for natural juices begins Nov. 5 in various California markets including San Francisco. Some spots will be placed in morning and evening drive times. Agency: The Dalek Concern, Orinda, Calif. Target: women, 25-54.


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**Keeping up the pace.** Network television spending in August rose by 14.1% over August 1978 to more than $303.5 million, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. For the January-through-August period, network TV investment climbed by 13.1% over the comparable 1978 period to almost $2.8 billion. For the first eight months, spending on ABC-TV amounted to $1,009,240,400, followed by CBS-TV, $924,787,100, and NBC-TV, $958,939,500.

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<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
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<tr>
<td>January</td>
<td>$118,635,300</td>
<td>$113,706,300</td>
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<td>February</td>
<td>131,397,400</td>
<td>116,828,200</td>
<td>103,456,700</td>
<td>335,353,300</td>
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<td>March</td>
<td>135,522,600</td>
<td>116,829,900</td>
<td>113,657,000</td>
<td>365,997,500</td>
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<td>134,151,700</td>
<td>127,959,800</td>
<td>114,959,300</td>
<td>386,070,800</td>
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<td>May</td>
<td>134,513,100</td>
<td>116,907,200</td>
<td>386,741,200</td>
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<td>108,053,600</td>
<td>98,193,000</td>
<td>328,089,500</td>
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<td>July</td>
<td>104,006,200</td>
<td>101,583,300</td>
<td>90,964,600</td>
<td>296,553,500</td>
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<td>102,621,100</td>
<td>90,707,900</td>
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<td>Year-to-date</td>
<td>$1,009,240,400</td>
<td>$924,787,100</td>
<td>$858,939,500</td>
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Sioux City is a 2.25 billion dollar market and it's still growing. Television households increased 19% last year. In this emerging market the leader is clearly KCAU-TV, a Forward station. KCAU-TV — #1 in the 6 and 10 o'clock news slots consistently scoring two to one over the competition. KCAU-TV and ABC — #1 in prime time. KCAU-TV — the outstanding buy in Siouxland.

You're ahead when you buy Forward.  

**KCAU-TV**

SIOUX CITY, IOWA

Represented by Meeker

MEMBER...FORWARD GROUP

WTRF-TV Wheeling
KOSA-TV Odessa-Midland
KCAU-TV Sioux City
WRAU-TV Peoria
WMTV Madison
WSAU-TV Wausau

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<th>Jan-Aug</th>
<th>Year-Average</th>
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<td>$93,252,600</td>
<td>$109,268,000</td>
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<td>$84,682,400</td>
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<td>Mon-Fri</td>
<td>72,972,300</td>
<td>81,080,200</td>
<td>+11.1 %</td>
<td>75,351,100</td>
<td>824,787,100</td>
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<td>Sat-Sun</td>
<td>20,280,300</td>
<td>26,187,800</td>
<td>+39.0 %</td>
<td>25,509,300</td>
<td>279,184,500</td>
<td>+39.0 %</td>
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<tr>
<td>Nighttime</td>
<td>172,876,900</td>
<td>194,262,800</td>
<td>+12.5 %</td>
<td>185,973,500</td>
<td>2,095,836,000</td>
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<td>$265,929,100</td>
<td>$303,530,800</td>
<td>+14.1 %</td>
<td>$2,792,966,000</td>
<td>$3,024,787,100</td>
<td>+14.1 %</td>
</tr>
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Broadcasting Oct 8 1979
THE VERSATILE TK-760.
IT'S REALLY THREE CAMERAS FOR ONE COST-EFFECTIVE PRICE.

With its 38-pound (17 kg) camera head, the TK-760 has the heft you need for smooth studio work, and the lightness for easy transport to the field either as an ENG or EFP camera.

You get big-camera performance plus the capability to convert it in minutes to the lightweight champ, TK-76.

It's a camera that delivers outstanding picture quality in the studio, on-location, or in portable operation. That's cost effectiveness!

New features make TK-760 a smarter buy than ever.

The TK-760 starts with the great camera design and performance features that have been proved in more than 1500 TK-76's in worldwide use. Add to that a full complement of operational conveniences for efficient studio and field production. And now, more improvements to further expand the camera's capability:

- Electronic comet tail suppression (CTS) for enhanced performance, improved picture quality. Multi-core cable extends remote control of the camera to 3,000 feet; Triax operation to 5,000 feet. And the system adapts to wireless operation with full EFP remote control capability. Plus reduced-width horizontal and vertical blanking to help you meet the most rigid picture specifications.

RCA offers more cameras, and more than cameras.

The full range of RCA cameras is built on quality performance and unique capabilities. Start with the TK-47, the world's first fully automatic studio camera. Next, the studio standard, the popular TK-46. The TKP-46 is the production portable that provides studio quality pictures. For ENG, the TK-76C, a lighter-weight version of the preferred portable, with new features added. And, of course, the improved TK-760, the versatile one—three cameras for one cost-effective price.

RCA offers a wide scope of TV broadcast equipment: cameras, VTRs, projectors, film chains, antennas, transmitters, and much more.

Quality is the key to true cost-effectiveness.

RCA design quality gives you advanced equipment. RCA also offers upgrading on many items, to expand and extend cost-effectiveness.

And RCA TechAlert Service will protect your investment 24 hours of every day, for many a day to come. That's cost-effectiveness. From RCA. To find out more, just call your RCA representative, or write us.

RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Cost-effective broadcasting: we make what it takes.
Archie Bunker’s spot buying in

Here’s where the biggest and best crowds will gather for the new television season. Check Viacom for late additions to Archie’s list. Check stations and reps for time of broadcast. And call early for avails. While they last.

WNNE-AM New York
KTTV Los Angeles
WFED-AM Chicago
WKBS-AM Philadelphia
WDIV Detroit
WCVB-AM Boston
KBHK-AM San Francisco-Oakland
WDCA-AM Washington, D.C.
WTAE-AM Pittsburgh
KPLR-AM St. Louis
KRIV-AM Houston
WPLG Miami-Ft. Lauderdale
WTBS Atlanta
KJSP-AM Minneapolis-St. Paul
WFLA-AM Tampa-St. Petersburg
WMAR-AM Baltimore
KIRO-AM Seattle-Tacoma
WTIV Indianapolis
WFSB-AM Hartford-New Haven
KMBC-AM Kansas City
WXIX-AM Cincinnati
KOVR Sacramento-Sacramento
KTVX-AM Phoenix-Flagstaff
KTVK-AM Phoenix-Flagstaff
KWGN Denver
WVTV Milwaukee
WZTV Nashville
KTVK-AM Phoenix-Flagstaff
WREG-AM Memphis
guide to successful 80 markets.

WLOS-TV Greenville-Spart-Asheville
WSOC-TV Charlotte
KOKH-TV Oklahoma City
KCST-TV San Diego
WFTV Orlando-Daytona Beach
WKEF Dayton
WVEC-TV Norfolk-Ports.-N.N.
WXII-TV Greensboro-High Point-Winston Salem
KTVX Salt Lake City
KARK Little Rock-Pine Bluff
WJXT Syracuse
WDHO-TV Toledo
WTVR-TV Richmond-Petersburg
WLUK-TV Green Bay
WOTV Des Moines-Ames
WJXT Jacksonville
WOKR Rochester
WSLS-TV Roanoke-Lynchburg
WDEF-TV Chattanooga
WTVD-TV Youngstown
KMJ-TV Fresno
WRBT Baton Rouge
WCSH Portland-Poland Spring
WITN-TV Greenville-New Bern-Washington
WPTA Ft. Wayne
WTVM Columbus, Georgia
KRDO-TV Colorado Springs-Pueblo
WCV Charleston, South Carolina
WLTX-TV Columbia, South Carolina
KJAC-TV Beaumont-Pt. Arthur
KTVE Monroe-El Dorado
WJBF Augusta

WIFR-TV Rockford
KSBW-TV Monterey-Salinas
KTSM-TV El Paso
KAUZ-TV Wichita Falls-Lawton
WPEC West Palm Beach
WECT Wilmington
WEAU-TV La Crosse-Eau Claire
WJCL Savannah
KSHO-TV Las Vegas
KBCI-TV Boise
KVAL Eugene
WOAY-TV Beckley-Bluefield-Oak Hill
KRGV-TV Harlingen-Weslaco
WBBH-TV Ft. Myers
KTVN-TV Reno
WUTR-TV Utica
KSBY-TV Santa Barbara-S. Maria
WXLT-TV Sarasota
KDFW-TV Dallas-Ft. Worth
KTBC-TV Austin, Texas
WNDU-TV South Bend-Elkhart

Tandem Productions'“All in the Family”
Datebook

This week

Oct. 8-9—North Carolina Association of Broadcasters fall convention. Asheville, N.C.


Oct. 8-9—Southern Educational Communications Association board of directors planning retreat. Hilton hotel, Myrtle Beach, S.C.


Oct. 11-14—American Film Institute National Conference on Film and Television. Sheraton Universal hotel, Universal City, Calif.


Also in October


Oct. 18—New deadline for FCC comments on proposal establishing table of assignments for noncommercial educational FM stations and new classes of stations (Docket 20735). Previous deadline was May 2. Replies are now due Nov. 30.

Oct. 18—National Association of Broadcasters legal workshop. Austin Marriott hotel, Austin. Box. Luncheon speaker is Senator Barry Goldwater (R-Ariz.).

Oct. 18—Deadline for entries for third annual media awards sponsored by Odyssey Institute. For “excellence in reporting and programming concerns of children.” Information: Office of Public Information, Odyssey Institute, 656 Avenue of the Americas, New York 10010. (212) 691-8510.


Oct. 15-17—Texas Association of Broadcasters fall convention. Marriott hotel, Austin.

Oct. 15-17—CBS Radio Spot Sales seminar. Montauk Yacht Club, Montauk, N.Y.


Oct. 18-20—Athens Video Festival with competitions in video art, drama, educational video and documentary sponsored by Ohio University College of Fine Arts. Information: Athens Video Festival, Box 388, Athens, Ohio 45701; (614) 594-6888.

Oct. 18-21—Missouri Broadcasters Association fall meeting. Sheraton West Port Inn, St. Louis.


Oct. 24-25—Ohio Association of Broadcasters fall convention. Columbus Hilton, Columbus, Ohio. Speakers include FCC Commissioner Anne Jones, Tom Jariel, ABC News; Ohio Chief Justice Frank Celebrezze, Erwin Krasnow. NAB senior vice president & general counsel.

Oct. 24-25—25th annual University of Wisconsin Extension Broadcasters Clinic. Wisconsin Center, Madison. Information: Don Bochtler, UW-Extension Telecommunications Center, 821 University Avenue, Madison 53706; (608) 283-2157.

Oct. 24-26—Kentucky Broadcasters Association fall

He Works
For You:
Lamar Matthews

Lamar just about wrote the book on broadcast news.

In 30 years of news and sales with the AP, he's pioneered the computerized newsroom ... directed coverage of the turbulent Civil Rights decade in Georgia... and kept pace with the latest trends in broadcast programming.

He knows how to make news work for AP stations in Georgia.

We like that. We're like Lamar Matthews. Professional.
Inflation!

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

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

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

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Fairfax, Virginia 22030
(703) 691-0700

November

Nov. 1—Radio Bureau of Advertising Co-op Conference and Spending Workshop, Holiday Inn City Center, Chicago.

Nov. 1-2—National Association of Broadcasters Television Convention, Fairmont Hotel, Denver.

Nov. 1-2—Kansan Association of Broadcasters Fall Management Meeting, Holiday Inn Downtown, Topeka.

Nov. 1-2—American Association of Advertising Agencies Central regional annual meeting, Radisson Cadillac Hotel, Detroit.

Nov. 1-4—Federal Communications Bar Association Fall Seminar, Cerron Beach Hotel, San Juan, PR.

Nov. 2—National Association of Broadcasters Legal Workshop, Century Plaza, Los Angeles.

Nov. 2-4—Los Angeles National Radio Conference, Loyola University Water Tower Campus and Water Tower, Hyatt House, Chicago. Information: (312) 670-3129.

Nov. 4-7—National Association of Broadcasters third annual labor relations seminar, University of Colorado, Boulder.

Nov. 7—National Association of Broadcasters legal workshop, Valley River Inn, Eugene, Ore.

Nov. 7-8—Oregon Association of Broadcasters convention, Valley River Inn, Eugene, Ore.

Nov. 7-8—Regional meeting, Mutual Black Network affiliates, Key Bridge Marriott, Arlington, Va.

Nov. 7-8—Audit Bureau of Circulations annual conference, Royal Sonesta Hotel, New Orleans. Speaker: FCC Chairman Charles D. Ferris.


Oct. 26—Annual Colorado State University Broadcast Day. Featured speaker: Vincent T. Wasielski, president, National Association of Broadcasters. Contact: Robert K. Maclachlin, Department of Speech and Theater Arts, Colorado State University, Fort Collins 80523.


Oct. 30—Radio Bureau of Advertising Co-op Conference and Spending Workshop, Holiday Inn City Center, Chicago.

Oct. 31-Nov. 2—New Hampshire Association of Broadcasters annual convention, Sheraton Wayfarer Convention Center, Bedford, N.H.
When does a portable color camera become an affordable studio camera?

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.

Indoors or out, you can look forward to impressive performance: With an S/N ratio of 49 dB, and horizontal resolution of 500 lines center at the recommended illumination of 200 footcandles at f/4. There’s even a +6 dB gain for a minimum illumination of just 15 footcandles at f/1.8.

Some impressive circuitry was built into the camera: Like a Y I/Q encoder, an RS-170A sync generator with genlock for studio or EFP use, and a color bar generator.

It also features an optical black, and automatic white balance. And there’s electronic color conversion, as well as a filter wheel behind the lens.

Horizontal and vertical blanking are both adjustable to meet a variety of recording or playback requirements. And your picture is always crisp and clear thanks to horizontal aperture correction and 1-line vertical aperture correction built right into the camera head.

Not only do you get a long list of standard features with the AK-750, there’s also a long list of camera options available. Such as 2-line vertical aperture correction, a chroma key unit, and more.

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

Panasonic just slightly ahead of our time.

Outlet Broadcasting is pleased to welcome WIOQ-FM, Philadelphia, to one of the nation's fastest-growing broadcasting groups.

WIOQ is Philly's popular album-oriented rock station with well-known personalities and the same quality news and public affairs programming that are the hallmarks of Outlet Broadcasting stations from Washington, D.C. to Los Angeles.

WIOQ-FM—our sixth radio station, and our third acquisition in America's top ten markets in the last 18 months. Our tenth is top ten!

Outlet Broadcasting
An Outlet Company Division.

Radio
WJAR-AM Providence, R.I.
WDBO-AM Orlando, Fla.
WTOP-AM Washington, D.C.
WDBO-FM Orlando, Fla.
KIQQ-FM Los Angeles, Cal.

Television
WJAR-TV Providence, R.I.
WDBO-TV Orlando, Fla.
KSAT-TV San Antonio, Texas
WCMH-TV Columbus, Ohio
television conference. Hyatt Regency hotel, Houston.


Nov. 26-27 — Society of Cable Television Engineers regional technical meeting. Hartford Hilton, Hartford, Conn.

Nov. 28 — Society of Cable Television Engineers cable construction seminar. Hartford Hilton, Hartford, Conn.

Nov. 28-29 — Advertising Research Foundation business advertising research conference. Stouffer’s Inn on the Square, Cleveland.


Nov. 29 — New deadline for filing reply comments in PCC’s noncommercial educational FM proceeding (Doc. 20735).

December

Dec. 2-5 — Association of National Advertisers annual meeting. Palm Beach, Fla.

Dec. 3-6 — National Association of Regulatory Utility Commissioners 91st annual convention. Peachtree Plaza, Atlanta.

Dec. 6-7 — Broadcast Financial Management Association/Broadcast Credit Association boards of directors meetings. Town and Country hotel, San Diego.


Dec. 12-14 — Western Cable Show. Disneyland hotel, Anaheim, Calif.


January 1980


Jan. 14-15 — Society of Cable Television Engineers regional meeting and technical workshop. Tallahassee, Fla.


February 1980


Feb. 5-8 — Society of Cable Television Engineers fifth annual conference on CATV reliability. Adams hotel, Phoenix.

Feb. 6-11 — International Radio and Television Society faculty-industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.


March 1980


March 16-18 — First Amendment Congress, sponsored by 12 organizations including National Association of Broadcasters, Radio Television News Direc-

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Break Out of the Studio with McMartin RPU

Hand-held, mobile and fixed-base transmitters. Portable and studio receivers. McMartin Industries has everything you need to cover any news story, sports event or entertainment happening. No need for phone lines.

150 MHz and 450 MHz bands available. All specifications exceed FCC requirements.

Write for more information or contact your McMartin salesman.

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Broadcasting Oct 8 1979
Dallas footnote

EDITOR: Re your Sept. 10 piece about Fairchild’s sale of KLIF(AM) Dallas, to Susquehanna, some personal comments from a close observer:

KLIF’s transition from “the KLIF of yesterday” (younger appeal) is continuing. In 1978, its primary target was 18-34; in 1979, a primary target of 25-34 was set.

Considering this redirection, Susquehanna Senior Vice President Art Carlson’s statement: “It’s an ideal time for building (KLIF) back,” is pertinent to new investment by a committed and healthy broadcast group.

Meanwhile, the present operating staff of KLIF will continue to try to make it better for the station and looks forward to the arrival of additional resources.—Charlie Macatee, station manager, KLIF.

Robbing Peter?

EDITOR: Within the last several weeks I have listened to very interesting reports of Hurricane David moving up the East Coast over WBT(AM) Charlotte, N.C., and WBAL(AM) Baltimore, reports of Hurricane Frederic hitting the Gulf Coast over WWL(AM) New Orleans, and play-by-play of the exciting games between the Expos and Pirates for the Eastern division pennant over KDKA(AM) Pittsburgh.

If the FCC does away with clear-channel stations, I’ll be able to listen to some teenager reading wire service copy of events like these over local stations. What a tremendous improvement in service to the listener.—Robert L. Garrabrant, Neptune City, N.J.

Backgrounder’s backgrounder

EDITOR: Thank you for the very professional coverage of our St. Louis radio programming conference in your Sept. 17 edition. I learned more from reading your description of what happened at my conference than I did trying to run it from the background.—Wayne Cornils, radio vice president, National Association of Broadcasters, Washington.

Refinement

EDITOR: In your Sept. 10 issue, you list WAKY(AM) as “adult Top-40.” We take issue with that description. “Contemp/AC” would be more accurate.—George R. Francis Jr., general manager, WAKY, Louisville, Ky.

‘Memo’ memo

EDITOR: Thank you for bringing us the “Monday Memo” by Louis Hagopian, board chairman of NW Ayer (Sept. 3). This regular feature of your magazine is excellent, allowing the industry to be exposed to varied and worthwhile opinions, ideas and comments from sources that might otherwise be unavailable.—Richard M. Walker, vice president/southeast, Eastman Radio, Atlanta.
One household can hurt you more in the courtroom than it ever could in the ratings.

As a broadcaster you worry about each household where ratings are concerned. But let one household take you to court with a libel suit and you may have something to really worry about. A typical settlement today could cripple your business.

That's why you need Broadcasters Libel Insurance protection from ERIC—especially in this age of jumbo liability suits. We've been providing libel and copyright coverage for more than 40 years and today our policy doesn't have a single exclusion. You're even covered for punitive damages.

Although the incidence of claims is increasing our coverage continues to be comparatively inexpensive. But regardless of cost, not to have the coverage when you need it could be a real catastrophe.

If you (or your insurance representative) will mail us this coupon, we'll respond by mail with all the details. Do it today. It's a policy a broadcaster can't afford to be without.

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Broadcasting Oct 8 1979

21
Gone but not forgotten: the quality of memorability

I commented once in an article about the phrase, "the girls in their summer dresses." Every spring along Park and Michigan and a hundred other avenues, as females appear in brighter and more revealing raiment, middle-aged men smile and murmur this observation.

A few may have read the short story by Irwin Shaw of which the phrase is the title, but they've most likely forgotten it. It's relegated to dusty anthologies now. Yet those six words bloom with the lilacs year after year. I wonder why. And I'll bet Irwin Shaw does, too.

The phenomenon of the memorable phrase is occupying the minds of President Carter's speechwriters these days as they strain to achieve what Roosevelt, Kennedy and Johnson did with such apparent ease. Try as they might, they can't come up with anything that sticks like "the New Deal," "the New Frontier" or "the Great Society." Their "moral equivalent of war" didn't quite make it as a household phrase, although I think the acronym, MEOW, might have stood a chance.

If writers of speeches and fiction are interested in the dynamics of memorability, we who write advertising should be fascinated. It is not our entire job. It may not even be the most important part. But if we've created an exciting idea that's launched from a sound strategy, then synthesizing that idea into a set of words that will lodge indelibly in the prospect's mind has to be immensely valuable.

Conventional wisdom will tell you it all has to do with frequency of exposure. The more they hear it, the better they'll remember it. That's only partially true, at best. How many campaigns have been rolled out on $20-million or $30-million or, in some recent cases, $40-million dollar budgets, only to go largely unnoticed, and die unremembered?

Conversely, there are campaign lines which, without a dollar's worth of exposure behind them for years, live on in the public memory and leap forth at the mere mention of the product name.

These are the ones I marvel at, the hardy survivors that are so securely rooted they endure as season after season of lavishly nourished newcomers dry up and blow away.

A Philadelphia advertising man named Al Kalish told me recently about a campaign he did some years back for a local exterminating company, Terminix. It was a radio campaign that punctuated the copy points with a jingle that went "Termite's? Call Terminix." Rather unsubstantial, right? Yet it began working immediately, producing more calls, better leads and increased sales.

In 1971, after eight years, the jingle was dropped for reasons that remain obscure to me. Yet today, eight years later, Kalish still hears that line played back whenever he mentions the client's name. In new-business presentations in Philadelphia he asks people to complete the line "Termite's? Call ______." He has yet to get an incorrect response.

Kalish thinks that phrase can't be killed without driving a stake through its heart. Here's an even stranger one. In 1959 I wrote a campaign for Delsey, a brand of what we in advertising call "bathroom tissue" and consumers call toilet paper.

This was a television campaign, and it, too, featured a jingle. The line was "There's a definite difference in Delsey" which summed up the benefits of the product's unsurpassed softness in a way sufficiently oblique to offend no viewer's sensibilities.

The campaign ran for one season on one network. Sales increased. Share-of-market increased. Then, for reasons which, in this case, are not obscure but too painful to recount, I was ordered to come up with another idea to replace "definite difference."

That was 20 years ago. And to this day when I ask people old enough to have noticed such things two decades ago to complete "There's a definite difference in _______" most respond "Delsey." They refuse to believe it hasn't run for 20 years.

It was 33 years ago when Bob Koretz wrote "Which twin has the Tonic?" It's been 26 years since any advertising has carried that line. But I suspect more people remember it than remember the name of the Vice-President of the United States.

There are many more examples: phrases or sentences so firmly implanted that they cling to the cerebral cortex for years, for decades, with no media reinforcement.

But why? What is the essential difference between those and the forgotten legions?

Taking the three cited, the most obvious shared characteristic is that they include the name of the product, a simple conclusion but one that is curiously resisted by many copywriters.

There are other distinguishing attributes.

Those that endure are usually short and simple. And they have a clear cadence.

Sometimes they employ rhyme. Can you complete this one: "You'll wonder where the yellow went when you brush your teeth with _______?" At least 20 years have gone by since you heard it on the air.


Condensation, rhythm, rhyme, alliteration are all tools of the poet's art. This is surely a relief because it helps us in the search for what makes words memorable. But it's not the complete answer. Contemporary poems must have a poorer survival rate than baby sea turtles. And, while tools may help us partially with the "how," they reveal little of the "why."

Most likely the real insights can only be found where we have found so many others: in deeper understanding of how our prospects think and feel and respond. Person by person.

John E. O'Toole has been president and chief creative officer of Foote, Cone & Belding, New York, since 1970. He joined FCB in Chicago in 1954 as a copywriter, and was named a vice president in 1961. He has served as creative director of both FCB's Los Angeles and Chicago offices. O'Toole was named senior vice president and elected to agency's board of directors in 1968.

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Most likely the real insights can only be found where we have found so many others: in deeper understanding of how our prospects think and feel and respond. Person by person.
We told WOMC that we could outsell any Rep.

They asked us to prove it.

Torbet Radio is now the national voice of Metromedia’s WOMC in Detroit.
"Finally there's a one-inch as well upside down"
Opryland Productions is one of the largest video production houses east of the Mississippi. The company's facilities have been used for shows as varied as "Nashville on the Road," "Big Ten Basketball," and "Dance in America."

David Hall, General Manager of Opryland Productions, has been using the Sony BVH-1000 video recorder for close to two years and two BVH-500 portable recorders for about six months.

"Sony one-inch equipment has expanded our capabilities considerably," says Hall. "With a BVH-500, we were able for the first time to get broadcast quality tape on a roller coaster for an upcoming special.

"We also took the BVH-500 on a ferris wheel and in a helicopter to tape 'Superstars at the Ohio State Fair.' It performed as well as they did.

"Now we're using Sony on almost all shows we tape in the field. The big advantages are portability and cost. Durability, too. Sony even bailed us out when we were taping a quad production and our equipment broke down. We used Sony to finish the job, then transferred the results to quad. The client was more than satisfied.

"And when the Dominican Republic asked us to tape the visit of Pope John Paul II, we couldn't have done it without our Sony video recorders," Hall adds.

"Because they travel so well, we could get down there fast and do a professional job."

Of course, Sony makes a full line of one inch broadcast equipment, all of it backed by state-of-the-art technology. We have video recorders, cameras, editors, and the BVT-2000 digital time base corrector.

For information, write Sony Broadcast, 9 West 57th Street, New York, N.Y. 10019. Or call us in New York at (212) 371-3800; in Chicago at (312) 792-3600; or in Los Angeles at (213) 873-4300.

Like David Hall at Opryland, you'll be impressed. Even if your productions don't have you going around in circles.
Awards for Excellence

Winner of 10 New York State Broadcasters Association Awards for “Best Public Service Programs”.

THE NEWHOUSE BROADCASTING CORPORATION

WSYR
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KTVI
FM/TV
St. Louis, Mo.

WTPA
AM/FM/TV
Harrisburg, Pa.

WAPI
AM/FM/TV
Birmingham, Ala.
Television makes instant history of Papal visit

Local stations in cities on itinerary band together in cooperative spirit for monumental and costly coverage.

For broadcast journalists in Boston, New York, Philadelphia, Des Moines, Chicago and Washington last week, there was one overriding story: the U.S. visit of Pope John Paul II and his stop-overs in those cities.

All else was secondary. In Boston, news directors and producers were claiming that coverage of the Pope's first stop was the most extensive undertaking of its kind the city had ever seen. Similar words were coming out of newsrooms in Philadelphia and Chicago.

The papal visit was said to have been the biggest thing to hit Des Moines, Iowa, since Russian Premier Nikita Khrushchev stopped off there in 1959. One network veteran compared the effort to the mounting of coverage for a presidential trip abroad. Depending on whom was asked, covering the Pope's trip was an effort equal to reporting on the funeral of President John F. Kennedy or bigger than the Bicentennial.

It was not unusual to hear that stations had involved every reporter in some aspect of the event. Carole Clancy, executive producer at WNBC-TV New York, said it was fortunate that there were no disasters in the city to detract from the coverage plan for John Paul II. "God was with us," she said, "The only thing that didn't shine on us was the sun."

There was a similar commitment at the network level. When ABC News needed a team to get the reaction of Cuban Premier Fidel Castro to President Carter's Monday night speech on the Russian troop presence in Cuba, the closest available producer it could send was in California; a reporter was sent from Washington.

How much of a dollar commitment all this amounted to won't be known for weeks, but large sums were being projected.

There were reports that ABC, with pool responsibility, was spending $134,000 just to cover the Mass on the Washington Mall. (ABC said it had no estimate on the cost.) And aside from pooling, estimates of individual network expenses ranged...
TOP OF THE WEEK

from $750,000 to upwards of $1 million. In Boston, pool costs were estimated to have run between $100,000 and $200,000. Beyond his station's contribution, Dick Graf, WNAC-TV news director, is expecting bills to run "somewhere over $200,000." His counterpart at WBZ-TV, Don Ross, wouldn't be surprised if his additional costs go as high as $40,000.

Elsewhere, various dollar figures were being tossed around. At WABC-TV New York, news director Stephen Cohen expects the effort to set back his station $100,000 to $150,000 including the expenses incurred for related stories before the Pope arrived in that city.

In Philadelphia, one news director said the pool committee was talking about "upwards of $200,000." In Des Moines a $50,000 figure was being bandied about.

WNAC-TV Chicago's Don Ravencroft, noting that some of his staffers have been with the station for all of its 31 years, said they've never engaged in anything "quite as monumental in number of people or pieces of equipment."

The individual efforts of WPX-TV New York are anticipated to cost $250,000, when pre-emptions and loss of advertising revenue are totalled.

WPX went with 21 hours of live coverage and three hours of specials, dropping practically all of its regularly scheduled programming.

The public appreciated it. For the Yankee Stadium mass (WPX says it was the only station to broadcast live). prime-time Arbitron ratings and shares gave WPX, with a 16.7/25, second place to WBAC-TV in the market. Neilsen showed only a 13.7/20 for WPX, still considerably higher than normal. From 8 a.m.-2:30 p.m. the following day, WPX's continuous coverage was slotted number-one by Arbitron with a 6.6/23.

While WPX had reason for its enthusiasm about its reporting, and other stations were quick to point out what they were doing and others not doing, the overall tone expressed was not one of competitive frenzy.

At the root perhaps was that all the stations, with pools in each market, were truly in it together.

WNAC-TV's Graf said the pool arrangement there was the smoothest working in his 20 years in the business, noticeably lacking in any expression of "competitive jealousy." WBZ-TV's Ross said there was a "great feeling" from the cooperative effort. Noncommercial WGBH-TV's producer Mark Mills cited the example of his crew shooting a standup report for a competition.

Mark Monsky, WNEW-TV New York news director, said he'd never before seen such cooperation between stations in the city—"unprecedented in New York television."

It may well have had something to do with the event itself. Jon Rosen, assistant news director at WABC-TV, said it's been a long time since he saw the "chill of excitement," with reporters feeling like they were a part of history, and as a result, a "sense of unity that was rare."

In Chicago, WBBM-TV communications director Lilly Eide said approximately 250 staffers were involved in their coverage. The Chicago pool had more than 25 cameras, according to WLS-TV program director, Jeff McGrath, while WLS-TV itself had five cameras for its independent coverage. He couldn't estimate how many employees were assigned, but said one indication was that virtually all of the stations' technical personnel, numbering more than 100, were on the Pope John Paul story.

Washington was still awaiting the Pope toward the end of the week. But David Nuell, news director of WRC-TV, said that people looking for a miracle during his visit, would find one in the cooperation among broadcasters.

By no means, however, was there so much unity that stations completely abandoned their competitiveness. Stations sent their own reporters and crews out to pool events, not only as a backup but also to build individual coverage around what was commonly available.

In Des Moines, WHO-TV used about 50 staffers and six of its own cameras. Philadelphia's KYW-TV reported assembling a

In Brief

As one source confidently predicted (Broadcasting, Oct. 1): ABC-TV's move of Fantasy Island from Saturday to Friday "was a mistake. I'll bet you a nickel it will be back on Saturday." He wins; network, being chased by NBC-TV for prime-time ratings leadership (see page 73), became first of three to announce 1978-79 schedule changes. Effective Oct. 20, Fantasy Island, awash in its new Friday 8-9 p.m. NYT spot, will return to scene of earlier success, Saturday at 10-11. Hart to Hart, now in spot to be taken by Fantasy Island, moves Oct. 23 to Tuesday at 10-11 replacing Lazarus Syndrome, which will be pulled for "refocusing." ABC said Lazarus will return but that no date has been set. Friday 8-9 period vacated by Fantasy Island's move will be filled with series of family, sports and holiday specials for indefinite period.

World. Administrative Radio Conference, which got off to slow start two weeks ago because of controversy over selection of conference chairman, was having trouble picking up speed last week because of its sheer size. Almost 2,000 delegates of 149 countries have registered, with report that some conference committees have hundreds of members. This has resulted in committees being split into several subgroups— and that has caused problem for countries with small delegations that lack personnel to cover all meetings at conference. Problem is particularly acute in key allocations committee, which has membership of 600 and has been divided into five subgroups. Task of resolving scheduling problem that present was not expected to be completed until this week. Atmosphere at conference was described by one U.S. official as "workmanlike." But some observers said political controversy might break out again on Thursday, at meeting of credentials committee. Fights over seating delegates of several countries— Egypt, Israel, South Africa and Cambodia—are possibility.

Teft, H-B International Inc. has sold former NBC-TV series, "The Man from Atlantis," to People's Republic of China, marking first U.S.-made series to be sold to that country, according to Taft. Package includes 13 one-hour, three two-hour and one 90-minute episodes. Produced by Taft's Silow Productions Co., series was sold by Regina Dantas, new vice president and general manager of corporation's foreign sales arm. Clarence Chang, executive in charge of foreign relations for HKTVB, Hong Kong-based network, acted as liaison between principals.

King Broadcasting has purchased KXTV-TV Boise, Idaho—ch. 7 NBC affiliate—for price reported in $13 million-$15 million range. Purchase, subject to FCC approval, would give Seattle-based King its fourth VHF (it also owns five AM's and four FM's); Ancil Payne is president. Kve is being sold by Georgia M. Davidson, chairman, and Robert Knueger, president.

WZZM, Philadelphia was purchased last week from Fairbanks Broadcasting by Communicom Corp. for $4.5 million. Station cost Fairbanks $2.9 million in 1979, when it acquired outlet from Buckley Broadcasting; Buckley had acquired it seven years earlier for $5.7 million from Storer. Broker in latest deal, which is subject to FCC approval, was Ted Hepburn Co. Sale is cited as example of "yo-yo effect" in AM prices; see story page 52.

Supreme Court has rejected CBS petition that it review court order issued in November 1977 approving consent decree that NBC signed with Department of Justice in one of three antitrust suits. Justice has filed against networks (Broadcasting, Dec. 5, 1977). CBS had petitioned high court to review decision of U.S. Court of Appeals for Ninth Circuit denying CBS's petition, which argued that U.S. district court in Los Angeles had erred in accepting decree. Still pending before high court are petitions by CBS and group of motion picture producers seeking review of ninth circuit court's action affirming district court's order denying their motions to intervene in consent decree proceeding.

NBC-TV's "Nightly News" is returning to single-anchor format, with Washington co-anchor David Brinkley switching to commentary at least three times per week and devoting time to coverage of 1980 political campaign, effective tonight (Oct. 8). John Chancellor, co-anchor in New York, will be solo anchor. Brinkley will also co-anchor political convention and election coverage and anchor documentaries. It is first major on-air news change since William J. Small

Broadcasting Oct 8 1979 28
staff of 135, with more than 20 cameras in the pool and for unilateral coverage. Don Dunphy, executive producer of special reports at NBC, said the station had about 200 people working on individual station coverage and about 100 to 150 on the pool, which meant that the station “had to borrow a lot of people” from the network operations and engineering department.

Spence Gregory, executive producer at WCVB-TV Boston, said the station was forced to use “everything we could beg or borrow.”

In advance of the mass on the Washington Mall, the Public Broadcasting Service was preparing for what it believes to be the first national, live, captioned program. PBS—through WGBH-TV Boston, WNET-TV New York, Iowa Public Broadcasting, WHYY-TV Philadelphia and WETA-TV Washington—will be presenting an over-all commitment of 36 hours of air time to the Pope’s visit.

Another providing service was SIN National Spanish Television Network, which was participating in the pools and was scheduling 52 hours of coverage. Not only was SIN transmitting to its U.S. affiliates but sending the signal to Mexico and South America as well.

As the week progressed, no horror stories emerged. For a set of events compressed into so little time, broadcasters were surprised at how relatively smoothly things were going.

That’s not to say however that there weren’t snafus and problems. During the Pope’s visit to Battery Park in New York, heavy rains knocked out four of the seven pool cameras. When the Pope arrived in Boston, microphones were blocking his face.

Transportation for reporters and crews was difficult through roadblocks and crowds. In Des Moines, Ed Hart, WOI-TV news director spent $5,000 to hire a helicopter to get reporters back and forth from rural and city sites.

Coverage from the air was a problem. Helicopters were banned in Boston. CBS News had wanted to use the Goodyear Blimp for camera and microwave but FAA restrictions kept it too far away to do much good. And late in the week, Washington broadcasters were looking for clearer guidelines from the FAA about using helicopters for shots of traffic and crowd details.

In Chicago, those restrictions kept broadcasters from getting an airplane or helicopter close enough to the motorcade to establish a microwave link for live coverage. Instead, cassettes had to be dropped to couriers by crews in the caravan. A blimp would have been permitted, but there was none in the Chicago area.

But it was the cooperation—station to station and network to station—not the problems, that broadcasters were quickest to bring up in describing the coverage. And for WCBS-TV New York, at least, that meant new ground in its relationship with its parent network. For the coverage of the Battery Park speech, according to WCBS-TV’s Cohen, the network allowed the station to go with its own local effort while CBS News was providing its national report elsewhere.

**NBMC’s big week in Washington**

As it gathers for its sixth annual meeting, group files 35-point petition with FCC aimed at improving position of blacks in communications

The National Black Media Coalition went to Washington last week for its sixth annual meeting and left behind a monumental proposal with the FCC.

The 35-point petition for rulemakings and notices of inquiry, presented to Commissioner Tyrone Brown on Friday morning, requests that the commission adopt rules that would advance the status of black Americans in all phases of mass communications. The petition says that with the growth in

took over NBC News presidency last month. Small said change was requested by Brinkley, who “believes 1980 will be one of the most ‘decisive political years of our lives,’ and like all reporters of high caliber he wants to get out from behind that Washington desk and cover it.”

Chancellor, who in past has made known his own wish to get out of anchor role, said in response to question at news conference earlier in week that he would continue as anchor through 1980 elections. He then may be free to return to reporting.

Political historian Theodore H. White has been named consultant-commentator for NBC News 1980 election-year coverage. He will appear as commentator in conversation with NBC News anchors and will also help plan political coverage. "I won’t be a field reporter,” he said, though he’ll be in field researching his fifth “Making of the President” book—on which NBC will base TV documentary for broadcast in early 1982 when book is published.

Justice Department has disputed National Association of Broadcasters’ contention that department, in past, has supported commercial time standards in NAB television code. NAB made assertion last month in petitioning U.S. Court of Appeals in Washington to dismiss antitrust suit that Justice has filed against NAB because of time standards. Justice notes NAB’s contention is based on Oct. 30, 1981, letter from then-Antitrust Division chief, Lee Loewinger, expressing sympathy for ends NAB was trying to achieve through code. But, it adds, NAB’s president at time, Leroy Collins, said in reply, “We were hopeful your response could be much stronger” in any case, department said that even if government had supported time standards, such support would not “transform illegal action into reasonable conduct” under antitrust law. Department also disputed NAB’s contention that courts and FCC have endorsed time standards. Department contends that NAB petition to dismiss is “fataliy deficient” in failing to show that complaint did not state claim on which relief can be granted. Justice says NAB merely argued that its conduct is reasonable and thus legal.

With $12 million at stake, and parties still not in agreement on how to divide money, Copyright Royalty Tribunal will begin process this Thursday to determine formula for splitting funds paid by cable companies. Tribunal has one year to resolve dispute. Some say it could take full year to work formula out, but others predict parties will push for quick settlement, since cost for hearings on matter come from general fund. Last time sports, broadcasting, motion picture and music licensing interests submitted proposals, they ended up putting in for nearly five times amount that was in fund. Tribunal meeting this week will examine procedural matters, such as how hearings should be conducted. Subject is complicated, causing some—including National Association of Broadcasters—to retain outside counsel to keep on top of issue.

Sonderling Broadcasting/Viacom merger plan, already proposed by Sonderling shareholders (Broadcasting, Jan. 1), now faces challenge from two dissidents. Class action suit filed in Delaware Chancery Court charges that Chairman Egmont Sonderling and son Roy, who hold approximately 25% of company, are receiving more than their fair share in transaction related to basic merger terms of $28 or one Viacom convertible preferred share for each Sonderling share. Two Sonderlings are to get company’s theater operations as well as Chicago-area radio stations WGNAM/WGNAM Oak Park for their holdings. Plaintiffs warn December shareholders’ vote nullified and damage award.

Latest escalation of feud between San Francisco station owner Jim Gabbert and Bay Area media activist Marcus Garvey Witcher is $10.5-million libel-slander suit against Gabbert filed by Witcher’s Community Coalition for Media Change. Suit, filed in California superior court, cites letter Gabbert wrote to FCC Commissioner Tyrone Brown in June. Missive referred to Witcher’s activities to make point that citizen group petitions against renewals and transfers “inextricably” lead to “substantial payroll” to petitioners to avoid delays (Broadcasting, July 2). Suit also refers to remarks reportedly made by Gabbert at workshop on radio deregulation. For his part, Gabbert thinks suit “is a good thing … The defense for libel is the truth.”

“Plans for an addressable and/or interactive” 36-channel system are sought in New York City request for bids for cable franchises to serve boroughs of Brooklyn, Bronx and Staten Island.

Broadcasting Oct 8 1979
media, the nation must assure commitments of air time, resources, jobs and spectrum space for blacks.

"To fail in this is to insure for America a future of racial misunderstanding, dishonesty, hatred and hostility, and for black America a future of neglect, powerlessness, confusion and mendicitude in a communications-based society," it said.

("Menticide" is defined in Webster's Third New International Dictionary as "a systematic and intentional undermining of a person's conscious mind for the purpose of instilling doubt . . .")

With 80 affiliates nationwide, NBMC has seen its ranks double since it presented its first petition in November 1973, the date of its founding.

This petition covers eight major areas, including EEO, license renewals, cable technology and minority ownership.

According to NBMC research director David Honig, one of the most important proposals made is for a policy of set-asides for radio and TV frequencies derived from spectrum rearrangements, such as clear-channel breakup and expansion of the AM band. The petition asks that allocations to areas with substantial minority populations be set aside for minority bidders for five years. If no minority bidders came forward, the frequency would be opened up for general bidding.

Pluria Marshall, chairman of the NBMC, told a gathering of delegates that blacks in the media are now at a crossroads, and could either go forward or lose any momentum gained.

Predictions on where that path may lead came from a Thursday panel on blacks in management. The consensus was that it was important to get blacks into sales and management-level spots to bring about any significant changes.

Ronald Townsend, station manager of WOVM-TV Washington, said it was necessary to provide a groundwork so numbers at all levels could be increased. This could be done, he added, by formulating some kind of network to increase communication and bring blacks together.

Ernie Fears, of WOVM Washington, said it was crucial for blacks to understand that broadcasting is, above all, a business, and unless a person can do the job, someone else will take the spot.

Fears said people tend to dwell too much on the negative and, as a result, often don't perform as well as they can. He added that it was in fact tough for blacks to get a footing in the broadcasting business, but it's tough for everyone.

The conference delegates took up advertising and children's programming on Thursday, and spent Friday morning with FCC officials.

FCC Commissioner Tyrone Brown was Friday's luncheon speaker. The common thread of Brown's talk was the impact of citizen group efforts on commission proceedings.

Brown believes that the FCC is more vibrant and open than ever before and said "it is not the time for slacking, but increased participation" of public interest groups in commission proceedings. Brown said such groups should extend their participation from broadcast to other less visible areas, such as common carrier.

Brown is concerned, however, about recent cuts in funding of citizen groups. He cited the anticipated loss of Ford Foundation money to the Citizens Communications Center as an example. He said he believes in private funding rather than government support, since government funding "has strings."

Brown cited the increased openness of the FCC in the last year, pointing to sunshine meetings and agenda public participation workshops as ways in which the agency has responded to the public's needs.

Long-beleaguered FTC defends itself in Hill hearing

Pertschuk argues that commission should be judged by rules it makes; Schmitt, Exon remain skeptical

The Federal Trade Commission last week got a chance to rebut some of the recent criticism fired its way as a Senate subcommittee moved toward the conclusion of FTC oversight hearings.

FTC Chairman Michael Pertschuk, accompanied by Commissioners Paul Rand Dixon, David Clanton and Robert Pitofsky, offered his perspective on the charges leveled in the past three weeks against the commission before Senator Wendell Ford's (D-Ky.) Consumer Subcommittee. Pertschuk said the commission is cognizant of complaints against the agency, and has worked to reform where appropriate. "Sometimes, I think, people underestimate just how much we've learned and the degree to which we have responded," he said.

Not all subcommittee members, however, were convinced that the FTC's efforts at reform are succeeding. Senator Harrison Schmitt (R-N.M.), who has been a vocal critic of the agency, continued his push for the legislative veto as a means of FTC scrutiny. "On the basis of the testimony received from a great number of witnesses in this series of hearings it seems clear that congressional action is necessary to restore the faith of the public in the ability of the Congress to control the delegated law-making actions of the FTC," Schmitt said.

Pertschuk countered Schmitt's argument, calling it a proposal "whose constitutionality is at best clouded." He added that although the FTC has been severely criticized for its zeal, its performance should be judged on the quality of the rules it promulgates. "And here we submit that the record demonstrates that the commission is carrying out the intent of Congress with judiciousness and restraint," he said.

A number of the agency's rules and procedures, including public participation funding, came under the microscope, with commission members claiming across the board that all actions taken are done as fairly as possible, with affected industries given opportunity to comment.

What sort of action the Congress might take to check the commission's powers, if any, is still uncertain. While the House seems more favorable to the one-house legislative veto idea, there still appears to be resistance to the concept in the Senate.

Senator James Exon (D-Nebr.), a co-sponsor of Schmitt's amendment to implement this provision, said he thought that passage of the amendment might bog down Congress by forcing it to review every FTC action. But Exon said he sensed an attitude that the FTC believed it was more concerned about consumers than he was—which he said wasn't so. He added that it might be appropriate to draw back on some authority Congress granted the FTC.

Commissioner Dixon said that if the Congress didn't think the FTC was doing a good job it should abolish the agency.

Schmitt said he didn't think that drastic a step was necessary, but rather the implementation of some sort of "safety valve," such as the veto.

The subcommittee winds up its scrutiny of the FTC this Wednesday with testimony by House and Senate members. It is anticipated that the legislative veto issue will be further explored at that time.
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The mixed bag of deregulation

The commission’s proposals for reducing radio rules raise a lot of questions, including whether such action by the FCC will stand up in court without a test run.

“Our goal in this proceeding is to maximize the benefits of radio services to the public. If that goal can be achieved with a minimum of regulation on our part, we will have served the public well and then we will have reduced the delays and costs of regulation without sacrificing service to the public. From this perspective, the option of eliminating the commission’s ascertainment obligations as well as the guidelines on nonentertainment programming and commercial matter is the most attractive.”

Thus begins a section on “Preferred Options” in the FCC’s notice of inquiry and proposed rulemaking that looks to the deregulation of commercial AM and FM broadcasting, the most sweeping proposal of its kind the commission has ever issued. As such, it is bold.

But it was issued by an uncertain, even an uneasy band of commissioners. And its fate is far from clear. Even broadcasters who long have urged such action on the commission may find problems with it; some already have. Certainly some citizen groups have.

The notice itself, issued in text on Sept. 27, three weeks after the commission voted on the matter (Broadcasting, Sept. 10), is an imposing document. It runs to 106 pages—500 plus appendices and statements by each commissioner. It contains a historical overview of governmental regulation of broadcasting since 1912, an economic analysis of broadcasting in terms of that regulation, and a discussion of the various options being considered.

At bottom, the notice says, the choice that has occurred out of the proposal and the evidence presented by the staff make it “appropriate to initiate the substantial deregulation” of radio.

It notes that in 1927, at the adoption of the Federal Radio Act, there were 681 radio stations, but today there are 8,654 AM and FM outlets (including 993 educational FM). And while radio has slipped to second place, behind television, as an informational medium, the notice says, marketplace competition has forced radio stations to specialize—to seek out audiences not served, or not served well, by competitors. And that change, the notice adds, has occurred at a time when the “old melting-pot” theory of American life is challenged by what the notice calls “a growing awareness of diversity”—of increased emphasis “on ethnic, racial and sexual identities.”

Nor is that all. The notice contains data indicating that radio stations are providing more news and public affairs programming—and devoting less time to commercials—than called for in the commission’s guidelines on such matters. (The guidelines call for 6% of an FM station’s broadcast hours and 8% of an AM’s to be devoted to nonentertainment programming, and generally limit the time devoted to commercials to 18 minutes each hour.)

But for all of that, only two commissioners—Chairman Charles D. Ferris and James H. Quello—endorse the notice without qualification. (And the coupling of those two frequently antagonistic members on an issue so controversial is in itself enough to give some observers pause.)

The main problem appears to be the notice’s obvious preference for the most extreme of the various options that are explored—one that would remove renewal guidelines on nonentertainment programming and commercial matter and eliminate ascertainment of community needs and logging requirements.

For the only common thread running through the statements of all seven commissioners is a willingness to obtain comment on the matters raised—and even, not all of the matters. Commissioner Abbott Washburn dissented to the proposed removal of commercialization guidelines. The public, he said in his statement, “expects [the commission] to indicate reasonable limits beyond which a broadcaster is overcommercializing and imposing an undue burden on the listening and viewing audiences.” Washburn raised questions about each of the other deregulatory proposals as well.

Commissioner Joseph Fogarty also dissented in part. He does not accept the legal analysis in the notice, which holds that the commission has the authority to adopt sweeping deregulation.

Commissioner Tyrone Brown also expressed some doubt about the legality of lifting programming responsibility from broadcasters, though his “current view” is that the commission has the necessary authority. His principal concern, however, stems from his view that—contrary to the assumption stated in the notice—marketplace competition is not sufficient to warrant the commission’s washing its hands of involvement in nonentertainment programming. He would substitute for present guidelines a “reasonable percentage of local public service programming broadcast ‘at reasonable times’ during the day—a proposal that was incorporated in one of the options on which the commission invited comments. Meeting that obligation would be a requirement for renewal.

What’s more, although Brown would repeal the existing “mechanistic approach” to the ascertainment requirement, he would retain its “substance;” as a means of enabling broadcasters to meet “their local public service obligation.”

As for Commissioners Robert E. Lee and Anne P. Jones, they simply do not favor any particular option.

As Lee has said, “All options are open. It’s like jumping on a horse and riding off in all directions.”

The notice makes clear that there is no intention to eliminate the public interest standard, which in any case is imposed by statute. The notice says that if marketplace regulation fails to assure adequate service to the public, the commission “would have to be prepared to take appropriate action”—though it does not say what that would be. And, it notes, the commission will continue to enforce the fairness doctrine.

Nevertheless, as was expected, citizen groups see the commission’s action as a disaster. Ralph Nader, in his relatively new role as chairman of the National Citizens Committee for Broadcasting, denounced the deregulation proposal as a further entrenchment of federally protected monopolies for a few hundred corporations at the expense of 220 million Americans” (Broadcasting, Sept. 17).

And Dr. Everett Parker, of the Office of Communication of the United Church of Christ, after his first reading of the notice, described it “as the worst document” he has seen issued by the FCC in his 45 years of watching the agency. He mocked the economic analysis section of the notice as one that “would be worth a C—if it were submitted in a small Midwestern college.”

And, he said, some of the underlying assumptions—particularly one that blacks and other ethnicities might identify more closely with their respective groups in other cities than with the communities in which they live—“blow your mind.”

If the notice outrages some citizen groups, it has made some broadcasting industry representatives nervous.

There is, for instance, the message they read in the notice that—Nader’s views to the contrary notwithstanding—the commission would not be acting out of a feeling of charity for broadcasters. They cite the passages describing the deregulation proposals as emerging largely from structural changes in the industry—and those that say future deregulatory efforts should emphasize more changes of that kind.

And the commission, as the notice and Chairman Ferris, in a speech last month to the National Association of Black Owned Broadcasters, made clear, is referring to tough enforcement of equal employment opportunity rules, vigorous application of minority ownership policies and particularly, steps to enhance competition in an industry the notice says is already vigorous.

The commission has endorsed a U.S.
proposal at the World Administrative Radio Conference in Geneva calling for expansion of the AM spectrum, which now ends at 1600 kHz, to 1860 kHz, and is considering proposals to break down the clear channels and to reduce AM channel spacing from 10 kHz to 9 kHz—all to increase the number of AM stations. And it is virtually certain to end, at least prospectively, the exceptions to the commission's one-to-a-market regulation that permit co-ownership of UHF television-radio and AM-FM combinations in the same market.

Adoption of such structure-changing proposals, NAB officials say, would not be consistent with the "stability" the industry feels it needs.

Even in its own terms, the most far-reaching proposal, NAB's senior vice president and general counsel, Erwin Krasnow, feels, may be offering too much too soon. The Brown approach, at least as it involves local public service programming, Krasnow said last week, would be more likely to withstand court review; it would also, he added, provide the kind of certainty on which a broadcaster could hang a defense against a competing application or a petition to deny at renewal time ("Closed Circuit," Oct. 1).

The NAB has support for that view at the National Telecommunications and Information Administration. Henry Geller, the administrator, and Gregg Skall, the general counsel, both have warned that broadcasters might be setting themselves up if they relied on a commission action removing standards for determining public interest performance in terms of nonentertainment programming and commercial matter.

NTIA has supported legislation eliminating the public trustee concept from the Communications Act. But as long as it remains in the law, they say, broadcasters have an obligation to provide a reasonable amount of local and informational programming, and not to flood the airwaves with commercial messages.

Neither Geller nor Skall had yet read the notice last week, so they were not ready to issue a final judgment. But they said broadcasters who ignore their public trustee responsibilities could be "sandbagged" by a competing applicant or a petitioner to deny. For although the commission might renew such a broadcaster, they were not sure the U.S. Court of Appeals in Washington would not reverse. "That court," Skall observed, "has a soft spot in its heart for public trustee regulation."

So, while deregulation has its appeal, broadcasters, in Skall's view, would be better off with guidelines. "They'd know what's expected of them," he said.

Straus quits VOA

He'll return to family's WMCA; he cites 'plateau' in his accomplishments and limitations on innovation in election year, denies link with any Kennedy run for the presidency

After two and a half years as director of the Voice of America, R. Peter Straus has decided to return to private life and family-owned WMCA (AM) New York. It was, he said, "a life-style decision." But he also indicated he was no longer satisfied in his job; he felt as though he were "stuck in neutral" after two and a half years of what he regarded as successful and rewarding work.

His resignation was treated in some press accounts as having been motivated at least in part by politics—he was pictured as interested in working for Senator Edward M. Kennedy (D-Mass.), if Kennedy decides to seek the Democratic presidential nomination—and frustration with the White House staff.

Straus, however, insisted in an interview that his decision essentially involved a wish on his part to spend more time with his wife of 30 years, Ellen, who, during his tour as VOA director, has been running WMCA as president and general manager.

The wish to get off the public payroll and to spend more time with his wife was reinforced, he indicated by his feeling of having reached "a plateau" of activity. "It wasn't fair to ask taxpayers or Ellen or me to stay on as caretaker."

Straus said the last year of any presidency is never one for innovation. But he also indicated the Carter administration has a special problem—Kennedy. Concern over a Kennedy challenge, he said, has made "innovative or creative activity that much more unlikely in the final year."

Indeed, his letter of resignation reflects disappointment at having been unable to talk to President Carter personally on VOA matters. He said he "would have welcomed the opportunity to discuss with you some innovations needed to continue the forward thrust of motivation and creativity at the VOA." But, he added, "I understand the present constraints of other priorities on your agenda."

Straus, has been complimentary of the President, describing him as "brilliant" and "dedicated." But he does not think Carter is well served by his staff. "The presidency is not a one-man job. He's not getting the support or dedicated effort any President is entitled to." Straus backed Carter in the 1976 campaign.

Straus, whose resignation is effective Oct. 21, looks back on what he considers three major accomplishments—achieved with a staff he describes as skillful and dedicated—during his tour as director.

"We finally established news independence" at the Voice, he said. Commentary—expressing the administration's view—is separate and distinct from the news, he said.

The Voice has been brought "to the state of the art" in satellite transmission, he said, with the result that news broadcasts are of "far more timely."

And, he said, the Voice's worldwide audience has expanded substantially—from about 50 million listeners weekly three years ago to some 100 million.

Straus was not alone in remarking on the accomplishments of the Voice under his stewardship. John E. Reinhardt, director of the International Communication Agency, the Voice's parent, was another. Said he: "The International Communication Agency and the Voice were very well served by the energy, enthusiasm and innovative spirit which [Straus] brought to his task of strengthening the Voice of America as a source of timely, accurate and objective news for millions of listeners around the world."

Straus will continue to maintain a base in Washington, where he will develop and teach a course in public diplomacy at the Johns Hopkins School of Advanced International Studies.

But he will also become active again at WMCA. His wife will continue as president and general manager, while he serves as chairman of the board. He will devote most of his time to looking after the station's real estate holdings in New Jersey, checking into possible acquisitions—both in broadcasting and publishing—and working with the sales people.

As for political activity, he was noncommittal.

Straus has long been close to the Kennedy family—WMCA endorsed John F. Kennedy in his bid for the presidency in 1960, and Straus headed the late Robert F. Kennedy's successful Senate campaign in New York in 1964—but he said he has no plans to work for the surviving Kennedy brother if he seeks the presidency. But neither did he rule it out. "That's a long way off," he said.

Straus said he had talked to Kennedy, as did several other people, about his decision to resign. "But I didn't ask if he was going to run, or offer any advice. And he didn't ask me about my plans."

**TOP OF THE WEEK**

Broadcasting Oct 8 1979  33
At Eastman Radio, all our employees own a piece of the company. So they have a concrete reason to be motivated. Add rewards like quarterly bonuses, salary plus commission, profit sharing, and you have a staff guaranteed to give you their all. Always.

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So if you should ever ask one of us why we work as hard as we do, don't be put off when the answer is: "It's my own business!"

We do things differently.
Along with Pope John Paul II, more than 1,200 radio broadcasters were heading for Washington and the annual meeting of the National Radio Broadcasters Association, which began yesterday (Oct. 7) and runs through Wednesday.

Jim Gabbert, outgoing NRBA president, said the theme of this year's convention, to be held at the Washington Hilton, will be how to meet the challenge of the '80's. "It will be a bottom-line convention," he said last week.

Gabbert, who has been NRBA's president since its inception in 1974, will turn over his gavel to NRBA's newly elected president on Monday. The seat, which will be filled at the executive committee meeting on Sunday, is expected to go to Harriet (Sis) Kaplan, of WAYS-FM-WROO-FM Charlotte, N.C.

The bottom-line notion is carried out in the convention's workshop sessions. Every morning, starting today (Monday), there will be five concurrent workshops covering promotion, sales, management, engineering and programming. Monday's luncheon speaker will be Eric Severeid, former CBS commentator and recipient of the NRBA's 1979 Golden Radio award.

Tuesday is radio deregulation day, and will feature a workshop on the proposals to expand the AM dial, reduce channel spacing on the AM band, directionalize FM antennas and break down the clear channels. That panel will be moderated by Gabbert with Douglass Cromble, director of the Institute for Telecommunications Sciences, National Telecommunications and Information Administration as a panelist.

The luncheon speaker that day will be Senator Barry Goldwater (R-Ariz), and his remarks are expected to be on radio deregulation.

Radio deregulation also will be the focus of a Tuesday afternoon FCC session featuring Commissioners Joseph Fogarty and James Quello and FCC bureau chiefs. The convention will wind up Wednesday afternoon at 1:30. The complete agenda follows. Listings of exhibitors and hospitality suites begin on page 38.

**Sunday, Oct. 7**

**Registration.** 9 a.m.-5 p.m. Concours level.

**Exhibit hall open.** 10 a.m.-6 p.m.

**Small market group operators meeting.** 1:30-3 p.m. Military Room.

**Reception.** 6 p.m. Ballroom Center.

**Monday, Oct. 8**

**Registration.** 8 a.m.-5 p.m. Concours level.

**Exhibits open.** 10 a.m.-6 p.m.

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


**Break.** 10:30-11 a.m.

**Five concurrent sessions.** 11 a.m.-12:30 p.m.


Baltimore: Judy Vaugh Westake, Cargill Wilson & Acree, Atlanta.


Programming: Focus on AOR. Lincoln Room. Moderator: Mike Harrison, Good Phone Communications, Sherman Oaks, Calif. Panelists: Eric Hauenstein, Sandusky Newspaper Broadcast Division, Phoenix; Denis McNamara, WMMF Garden City, N.Y.; John Platte, WMMF New York; Eric Stevens, WMMF Cincinnati.


Membership meeting. 2:30-4:30 p.m. Military Room.

State directors meeting. 4:30-6 p.m. Thoroughbred Room.

Tuesday, Oct. 9

Registration. 8 a.m.-5 p.m. Concours level.

Exhibits open. 10 a.m.-6 p.m.

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


Luncheon. 12:30-2:30 p.m. Ballroom-Center. Speaker: Senator Barry Goldwater (R-Ariz.). Presentation of NBRA Promotion Awards.

General session. 2:30-5:30 p.m. Jefferson and Lincoln Rooms.


Wednesday, Oct. 10

Exhibit hall open. 10 a.m.-1 p.m.

Six concurrent sessions. 9-10:30 a.m.


Break. 10:30-11 a.m.

Five concurrent sessions. 11 a.m.-1:30 p.m.


Radio's growing
and we're another reason why.

Mutual is on the move, and we'll show you why at the NRBA.


Visit our exhibit for a demonstration of Mutual's fidelity of the future, live 15 khz stereo via satellite. And complete information on Mutual News and Information, Mutual Sports, "The Larry King Show," "Jamboree USA," and other saleable Mutual programming.

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2. Basic Motivational, Behavioral, Life-style, and Attitudinal Research
3. Listeners' Attitudes toward and Perceptions of Station Format, Station Sound, Music, Disc Jockeys/Personalities, News Policy, Content, Newscasts
4. Creative Insight into Listener/Consumer Language for Quantitative Studies and Problem Solving
5. Trace Effectiveness of Internal and External Promotions
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In the booths

Included among the companies occupying booths on the NRBA exhibit floor are equipment, programming and service firms. A complete list of the exhibitors follows with booth locator numbers. An asterisk indicates a new product.

American Quotation Systems 523
DataScreen, ProData Staff: Dean Robinson, Radies, Stan Tipsord.
Ampro-Scully 302-305, 400-404
Andrew Corp. 205
Heliax coaxial cable, earth station antennas, STL microwave antenna systems. Staff: Tom Hewlett, John Prymja, Rene Savalle, Raymond Schmit.
Audio and Design Recording 805
Auditronics 304
Broadcast consoles. Staff: Steve Sage, Jim Woodworth.
Automated Broadcast Controls 401,403,-500
Staff: Terence Trump, Jack Neff.
Automated Music 810
Automated Processes 28-27
Automation Electronics 410
Belar Electronics Labs 513
Bloomington Broadcasting 213, 215, 312,314
Business automation system. Staff: Tim Ives, Don Newberg, Dave Woflenden, Brad Scott, Carol Munson, Gary Sullivan, Don Munson, Coleen Moser, Tom O'Connor, Jim Wood, Ron Wilson, Larry Shoe.
Bonneville Data Systems 115,117,119
Bonneville Radio Systems 12, 13
Broadcast Consultants 107
31 of the 40 nominees for 1979 CMA Awards are BMI writers.

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Capitol Magnetics 306

Cavox Stereo Productions/Tape-Athon 211
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BROADCASTING Oct 8 1979
Brokers and recent deals suggest one or the other, and that FM is the glamour acquisition these days; others counter that any radio station is good business.

Two weeks ago the Outlet Co. agreed to swap its 57-year-old WJAR (AM) Providence, R.I., a station that according to the last April-May ratings ranks fifth in the market, for WRML (FM) Taunton, Mass., a station that ranks 29th in the same ratings book.

The swap is the latest evidence of a trend away from AM to what some feel to be the more competitively viable alternative—FM. And although the reasons behind the trend—and indeed behind the Providence swap—are many and complex, they are not being felt in the radio marketplace where demand for FM is outpacing that for AM, and where, as a consequence, the values of some AM stations have suffered.

The rise of FM radio in the last five years is a well documented fact. It can be seen in the revenue and earnings figures reported by the FCC and the audience levels reported by Arbitron. And, according to a survey of station brokers, the effect of FM emergence as a strong competitive force on AM station trading has been negative.

Perhaps the most damaging to AM is the feeling that FM is the wave of the future. As one broker put it: "The psychology of the marketplace today says bet on the FM, not on the AM. The FM has greater potential."

It is also felt that FM, in general, offers better technical facilities. This is one of the prime reasons why Outlet gave up WJAR for an FM. According to David Henderson, executive vice president of Outlet, WJAR’s full-time 5 kw signal no longer covers Arbitron’s expanded survey area. He also cited one of the maxims of radio: Music sounds better on FM.

In addition, FM stations don’t suffer from the artificial limitations imposed on many AM’s. FM’s don’t reduce power at night and FM’s don’t manipulate their signals with complicated antenna rays.

The most dramatic example of what can happen to a station that fails to adjust to the new competitive pressure coming from FM is KLIF (AM) Dallas. In eight years the value of that station fell from the $10.5 million Fairchild Industries paid for it in 1971 to the $4.25 million it sold it for last month (Broadcasting, Sept. 10). Although much of the station’s decline has been blamed on management, none will deny that the emergence of FM in the market made an impact.

The case of KLIF takes on even more significance when contrasted against the success of KOAX (FM) there. Metroploex Communications purchased that station three years ago, rode the crest of the FM wave and sold it—just a couple weeks after KLIF was sold—to Westinghouse Broadcasting for $7 million, the most ever paid for an FM station. It should be noted that KOAX is not the strongest FM in town.

Westinghouse earlier this year purchased another Texas FM, KODA-FM Houston, for $3 million (Broadcasting, April 30).

Richard Harris, president of the Westinghouse radio group, said that Westinghouse, which has long thrived on the strengths of its powerful major-market AM’s, is “coming into FM radio at just the right time.” He said that FM has a "great growth potential" that has "not begun to level off."

According to Harris, some of KOAX’s potential derives from the lagging of FM revenues behind AM listener- ship. In the Dallas-Fort Worth market, he said, FM is attracting 60% of the radio audience, but is getting only 30% of the advertising revenues. He said an FM in the market should be able to “double its business” just by cashing in on the ratings that are already there.

Clyde Haehnle of R.C. Crisler & Co. is one broker who thinks AM has seen its best days. Although he doesn’t agree with the people who “think AM prices are going to collapse,” he paints a gloomy picture of AM’s future. “It’s going to be a gradual erosion—faster in the larger markets and slower in smaller markets.”

Haehnle feels that AM prices in general have already peaked. He said “an AM doesn’t bring what it used to.” As late as two or three years ago, he said, it was possible to sell an AM station for 10 times cash flow; today, he said, “it is difficult to get much over eight.”

“This is why Jay Thompson sold WLW,” Haehnle said, “because he thought it was going down in value. He sold it at its peak.” WLW (AM) Cincinnati was sold along with its companion, WLVS (FM).
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Hamilton, Ohio, for $17 million in June. The AM had been bought for $8.5 million in 1976 and the FM for $650,000 in 1977. There are others who feel as Haehnle does. Jack Haehnle of Blackburn & Co. said “AM-only stations are gradually decreasing in value since their high point of five years ago.”

Paul Chapman of Chapman Associates said that AM values “took a downturn” during the 1974-75 recession and never fully recovered. FM, he adds, is selling at a much higher multiple of earnings now than it was prior to the recession.

Others feel that AM values, if they haven’t peaked, have stagnated. “I would say instead of peaked, values have plateaued,” Keith Horton Sr. of Keith Horton Co. said, suggesting that once the demand for FM has slackened AM stations will command higher prices. He said that the infatuation with FM will pass, there will be a return to basics and FM values, like AM’s, will begin to bear a closer resemblance to the balance sheet.

Horton distinguished between how AM and FM are currently being sold in the current marketplace. “AM’s are selling very much on the basis of consistent performance. The value of an FM station, on the other hand, relates to past performance, but to potential,” he said.

There appears to be a willingness among buyers to go out on a limb and buy FM in the belief that is where the future of radio lies. “People feel that FM can increase its audience and revenues,” said Dick Shaheen, a Chicago broker, “and are consequently paying higher multiples for them. They are riding the crest of the wave.” He said they believe FM will one day be “the dominant medium.”

While there is no question that AM stations have already felt the effects of the FM raids on listenership levels, indications are they haven’t felt the full effect on the bottom line. “Revenues are always two or three years behind audience change,” Bill Prikryl of the R.D. Hanna & Co. said.

Advertisers “buy out of habit and it takes two or three years to break those habits. . . . In two or three years FM revenues will surpass AM.”

Harvey concurred. “The surge in audience has preceded FM business,” he said. “Obviously this is going to hurt AM” when revenues finally catch up. Haehnle also believes FM revenues may be lagging and for good reason. FM rate cards were so low for so long that rates cannot be raised as quickly as audience levels warrant, he said.

Though this may be true, it doesn’t fully explain the current interest in FM. Haehnle said that AM-FM combination owners come to him with the idea that “AM has peaked,” seeking to sell their AM and keep their FM. And, he added, “I have a difficult time selling AM-only stations.” Haehnle does not believe the interest in FM will be short lived. “We are approaching a time when the technical superiority of FM is beginning to show.”

Cecil Richards is one broker who, while conceding that FM has made significant inroads, believes it hasn’t done quite the damage that other brokers have suggested. “In the case of AM stations whose signals are fully competitive in terms of signal coverage with FM—day and night—they need not suffer in terms of value.” But, he added, the comparable FM would probably be a little more valuable because of the “interference-free characteristics of the FM signal.”

In other words, Richards feels regional stations with good nighttime signals and clear channel stations will not be unduly affected by FM. He does not extend this optimism, however, to lesser stations—daytimers and Class IV’s.

If there was any consensus among the brokers, it was that the Class IV stations and daytimers in competitive markets were in serious trouble. Saul Richards: “They can’t compete. Before the advent of FM, the going was tough. But when you add FM, something has to give. The weaker have to give way and this has certainly shown up in prices.”

Dick Kozacko of Keith Horton Co. cites, as an example, a daytimer in the Boston market that is currently on the trading block. He said interest in the station “has been minimal” mainly because of the large number of FM’s in the market that have duplicated or fragmented its format. He said that interest in the station “would have been much higher” a few years ago.

Even Dick Blackburn of Blackburn & Co., who describes himself as “bullish on AM” admitted that “the rise of FM pushes down on prices and it pushes har-

The whole story. The Providence swap is rather complicated, involving four groups and three stations. If all goes according to plan, Franks Broadcasting, licensee of WJAR, will buy WRML from Audio Air Inc. for $2.2 million and, on FCC approval, swap it for WJAR. At the same time it will sell WLM for $300,000. According to Outlets’ David Henderson, the whole deal is contingent on the FCC accepting its request for a waiver of the crossownership rules, which forbids an owner from acquiring a radio station in a market where the owner already owns a television station (Outlet also owns WJAR TV there and the co-existence of the AM and TV there now is a result of the grandfather clause in the rule). In its request, Outlet will argue that nothing is changing—Outlet will still own one TV and one radio, and Franks will still own an AM-FM combination—and that as a result of the deal there will be one more minority-controlled broadcast station. Henderson said that he hopes the fact that the purchaser of WLM is a minority “will answer the question: Is the deal in the public interest?” and that the FCC will consider minority ownership “more pertinent” than the crossownership rules. John Franks of Franks Broadcasting said once the deal is completed call letters will also be switched. The calls letters of WLM will be changed to WJAR. (See “Changing Hands,” page 56.)
dest on the daytime stations.” But Blackburn said that he has no doubt that daytime stations can still be run profitably.

“Daytimers are the first to get hurt, but with good management you can still do it.”

Shaheen gave an example that illustrates Blackburn’s point. He said he knows of a religious-formatted station in a major market that is grossing $17,000 or $18,000 a month and operating at $9,000. “If you can find the right niche, it can work.”

Richards said that although the value of the large-market daytimer “has peaked” someone coming in at a lower investment basis “can find some way to serve the public and make a profit.” And he added that same station can increase in value even when inflation is discounted.

On the other end of the AM broadcasting domain are the clear channels, which have so far escaped the competitive pressures from FM because of their much broader coverage contours. Horton said that “clear channels are in a class by themselves” and Harvey said that “are always increasing in value. They still have a substantial facilities advantage.”

The only voice to disagree with this view of clear channels was that of Haehnle, the AM doomsayer. He said the values of the Class I stations “will hold for a while” but eventually go down though at a slower rate than other AM’s.

Though all of the brokers interviewed said that FM competition was having a detrimental effect on AM prices, they also, almost without exception, warned against applying the general trend to the particular station. Blackburn said that value “is still a function of management. . . . If you’re good, you can make any radio station good.”

He said “stations fail because of increased competition and not adjusting to it.”

Keith Horton Jr. said: “People are still buying businesses and the AM business—where it’s good—is still going to bring top dollar relative to its revenue.”

“You have to look at each station individually,” Shaheen said, “and what it can do in its market. Every deal has to be looked at by itself; no two are the same.”

And the brokers feel that if AM is to thrive in the years ahead, it will have to accept the challenge from FM and try harder.

Prikryl compared AM’s situation today with the one it experienced in the mid-1950’s when it had to make changes for the coming out-of-television. “AM operators will have to become more innovative” and “serious decision will have to be made by programming directors.”

Prikryl said: “AM isn’t dead. Values have peaked, but it isn’t the end.” He predicted “a re-emergence of AM in three of the current types of operations: radio news, talk and sports programming. But, he said, “turning it around” is going to require a great effort.”

For latest example of an AM price turnaround, see this issue’s “In Brief” on pages 28-29.

And to that, Chapman added: “AM is still a good investment” and the prices AM’s bring are still high “relative to other types of businesses. AM is doing much better than the stock market.”

Changing Hands

PROPOSED

- KLW(A)M Cedar Rapids, KBCI(A)M Des Moines, KTIV(TV) Sioux City, KWWL-AM-TV-KFMW(FM) Waterloo, all Iowa, and KAAL(TV) Austin, Minn.: Sold by Black Hawk Broadcasting Co. to American Family Corp. (AFC) for $45 million in common and newly issued preferred AFC stock (“In Brief,” Oct. 1). Deal also includes six cable television franchises in Dallas-Fort Worth area and industrial catering firm and outdoor advertising company in Waterloo. To comply with FCC duopoly and crossownership rules, all but KTIV, KWWL-TV and KBCI will be spun off by AFC. Seller, closely held company headed by Chairman Robert Buckmaster and President Harry G. Slife, will become subsidiary of AFC. Buyer is Columbus, Ga.-based holding company whose principal subsidiaries are in insurance business. AFC has purchased four other stations since February 1978: WYEA-TV Columbus and WTAC-TV Savannah, both Georgia; KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala. AFC is publicly traded but controlled by John B. Amos, chairman and chief executive officer, and family. KLW is on 1450 kHz with 1 kw day and 250 w night. KBCI is on 1390 kHz with 1 kw full time, KWWL is on 1330 with 5 kw full time. KFMW is on 107.9 mhz with 100 kw and antenna 1,800 feet above average terrain. KTIV is NBC affiliate on ch. 7 with 316 kw visual, 27 kw aural and antenna 1,980 feet above average terrain. KTV is also NBC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 1,920 feet above average terrain. KAAL is ABC affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,031 feet above average terrain. Broker: Blackburn & Co.

- KAYO(A)M Seattle: Sold by Washington Telecasters Inc. to Obie Broadcasting Corp. for $2.6 million. Seller is principally owned by Jessica L. Longton, who is also principal owner of KSEM(A)M Moses Lake, Wash., and CP for new FM there. Buyer, principally owned by Brian B. Obie, also owns KUGN-AM-FM Eugene, Ore. KAYO is on 1150 kHz with 5 kw day and 1 kw night.

- WARI(A)M Providence, R.I.: Outlet Co., publicly owned clothing retailer and group broadcaster, is swapping WJAR for
Ohio; owns Broadcasting WRLM(FM), with WHJY(FM) evidence E. executive Bruce FM Calif. proposal, Angeles, which owned WJAR(AM) cast Co., Sentry Broadcasting Sold by is WAEB(AM)-WXKW(FM) is 100.5 mhz with 100 kw and antenna 400 feet above average terrain. Broker: Cecil L. Richard Inc.

- WHIM(AM) Providence, R.I.; sold by Franks Broadcasting to East Providence Broadcasting Co. for $900,000. Seller is selling WHIM and buying WRLM(AM) Taunton, Mass., which it will swap for WJAR(AM) Providence (see above). Buyer is minority-controlled company, principally owned by Henry Hampton, founder and president of Blackside Inc., Boston-based television and film production company. Hampton has no other broadcast interests. WHIM is 1 kw daytimer on 1110 kHz.

- KULA(AM) Waipahu, Hawaii; sold by Royal Hawaiian Radio Co. to HefTel Broadcasting Corp. for $482,000 plus $180,000 for consultancy agreement and $20,000 for "undisclosed item." Seller is owned by Russell Withers Jr., who also owns WMX-AM-FM Mount Vernon, Ill.; KGMO-AM-FM Cape Girardeau, Mo.; WDTV(TV) Weston, V.A., and KAUS-AM-FM Austin, Minn. He has sold, subject to FCC approval, KAHU(AM) Waipahu (Broadcasting, Sept. 24). Buyer, principally owned by Representative Cecil HefTel (D-Hawaii and family), owns WXXS-AM-FM Medford, Mass.; WLPX(AM) Chicago; WKSX(AM) Greenfield, Ind., and KGMB(AM) Honolulu and KGMD-TV Hilo, both Hawaii. HefTel and his wife, Joyce, also own KQYI(AM) San Diego and KGMV(TV) Maui, Hawaii. KULA is on 92.3 mhz with 100 kw and antenna 163 feet above average terrain.

- KSHH(AM) Pocatello, Idaho; sold by Southern Idaho Stereo FM Corp. to Zukin-Fox for $650,000. Seller is owned by Wesley L. Clark (40.5%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.09%). None has other broadcast interests. Buyer is partnership of James Fox (60%) and Cleveland Outdoor Advertising (40%). Fresno, Calif. Fox also owns WAGI(AM) Pocatello. Cleveland, owned by John Zuko and family, also owns 49% of KLBS-FM Los Banos, 3% of KARF(AM) Santa Clara, 3% of KLW(AM) San Jose and 100% of KAHU(AM)-KHYL(AM) Auburn, all California. KSHH is on 94.9 mhz with 100 kw and antenna 990 feet above average terrain.

- WIGB(AM)-WLSL(AM) Ocean City-Somers Point, N.J.; sold by Salt-Tee Radio Inc. to Shore Broadcasting Inc. for $650,000. Seller is principally owned by William C. Layton Jr., who has no other broadcast interests. Buyer is principally owned by T. Richard Butera (70%), who also owned interest in WQPO(AM) Philadelphia, recently sold to Outlet Co. (Broadcasting, Sept. 3). WIGB is 1 kw daytimer on 1520 kzh. WLSL is on 106.3 mhz with 2.9 kw and antenna 310 feet above average terrain.
WTAW-AM-FM College Station, Tex.: Sold by John Hicks and family to Radio Brazos Inc. for $625,000. Hicks family also owns KLUF(AM) Lufkin, KLAR(AM) Laredo and KLVI(AM) Beaumont, all Texas. They have sold, subject to FCC approval, KLUF-FM Lufkin (BROADCASTING, Sept. 24). Buyer is owned by Rodger Watkins who already owns 25% interest in WTAW-AM-FM. He also owns 25% interest in KLAR and 20% in KLUF-AM-FM. WTAW(AM) is 1 kw daytimer on 1150 kHz. WTAW-FM is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

KOLS(AM)-KKMA(FM) P)'er, Okla.: Sold by Communication Marketing Consultants Inc. to Earl P. Butler (33.3%) and his wife, Margaret (16.67%), and Don L. Gould (33.3%) and his wife, Toni (16.67%) for $550,000. Sellers are R. M. Candler, J. C. Carnahan and J. W. Rhea, who have no other broadcast interests. Earl Butler owns Parsons, Kan., automobile dealership, where Don Gould is sales manager. Margaret Butler is housewife and Toni Gould is Moran, Kan., schoolteacher. KOLS is 1 kw daytimer on 1570 kHz. KKMA is on 104.5 mhz with 100 kw and antenna 320 feet above average terrain.

WRZ-AM-FM Johnstown, N.Y.: Sold by Street Broadcasting Corp. to P&L Broadcasting Inc. for $550,000. Seller is owned by Richard Street, who has no other broadcast interests. Buyer is owned by Norman Pinkard of Clifton, N.V., deputy commissioner of New York State Department of Commerce, and Breverry Littles of Albany, N.Y., business consultant. They have also purchased, subject to FCC approval, WGA(A&M) Geneva, N.Y. (BROADCASTING, May 28). WRZ(AM) is 1 kw daytimer on 930 kHz. WRZ-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Keith W. Horton Co.

WGH(AM)-WAGU-FM Augusta, Ga.: Sold by The Hunter Group Inc. to Alexander M. Fitzner for $450,000. Sellers are Nancy Hunter (24%) and her sons, Robert and William (38% each). None has other broadcast interests. Fitzner owns 83% of WLOW-AM Aiken, S.C., but plans to sell interest in those stations prior to closing. WAGU is 5 kw daytimer on 1050 kHz. WAUG-FM is on 105.7 mhz with 50 kw and antenna 83 feet above average terrain.

WWFG(AM) Marathon, Fla.: Sold by WWFG Inc. to Marathon Wireless Communications Inc. for $350,000. Seller, owned by Emil Lockwood, James C. Lockwood (brother) and Francis J. Coomes, has asked for waiver of three-year rule, citing financial difficulties. (It purchased station in February 1977). None of principals has other broadcast interests. Buyer is owned by William G. Evans (50%) and John F. Thacker and his wife, June (25% each). Evans is general manager (no ownership) of WRCB-TV Chattanooga, Tenn., and has small interest in WEZ-FM-TV Burlington, Vt., and WHOS(AM)-WDM(FM) Decatur, Ala. Thackers own 90% of WWWM(FM) Marathon. WWFG is on 1300 kHz with 500 w day and 250 w night.

WHBT(AM)-WBTH(FM) Brownsville, Tenn.: Sold by B&P Properties Inc. to Brownsville Wireless Corp. for $320,000. Seller is owned by Harold D. Butler and William L. Pope who also own 50% each of WHDM(AM) McKenzie and 25% each of WALR(FM) Union City, both Tennessee. Buyer is owned equally by A. Carlton Viers, Lyte Reid and James T. Haynes. Viers is general manager of WHBT-WBTH. Haynes and Reid are Brownsville businessmen with no other broadcast interests. WHBT is 250 w daytimer on 1520 kHz. WBTH is on 95.3 mhz with 3 kw and antenna 150 feet above average terrain.


You may never see the woman who stood still for the longest time.*

But...you’ll see your product move fast with WKZO-TV.

With $4.20 billion in total retail sales, the Grand Rapids—Kalamazoo—Battle Creek ADI is ranked 4th in the nation.** Your retail message needs to be delivered here. And WKZO-TV delivers.

According to the May 1979 Nielsen Viewers in Profile, it’s first in both DMA rating and share with Total Men and Women from 9 a.m. to Midnight, Sunday through Saturday. Ask your Avery-Knodel representative to tell you more about WKZO-TV.

* Melody Schick of Dallas, Texas, voluntarily remained motionless for 5 hours, 45 minutes on December 9, 1976.
** Arbitron ADI, May 1979

WKZO-TV
Channel 3 • A CBS Affiliate
12,000 WATTS
1000 FT. TOWER
KALAMAZOO-GRAND RAPIDS AND GREATER WESTERN MICHIGAN
Avery-Knodel Television National Representatives

Broadcasting Oct 8 1978 60
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.

That's where Western Electric's Engineering Research Center comes in.

A Unique Center

The Center is devoted exclusively to manufacturing research. Here, a highly trained team of scientists and engineers probe fundamental questions about materials and processes. They provide Western Electric factories with pre-tested, proven ways to manufacture products based on the latest technology coming out of the laboratory.

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.

The Key to the Future

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.

Keeping your communications system the best in the world.

Western Electric
You get a
TOWER OF
STRENGTH
When you buy
Utility

Better engineering, better construction, better installation — you get all these when you buy Utility. Utility Towers are easier to tune, easier to maintain. And these money-saving extras cost you no more from Utility. There are Utility Towers in every state in the nation . . . in Canada, South America, Puerto Rico, Europe and Korea. Choose Utility — known the world over as the "Tops in Towers."
Business

Betamax case: VCR's win out in court text

The judge declined to broaden the scope of the ruling to include a number of other legal points surrounding tape recording, however, and said that "this court is not deciding whether tape duplication or copying from pay television is prohibited. Nor is this court ruling on off-the-air recording by individuals or groups for use outside the home.

"Neither pay nor cable television stations are plaintiffs in this suit," Ferguson wrote elsewhere in the 102-page decision, "and no defendants recorded signals from either.

"Betamax owners use plaintiffs' works noncommercially and privately. This use increases the owners' access to material voluntarily broadcast to them free of charge over public airwaves. Because this occurs within private homes, enforcement of a prohibition would be highly intrusive and practically impossible. Such intrusion is particularly unwarranted when plaintiffs themselves choose to beam their particular programs into these homes," the judge ruled.

The ruling held that individual, non-commercial recording constitutes "fair use" of copyrighted material when it is broadcast. When the material is delivered free of charge to the home, the judge ruled, the doctrine of fair use—a concept developed by the courts under the 1909 act but codified under the 1976 law to immunize some forms of copying from the literal implications of the law—is applicable. Home recording, then, was declared by the judge to have no adverse economic impact on the copyright holders.

Indeed, the judge ruled that the producers had failed to demonstrate any potential financial harm due to the recordings, and "their profits have increased yearly, including the years in which VTR technology was introduced and growing." He pointed out that "networks pay them substantial sums of money for their product before it even reaches the television viewer who copies it." The producers "exploit their material in many ways other than free television" and "they stand ready to make their product available in cassettes and compete with the VTR industry.

"The Betamax and other technological advances will undoubtedly change the industry and introduce new considerations into plaintiffs' marketing considerations," Ferguson said.

The ruling was greeted quickly with a statement issued by the legal department of Universal saying that it would "immediately appeal" the decision to the Ninth Circuit Court of Appeals in Los Angeles.

In New York, Sony issued the following statement: "People use Betamax videocassette recorders because they provide the means to enjoy television programs without concern of the time of day or competitive scheduling. "It would have been contrary to the
public interest to have deprived the American people of such an exciting product that makes life more convenient and provides access to a greater diversity of television programming.

"We believe that the decision will encourage future development of video technology, of which Betamax is an important part ...."

**VCR-recorded shows given viewing credit in Arbitron surveys**

Arbitron Television is changing its policy on treatment of videocassette recordings in determining both TV viewing levels and station ratings.

In the past, Arbitron credited VCR as viewing only when viewing was simultaneous with the recording. No credit was given for the taping of one show while another was being viewed, for the automatic recording of a show or for the playback of a previously recorded program.

Beginning this month, Arbitron said last week, it "will give credit for the recording of television programs without simultaneous viewing, both for homes-using-television (HUT) levels and for individual station ratings." Credit will still not be given for playback of a recording.

Arbitron said that based on a study it made last fall, fewer than 1% of TV homes were believed to have VCR's but that the number appeared to be growing rapidly. The study found that regular TV series were most often chosen for recording, followed by movies and sports (BROADCASTING, April 2).

Arbitron said it is "designing procedures and materials to fully capture" usage of home VCR's and that "a major study" is planned for next spring.

**Outsider and Insider fill top Fox slots**

Alan J. Hirschfield, who was forced out of the presidency of Columbia Pictures Industries, has been named vice chairman and chief operating officer of Twentieth Century-Fox Film Corp.

Fox Chairman Dennis Stanfill made the announcement in Beverly Hills, Calif., last Tuesday, at the same time promoting C. Joseph LaBonte to president of Fox. Up to that time, Stanfill held the title of president; he retains the positions of chairman and chief executive officer.

Hirschfield most recently has been a consultant to Warner Communications Inc. in New York. His responsibilities at Fox will include feature film production and marketing, TV production, record, music and film processing operations.

LaBonte joined Fox in August after serving as executive vice president of ARA Food Services Co. in Philadelphia. He had been responsible for ARA, Fox's resort and bottling subsidiary, and has been given the added responsibility for the company's television stations operations. Both Hirschfield and LaBonte will report to Stanfill.

Fox recently suffered the defections of Alan Ladd Jr. and two of his top colleagues, who were widely considered to be principle creative forces behind the Fox movie business.
See Centennial the way James Michener wrote it.

At ON TV, we believe that the only way an epic film like *Centennial* should be shown is the way the author wrote it.

So throughout the next three months, we'll be bringing you this 26-hour masterpiece the way we show all our movies—without commercial interruption. It's *Centennial* as only Michener could tell it. And only ON TV could show it.
Wang Time Tunnel (TM) Digital Unit because: What they don't hear can't hurt you!

All is takes is one inadvertent obscenity or ethnic slur and away goes a chunk of the market you are trying so hard to nail down.

Wang Time Tunnel (TM) Digital Unit solves the problem for 26 cents an hour with a six second digital delay that lets you drop, chop or bleep anything you don't like, long before it hits the air.

Call the gang at Wang collect at (603)889-8664 for information on our free trial offer.

It could be the last time you ever have to worry about your station airing the wrong words at the wrong time.

Wang Voice Communications, Inc., Hudson, NH 03051

Warner Cable to sell ad time on Star Channel

Warner Cable Corp., New York, intends to break new ground in the pay cable field by offering advertising time for sale on its Star Channel system.

Warner doesn't have a target date for the start of the ads. John Lack, executive vice president for marketing and programming of Warner Cable, explained that commercials will be inserted in clusters, as in Europe, probably at the beginning or end of a program. Present thinking is to run Star Channel on a 24-hour-a-day basis.

Star Channel now offers subscribers an assortment of feature films and some special programming. It operates about 14 hours a day on RCA Satcom 1 and services 17 affiliates, most of them Warner-owned. Warner intends to step up its effort to attract additional cable systems.

Subscribers now pay about $8 a month for the pay service and receive more than 16 features during that period. Star Channel serves about 150,000 subscribers.

Pitching baseball

An effort to stimulate greater interest in spot radio by making it easier to buy sponsorships in major league baseball broadcasts was unveiled in New York last week.

The project has been undertaken by the Advisory Group (TAG), a joint Station Representatives Association/Radio Advertising Bureau committee whose mission is to increase spot radio sales. The key to this project is a 25-page brochure, "Major League Baseball Radio Sports Report."

It lists for each team such information as a description of the originating station, names of sportscasters, national sales representative contact, SRA/RAB contact, estimate for season packages and information on baseball networks.

Don MacFarlane, director of market development for CBS Radio Spot Sales, said the report is expected to answer many of the questions raised by prospective radio sports advertisers. TAG expects to issue other reports on radio opportunities in major league basketball, football and hockey.
**Currency problems hit Sony third quarter**

Foreign exchange losses seriously affected profits in Sony Corp.'s third quarter, with consolidated net earnings down 40% for the period ending July 31 compared with the year earlier.

At the same time, the company’s operating income rose from $30 million to $87 million, a gain of 190%, on a sales climb of 19% to $726 million. The drop in net earnings, $268 million as opposed to $44.8 million, reflected the company’s accounting of a foreign exchange loss for the quarter of $32 million, where last year Sony benefited from a foreign exchange gain of $47.6 million.

Sony, which has previously voiced objections to the accounting procedures involving currency exchange losses and gains (BROADCASTING, July 9), pointed to consolidated net income and operating gains as compared to the second quarter as well as a reduction of foreign exchange losses over the period. The company said those changes indicate "that the earnings picture is on the way to improvement."

The sales increases reported by the company were led by a 32.2% growth in videotape recorder sales, which now account for 19.1% of the company’s net sales. Overseas sales represented 59.8% of net sales.

The company’s nine-month results showed consolidated net income of $62.3 million on sales of $2 billion, with a foreign exchange loss of $91.1 million.

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**Record sale.** Columbia Pictures Industries received "in excess of $50,000,000" through sale of Arista Records to Bertelsmann AG. According to company president and chief executive officer, Francis T. Vincent Jr., Columbia will make initial use of cash "to reduce outstanding bank debt." Final terms yielded gain of $4 million, or 41 cents per share, less than original $7-million estimates.

**Flat.** General Tire & Rubber, Akron, Ohio, parent of RKO General, reported 29.2% drop in income for third quarter as compared to last year. Income was $20,848,000, or 89 cents per share, down from $29,428,000. Sales showed a 5.8% drop, from $586,231,000 to $554,056,000. Nine-month figures showed sales gain of 6.8%, to $1,875,619,000, but income drop of 22.6% to $66,157,000. Company said RKO "showed increased revenues and earnings" for quarter and half, but did not report figures.

**Acton acquisitions.** Massachusetts-based Acton Corp. has completed ownership and management agreements with 42 "underdeveloped" CATV systems in eight states. Systems are principally located in California, Utah and Florida. Company acquired 80% interest in 23 joint ventures, has options to purchase remaining 20%. Acton also signed agreement with Norwalk, Conn.-Phoenix Communications to manage 19 systems. Announcement said Acton plans to spend about $25 million over three to five years to complete the systems.

**Sell-off.** Allied Artists Industries, struggling to reorganize in Chapter 11 proceeding, has agreed to sell subsidiary Allied Artists Pictures Corp., majority interest in Allied Artists Video Corp. (prerecorded videocassettes) and interest in theatrical feature, "The Betsy." Sales are reportedly to James Robinson of International Productions Inc. and are subject to definitive agreement. Chapter 11 allows company to operate while preventing lawsuits by creditors as it repays debts.

**Repayment option.** Community Equity Associates, Tampa, Fla., has placed $3 million in subordinated debt for National Telephone Co. Inc., Acton, Mass. CEA, representing lender, Telecommunications Inc., said that as consideration for placement of funds, National will grant lender option to purchase certain of National's cable television assets owned by its subsidiary, General Communications Inc. Should Telecommunications exercise its option, effective in 1980, outstanding balance of subordinated debt would be applied to purchase price.

**Buy-out.** Canadian Cablesystems Ltd., Toronto-based MSO, has agreed to buy assets of its 50% owner, Rogers Telecommunications Ltd., for $34.6 million. Those assets include systems in Toronto, Brampton and London, all Ontario. Transaction is subject to approval by Canadian-Radio Television Telecommunications Commission. Canadian Cable systems holdings include system in Syracuse, N.Y.

**Matching pair.** Reeves Teletape Corp., now has East Coast version of its West Coast subsidiary, Alan Landsburg Productions, which produces TV programs and theatrical features. New company located with parent in New York, is Grant-Reeves Entertainment. It will be headed by Merrill Grant, former vice president of media and programming for Case McGrath, New York agency, and president of Grant Case McGrath, TV producer there.
Warming up for a red hot promotion

RAB's media blitz will get under way Oct. 21 with multimedia promotions, print ads and Dick & Bert campaign

"Radio. It's Red Hot!" will be a message that radio listeners can't avoid, even when they're not listening, if the Radio Advertising Bureau has its way.

Seven "commercials" by the award-winning team of Dick Orkin and Bert Berdis will begin airing on thousands of radio stations—locally and through the networks—when RAB's new self-radio campaign kicks off on Sunday, Oct. 21.

To back up the campaign, RAB is also making available to stations a variety of merchandise with the "Radio. It's Red Hot!" imprint, including T-shirts, sweatshirts, bumper stickers, much books and candy.

Centerpiece of the support is a red "radio radio"—a radio set in a cabinet that spells out the word radio—that is the visual symbol of the campaign. RAB officials said they obtained the receivers in Hong Kong, where they're manufactured, at a price to stations about half that advertised in prestige retail catalogues. The price to stations: Around $21, exact price dependent on quantity. RAB officials said they ordered 5,000 sets and already have received commitments for approximately 2,500 but if necessary can reorder, provided commitments are received promptly.

In a more serious bid to sell radio to advertisers and agencies—which is the objective of the campaign—print ads will be scheduled in business and advertising publications.

Cold cash for hot campaign. On hand at RAB headquarters in New York when NRBA contributed $5,000 to the "Radio. It's Red Hot!" promotion effort were (l to r): Bernard Mann, Mann Media, NRBA secretary; Robert Herpe, General Communications, NRBA board chairman; Miles David, RAB president, and Robert Alter, RAB executive vice president. In addition to NRBA's contribution, RAB has collected about $13,000 from four other sources.

The big thrust, however, will be in the Dick and Bert messages on the reel that RAB member stations are due to receive well in advance of the Oct. 21 kickoff date. Miles David, RAB president, said the announcements include a mix of Dick and Bert humor and straight sell.

"The goal of this year-long campaign,"

Get the most

- A Competitive Edge  •  Improved Fringe Reception  •  Enhanced Station Sound

Maximum Power
APC-1 Automatic Power Controller

Maximum Modulation
AMC-1 Amplitude Modulation Controller

Where . . . The Delta APC-1 Automatic Power Controller insures maximum operating power for your transmitter, preventing over- and under-power operation.

AND

The Delta AMC-1 Amplitude Modulation Controller is like a tireless operator, continuously adjusting your system to provide the highest modulation level permissible.

DELTAL E LECTRONICS

5730 GENERAL WASHINGTON DRIVE
P.O. Box 11268 • ALEXANDRIA, VIRGINIA 22312
TELEPHONE: 703-354-3350  TWX: 710-832-0273

Broadcasting Oct 8 1979
Exxon and home heating oil:

Exxon's home heating oil is sold to homeowners through independent distributors.

Our wholesale price to distributors averages about 62¢ per gallon. This is now 5% below the industry average.

We offer the same credit terms we had before the oil shortage. They are equal to or better than those of competition.

We expect to make available as much home heating oil this winter as last winter.
he said, "is to convince major national, regional and local advertisers they can do the whole job with radio. We already have three-quarters of the top 200 advertisers using some radio. By the time we're finished we want radio to be a primary medium for every advertiser in America."

One of the straight-sell messages in the group tells listeners:

"If you're an advertiser, you should be using radio as your primary medium. Why? It's primary with your customers. Every day radio reaches more people than any other medium. And the average American listens to radio three hours and 23 minutes a day. Local advertisers who really know when a medium works have increased their use of radio 185% in the past 10 years... Radio... It's red hot. Get more facts. Call this station or the Radio Advertising Bureau. They brought you this message."

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**Retail ad hints**

The importance of positioning and the use of personalities in television advertising were underlined during a presentation in New York at the Retail Advertising Management Seminar.

The presentation was coordinated by Tom McGoldrick, vice president/retail, Television Bureau of Advertising, and TVB's Retail Development Board. The segment featured retail advertising success stories presented by Bruce Thomas, director of sales development, WWL-TV New Orleans, Don McCarty, vice president/advertising director, Famous Barr, St. Louis, and Fred Schwartz, president, Mademoiselle Furs, New York.

Thomas cited the John F. Lawhon and Hurwitz Mintz establishments as examples of effective television positioning in the New Orleans retail furniture market.

While Lawhon aims for the economy market, Thomas said, Hurwitz Mintz positions itself in the prestige market.

He presented four rules for successful TV positioning: Commit to TV as an integral part of marketing plans; decide on your store's identity and how it is perceived by the buying public; sell the store, because, with positioning, the store is the product, and find a conceptually solid approach with a comfortable look, and go with it.

Oscarson said that Famous Barr's has used such national personalities as Pat and Shirley Boone, Phyllis George and Ted Simmons of the St. Louis Cardinals in its commercials—and the approach worked. He offered specific advantages of using national personalities in local department store TV advertising: It's unexpected and grabs the viewer's interest; continuity and memorability are reinforced in every spot; store acquires a special image of quality and sophistication.

Although not a national personality, "Fred the Furrier" Schwartz has become well known in the New York area because of his TV advertising campaign for the Fur Vaults located in three of Alexander's department stores. Schwartz, a furrier, stars in the commercials, surrounded by real customers who are not actors or models.

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**Katz thinks radio-TV won't suffer by comparison**

The Katz Agency is introducing a computerized planning system for newspaper advertising on the theory that providing accurate information on a competitive medium will prove, in the end, to be beneficial to spot television and radio advertising.

Called "CircAnalysis," the system is an addition to the Katz PROBE/Marketing Systems. Katz said it offers media planners a method of analyzing newspaper circulation in terms of demographic reach and frequency for an unlimited number of newspapers and for a single county, a cluster of counties or an entire ADI.

Don McCarty, Katz PROBE/Marketing vice president, said the system will enable advertisers to "buy the right combinations of media." He agreed that in some cases the combinations might swing the media weight into newspapers. But he added that in other instances "CircAnalysis" will pay dividends in advertising for Katz-represented stations using PROBE.

The "CircAnalysis" programs are designed to operate on a Texas Instruments 59 portable computer so that calculations can be made at the media planner's or buyer's desk.
A different kind of 1st Amendment policy

Newspapers get insurance plan to cover legal costs; NAB is working on one for broadcasters

Newspapers concerned about litigation costs arising out of efforts to cover the news will soon be offered a “First Amendment defense” insurance policy by the Mutual Insurance Co. Ltd., of Bermuda. It would be a first. Nothing comparable is generally available to broadcasters, although the National Association of Broadcasters is in the process of studying broadcasters’ insurance needs, in terms of libel, slander, invasion of privacy and the First Amendment.

The First Amendment defense insurance program, which was endorsed by the board of the American Newspaper Publishers Association, will provide maximum coverage of $1 million to cover legal fees in cases involving prior restraint, reporters’ access to information, newsmen’s privilege and other matters involving First Amendment issues. The protection would be available in cases involving government agencies as well as Congress and the courts.

Allen H. Neuahr, chairman and president of Gannett Co., who is also chairman and president of the ANPA, said the plan was “a great step forward in providing newspapers throughout the United States, particularly smaller newspapers, the opportunity and the means to fight for and to defend freedom of speech and of the press.”

Mutual will provide the coverage as an additional element in a policy it now writes for libel insurance. Exact terms and premiums for the new policy will be determined later this year.

The First Amendment protection also will be available to the television stations, radio outlets and cable television systems owned or controlled by ANPA members.

The insurance is not available, however, to other broadcasters, at least at present. Arthur B. Hanson, who is U.S. general counsel for Mutual as well as counsel for the ANPA, said that “something could be worked out” with the NAB, if it were interested in the program.

NAB officials were interested and have talked to Hanson about the matter, but they are not ready to make a recommendation to the board. Since last spring, the NAB has been surveying the insurance needs of its members, and, with the aid of a computer, is in the process of analyzing the answers received. Once that is done and insurance companies are contacted on the matter, NAB’s senior vice president and general counsel, Erwin Krasnow, said, the staff will be able to say whether insurance companies are meeting members’ needs. “There might be a need for an NAB-created fund,” he said.

The NAB staff expects to complete its analysis and report in about six weeks.

Read the rights. The National Association of Broadcasters has passed along to its members a modified copy of a card used by the Boston Globe to challenge motions to deny public and journalistic access to courtroom proceedings. The newspaper has provided its reporters with the printed card to present to the court when any motion to close a trial is made. The reason for the card, NAB says, is that a reporter may be uncertain how or when to act in the face of an attempt to close the proceeding; it provides time to get a lawyer to the court, and may cause the judge and defense to reconsider efforts to seal the courtroom, and it creates an immediate and permanent record of an objection to closure.

To use the card, a reporter may rise when a motion to bar coverage is made and request permission to read it to the court; or the journalist may hand the card to the court clerk and request that it be passed immediately to the judge.

The NAB, in cooperation with the Reporter’s Committee for Freedom of the Press and nine other news organizations, has joined in an effort to document all attempts to exclude the press from courtroom proceedings.

Public TV to expand nightly news feed

WGBH-TV is producing; it’s an extension of DEF service to begin by the end of the year

By December, a national and international news program will be available to Public Broadcasting Service member stations from WGBH-TV Boston.

The 15-minute broadcast, to be fed at 6 p.m. and updated between 10 and 11 p.m., will be an outgrowth of PBS’s DEF, the daily exchange feed already coordinated by WGBH-TV.

Through the DEF, stations for the past two years have been sharing news reports as well as receiving material from such sources as Visnews, the Canadian Broadcast Corp., the BBC and Reuters. A new major contributor will be the PBS Washington bureau being launched this month by WETA-TV there.

Now WGBH intends to provide a packaged broadcast as well. For the first six

Sherlee Barish, Executive recruiter.
The best there is, because she’s been doing it longer and better.

Television news is her specialty: Anchors, reporters, meteorologists, sportscasters, news directors and news producers.

Call her.

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527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672
The program at first will be available to the 80 PBS members who share the costs of WGBH-TV. Others can join in the cooperative arrangement.

After the first half-year, McGhee expects other funding arrangements to be made, such as offering the program itself to those stations willing to help pick up the tab. In the meantime, however, WGBH-TV will be paying for it through its news budget, made up of local discretionary funds not tied to any particular program.

Likely to anchor the program is Christopher Lydon, who has held that responsibility for WGBH-TV's local news since 1976.

**Reviews of various branches of journalism featured in publication for SDX convention**

The *Journal* of this year's convention of the Society of Professional Journalists, Sigma Delta Chi, is being developed as "a review of the state of journalism in America today," with 15 major articles by people well-known in their fields.

Russ Tornabene, NBC News director of public affairs, who is publisher of the convention journal, said last week that months, it will be free to stations, with WGBH-TV picking up the "couple of hundred thousand dollars over and above" the DEF, according to Peter McGhee, the station's program manager for current affairs. The primary added expenses are for studio work and an anchor, McGhee said.

Katharine Graham, chairman of the Washington Post Co., was writing a general review of the press in the U.S., and that others writing major articles include Julius Barnathan, president, ABC Broadcast Operations and Engineering, on TV technology; Keith Fuller, president of AP, and Rod Beaton, president ofUPI, on the news associations; William Payette, former president and chairman of United Media Enterprises, on syndicates; Edwin Diamond of Massachusetts Institute of Technology, on criticism; Norman Isaacs, chairman of the National News Council, on newspapers; Floyd Abrams, noted First Amendment lawyer, on law and the press; Charles Novitz, managing director of Independent Television News Association, on newsmovie services; Robert Moskin, author and former foreign editor of *Look*, on magazines; Tina Press, former WCBS(AM) New York director of editorials, now on leave at Columbia University, on broadcast editorials, and Neil Hickey of *TV Guide* on television news.

The Sigma Delta Chi convention is scheduled Nov. 14-17 in New York.

**JWMC chairman.** Steve Nevas, National Association of Broadcasters' specialist on First Amendment matters, has been elected chairman of Joint Washington Media Committee. JWMC is composed of 20 print and broadcast media organizations whose representatives meet to consider matters of mutual concern—legislation and court decisions affecting press, for instance.

**Shana signs off.** Shana Alexander, liberal side of "Point Counterpoint" on CBS News's *60 Minutes*, has quit show. There were points and counterpoints about her departure: According to Don Hewitt, *60 Minutes* executive producer, her agent had asked for two-and-a-half times amount CBS pays her former opponent, James Kilpatrick, per appearance (said to be $500). Hewitt said he "never" heard from Alexander about her resignation but rather first read about it in newspaper column. Alexander, off to Europe last week, reportedly said she didn't ask for that much but rather "a little more than $600" and with raise also to apply to Kilpatrick. In earlier address before North Carolina State University, she claimed it was two days work for 60-second spot and she was tired of being "house liberal."

**Wants in.** Hearst Corp.'s Baltimore stations—WBAL-AM and WYFF-FM—have petitioned Maryland Court of Appeals to allow still and television cameras and microphones in state's courts. Stations contend that cameras and microphones will not hinder progress of court proceedings but will in fact reflect public's misconceptions about them and improve reporting of judicial decisions.

**ITNA to Atlanta.** Independent Television News Association Inc. has signed Turner Broadcasting's WSB-TV Atlanta to its daily on-air TV news service, raising total subscribers to 20. Another new subscriber is KMPH-TV Fresno (Tulare), Calif. INTA president John Corporon of WPRT-TV New York noted subscribers have doubled in four year, pointing up growth of independent TV stations and need for fourth national TV news force.
Programming

ABC takes first but NBC finishes a strong second

Silverman's network continues its improved showing, with new shows pulling it to a close No. 2 while CBS languishes in third with poor results from its freshmen series.

Two weeks into its new season, NBC-TV showed little sign of losing the momentum that has brought the network out of the basement and into a strongly competitive position.

Without such blockbuster films as "Coming Home" and "The Outlaw Josey Wales," NBC couldn't hold onto first-place honors (Broadcasting, Oct. 1). ABC-TV grabbed back the title, its usual one last season.

Nevertheless, a much improved NBC picture continued. The network that hardly ever made it out of third last season dropped only as far as a close second for the week ending Sept. 30.

CBS, on the other hand, continued to be plagued for the most part by its new-season entries. Three premieres, for example, Big Shamus, Little Shamus, Paris and California Fever, joined five other CBS shows for the unfortunate distinction of populating eight of the bottom 10.

The prime-time averages for the seven days were: ABC: 19.4 rating/33.0 share; NBC: 19.1/32.3, and CBS: 16.4/27.7.

ABC won Tuesday through Friday; NBC took Monday and Saturday, and CBS, Sunday.

Viewers clearly were keeping their preference for established shows. Among the top 10 of the week, the only new entry was CBS's Trapper John M.D., in ninth place with a rating of 22.3 and share of 39. Continuing down the list, the only other new show in the top-25 was ABC's Benson at 21.

While new to the schedules, both of these have ties to familiar hits, with Trapper John, older perhaps, but still a character born on M*A*S*H, and Benson, the domestic first employed on Soap.

The other top-10 shows for the second week of three-network competition were, from the top, Three's Company (26.2/42) and Charlie's Angels (25.5/40); NBC's Little House on the Prairie (23.4/41), CBS's 80 Minutes (24.7/44), and M*A*S*H (24.5/57); ABC's Eight is Enough (23.5/40); NBC's ChiPs (23.4/45); ABC's NFL Monday Night Football (22.7/38), and CBS's Dallas (21.9/38).

Although NBC had only two in the top 10, Little House and ChiPs, most of its other shows, if not overwhelmingly hit, generally appeared to be on solid ground. In contrast to last season, those scoring below a 30-share were in the minority. Lowest rated on the NBC schedule was the news magazine, Prime Time Sunday, (12.8/22) in 55th place. Other soft spots were Disney's Wonderful World (14.7/26) and Dallas (15.1/26). Significantly, however, it was NBC's second week without a show in the bottom 10.

The true test of NBC's muscle, however, may well depend on continuing strides in long-form and successful reception of its series yet to premiere—Kate Colombo, Shirley, Hello Larry and The Best of Saturday Night Live. Last week NBC's five-hour blocks performed well. Monday through Wednesday's 9 p.m. outing of The Last Convertible miniseries brought in a 19.2/30, 20.0/33 and 19.3/32 respectively. Thursday's two-hour Buck Rogers in the 25th Century special episode earned an 18.3/31 and Sunday's Kid from Left Field a 21.4/33.

But there were other indications of NBC's newly found strength, ranging from Real People, which earned its highest-ever share (20.6/35), to B.J. and the Bear, which premiered with a 19.9/37. And in the one time period—Saturday at 10—where all three networks have new series battling one another, NBC came up victorious with The Man Called Sloane (17.4/34) against ABC's Hart to Hart (16.8/33) and the CBS debut of Paris (11.3/22).

At CBS, the over-all third-place showing couldn't have brought any pleasure but apparently was no great shock. Earlier this year, CBS officials told security analysts that they were prepared for it and pointed out that the network generally has been a

From here to there. NBC-TV has put From Here to Eternity: The War Years on hold and instead will offer The Best of Saturday Night Live, 60-minute reruns of the late-night show's biggest success, beginning Wednesday, Oct. 24, at 10 p.m. The move will create a full comedy night on NBC's schedule. Wednesday will continue to start with Real People, followed by Diff'rent Strokes and Hello Larry, which move into their regular time period, then The Best of Saturday Night Live.

Earlier this year, NBC presented two 90-minute Best of... specials, pulled from various Saturday Night Live shows. However, new prime-time series will trim individual shows by a half hour. As for From Here to Eternity, NBC said it is "postponed for presentation at a later date.

Great American Musical

The most memorable songs of stage and screen and exclusive interviews with the great musical stars. Two hours every week.

You won't believe your ears. See — and hear — us on the exhibit floor, or visit us in suite 5189 (food and cocktails Monday at 6).
slow starter in past seasons.

But whether CBS was prepared for six new shows and two old ones to show up in the bottom 10 is questionable. From bottom up it was CBS's new Working Stiffs (7.7/15), Last Resort (9.3/16), Struck by Lightning (9.4/15), Big Shamus, Little Shamus (9.4/17) and returning Bad News Bears (10.1/19); ABC's Out of the Blue (10.8/20) and The Kind of Family (11.3/20), and CBS's Paris (11.3/22), Wednesday Night Movie ("The Betsy") (12.0/20) and California Fever (12.3/21).

Most but not all new vehicles stalled out for CBS. Besides Trapper John, Archie Bunker's Place, although not winning its time period as it did premiering the week before, managed to last.

ABC, carried to victory for the week on the success of its returning shows, also was experiencing problems with new programs. Detective School and The Associates both improved but only up to 12.7/24 and 17.2/27, respectively. Both 240-Robert and Lazarus Syndrome continued to drop, to 13.9/22 and 13.8/24.

And even among the returning shows, there were changes. Laverne & Shirley scored a solid 19.5/35 but that only amounted to 30th place. Fantasy Island, which has fallen off dramatically since its time period was switched, was preempted. But another previous hit, The Ropers, continued sliding with only a 14.2/28 for S11.

**Critical differences**

The 1979-80 prime-time season's crop of new-show introductions was petering out last week, as were the critics' reactions to them. There were three premiers—CBS's Paris and Big Shamus, Little Shamus and NBC's Buck Rogers. Reaction, as usual, was mixed. Only one all-new show has yet to make its appearance, and it's being held off until Oct. 26—NBC's Shirley (Fridays at 8-9). As for last week:

**Paris (CBS, Saturday, 10-11)**

"... has two strong assets. The lead role of Woodrow Paris is played by James Earl Jones. And, at least in the first show, this is a cop format with a minimum of violence ... With better scripts, Paris could survive in the ratings jungle." John J. O'Connor, *New York Times.*

"James Earl Jones is an imposing figure [but] I will reserve judgment on this one until I've caught a couple of episodes. Tomorrow night's plot is telegraphed right from the start, so watching Paris solve the case is pointless. Better scripts are needed in a hurry." Kay Gardella, *New York Daily News.*

**Big Shamus, Little Shamus (CBS, Saturday, 9-10)**

"... The series will probably be swept out to sea on the first rating wave." Kay Gardella, *New York Daily News.*

"It is a show that needs work and focus. And time. Time to get better creative people at work on the script, ideas and dialogue. Time for them to sit down and decide which direction they want to travel." Judy Flander, *Washington Star.*

**Buck Rogers in the 25th Century (NBC, Thursday, 8-9).**

"... If his show can survive for a few weeks against the intimidating opposition of last season's number one series, Laverne and Shirley, [star Gil Gerard] may turn out to be the most successful video space commander since William Shatnercaptioned the Enterprise on *Star Trek* a decade ago..." Lee Winfrey, *Boston Globe.*

"... doesn't look like a terrible TV show. It's another comic book number for the kids with some camp for the parents. But sitting on NBC without a lot of hype or a good lead-in, it's just not going to attract much of an audience beyond the sci-fi junkies who have repeatedly shown themselves unable to sustain a TV show in the ratings ..." Michael Hill, *Baltimore Sun.*

**NATPE votes to shift action out of suites**

By 1984, program exhibitors will be moved into convention halls; this year's meeting, however, will be in the current style.

The National Association of Television Program Executives board, meeting late last month in San Francisco, decided to go the convention-hall route for exhibitors during its annual conference. Full transition to that style, however, won't take place until at least 1984. Already booked are meetings through 1983. Next year, it's the San Francisco Hilton, where the suite tradition will continue. For the next three years—at the New York Hilton and twice at the Las Vegas Hilton—both suites and convention-hall space will be used.

Sites currently being investigated for 1984, with the San Antonio, Tex., convention center a contender.

While the convention-hall style leads to comparisons with the Marche Internationnalement des Programmes de Television (MIP) held annually in Cannes, France, NATPE envisions a different arrangement. The organization says it will not have corridors of exhibitors jammed side by side; it wants to space them apart on the convention floor.

The board also firm up its plans to hire a full-time executive director, with an annual salary up to $30,000. The search committee, led by Lew Klein, executive vice president of Gateway Communications, is looking to have the field of candidates narrowed by late December, with an executive director in place by next year's mid-February conference.

The board also voted to bring programmers from Public Broadcasting Service stations up to full voting membership status. Previously they had held the more limited "educational" membership.
Star wars. When history of 1979-80 television season is written, it may just go down as season of stars—big stars. ABC-TV pulled coup last week, for example, announcing it had teamed film greats Ginger Rogers and Douglas Fairbanks Jr. for mid-November episode of Love Boat. Spellings/Goldberg show Episode will mark first project by idols of yesteryear since their 1937 film, "Having a Wonderful Time." Both have done talk and variety shows in recent years, but they have avoided regular series appearances. Fairbanks last was on small screen in dramatic role in 1972 ABC made-for-television movie, "The Crooked Hearts." ABC also announced last week that Henry Fonda will make his series television debut and Joanne Woodward her directorial debut on Nov. 20 episode of Family, "A Special Family Thanksgiving."  

ABC's only most recent. NBC-TV has gone after big names, too, this season—in regular series as well as specials and limited runs. The Rockford Files is one NBC series that seems to be getting number of well-known leading ladies to play-off star James Garner. Premiere of show's sixth season featured up-and-coming Emmy winner Mariette Hartley, known for wily Polaroid commercials with Garner. Others on Files list of guest stars include Lauren Bacall, Rita Moreno and country music star Barbara Mandrell. For specials and miniseries, NBC's stable includes: Muhammed Ali and Kris Kristofferson (Freedom Road), Rock Hudson and Roddy McDowell (The Martian Chronicles) and Lee Grant (Thou Shalt Not Kill).  

In series category, CBS-TV runs bit weaker, but big names still grace lists for one-time programs: Bette Davis (White Mama), John Gielgud and Patricia Neal (All Quiet on the Western Front), Joanne Woodward (Streets of L.A.) and Henry Fonda, Fay Wray, John Houseman and Jose Ferrer (Gideon's Trumpet).  

'Roots' rerun. To reach younger viewers who may have missed original ABC-TV network showing in January 1977, ABC's five owned TV stations will present Roots in nine 90-minute late-afternoon (local time) episodes, Nov 5-9, 12-13 and 15-16. Stations are also sponsoring Roots study guides prepared by Prime Time School Television, Chicago, and from now through early November will promote showings with 96-second spots preceding features in theaters in five O&O markets. Theater advertising campaign is expected to reach 5 million persons."  

Pushing books, CBS and Library of Congress have united in joint project to encourage public to read books. At end of certain CBS programs, brief announcements from performers in shows will mention several book titles on subject of telecasts, as suggested by library. Among CBS television programs to be used in project are All Quiet on The Western Front and Mayflower: The Pilgrims' Adventure. The project is called "Read More About It."  

Protesting. Board of directors of B'nai B'rith's New York Advertising Lodge has joined those condemning CBS for casting Redgrave as half-Jewish Nazi concentration camp survivor in upcoming Playing for Time TV movie. Board resolved that Advertising Lodge members recommend that clients not participate in sponsorship of film. Lodge President Jack Geller, of Weiss & Geller claims Redgrave is "aowed foe of the Jewish people and of Israel," and is an active supporter "of the Palestine Liberation Organization."  

All told. Benjamin Hooks, former FCC commissioner now executive director of National Association for the Advancement of Colored People, is host of new Post-Newsweek series, Go Tell It, which will debut this month in about 60 markets. There are six programs in first season (stations are running it biweekly or monthly): shows investigate role of blacks in American society. Sponsors signed include Scott Paper and Pepsi-Cola. P-N is handling distribution. Above, Hooks and Rachel Robinson, widow of baseball star Jackie Robinson, in scene from one edition of Go Tell It.
FCC responds to GAO's criticisms

Commission management technique will be improved, says Lichtwardt, who as executive director will be given wider range of responsibilities.

The FCC plans to get its act together. To start, the commission will implement programs to improve its management control, planning processes and automatic data control systems. These actions were prompted by the General Accounting Office's top-to-bottom study of FCC management practices and procedures, in which GAO found deficiencies virtually everywhere it looked and then recommended changes for the commission.

The FCC last week replied to the report, saying it "concur[s]" with GAO's basic findings and endorses its recommendations.

GAO had said the FCC should delegate greater authority to the executive director to enable him to supervise, direct, coordinate, and control effectively the activities of the staff and to work with the various bureau and office managers to strengthen their management functions, such as planning, program evaluation and personnel management (BROADCASTING, Aug. 6).

Don Lichtwardt, FCC executive director, says the commission acknowledges the importance of program managers functioning as administrators. Lichtwardt says his office will provide the management expertise needed to guide these new managers in their initial stages.

In responding to the GAO, the FCC said "the bureau chief and his subordinate line managers must be held responsible for the over-all performance of the bureau. In the future, we see less of an opportunity at the FCC to separate an individual from his or her management performance."

The commission, in its 1981 budget request, is seeking $1.2 million to hire 46 persons to strengthen management resources.

The commission, in its response to GAO, also delineated matters to be considered by the full commission and those delegated to the chairman and the executive director. Matters considered not to be of sufficient import to be considered by the full commission include all budget estimates and supplemental prior to submission to the Office of Management and Budget; reprogramming of funds from one project to another; major organizational changes within bureau or staff offices; appointments to senior executive service and supergrade positions and performance ratings of high-level executives.

The commission delegated all other matters to the chairman and executive director and said "the commission authorized the chairman to delegate to the executive director as appropriate the necessary authority to enable him to more effectively supervise, direct, coordinate and control the administrative activities of the commission."

Lichtwardt said the commission is also committed to introducing a planning process that will anticipate technological changes. However, as the FCC's reply.
WE’LL HELP YOU SELL OUT YOUR STATION
THE EXCITEMENT OF INNOVATIVE PROGRAMMING
GOLDEN EGG
THE COMPANY THAT DOESN’T STOP WORKING WHEN THE SHOW GOES ON THE AIR.

GOLDEN EGG GIVES YOU —
• Sales aids for all Golden Egg shows.
• Sales cassettes and presentations to bring in advertisers.
• Any sales consultation you need to sell the show.
• Marketing aids, promotional material and print ads.

GOLDEN EGG’S STAFF WORKS ONE-TO-ONE WITH YOU TO SELL AND MERCHANDISE THE SHOWS — THE BEST PROGRAMMING IN RADIO —

ROCKIN’ OUT
America’s coast-to-coast rock ‘n’ roll hookup — the top hits reported by DJs across the country — plus exclusive appearances by rock’s superstars on each weekly 2-hour show. Premieres Winter 1980.

STEPPIN’ OUT
Top stars and major club DJs from across the nation in America’s only disco sweep — 3 hours every week — on the air now in 110 markets.

FUTURE FILE
The world of tomorrow — from UFOs to fashions — with the thinkers and the dreamers who will take us there. Ten 3-minute features weekly — premieres Winter 1980.

FILM CLIPS
Hollywood’s superstars talk about their lives and their craft — plus dialogue from their movies. Ten 3-minute features each week beginning Winter 1980.

THE GREAT AMERICAN MUSICAL
The most memorable songs of stage and screen — plus exclusive interviews with the stars. Two hours every week starting Winter 1980.

SEE US AT THE NRBA — FOOD AND COCKTAILS AT 6 MONDAY, SUITE 5189. EXHIBIT NUMBER 5220
stated, it does not view "the planning process as one in which we are able to develop master long-range plans for the course of telecommunications, but rather as a continuing process where we attempt to determine the future trends of the telecommunications sector and determine what steps to consider to minimize artificial barriers to growth and change . . . while always taking into account the public interest."

A third major thrust of the commission's new look will be the reactivation of the Automatic Data Processing Steering Committee.

The ADP steering committee will decide whether the commission is spending money on automation in the right way. Every bureau and office has been asked to determine whether its current operational systems should be continued, discontinued or increased to improve their effectiveness. All current and future systems will be assigned priorities.

Lichtwardt believes these three moves toward improved basic management functions will lead the FCC toward an over-all new management policy. The FCC has also made proposals to improve its personnel management functions by instituting systematic upward mobility opportunities for FCC employees. The executive director's staff will coordinate efforts of the management staff in each bureau to forecasting long-range personnel requirements to meet the agency's needs.


Krasnow: FCC talks and plays different games

Erwin G. Krasnow, senior vice president and general counsel of the National Association of Broadcasters, thinks the FCC, under Chairman Charles Ferris, should be judged by what it does, not by what it says.

In remarks before the Massachusetts Association of Broadcasters, Krasnow said: "The Ferris commission talks about deregulation, the First Amendment and less paperwork. But at the same time, the Ferris FCC has instituted rulemaking proceedings on . . . public service announcements . . . community service programing . . . ascertainment of gays . . . children's TV programing and advertising . . . loud commercials . . . the list goes on and on."

Krasnow said that while the agency talks about fostering the growth of UHF television, it seems intent on dismantling cable rules to the detriment of U's. And he quoted a UHF operator as saying: "The FCC has done as much to foster the viability of UHF as Cinderella's social life was fostered by her stepmother."

Krasnow also criticized the FCC for its "burdensome paperwork requirements" and the number and complexity of its rules.

The NAB counsel called the FCC a "creature" of Congress, and said it is important to realize it is a political body, subject to pressures from "the industries it regulates, other branches of government and the public interest it was created to protect." And the public interest, said Krasnow, is "whatever four commisioners, at a given point in time, say it is."

Calif. deregulates cable TV rates

New law is intended to spur rebuilding and expansion of CATV systems in state

California Governor Jerry Brown has signed into law a cable rate deregulation bill that is expected to have a major impact
on expansion of that medium in the already heavily wired state. In addition to allowing California’s larger systems to elect to set their own rates, the bill is likely to encourage rebuilding and updating of existing cable systems by making it economically attractive for operators to increase their capital investments.

Furthermore, the provisions of the new law are such that the public, which ultimately will be paying higher rates for its cable service, will reap benefits in more community and public-access channels on local cable systems.

The California Community Television Association estimates that system operators will invest $250 million in improvements and expansion over the next five years as a result of the passage and signing of the new law.

Cable systems that serve less than 70% of the homes in their counties may now set their own rates provided they meet the following criteria:

- Offer viewers 20 or more television channels.
- Own or have regular access to a satellite earth station.
- Operate in a county or part of a county with at least three significantly viewed over-the-air television signals or two significantly viewed signals and one educational station.
- Have at least three public-access or community service channels.

Ray Joslin, vice president of the CCTA, said that of the state’s 300 systems, approximately half have 12 channels or fewer and could be expected to begin upgrading their existing facilities to the level large enough to qualify for deregulation.

The state has retained a modicum of control over rates for exceptionally large systems. Those that serve in excess of 70% of a county’s homes may raise their rates at an annual rate equal only to 75% of the rise in the consumer price index.

There are approximately 2 million cable subscribers in California.

### Particulars of FTC kidvid proceeding are upheld in court, but doubt cast on other maneuverings

**D.C. bench says appeal by ANA and manufacturers is premature, but casts shadow over ‘validity of some of commission’s actions’**

An attempt to invalidate procedures used by the Federal Trade Commission in its children’s advertising inquiry has been rebuffed by the U.S. Court of Appeals in Washington. The court upheld a district court decision of last November.

In the original case, the Association of National Advertisers, Kellogg and the Chocolate Manufacturers of America had argued that the commission should have sought comment on the rules for the proceeding, that the required submission of all pertinent studies by rulemaking participants violates their rights and that the rule governing ex parte contacts violates due process.

Judge Gerhard Gesell, in the lower court ruling, expressed reservations about some of the FTC’s actions, but said that the appellants’ claims were premature. He added that although the district courts have jurisdiction over this type of matter, a final trade regulation rule would have to be promulgated before the appellants could press their claims.

The appeals court decision, written by Circuit Judge George MacKinnon, agreed that court action was premature, and the matter would first have to be resolved at the commission level.

But the court also expressed some reservations about the way this rulemaking, under the Magnuson-Moss Act, was fashioned. “Whether or not the commission has overestimated its power ... is far from clear—some of the commission’s activities at least suggest that it long ago settled on what it had in mind and deliberately fashioned its special rules to achieve that result with the fewest possible outside intrusions from precisely the parties Congress intended to have participate in a proceeding of this kind.”

The court concluded that it had “serious

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For more information on the Census Bureau report, or progress by America's professional nursing homes, contact:

Code is all that's needed, FCC is told

Broadcasters contend NCCB petition for commission guidelines for advertising, even in light of Justice Dept. suit, is redundant

Broadcasters' self-regulatory efforts in the commercialization area have been effective in the past, and will continue to be so, said the three TV networks, the National Association of Broadcasters, and a group of 12 broadcasters in comments filed with the FCC last week.

The comments were filed in response to a petition from the National Citizens Committee for Broadcasting urging the FCC to "end governmental inattention about commercialization ... so that the airwaves are not drowned in advertising chatter." The proposal calls for a ceiling of 10 minutes per hour on nonprogram material in television, with five minutes an hour during children's programing (BROADCASTING, Aug. 13).

NCCB filed its petition out of concern that the NAB's television code, under antitrust fire from the Justice Department, would be held illegal by the courts. NCCB contends that broadcasters would not self-regulate in the absence of a code.

NAB contends that NCCB's petition is premised on the assumption that the NAB code will soon disappear. Not so, said NAB. Any rulemaking petition at this time is premature and would represent an "unjustified departure from the commission's long-standing support of individual licensee responsibility and industry self-regulation."

CBS restated its support of industry self-regulation and said the "filing of an antitrust action which remains unresolved should not alter the commission's approach," which has long-standing.

ABC believes the FCC "should use the occasion of ruling on the NCCB petition to reaffirm the benefits to the public interest of the television code's advertising limits. It should make clear once again that its own regulatory program, with respect to overcommercialization which relies upon the code, has been carefully balanced to protect the public interest while also respecting important First Amendment and other values."

NAB said "the specifics of the NCCB plan are no more or less arbitrary than those of the code. And the variances reflect differing perceptions of the needs of advertisers, broadcasters and the public..."

NCCB's petition contends that its "premises of protecting the code, its own notions of trust, the licensee's long-standing support of the code, ... its concern that the code ... would not self-regulate in the absence of a code, ... are built on a shaky foundation ..."

NAB pointed out that the FCC has never given "センターtion to NCCB's allegations that it is being impeded in its efforts to provide for long-standing compliance with the code. In fact, the FCC's proposal has reaffirmed the value of self-regulation, and reaffirmed the importance of the code."

"The NCCB petition is redundant,反复iteration of what has been the proposed FCC proceeding. Its sole purpose is to throw a filibuster in the FCC's proceeding."

"This proceeding must not reflect National Citizens Committee for Broadcasting's personal agenda. It is not in the public interest, nor is it in the interest of NAB's member stations, who have voluntarily and voluntarily adhere to the code."

"The NCCB petition is being offered as a substitute to the FCC proceeding. The commission should reject it."

Hounding it over, FCC has agreed again to provide House and Senate Communications Subcommittees with financial reports of individual TV licensees. Both units requested 1977 information and received it; they sought it to develop model for spectrum fees. Information for 1978, they said, would be used to update files. Such data normally is held confidential by FCC.

NTIA and AT&T. National Telecommunications and Information Administration has submitted draft legislation to Congress that would bar AT&T from engaging in cable television or other mass media services. Proposal is in line with testimony given by NTIA Administrator Henry Geller earlier this year before House Communications Subcommittee, when it was considering Communications Act rewrite. Provision should not disturb AT&T, whose chairman, Charles Brown, told same subcommittee AT&T is not interested in getting into entertainment programming business.

Count them in. FCC has joined U.S. regulatory Council, which was created in 1978 to inform public and Congress about cumulative impact of regulations on national economy. Members submit calendars every six months, listing goals and benefits of major regulations and estimates of economic impact. FCC Chairman Charles Ferris, however, has reserved right to make modifications in format—for instance declining to "predict the direct and indirect costs of a proposed regulation ... including such information ... prior to public comment ... that could subsequently compromise the commission's position by evidencing prejudgment of some of the critical issues open for public comment." First FCC regulatory calendar is expected within next two weeks.

Commissioner questioning. Senate Commerce Committee will hold hearing this Wednesday (Oct. 10) on nomination of Patricia Bailey to serve as commissioner of Federal Trade Commission. Bailey is expected to have little trouble with confirmation process, meaning FTC will soon have quorum in children's advertising proceeding, now stalled pending recommendation by commission on how to proceed.

Another format protest

A coalition of foreign-language program producers at WHXLM Newark, N.J., and a number of ethnic groups have banded together in an attempt to block the sale of the station.

The coalition's petition to the FCC noted that WHXLM broadcasts in 35 languages and said it provides a "unique" service to the New York metropolitan area. It said the station is being sold for $1.75 million by Cosmopolitan Broadcasting Corp. to Unique Radio Group under FCC's distress-sale policy, which permits broadcasters in danger of losing their licenses to sell to minority-group buyers at reduced prices.

The ethnic groups charge that the New York area already has three radio and two TV Spanish-language stations. Nevertheless, they continue, Unique Radio's application to the FCC proposes that it will broadcast substantial Spanish-language programming.

An attorney for Unique Radio said the company intends to devote a "significant" part of its schedule to non-Spanish ethnic programming.
Filings in 9 kHz inquiry urge caution

But NTIA, which started ball rolling, says there are numerous benefits in reduced AM spacing; broadcasters and manufacturers say there's need for thorough study.

Comments are in on the FCC's notice of inquiry on 9 kHz channel spacing for AM broadcasting, and they're as varied as the interests that would be affected. But there was one line of agreement among them, and that was that the FCC ought to conduct a thorough study of the impact on the total radio marketplace of all AM allocations and proceed to make a careful position for the Region II conference in Buenos Aires next spring, which will plan the use of the AM band in the Western Hemisphere.

The proposal to reduce AM spacing from 10 kHz to 9 kHz was introduced by the National Telecommunications and Information Administration in a petition for rulemaking last January as a means of making room in the spectrum for several hundred more stations, and thus opening the door to station ownership by minorities as well as to full-time operation by daytimers (BROADCASTING, June 15).

NTIA's filing last week said that reduced channel spacing would insure more efficient use of spectrum space, create more full-time stations and thus diversity of programming and ownership, make Region II allocations on a par with Regions I and III, and would lower the cost of digitally tuned receivers by insuring common manufacturing standards and stimulating competition.

NTIA also said common AM allocation throughout the world would eliminate the possibility of heterodyne interference (whistles) due to incompatible spacing. It also said no change in protection against adjacent channel interference would be necessary, except in limited geographical areas, and urged the commission to generate a proposed table of assignments.

The National Association of Broadcasters neither supported nor opposed the proposal, but restated its request for the establishment of a joint government-industry advisory committee to address the related issues of restructuring of the clear channels, AM stereo and FM directional antennas. The committee would prepare in-depth studies of various methods for assuring that "all radio stations (present and future) be authorized to provide full-time service without significantly diminishing service by other classes of stations."

The Clear Channel Broadcasting Service supported NAB's proposal, and urged the FCC not to "push precipitously" into adopting 9 kHz and to prepare a thorough study for the Region II conference. CCBS said that from an engineering viewpoint, the present 10 kHz allocation is preferable, but it realizes there is an "unsatisfied demand for new unlimited-time AM stations," which a reduction in channel spacing could help alleviate.

However, CCBS warned that "there will be some loss of service due to adjacent channel interference, even if bandwidth limiting filters are installed in all transmit-

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Fixing radiation rules

FCC will issue rulemaking notice based on staff recommendation for limits on interference to TV from home computers

An FCC staff study has concluded that there is a "real potential" for interference to broadcast signals from home computing devices and has persuaded the FCC to issue a new set of classifications and specifications for computing equipment. The commission has also proposed a rulemaking to revise present Class I television device rules.

The FCC action was prompted by a request by Texas Instruments for a waiver of certain FCC rules to clear the way for the sale of TI's Model TI-900 modulator with an associated home computer. It is also in line with the National Association of Broadcasters' caution to the FCC that "now is the time to control ... the radiation levels of personal home video devices while this newly emerging technology is in its embryonic stage." (Broadcasting, May 7).

The FCC staff believes that the present rules are "too protective" and "place too much burden" on computer manufacturers, since there was no differentiation made between a computer with its own display device and one with a television interface device. Under the proposed rules, the Class I classification will be dropped in favor of TV interface device rules, which will accommodate all former Class I equipment, stand-alone modulators and videotape recorders. Concurrently, the commission will issue an order establishing specifications and certification requirements for all computing devices (which currently emit more radio frequency energy than the proposed standards would allow)—which will be classified Class A (commercial) and Class B (personal).

Members of the FCC's Office of Science and Technology provided a visual representation of interference caused by home computers during an FCC meeting. The staff chose to demonstrate interference to TV rather than to radio broadcasts because its studies have shown TV interference to be "more significant."

The demonstration consisted of three personal computer-systems hooked to two TV receivers at different distances—three meters and 10 meters—within the meeting room. The receivers displayed the interference created by the computers and a ch. 4 (wrc-TV Washington) signal at different levels of undesired radiation.

The first unit complied with present Class I standards, so the level of radiation above 50 mhz did not exceed 5uv/m at a three-meter distance, the distance proposed for measurement of the radiation levels (10 meters was the distance assumed for a residential environment and used in establishing proposed limits). The second unit met proposed limits for Class B devices, which for emissions interfering with ch. 4 are 100uv/m at three meters. The third unit significantly exceeded both limits.

When viewing the two television screens, reception was increasingly marred from "little interference" to "quite marked" interference with computers one to three, respectively, at a three-meter distance. At a distance of 10 meters, with the highest level of radiation (computer number three), there was only "some" displayed interference. The staff concluded that "displayed interference is of course, a function of the ratio of the levels of the desired and undesired signals. It will be less apparent if the desired signal is increased and more apparent if the undesired computer radiation is increased."

In ordering the new specifications for Class A and Class B equipment, the commission has deemed that commercial computer manufacturers will not have to apply for certification, but will have to test their equipment and label it as meeting FCC requirements. And the limits for commercial equipment will be less stringent than those set for home computers, which will have to be certified. The staff believes that because the limits will be relaxed, the cost of manufacturing the items will also be decreased.

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Broadcasting Oct 8 1979
### Playlist Oct 8

**Contemporary**

<table>
<thead>
<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 1</td>
<td>Sad Eyes □ Robert John</td>
<td>EMI/America</td>
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<tr>
<td>3 2</td>
<td>Rise □ Herb Alpert</td>
<td>A&amp;M</td>
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<tr>
<td>4 3</td>
<td>I'll Never Love This Way Again □ Dionne Warwick</td>
<td>Arista</td>
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<tr>
<td>1 4</td>
<td>Lonesome Loser □ Little River Band</td>
<td>Capitol</td>
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<tr>
<td>9 5</td>
<td>Don't Stop Til You Get Enough □ Michael Jackson</td>
<td>Epic</td>
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<tr>
<td>7 6</td>
<td>Sail On □ Commodores</td>
<td>Motown</td>
</tr>
<tr>
<td>5 7</td>
<td>My Sharona □ The Knack</td>
<td>Capitol</td>
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<tr>
<td>8 8</td>
<td>Don't Bring Me Down □ Electric Light Orchestra</td>
<td>Epic</td>
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<tr>
<td>9 9</td>
<td>After the Love Has Gone □ Earth, Wind &amp; Fire</td>
<td>Columbia</td>
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<tr>
<td>12 10</td>
<td>Pop Muzik □ M.P.</td>
<td>Warner Bros.</td>
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<tr>
<td>11 11</td>
<td>Lead Me On □ Maxine Nightingale</td>
<td>Windsong</td>
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<tr>
<td>17 12</td>
<td>Come To Me □ France Joli</td>
<td>Prelude</td>
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<tr>
<td>19 13</td>
<td>Dim All The Lights □ Donna Summer</td>
<td>Casablanca</td>
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<tr>
<td>14 11</td>
<td>Driver's Seat □ Sniff 'n the Tears</td>
<td>Atlantic</td>
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<tr>
<td>16 15</td>
<td>Heartache Tonight □ Eagles</td>
<td>Elektra</td>
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<td>13 16</td>
<td>Deuil Went Down To Georgia □ Charlie Daniels Band</td>
<td>Epic</td>
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<tr>
<td>14 17</td>
<td>Good Times □ Chic</td>
<td>Atlantic</td>
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<tr>
<td>21 18</td>
<td>Cruel To Be Kind □ Nick Lowe</td>
<td>Columbia</td>
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<tr>
<td>19 19</td>
<td>Bad Case Of Lovin' □ Robert Palmer</td>
<td>Island</td>
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<td>18 20</td>
<td>Heaven Must Have Sent You □ Bonnie Pointer</td>
<td>Motown</td>
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<tr>
<td>25 21</td>
<td>You Decorated My Life □ Kenny Rogers</td>
<td>United Artists</td>
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<td>24 22</td>
<td>Depending On You □ Dobie Brothers</td>
<td>Warner Bros.</td>
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<td>23 23</td>
<td>True □ Fleetwood Mac</td>
<td>Warner Bros.</td>
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<td>22 24</td>
<td>Spooky □ Atlanta Rhythm Section</td>
<td>Polydor</td>
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<td>25 25</td>
<td>Lovin' Touchin' Squeezin □ Journey</td>
<td>Columbia</td>
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<td>38 36</td>
<td>Good Girls Don't □ The Knack</td>
<td>Capitol</td>
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<tr>
<td>30 27</td>
<td>Still □ Commodores</td>
<td>Motown</td>
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<tr>
<td>36 28</td>
<td>Babe □ Styx</td>
<td>A&amp;M</td>
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<tr>
<td>29 26</td>
<td>Where Were You When I Was Falling In Love □ Lobo</td>
<td>MCA</td>
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<tr>
<td>31 30</td>
<td>Broken Hearted □ Anne Murray</td>
<td>Capitol</td>
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<tr>
<td>26 31</td>
<td>Goodbye Stranger □ Supertramp</td>
<td>A&amp;M</td>
</tr>
<tr>
<td>- 32</td>
<td>Ships □ Barry Manilow</td>
<td>Arista</td>
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<tr>
<td>33 33</td>
<td>Found a Cure □ Ashford &amp; Simpson</td>
<td>Warner Bros.</td>
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<td>35 34</td>
<td>Dirty White Boy □ Foreigner</td>
<td>Swan Song</td>
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<td>34 35</td>
<td>Hold On □ Ian Gomm</td>
<td>Epic</td>
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<td>27 36</td>
<td>Let's Go □ Cars</td>
<td>Elektra</td>
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<td>37 35</td>
<td>What Cha Gonna Do □ Stephanie Mills</td>
<td>20th Century</td>
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<td>38 37</td>
<td>I Do Love You □ G.O.</td>
<td>Arista</td>
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<td>45 39</td>
<td>All My Love □ Led Zeppelin</td>
<td>Swan Song</td>
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<td>42 40</td>
<td>I Know a Heartache □ Jennifer Warnes</td>
<td>Arista</td>
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<td>- 41</td>
<td>This Night Won't Last □ Michael Johnson</td>
<td>EMI/America</td>
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<tr>
<td>43 42</td>
<td>So Good So Right □ Brenda Russell</td>
<td>Horizon</td>
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<tr>
<td>40 39</td>
<td>Born To Be Alive □ Patrick Hernandez</td>
<td>Columbia</td>
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<tr>
<td>37 44</td>
<td>Get It Right Next Time □ Gerry Rafferty</td>
<td>United Artists</td>
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<tr>
<td>50 45</td>
<td>You're Only Loyal □ J.D. Boucher</td>
<td>Columbia</td>
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<td>46 46</td>
<td>Gotta Serve Somebody □ Bob Dylan</td>
<td>Columbia</td>
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<td>47 47</td>
<td>Street Life □ Crusaders</td>
<td>MCA</td>
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<tr>
<td>48 48</td>
<td>Arrow Through Me □ Wings</td>
<td>Columbia</td>
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<tr>
<td>49 49</td>
<td>Boss □ Diana Ross</td>
<td>Motown</td>
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<tr>
<td>50 50</td>
<td>Different Worlds □ Maureen McGovern</td>
<td>Warner Bros.</td>
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</table>

**Old faithful.** "Smash" and "interesting" were words many programmers used last week to describe Ships (Arista), Barry Manilow's new single, which bolts onto "Playlist" this week at 32. His first single to enter "Playlist" this year since Somewhere In The Night rose to number 16 in mid-January, Ships is Manilow's version of the ballad written by rock 'n roll artist, Ian Hunter. "It's a top five record," predicts Gary Moore, program director at WBNG(AM) Bowling Green, Ky. "After six days of airplay, it's one of our five most requested songs. The production's there and it's as beautiful as anything he's ever done." Bob Rall, music director at WPOG(AM) Jackson, Miss., comments on Manilow's musical approach in Ships, which differs from his usual style: "He surprised everyone this time with a father-son theme instead of a boy-girl theme. We added it immediately." **Uniting forces.** Success for Brenda Russell's So Good So Right (Horizon) has been regional until this week, when a flurry of new adds carried the single—the title track from her first solo LP—to the number 42 position with a bolt on "Playlist." "It's an all-around good record with broad appeal," comments Rall, who reports increasing requests for the single. Dan Jackson, program director at KYKX (Horizon) Colorado Springs, also reports significant phone response, much of it from adults, and Moore notes the single is following a pattern of success many ballads have traced recently in Bowling Green. Russell's is a good, uptempo ballad, and ballads are very popular right now," he says. "We're finding listeners who used to call in for Ted Nugent are now asking for ballads at night."

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<tr>
<th>Last week</th>
<th>Title □ Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>13 1</td>
<td>You Ain't Whistlin' □ Dixie □ Bellamy Bros.</td>
<td>Warner Bros.</td>
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<td>19 2</td>
<td>Half the Way □ Crystal Gayle</td>
<td>Columbia</td>
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<td>3 3</td>
<td>It Must Be Love □ Don Williams</td>
<td>MCA</td>
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<td>16 4</td>
<td>Last Cheater's Waltz □ T.G. Sheppard</td>
<td>Warner Bros.</td>
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<tr>
<td>2 5</td>
<td>Dream On □ Oak Ridge Boys</td>
<td>MCA</td>
</tr>
<tr>
<td>22 6</td>
<td>Sweet Summer Lovin' □ Dolly Parton</td>
<td>RCA</td>
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<tr>
<td>6 7</td>
<td>All the Gold In California □ Larry Gatlin</td>
<td>RCA</td>
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<tr>
<td>1 8</td>
<td>Before My Time □ John Conner</td>
<td>MCA</td>
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<tr>
<td>9 9</td>
<td>There's A Honky Tonk Angel □ Elvis Presley</td>
<td>RCA</td>
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<tr>
<td>20 10</td>
<td>You Decorated My Life □ Kenny Rogers</td>
<td>United Artists</td>
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<tr>
<td>4 11</td>
<td>In No Time At All □ Ronnie Milsap</td>
<td>RCA</td>
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<tr>
<td>12 12</td>
<td>Fool □ Brown &amp; Cornelius</td>
<td>RCA</td>
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<td>8 13</td>
<td>Fooled By A Feeling □ Barbara Mandrell</td>
<td>MCA</td>
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<tr>
<td>5 14</td>
<td>You're My Jamaica □ Charley Pride</td>
<td>MCA</td>
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<tr>
<td>7 15</td>
<td>Just Good Ol' □ Boys □ Joe &amp; Joe</td>
<td>RCA</td>
</tr>
<tr>
<td>17 16</td>
<td>Ain't Got No Business □ Rezzy Bailey</td>
<td>RCA</td>
</tr>
<tr>
<td>15 17</td>
<td>Only Love Can Break a Heart □ Kenny Dale</td>
<td>Capitol</td>
</tr>
<tr>
<td>11 18</td>
<td>I Don't Like That No More □ Kendall</td>
<td>Capitol</td>
</tr>
<tr>
<td>21 19</td>
<td>If I Fell In Love With You □ Rex Allen Jr.</td>
<td>Warner Bros.</td>
</tr>
<tr>
<td>23 20</td>
<td>Robinhood □ Billy &quot;Crash&quot; Craddock</td>
<td>Capitol</td>
</tr>
<tr>
<td>21 21</td>
<td>Dancin' Round 'n' Round □ Olivia Newton-John</td>
<td>MCA</td>
</tr>
<tr>
<td>18 22</td>
<td>My Silver Lining □ Mickey Gilley</td>
<td>Epic</td>
</tr>
<tr>
<td>14 23</td>
<td>I May Never Get To Heaven □ Conway Twitty</td>
<td>MCA</td>
</tr>
<tr>
<td>25 24</td>
<td>Til I Can Make It On My Own □ Rogers &amp; West</td>
<td>U.A.</td>
</tr>
<tr>
<td>- 25</td>
<td>Blue Kentucky Girls □ Emmylou Harris</td>
<td>Warner Bros.</td>
</tr>
</tbody>
</table>

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

Broadcasting Oct 8 1979
As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Sept. 24 through Sept. 28.


New Stations

**FM applications**
- Ft. Walton Beach, Fla.—SIK inc. seeks 96.5 mhz, 100 kw, HAAT: 588 ft. Address: 2218 De Russey Rd., SE.Huntsville, Ala. 35804. Estimated construction cost $301,600; first year operating cost $75,000; revenue $300,000. Format: Contemporary. Principals: Smith Broadcasting Inc. (99%), of which M. Davidson Smith III is chairman and 66.25% owner and his son. M. Davidson Smith IV is president and director and 13% owner. The elder Smith is also chairman of the board of SJK. Smith is also owner of Smith Radio Network (licensee of WNUE-AFM) Ft. Walton Beach. Smith III is chairman of Rocket City Television Inc., licensee of WAAY- TV Huntsville. Son is president and director of same. Ann. Sept. 14

**TV applications**
- Buffalo, N.Y.—Anax Broadcasting Inc. seeks ch. 49; ERP 1000 kw vis., 100 kw aur., HAAT 966 ft.; ant. height above ground 999.8 ft. Address: 30 Longview, Ellensburg, NY 14226. Estimated construction cost $1,574,000; first quarter operating cost $600,000; first quarter revenue $300,000. Legal counsel: James E. Greetly Eau, Washington, D.C. Consulting engineer: Robert Purcell, Washington, D.C. Principals: Alfred E. Anscombe and Paul A. Willax 1/3 each; John W. Koessler Jr. and Paul J. Koessler 1/6 each. All are New York businessmen. Koesters are brothers. Willax has 4% interest in WBEN-AM-FM, Buffalo. Ann. Aug. 31.
- Des Moines, Iowa—220 Television Inc. seeks ch. 17; 3715 kw vis., 158 kw aur. HAAT 1769 ft.; ant. height above ground 1.756 ft. Address: 4935 Lindell Blvd., St. Louis, Mo. 63108. Estimated construction cost $2,831,438; first-quarter operating cost $342,783. Legal counsel: Koseen & Burt, Washington, D.C. Consulting engineer: James W. Honsey. Principals: Koplar Enterprizes Inc., St. Louis (100%). Harold Koplar is chairman of 220 Television and president and 48% owner of Koplar. His sister, Lillian Shentker and Betty Bennett own 25.625% and 15.6% respectively. Son Edward is member of board of both companies. There are six presidents; Dick Schoff, treasurer; Sharon D. Powell, secretary. All are officers of Community Action Communications, which is wholly owned by Truth Temple Inc., a non-profit organization. None has any other broadcasting interests. Ann. Aug. 31.

**AM actions**

**Summary of broadcasting**

<table>
<thead>
<tr>
<th>FCC tabulations as of June 30</th>
<th>Licensed</th>
<th>On air</th>
<th>GPs on</th>
<th>Total on</th>
<th>GPs not on</th>
<th>Total authorized*</th>
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<tr>
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<td>34</td>
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<td>340</td>
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<tr>
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<td>2426</td>
<td>0</td>
<td>0</td>
<td>2426</td>
<td>209</td>
<td>2635</td>
</tr>
</tbody>
</table>

*Special temporary authorization **Includes off-air licenses

The most experienced recruiting expertise available to the broadcast industry

With more than twelve years experience in the broadcast industry, Carl Youngs and Mike Walker have assisted Radio and Television organizations of all sizes in recruiting management personnel. For a confidential discussion of your General Management, Sales, News, Programming, Engineering or Financial hiring needs call: Mike Walker at (312) 394-6330.

Ownership Changes

**Applications**
- KVOK (AM) Kodiak, Alaska (560 kzh. 1 kw-U)—Seeks assignment of license from Loren Bridges to Katchemak Broadcasters Inc. for $146,226. Seller has no other broadcast interests. Buyer is principally owned by Joe P. Josephson and Howard S. Trucky. Anchorage law partners who have no other broadcast interests. Ann. Sept. 25.
- WXLS (FM) Willimantic, Conn. (98.3 mhz, 3 kw)—Seeks assignment of license from XLS Broadcasting Corp. to Delta Communications Corp. for $175,000. Seller is principally owned by Kenneth Dawson who is selling WXLS and WKNL (AM) Windsor, Conn., under FCC distress policy. Buyer is owned by Frank A. Jacobs Jr., Jeffrey A. Menzel, Trevor E. Thorington, John Oaks and Bradford Condon (17.2%) and Sullivan Brown (13.9%). Jacobs is Windsor. Conn., realtor; Menzel is employed by Hartford’s Conn., broadcast training school; Thorington and Brown work for Hartford insurance companies; Oaks is supervisor of jet engine plant in Hartford, and Condon is Hartford investment banker. None have other broadcast interests. Ann. Sept. 18.
WFG(FM) Marathon, Fla. (1300 khz, 500 w-D, 250 w-NJ)—Seeks assignment of license from WFG Inc. to Marathon Wireless Communications Inc. for $350,000. Seller, owned by Emil Lockwood, James C. Lockwood (brother) and Francis J. Coomes, has asked for waiver of three-year rule (he purchased station in February 1977). None of principals has other broadcast interests. Buyer is owned by William G. Evans (30%) and John F. Thacker and his wife, June (33% each). Evans is general manager of WRCB(TV) Chattanooga, Tenn., owned by Ziff Davis Broadcasting, has small interests in WEZF-FM-TV Burlington, Vt., and WHOS(AM)-WDRM(FM) Decatur, Ala. Thackers own 90% of WMUM(FM) Marathon. Ann. Sept. 21.

WHIG(AM)-WAUG-FM Augusta, Ga. (AM: 1050 khz, 5 kw-D FM: 105.7 mhz, 50 kw-FM)—Seeks transfer of control of The Hunter Group Inc. from stockholders (100% before; none after) to Alexander Mills Fitzner (none before; 100% after). Consideration: $450,000. Principals: Sellers are Nancy Hunter (24%) and her sons, Robert and William (38% each). Fitzner owns 83% of WLOW-AM Aiens, S. C., but will sell interest in stations prior to closing of WHIG(AM)-WAUG-FM. Ann. Sept. 25.

KIKI(AM)-KPIG(FM) Honolulu (AM: 830 khz, 10 kw, FM: 93.9 mhz, 72 kw)—Seeks assignment of license from Pacific FM Inc. to John Parker and his wife, Kathleen, for $1.2 million. Seller is owned by Jim Gabbett, who is buying KEMO-TV San Francisco and selling off radio interests. Buyers are also principal owners of KOWL(AM) South Lake Tahoe, Calif. Ann. Sept. 27.

KULA(FM) Waipahu, Hawaii (92.1 mhz, 100 kw)—Seeks assignment of license from Royal Hawaiian Radio Co. to Hefel Broadcasting Corp. for $482,500 plus $180,000 for consultancy agreement and $20,000 for agreement not to compete. Seller is owned by Russell W. Hefel Jr., who also owns KIKI(AM)-KPIG(FM) Mount Vernon, Ill., KGMQ-AM-FM Cape Girardeau, Mo., WDTV(TV) Weston, W. Va., and KAUS-AM-FM Austin, Minn. He has also sold KAIU(AM) Honolulu, subject to FCC requirement. Buyer, principally owned by Representative Cecil Hefel (D-Hawaii) and family, owns WXXS-FM-AM Meghill, Mass., WLUI(AM) Chicago, WLIM(AM)-FMR Greenfield, Ind. and KGMDIAM(AM) Honolulu and KGMD-TV (live, both Hawaii. Hefel and his wife also own KIJO(AM)-FM San Diego and KGMDTV Maui, Hawaii. Ann. Sept. 25.

KSHI(FM) Pocatello, Idaho (94.9 mhz, 100 kw)—Seeks assignment of license from Southern Idaho Stereo FM Corp. to Zuki-Fox for $650,000. Seller is owned by Wesley L. Clark (46.58%), Eugene A. Piquet (46.20%) and Steven R. Porter (13.09%). None has other broadcast interests. Buyer is partnership of James Fox (41%) and Cleaveland Outdoor Advertising (40%). Fox also owns KWKI(AM) Pocatello, Cleaveland, owned by Joseph Zuki and family, also owns 49% of KLFB-FM-AM Los Lunas, 3% of KARR(FM) Santa Clara, 3% of KLIV(AM) South. 100% of KAIH(AM)-KIYY(FM) Auburn, all California. Ann. Sept. 25.

KEYN-AM-FM Wichita, Kan. (AM: 1410 khz, FM: 103.7 mhz)—Seeks transfer of control of Mr. D's Radio Inc. from stockholders (100% before; none after) to Long-Pride Broadcasting (none before; 100% after). Consideration: $3.5 million. Sellers are Robert D. Freeman, Lowell D. Demniston, Frank L. Garney and Gary L. Dick. They have also sold KOPJ(FM) Oklahoma City and KEYN-AM-FM Wichita. Kan. Buyer is joint venture of Jim Long, Charley Pride and Joseph L. Lutzkock. Pride is part owner of KPOJ(FM) San Francisco. Long owns 25% of group that has purchased KLRA(AM) Little Rock, Ark., and is consultant. Lutzkock is Nashville and Dallas music publisher and concert promoter. He has no other broadcast interests.

WCMI(AM) Ashland, Ky. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Rebel Resources Inc. to Stereo 94 Inc. for $250,000. Seller, owned by William Beerbower and his wife Elizabeth (50% each), who have no other broadcast interests. Buyer, principally owned (83.3%) by W. Richard Martin, also owns WAMX(FM) Ashland. Ann. Sept. 18.

WLEK-AM-FM Sycamore, Ky. (AM: 1250 khz, 500 w-D FM: 99.3 mhz, 3 kw-FM)—Seeks transfer of control of State Line Broadcasting Co. from stockholder (100% before; none after) to J. B. Crawford and his wife, Elizabeth and Dean Hurden and his wife, Davis (none before; 100% after). Consideration: $178,750. Principals: Sellers are Redman L. Turner and his wife, Naomi, and Louis Ketner, who also own interest in WPTN-AM-FM Cookeville, Tenn. Turner Turner is...
also 30.5% owner of WTOC-AM-FM Campbellville. Ky. J. B. Crawford owns 100% of WMSK(AM) Morganfield, Ky. 50% of WPFT(AM) Cookeville, Tenn. and WCND(AM) Shelbyville, Ky. His wife owns 83.3% of WPIT. Hadden, employees at WCND, and has no other broadcasting interests. (Ann. Sept. 14.)

KMSR(AM) Suak Centre, Minn. 94.3 Mhz, 3 kw—Seeks assignment of license from DuCardy Broadcasters Inc. to Country Broadcasting Inc. for $190,000. Seller is owned by Ken Elderschink who also owns assignment of license from Sand Springs Carpet Company and company and his wife, Iva Mae (100%). Consideration: S250,000. Seller is owned by Retta and Don Gould, respectively. Retta is Bright and his mother. Retta and Don Gould is her housewife and Toni Gould is a third family owner. Both Texas. Buyer is owned by Rodger B. Watkins, who is principal owner of KJAR(AM))-FM) (25.6%) and KLLF-AM-FM (20.6%). (KLLF-FM) has been sold, subject to FCC approval.) Ann. Sept. 27.

KLUF-FM Lufkin, Tex. (105.1 Mhz, 57 kw)—Seeks assignment of license from Radio Lufkin Inc. to Dick Osborn and Rusty Reynolds for $350,000. Seller is owned by Ralph Ridgier; John Hicks and his son, John Rodger, respectively. Seller is also owned by KLUF(AM) Laredo, and has also sold ATWAM-AM-FM College Station and KLUM(AM) Beaumont, both Texas. Buyer is also sold to ATWAT-AM-FM Station and KLUM(AM) Beaumont, both Texas. Buyer is owned by Rodger B. Watkins, who is principal owner of KJAR(AM) -FM) (25.6%) and KLLF-AM(FM) (20.6%). (KLLF-FM) has been sold, subject to FCC approval.) Ann. Sept. 27.

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WLQY(FM) Fort Pierce, Fla.—Granted CP to change ant.: height: 1340 ft. (H&V); change TL: 7.3 miles SW of Palm City, Fla.; install new type trans., and ant.; make changes in ant. sys. (BPFI-781071A1J). Action Aug. 30.

WKGC-FM Panama City, Fla.—Granted CP changing TL to highway 98, 1 mile W of Thomas Ave. Panama City, FL; install new ant.; make changes in ant. sys.; ERP: 28.5 kw (H&V); ant. height: 380 ft. (H&V) (BP-790122A1). Action Sept. 14.

WBBF-AM Buffalo, N.Y.—Granted CP changing TL to 2.9 mi. from Hudson R. R. Station-Radio Park Rd., Buffalo; make changes in ant. sys.; conditions (BP780809AF). Action Sept. 19.


KSNF(FM) Pocatello, Idaho—Granted CP to make changes in ant. sys.; ERP: 38 kw (H&V); ant. height: 105 ft. (H&V); (BPH790419AF). Action Sept. 19.


KMRC(AM) Morgan City, La.—Granted CP to make changes in ant. sys. and change SL and remote control to 409 Duke Street, Morgan City (BP790604AT). Action Sept. 19.

KFXF(FM) Morgan City, La.—Granted CP to make changes in ant. sys.; change type of ant.; change SL to 409 Duke St. Morgan City. La.; ERP: 1.65 kw (H&V); ant. height: 390 ft. (H&V) (BPH790604AN). Action Sept. 19.


WTBV(TV) Syracuse, N.Y.—Granted CP to change type trans. and make changes in ant. sys.; ERP: 83.2 kw; max. ERP: 83.2 kw; ant. height: 950 ft. (BPC-790322L1J). Action Aug. 29.

KKLF(AM) Edmond, Okla.—Granted CP to make changes in ant. sys.; change type of trans.; change type of ant. (BPF1790801AR). Action Sept. 20.

KLT(FM) Oklahoma City—Granted CP for license covering change of main studio location to 2814 Quail Pkwy. Dr., The City of the Villages Okla. (BML17992832AC). Action Sept. 13.

WGNY-FM Tallahassee, Tenn.—Granted CP changing TL to 1.1 mi. NW of Junction of Mountview Rd. near Tallahassee; install new ant.; and make changes in ant. sys.; ERP: 100 kw (H&V); ant. height: 640 ft. (H&H) (BP-7901031AB). Action Sept. 12.


WRNR(AM) Martinsburg, W.Va.—Granted CP to increase power to 500 w and make changes in ant. sys.; conditions (BP7812112A). Action Sept. 12.

and set new procedural schedule including hearing for Nov. 5 at 1:00 P.M. in Washington, D.C. Action Sept. 26.

FCC decisions

- WHNT-TV Huntsville, Ala.—FCC has renewed licenses of North Alabama Broadcasters Inc., for WHNT-TV Huntsville, Ala., and Central Alabama Broadcasters Inc., for WSLA-TV Selma, over objections of Food and Beverage Trades Department of AFL-CIO. Union contended that both licensees violated Fairness Doctrine when they refused earlier this year to sell union advertising time for editorialized advertising consumer boycott of Winn Dixie Stores Inc. It also alleged that WHNT-TV's principal was in position to exercise some control over WAFF-TV Huntsville, in violation of FCC's duopoly rule. Action Sept. 13.

- WTTI(AM) Amherst, Mass.—FCC has granted application of Amherst Broadcasting Inc., for renewal of its license for WTTI(AM) Amherst, Mass. It denied objections to renewal by Hampshire Community Broadcasting Corp., competing applicant with licensee for new FM station at Amherst. Hampshire contended that WTTI's public reference file was incomplete and it failed to provide any ascertainment material in renewal application. Action Sept. 27.

Designated for hearing

- Atlantic City, N.J.—Broadcast Bureau designated for hearing in consolidated proceeding mutually exclusive applications of Atlantic City Television Corp. and World's Playground Broadcasting System Inc. for CP for new television station at Atlantic City, N.J., to determine whether tower height and TL proposed by World would constitute hazard to air navigation; which of proposals, on comparative basis, would better serve public interest; and in light of evidence adduced from about proposals, which would be granted and ordered that Federal Aviation Administration is made party respondent in respect to issue involving World's tower (BC Docket Nos. 79-242-43). Action Sept. 27.

Fines

- WQTI(AM) Savannah, Ga.—Notified of apparent liability for forfeiture of $2,000 for repeated violation of rules by issuing false invoices and affidavits. Action Sept. 4.

- WLXM-FM Savannah, Ga.—Abnominously for unfair business practices and violation of FCC's conflict of interest policies and requested to submit within 30 days of receipt of FCC's letter statement concerning measures it proposes to adopt to prevent future recurrence of similar violations. Action Sept. 4.

Translators

- Bird Point, Interfacing with Girdwood, Alaska.—Northern Television Inc. seeks CP for new UHF translator on ch. 37 (TP: 10w, HAAT: 28.5 ft.) to rebroadcast directly KTVA-TV Anchorage. Action Sept. 27.

- Greer, Ariz.—Greer Community TV Association seeks CP for new VHF translator on ch. 11 (TP: 1w, HAAT: 15 ft.) to rebroadcast directly KOLD-TV Tucson, Ariz. Action Sept. 25.

- Hartwell and Writ, Ga.—State Board of Ed. of State of Georgia seeks CP for new UHF translator on ch. 22 (TP: 1000 w, HAAT: 400 ft.) to rebroadcast directly WGES-WTV Wrens, Ga. Action Sept. 17.


- Big Fork, Mont. and rural areas, Minn.—E-Z TV Inc. seeks CP for new UHF translator on ch. 67 (TP: 100w, HAAT: 415 ft.) to rebroadcast directly KDHL-TV Duluth, Minn. Action Sept. 14.

- Big Fork, Mont. and rural areas, Minn.—E-Z TV Inc. seeks CP for new UHF translator on ch. 69 (TP: 100w, HAAT: 415 ft.) to rebroadcast directly KBRJ-TV Duluth, Minn. Action Sept. 14.

- Max and surrounding rural areas, Minn.—E-Z TV Inc. seeks CP for new UHF translator on ch. 60 (TP: 100w, HAAT: 362 ft.) to rebroadcast directly WIRT/TV Hibbing, Minn. Action Sept. 14.

- Max and surrounding rural areas, Minn.—E-Z TV Inc. seeks CP for new UHF translator on ch. 62 (TP: 100w, HAAT: 615 ft.) to rebroadcast indirectly KDIL/TV Duluth, Minn. Action Sept. 14.

- Fish Lake Valley, Nev.—Fish Lake Valley Television District seeks CP for new UHF translator on ch. 55 (TP: 20w, HAAT: 20 ft.) to rebroadcast indirectly KCR/L-KTV Reno, Nev. Action Sept. 25.

- Iron County, Utah—Iron County seeks CP for new UHF translator on ch. 61 (TP: 100 w, HAAT: 20 ft.) to rebroadcast indirectly KBYU-TV Provo, Utah. Action Sept. 25.

- Rural Summit County, Utah—Summit County seeks CP for new UHF translator on ch. 43 (TP: 100w, HAAT: 60 ft.) to rebroadcast directly KSTU-TV Salt Lake City, Ann. Action Sept. 25.


Cable

- Telepromoter Southeast Inc. for Largo, Fla. (FL0047) and signal.

- Com-Tel Inc. for Menomonie, Wis. (WI0197) new system.

- North Star Communications Co. for Nome, Wrangell, Valdez, Kakeboz, Curro, Petersburg, all Alaska (AK0015, 104, 04, 107. 05i) add signal.

- Falcon Communications Inc. for Lower Hastings Ranch, Calif. (CA0796) new system.

- Community Antenna Co. for Batesville, Independence, both Arkansas (AR0006, 101) add signal.

- Citizen Cable of Allen County Inc. for Fort Wayne, New Haven, St. Joseph, and Adams, all Indiana (IN0203, 128, 14, 261 add signal.

- Southside Cable TV for Independence, Ark. (AR012) add signal.

- Tele-Media Company of Key West for Key West and Marathon, both Florida (FL0022, 361 add signal.

- Total Television Inc. for Sedalia, and Peills, both Missouri (MO0014, 147 add signal.

- Community Communications Corp for Moncicello, and Drew both Arkansas (AR0081, 61. Add signal.

- Pawhuska Cable TV Services Inc. for Pawhuska, Okla. (OK0093) add signal.

- Brookway Television Inc. for Brookway, and Snyder, both Pennsylvania (PA0087, 88) add signal.

- Tele-Media Co. of Addil for Irondale, and Madisonville, both Ohio (OH0402, 04) add signal.

- Salina Cable TV System Inc. for Salina, Kan. (KS0002) add signal.

- Cable Haven TV Inc. for Suffolk, Eagleswood, Tuckerton, Little Egg Harbor, Barnegat, Ocean, Lacey, all New Jersey (NJ0008, 117, 8, 90, 216, 153 add signal.

- Cable Service Inc. for Blue Springs, and Wyomere, both Nebraska (NE0046, 45) add signal.

- Harbor VideoCable for Leavenworth Wash. (WA0298, 99) new system.

- Cable TV of Paola Inc. for Louiseburg, Kan. (KS0159) add signal.

- Suburban Cablevision Inc. for Winfield, and Cranford, both New Jersey (NJ0630, 11 new system.

- Columbia Cablevision for Pascia, NJ (NJ0359) new system.

- Cable Associates Inc. for Strasburg, Pa. (PA1802) new system.

- Northwest Translator TV Inc. for Freedom, Okla. (OK0178) and Kiowa, Kan. (KS0196) new system.

Allocations

- Riverside, Calif.—Greater Riverside Chambers of Commerce requests amendment TV Table of Assignments to assign UHF ch. 62 to Riverside. (RM3493). Ann. Sept. 27.

- Santa Ana, Calif.—Triinity Broadcasting Network Inc. requests amendment TV Table of Assignments to assign new translator on ch. 62 to Santa Ana. (RM3494). Ann. Sept. 27.

Applications


- Brockway, Beaver, and Snyder, both Pennsylvania (PA0087, 88) add signal.

- Brookway Television Inc. for Brookway, and Snyder, both Pennsylvania (PA0087, 88) add signal.

- Cable Haven TV Inc. for Suffolk, Eagleswood, Tuckerton, Little Egg Harbor, Barnegat, Ocean, Lacey, all New Jersey (NJ0008, 117, 8, 90, 216, 153 add signal.

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- Cable Associates Inc. for Strasburg, Pa. (PA1802) new system.

- Northwest Translator TV Inc. for Freedom, Okla. (OK0178) and Kiowa, Kan. (KS0196) new system.

Other

- FCC has denied Beutiervision systems Inc. waiver of signal carriage rules to carry the signal of WTVS-TV Atlanta, Ga., on its cable television system serving Shinnston and specified portions of Harrison County, W. Va., located in Clarksburg, Weston, and Wheeling, both television market. Under FCC signal carriage rules, Beutiervision may carry only one independent signal. It presently carries WPONG-TV Pittsburgh, Pa. FCC said that Commission's decision has not made private carrier showing that carriage of additional television signal would not unduly harm either WTVS-TV Westover or WBOY-TV Wheeling, both new system.

- FCC by Chief of Broadcast Bureau, has granted two applications of KIXX Inc., for new FM stations in Mountain Pass and Yermo Calif. KIXX Inc., a land transmission services for two California communities, but also proposes specialized service designed to be of particular interest to travelers on Interstate Highway 15 which is principal highway between Los Angeles area and Las Vegas. Action Sept. 26.
Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED ANNOUNCERS

Experienced Announcer for top rated country station. Must be sharp on the air with top production skills. Send resumes and references to: Box 6344, Wichita Falls, TX 76307, 817-691-2311. An Equal Opportunity Employer.

Announcer Wanted...Lost 2am to bigger markets, need good personality voice, long established dominant station, adult contemporary Cal or send resume to: Box 6344, Wichita Falls, TX 76307, 817-691-2311. An Equal Opportunity Employer.

WBBO AM/FM, Augusta, Georgia, has openings for strong personality announcer for contemporary format night show. Must have experience and good ratings record as well as production ability. Excellent working conditions including profit sharing. Send non-returnable tape and resume to: Harry Drew, Box 2066, 30093, EOE/MP.

Wisconsin AM/FM seeking experienced announcer, willing to learn engineering under capable training. No fear, noHoward, excellent personality, good technical person. Salary commensurate with experience. Complete resume to: Box 14-J.

WSTU, Stuart, Florida, is seeking an experienced announcer well versed in air work, news and production. We are a successful Top 20 FM 73 station, operation located north of West Palm Beach on the Gold Coast. Send air check and resume to: Haml Eldott, Operations Manager, WSTU, Stuart, FL 33434, Equal Opportunity Employer.

KLMS is looking for a mature communicator to join our morning team. Experience in talk and interviews helpful. Good Salary & Benefits. E.O.E. Call Gary Clark 402-489-3855.

Morning Drive. Seeking experienced, enthusiastic talented. Listener awareness, and program execution vital. Modern Country, medium market. Send tape and resume to: Dave Mauer, PO Box 1250, Bay City MI 48707.

Eastern North Carolina 100K Beautiful Music FM and 10KX Beautiful Music and Information AM seeks reliable person to fill evening shift, 7pm to 1 am, with one weekend shift. First Class Radio Telephone Operators License is manditory. Call Reeves A. Fowler, G.M., or resume to: Box 7166, Greenville, NC 27836. WNCX is an Equal Opportunity Employer.

Drive Time Personalities—Competitive Market Modern Country outlet with new facilities in southeast seeking an experienced drive communicator. Send resume to Box J-38.

Top Market AM Station actively seeking newsman or newswoman to co-anchor morning drive information format. Equal Opportunity Employer. Resume to: Box J-22.
HELP WANTED TECHNICAL

Chief Engineer, directional AM-automated Class C- FM, N.E. Texas station with outstanding reputation. No board work. Send resume, references, salary requirements. Box H-90.

Chief Engineer (Ft. Pierce/West Palm Beach) 100kw FM. Must be strong in current state of the art sound and equipment and have audio system and digital knowledge. Capable of putting together a strong engineering department. We are located 45 miles north of West Palm Beach on Florida’s Atlantic Coast. Starting salary $20,000 plus, insurance, and benefits. EOE. Minorities encouraged to apply. WLOY PO Box 277, Ft. Pierce, FL 32945-305—461-0999. Bob Roberts.

Self-Start Chief Engineer wanted for one of the most successful medium market country music stations in the country. New one million, one hundred thousand dollar studio building to be completed in April 1980, new transmitter, and drive-in transmitter building for mobile remote Marti work. Must be strong in studio maintenance. Need manager with excellent planning and personnel relationship abilities. Excellent salary Send resume and reference in confidence to George Scantland, President, WDFI Radio, PO Box 524, Marion, OH 43302 EOE.

Seeking 1st class engineer/announcer/salesperson. We are an attractive FM station. Contemp format, and money is not the point. Need an announcer with strong promotion skills and sales potential. Send resume and tape to: Bob Bendet, WDFI Radio, PO Box 524, Marion, OH 43302 EOE.

WANTED ANNOUNCERS

We need the best for our news and sports position in Chico, CA. Non-metro award-winning news operation. We need a news director who can write clearly and creatively, cover sports, and work at a station committed to quality journalism. Print journalism experience helpful. Rush a tape and resume to: Bob Beckmann, WJR, Fisher Building, Detroit, MI 48202. No telephone calls please.

HELP WANTED NEWS

Just minutes from New York City...and looking for one of America's top radio journalists. Send tape and resume to: Robert Louis, Operations Manager, WBJO, PO Box 1310, Parsippany, NJ 07054.

AM/FM separate stations in southern small market need experienced news director who can go getter for expanding staff and area. Call 304—235-3600. EEO.

HELP WANTED ANouncERS continued

50,000 watt FM, Ocean City Md., seeks experienced announcer with strong promotion and production ability Not limited to a market tape and resume to: PO Box 758, Ocean City, Md 21842 EOE.

Rock Springs, WY needs a morning communicator. Very contemporary P/ A formatted KRKK needs some one with minimum 2 years experience. Tapes and resumes to: Don Tucksee, KKKK, Box 212B, Zip 82901. EOE M/F.

Experienced Air Personality with strong production needed immediately for afternoon drive. Must know country music and want to be a part of a winning team. Tape, resume and salary requirements to Ken Martin. WCOS-FM, Box 748, Columbia, SC 29002 EOE.

Established radio station, top 30 market, S.W. needs 2 top flight announcers who can execute the Beautiful Music format. Two years experience preferred. EOE. Reply in confidence with resume to Box I-192.

Announcer-Salesperson. Easy listening FM, 600 watt, air hours. Half: sales/services calls, Sales training provided. Salary plus commissions. WLRB, Box 379, Rehoboth Beach, DE 19971 EOE.

Immediate Openings for several announcers to direct for new AM, FM production, etc. 4 hour start. New York studios. 212—279-2360. Philadelphia studios 215—655-8674.

Small market adult contemporary AM needs morning drive announcer to join and anchor news block. Call 302—422-7575. EOE.

This is an immediate opening for a Beautiful Music announcer. If you have a smooth, professional delivery, we could make this position very attractive to you. And you would be stepping onto a career ladder within a successful and fast-growing broadcast group. Send tape and resume to Paul Knight, WEZN, 10 Middle Street, Bridgeport, CT 06604 EOE.

Combo PD Morning Personality: immediate opening for the position of News Director. Send resume and tape to KWEI Radio, 410 W Missouri, Midland, TX 79701. EOE.

Highly rated small market FM near shore seeks country music jock. Call 302—422-7575. EOE.

Production Person for 50kw Small Market FM. Work with students and professionals. Manager, WVUB, Vincent, WV, 14759 EOE.

Western Pa. station now looking for mature one on one type Modern Country DJ. Must be good at production and creative programming. Morning and midday personalities interested, send resume to Don Evans, program director, WJAC Radio, Hickory Lane, Johnstown, PA 15907. Station offers excellent pay, great facilities, fringe benefits and pension. We are an EOE employer.

WRBR number one FM station. Contemp format. Send air check to WMRF 5 West Market Street, Lewistown, PA 17044 c/o Frank Tomaro. WMRF is EOE.

Mid-Day air personality for adult Top-10 central Pennsylvania. Minimum three years experience. Good production voice desired. Send air check to WMRF 5 West Market Street, Lewistown, PA 17044 c/o Frank Tomaro. WMRF is EOE.

Midwest market needs announcer from 8-10 PM. Must have experience, be neat and willing to live in pleasant community of 23,000. Send resume to WTTF, PO Box 338, Tiffin, OH 44883.

Station director for automated station. Announcer with production ability. Located in an exciting Texas city EOE. Send resume to Box J-87.

Engineer/Production Palm Springs 1000 Watt MOR station needs talented broadcast professional. Experience would be ideal. The station's present management operation is one set up to provide a full and balanced production program. Excellent compensation/benefit package. Salary plus commissions. Send resume to Bob Burns, 687-A Palm Springs, CA 92262.

For our new FM station in Orangefield, TX, we need a morning announcer. Send resume and voice tape to: Jim Bland, KITK, Orangefield, TX 77628 EOE.

Sports Reporter—Announcer. Southern market, Florida. Must have excellent sports writing skills. Send resume to Bob Tomlinson, WJAX Radio, 250 S Orange Ave., Orlando, FL 32801 EOE.

Assist. Chief Engineer/ANNouncer for a FM station in the Seattle/Tacoma area. Should be experienced in digital, remote control, and audio processing. EOE. Send resume, with salary requirements to: KZIC, PO Box 11333, Tacoma, WA 98014-3331.

Chief Engineer for AM 5 KW directional suburban station good salary and benefits reply Box J-60.

Comments?
HELP WANTED NEWS CONTINUED

Producer/Host, Telephone Programming for WHA Radio. Primary duty will be producing and hosting a statewide telephone forum program and related features for magazine program. Bachelor's degree and one year's experience in broadcast journalism; or some college and three years' experience in broadcast journalism; or some college and four years' experience. Salary based on a minimum annual rate of $14,000. Application deadline November 2, 1979. Write for application and details to: Jack Mitchell, Station Manager WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

Newspaper Experiences: Dominguez, local news columnist, CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur IL 62526. EOE.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced Commercial Copywriter for top MOR station. Send letter and resume to Art Martin, PO Box 518, Marion, OH 43302. An Equal opportunity employer, female applicants encouraged.

Program Director for Contemporary Top-40 station in key market. Needs someone who has excellent qualities for this type format, to also be the DJ on the 3-7 PM slot. Needs someone for the only station in the area with management qualities and promotion ideas, plus a knowledge of music for contemporary format. Good salary if interested call James Posson at 919-299-0346.

5000 Watt AM in medium sized Southern market seeks experienced program director. Contemporary format. Excellent opportunity, EOE. Send resume to Box J-26.

NYC radio production company needs nuclei creative producer. Must have writing and radio production/programming background, with the ability to sell your ideas to others. Box J-29.

Copy Writer/Traffic, Palm Springs, MOR station needs talented copywriter with ability to handle traffic. Resume and writing example to Personnel, KPSI Radio, 174 North Palm Canyon Drive, Suite 145, Palm Springs, CA 92262.

KBOX, Dallas needs experienced, strong production person with on-air capabilities, as well as continuity ability. No calls. Send tapes & resumes to Jack Weston, KBOX Radio, Dallas, TX 75328. EOE.


Wanted: not just anyone. Top-notch west central Indiana AM/FM needs good production person with patience and perseverance. Late night shift. Experience in automation definite help. Resume, tape, WCVL, Box 603, Crawfordsville, IN 47933 or call 317-362-8200. EOE.

Unique broadcasting company has several part time, full time, and weekend shift openings to direct radio shows, do production, etc. Board experience required. $4, hour start. New York studios 212-279-2360. Philadelphia studios 215-685-8744.

SITUATIONS WANTED MANAGEMENT

General Manager who excels in programming as well as sales available for permanent move! Outstanding qualifications! In no hurry, will wait for right opportuni- ty. Box J-15.

Country Operations Professional! Extensive pro- gramming, promotions and sales experience. Copy pro- duction and air work. Seeking small or medium market to settle down. Top references. Box J-78.

38 year old General Manager with 20 plus experience in all facets of broadcasting seeking stable orga- nization to grow with. Strong on local sales, programming and community involvement. Box J-71.

Experienced radio man seeks managerial position Fresno, California. Thirty years exp. as radio per- sonality, programming, sales, traffic. Good knowledge of FCC regulations. Louis, Box 345, Addison, IL 60101.

Assistant GM, experienced in Detroit/surrounding area. RadioTV. FCC 1st, BS Accounting, please write Box I-166.

Attention: first rate, stable operations. Pro in sales and management — no experience in southeast. 20 plus. 703-486-4130.

Workaholic, religious station general manager to be available soon. 28 year vet., sales, programming, renewal, excellent track record. Motivator and self starter, will relocate. Present employers know of this ad. Box J-83.

SITUATIONS WANTED SALES

Dynamic woman, ten years radio experience. Five years NYC, seeks sales position metro NY area. Box J-69.

SITUATIONS WANTED ANNOUNCERS

Looking for PBSP-Brokers Director-air shift. 4 years experience. Call Mask (408-727-2455) or 406-453-0338; Professional PBSP experience.

D./Newcaster available who will give you more than just an other "fair talent" is available and resides in her tent city. Call 215-922-2530.

Experienced, shrewd, PBSP, has human touches direc- tor; cheerful announcer, creative copywriter willing to put in lots of legwork to put... or keep you on top. Looking for medium market or better. Pref. east coast. Call Wall Fowler: 516-889-5317.

Solve your energy problems with this motivated, responsible announcer. Experienced in many formats plus news and production. Will relocate anywhere. You're the boss, Box J-45.

Former Big Band Leader, huge Big Band record li- brary 20 years DJ, News Anchor-cadl for Big Band or Bonneville that needs added dimension. Rondo preferred. Box J-55.

Beautiful Music/Pop Adult, 7 year pro, currently number one station top 20. Want operations manager/ announcer position. Box J-51.


This is not a "lure Ad" minority broadcaster, fine tuned performer. Have tape that sets with profes- sionals. Will relocate anywhere for right position. Call 406-727-2455.

First Phone, looking for first radio job, prefer talk or country format, will relocate anywhere call Stan, 907-243-2220 (nearl).

3 years, last 4 years Medium Market, Ma- lar Market. Suburban personality. Employed, married, looking for stability. Call Carl 518-477-8198 after 6 p.m.

DJ, experienced, good board work, news and com- mercials, can follow directions any format. Box J-61.

SITUATIONS WANTED TECHNICAL

28 yrs. chief engr. AM FM DA SMC Automation installs a specialist Western states only Box I-185.

SITUATIONS WANTED NEWS

News Director. Strong on-air, experienced. White, male, at No. 1 rated station, San Francisco to Seattle preferred. Aircrack and resume. Box I-223.

Sports Director, all phases radio sports. Knowl- edgeable innovative hard working 1979 first place sports state award. Exciting pbp, daily sportscasts and talk. Seeking major or major college market. 314-434-0931-Jay.

Be an Innovator! Hire an experienced female sports sports for your market or major market staff. 4 year pro. Good talk and PBSP 3rd endorsed. Available now. Box J-12.

Sports Specialist/DJ, presently working, seeks major sports position. Journalism graduate—Decem- ber. Experienced in news, production, etc. 3rd endor- dursed. Willing to re-locate with salary negotiable. Tim Tate, WILK-FM, 1459 Peachtree Street, N.E. Atlanta, GA 30357. 404-941-8788.

When are you people going to stop hiring ex jocks to do your sports when they can’t say three words with- out making Noah Webster turn over and hre an in- formed, competent, polished sportscaster? If your answer is "Now" reply Box J-48.

Newswoman with 1½ years experience, looking for a reporting position in the Birmingham area but will relocate. Call evenings, weekends 717-822-7187.

Sports Journalist. Thorough knowledge and experi- ence for complete coverage with heavy audio content and solid PBSP College grad, well read with exciting delivery and involved approaches seeking sports con- tiguous environment. Box 516-741-1288.

News Director for station with commitment to news. No offer below Thirty-five thousand dollars con- sidered Box J-70.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Top 10 Market Announcer, MD, and assistant PD looking to move up to Program Director. All Replies Confidential. Box I-143.

Community involvement spells higher ratings and profits. I am the programmer to make your station the only station your market will ever need. Box J-87.

Dedicated, hard working pro with major market ex- perience seeking programming position. 415-573-8093.


Outstanding AOR/Top Tracks Programmer is looking in a move up... you get the sound, image, promo- tion, creativity, motivation, and numbers. I get the challenge. We both get more successful. If I'm what you're looking for, we'll have to start meeting this way: with your response to Box J-65.

General Managers: Exceptional Programmer who can put your station far ahead of the competition in every area of programming. Box J-76.

TELEVISION

HELP WANTED MANAGEMENT

Immediate opening. Local sales manager for KFYR TV, Bismarck ND. Sales and management experience necessary. Must be fully conversant with up-to-the minute selling and pricing techniques. Contact Anne Holmes, KFYR TV, Box 1738, Bismarck ND 58501. 701-223-0900. Equal Opportu- nity Employer.

General Manager Television. Group with VHF net- work affiliate outlet in southeast market. Rank approx. 100. G.M. will have Channel 10. Excellent benefits. Must have minimum 10-years experience in middle/ high level management, preferably three years prior experience as general manager. Equal Opportunity Employer. All replies strictly confidential. Send complete resume, state present salary to Box I-201.

HELP WANTED TECHNICAL

Chief Engineer for network affiliate in Sunbelt. Must have extensive maintenance experience on TR-60's, TK-27 or other comparable studio equipment. Send resume to WHTV-TV, PO Box 5185. Meridian, MS 33930, Attention: Bob Horton.
HELP WANTED TECHNICAL CONTINUED

Electronic technicians for maintenance positions in National Operation. Some positions available in major cities.上赛季 withdraw 1/4/1 4/7/1 4/11/1 4/15/1 4/19/1 4/23/1 4/27/1 4/30/1 5/3/1 5/7/1 5/11/1 5/15/1 5/19/1 5/23/1 5/27/1 5/30/1 6/3/1 6/7/1 6/11/1 6/15/1 6/19/1 6/23/1 6/27/1 6/30/1 7/4/1 7/8/1 7/12/1 7/16/1 7/20/1 7/24/1 7/28/1 7/31/1 8/4/1 8/8/1 8/12/1 8/16/1 8/20/1 8/24/1 8/28/1 8/31/1 9/4/1 9/8/1 9/12/1 9/16/1 9/20/1 9/24/1 9/28/1 9/30/1 10/4/1 10/8/1 10/12/1 10/16/1 10/20/1 10/24/1 10/28/1 10/30/1 11/3/1 11/7/1 11/11/1 11/15/1 11/19/1 11/23/1 11/27/1 11/30/1 12/4/1 12/8/1 12/12/1 12/16/1 12/20/1 12/24/1 12/28/1 12/30/1

Radio/TV engineer. Help maintain 2 TV studios, 4 remote vans. 5 FM-AM radio stations. Excellent benefits, Chief, WWVT-TV, Vincennes, IN 47591. EOE.

TV Engineer—Wanted two broadcast television engineers for closed circuit government television facility. Must have maintenance as well as operational experience. Must have 2 or more years experience. First Class FCC license preferred. Salary range $29,424 to $35,556. Secure resumes to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Experience required. Must have strong background in all areas of commercial TV Engineering. Excellent opportunity. Send resume to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

TV Technicians. UHF Public TV station under construction looking for engineers with first class license. Help to design and install equipment now—act as operating engineer. Experience required. Salary competitive, good benefits. Send resume and salary history to: Donald L. Balcom, Chief Engineer, WTVR-TV, 211 Executive Drive, University of Michigan-Flint, Flint, MI 48503. The University of Michigan-Flint is an Affirmative Action, Equal Opportunity employer.

Broadcast Engineer for public licensees. Requires major college degree in electronics technology. $41,796. Send detailed resume to A. R. Hook, KUID-TV, Radio TV Center, Moscow, ID 83843. Closing date October 20, 1979. An EOAA employer and educational institution.

Opportunity for aggressive, "on the move" maintenance/personnel engineers in new post-production facility in New York City. Must be a "Fixer" with video experience and strong knowledge of computers. Send resume: Box 7-J.

Assistant Radio-TV Engineer. 2nd class license or 3 years experience. Must have strong background in VHF radio, modern TV facilities, cable TV, and related A-V functions. Exciting college atmosphere. Send resumes by October 15. Simmons, Wayne State College, Wayne, NE 68787.

Transmitter Supervisor: Top 20 group owned VHF affiliate in sunbelt seeks engineering supervisor to manage and maintain new transmitter and microwave facilities. First phone 2-500, 3-4-5 years in-depth transmitter maintenance experience and good working knowledge of solid-state electronics required. Experience maintaining Harris VHF transmitters desirable. Excellent compensation/benefits package. Company-owned home in beautiful well-maintained residential community available. If your career goals include increasing responsibilities and have the requisite qualifications, we invite your resume. EOE. Director of Engineers, Box J-89.

Teletronics is Expanding. Management Engineers ... are needed with electronics experience that is compatible with the equipment used by a television post production company. Those with backgrounds in closed circuit TV, military radar or communications are likely candidates. Strong physical condition is helpful. Excellent benefits. Please send resume: to Management Engineer, Teletronics, 231 East 55th St., NY, NY 10022. An equal opportunity employer M/F.

HELP WANTED NEWS

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist needed for weekend and morning on-air work. Please send resume and tape to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201: An Equal Opportunity Employer.

Promising downtown Illinois market has opportunity for TV News Director. Rapidly growing Broadcast group with an innovative record. An excellent opportunity for the right person. Delightful Community... good place to live. An experienced, well-paid position. Send resume and references to Box 1-206.

Sportscaster for Northeast radio and television sports active stations. No beginners. If you can anchor do features, basketball and football play-by-play prove it with tape. Contact Personnel, WNTV, PO Box 186, North Andover, MA 01845.

WJCL-TV has an immediate opening for an experienced on-camera studio reporter. All ENG station, Send resumes to Personnel, WILX-TV, PO Box 30380, Lansing, MI 48909.

Mini-Cam Tape Editor to edit weekly half-hour news documentary Must have mini-cam news editing experience, background in journalism and TV production, and video production on ENG camera experience desirable. Samples of work required. Submit resume and references to Michael W. Wagner, Director of News, WISX-TV, PO Box 8200, Buffalo, NY 14211.

Major Market TV stations seeks an aggressive, experienced individual to take on responsibilities in all areas of station operations. We will pay top dollar for the right person, previous market/eng experience is important but age is not. Equal Opportunity Employer. If you qualify please send your resume to Box J-23.


Upper Midwest Top 100 CBS-TV affiliate with strong news commitment requires television news director to assume total responsibility for news operations. Must be experienced in producing broadcast news. Excellent salary and fringe benefits including profit-sharing. An Equal Opportunity Employer. Send resume to Box J-65.


Sports Anchor/Producer/Reporter. Medium market, upper Midwest, all ENG, benefits. Send resume to Box J-58.

Sports Announcer wanted for anchor position in large Midwest market. Must have strong track record and ability to produce top-notch on-air material. Excellent benefits and the opportunity to work with Major League teams in all sports. An equal opportunity employer. Please reply to Box J-66.

News Director. Ground floor opportunity to develop aggressive news operation for new ABC affiliate. Experience as a news director or assistant is a must. AAEEO. Salary open. Do not phone. Please send resume, and 3/4" videotape, if available, to WMDTVI, PO Box 321, Salisbury MD 21801.

We have openings for a Chief Photographer and Reporter. Excellent market. Please send resume, tape, and cover letter to Paul McCay, WAWF-TV, Box 2116, Huntsville, AL 35804. EOE. Minorities encouraged.
HELP WANTED NEWS
CONTINUED

ENG photographer—needed immediately. Prior TV news experience required. Tape and resume to Scott Lynch, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. Equal Opportunity Employer.

South Florida television station is looking for an experienced reporter for a local news program. Also interested in a reporter to do weekend weather and 3 day scientific reporting. Send resume and air check to Bob Howick, Director of News, PO Box 510, Palm Beach, FL 33480 EOE.

South Florida Network Affiliate is looking for experienced and entry level reporters…experienced interviewers and experienced news anchors, for present and future positions. Send resume to: Newscast Director, Box 3434, Ft. Pierce, FL 33450. No calls. All applicants will be contacted. E.O.E.-M.F. Minorities and veterans encouraged.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Production Manager for 8-station public television network with good studio, remote, and film facilities. Supervises and schedules Producer/Directors, oversees foreign film and set equipment requirements. Assist Director of Programming in analyzing feasibility of new production; directing and other duties as assigned. Requires four years production experience and experience with modern production techniques and equipment. Ability to train and work with others and supervise their work is essential. Requires 4 year degree in television or related field, and 4 years previous experience as Producer/Director or equivalent. Contact John White, Iowa Public Broadcasting Network, Box 1758, Des Moines 50308 or call 515-281-4521.

Continuity Director: Need creative take charge person to supervise department. Will also do creative copywriting and production. Experience necessary. Small Market station in the Northern Plains. Salary open to EOE. Write KMOT-TV, Box 1118, Minot, ND 58701.

Producer/Director: Major market Network VH needs producer/director for daily talk show. Must have at least three years experience. All replies confidential. An equal opportunity employer. Send resume and salary requirements to Box J-18.

Director of Programming: State public television network seeks aggressive, creative individual to develop and administer its program service. Includes recommending long and short range goals, developing of entertainment, and transforming to FCC regulations and overseeing local production. Supervise staff of 29. Successful program director candidate will: include selection, acquisition, production, promotion, scheduling, and evaluation; developing sources of program underwriting, national and local. Experience and supervision of instructional programming for preschool, K through 12, post-secondary and adult; liaison with all appropriate agencies, organizations, and institutions consistent with above responsibilities. College degree and/or applicable experience and personal qualifications necessary. Annual salary $32,000 to $40,000, depending upon qualifications and experience. Send resume to: Dept. KPTS, Box 288, Wichita, KS 67201, prior to October 20. Position available October 29. Equal Opportunity Employer.

Promotion Manager for top-rated group-owned ABC station in the south. Duties include print advertising, on-air promotion, publicity writing and liaison, department management and overall promotion responsibilities. Send resume and salary requirement to Box J-53.

SITUATIONS WANTED ANNONCERS

I know you're out there somewhere. Photogenic vocal technician top major market radio announcer desires TV station announcing and production position. Excellent references, tape, resume and photo upon request. Box J-74.

SITUATIONS WANTED TECHNICAL


Studio Supervisor: PTV station southern New Mexico. Requires BA in TV or related. 2 yr. full-time professional experience, ability to train staff, competency in all crew positions, FCC regs. related to TV operations. Preference to persons with teaching experience, supervisory experience, professional experience. Supervises studio operations including crew scheduling, lighting, set construction, crew training, etc. and teaches TV prac. Course, Letter & resume to Production Manager, KRWG-TV, Box 3 J-NMSU, Las Cruces, NM 88003 by Oct. 24. KRWG-TV is EEO/AA employer at N.M.S.U. 9:00-11:00am.

Producer/Director: Minimum five years directing experience with heavy emphasis on commercial videotaping, 16mm film, location shooting, remotes. Sample reel must be sent with resume to Tom Scott, WTCN-TV, 441 Boone Avenue N., Minneapolis, MN 55427, 612-548-1111. Equal Opportunity Employer.

TV Producer/Director, adjunct instructor: University of Southern New Mexico. Duties: Develop, write, research, produce & direct on tape. Film or live both in studio and field. Design. proposals, prepare budgets, post production. Teach college level TV production course. Requires relevant bachelor's degree, 3 years professional production experience; 1 yr. as producer/director. Preference to persons with master's, teaching experience, and/or supervisory experience. Letter & resume to: Producer/Director, WTVJ, Box 103, Las Cruces, NM 88003 by Nov. 15. Salary $10,500-13,500. KRWG-TV is an EEO/AA Employer at NMSU.

Producer/Director: WXXI TV, Rochester, New York, seeks highly motivated individual to work with top notch staff and facilities to create and direct major productions for local and national distribution, ideal opportunity for imaginative, quality-oriented professional to demonstrate creative abilities and 2-4 years production experience, including 3/4-, 1-, 2-inch tape, live studio and remote productions. Strong directing background preferred. Submit all materials by October 15. All resumes to: WXXI President/Dept., PO Box 21, Rochester, NY 14601. EOE.

Creative producer-director needed for TV station. Experienced in all phases of video and film production. Coordinates elements of production from initial concept to final presentation. TV/PTV responsibilities. Full time, professional level base, plus benefits. Send resume to Production Manager; WDCN-TV, Box 120508, Nashville TN 37212 by October 29. Affirmative Action/Equal Opportunity Employer.

Director of Programming: KPTS, Wichita: Responsible for full range of programming tasks including: selection, acquisition, production, promotion, scheduling, and evaluation; developing sources of program underwriting. Bachelor's degree and/ or experience with modern production techniques and equipment required. Coordinates elements of production from initial concept to final presentation. TV/PTV responsibilities. Full time, professional level base, plus benefits. Send resume to Production Manager; WDCN-TV, Box 120508, Nashville TN 37212 by October 29. Affirmative Action/Equal Opportunity Employer.

Director of Programming, KPTS, Wichita: Responsible for full range of programming tasks including: selection, acquisition, production, promotion, scheduling and evaluation; developing sources of program underwriting. Bachelor's degree and/or experience with modern production techniques and equipment required. Send resume to: Producer/Director, WXXI, Box 8, Rochester, NY 14601, prior to October 20. Position open October 29. Equal Opportunity Employer.

SITUATIONS WANTED TECHNICAL


SITUATIONS WANTED NEWS

Sportscaster, 8 years TV experience wanted re: Solid delivery and energetic. 1-701 - 839-5159.


Looking for small market sports anchor spot…five years experience in radio, including p-b-p, one year TV Sports. Box J-57.

Dynamic woman, journalism degree, ten years radio experience, five years NYC, seeks TV position, prefers metro NY area. Box J-90.


HELP WANTED TECHNICAL

Chief Engineer: Towson State University located in the suburbs of Baltimore, is seeking a chief engineer for the Department of Communications and Media Services. Responsibilities include management, maintenance and repair of color TV studio, 12-channel RF cable distribution, and electronic A-V repair shop. Must be familiar with modern production techniques and engineering involving DTL, HTL, TTL, ETL, MOS and CMOS fundamentals; as well as RF spectrum analysis and some domain reflectometry. Bachelor's in Electronic Engineering First Class PC license with broad broadcast endorsement and two years experience required. Salary range $14,571 to $18,33 plus excellent fringe benefit package, including tuition waived education for employees and families. Send resume and complete transcript from fully accredited institutions to Personnel Department, Towson State University, Towson, MD 21204. An Equal Opportunity Affirmative Action Employer.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

Assistant Media Coordinator Western N.D. District of American Lutheran Church. Applicant should be comfortable translating Lutheran theological positions to a variety of media, have verbal communication skills, knowledge in media education, production background. Write for application, enclosing resume: ALC Media Coordinator, Box 370, Bismarck, ND 58501. Applications due 11/15.

HELP WANTED INSTRUCTION

Job Vacancy Announcement: Search Reopened. Instructor, Assistant Professor to teach three broadcasting courses each semester, with emphasis on television production. Ph.D., or Ed.D. preferred. Send letter, resume, three letters of recommendation, official transcripts to: Dr. Robert T. Ramsey, Department of Communication, F. Austin State University, Nacogdoches, TX 75962.

Faculty Opening in Broadcast Law Management, Critique. Supervising graduate program offerings. Assistant or Associate Professor, Ph.D. required. Salary based on previous experience. Send letter, resume, three recommendations, official transcripts to: Dr. Joe Mistlewitz, 341 Moore, Central Michigan University Mt. Pleasant, MI 48859. Deadline: October 30, 1979. All persons, including women, minority groups members and handicapped encouraged to apply. CMU is an Equal Opportunity/Affirmative Action Employer.

ALLIED FIELDS
HELP WANTED SALE

Business oriented, successful salesperson with good credit and 4 years prior account management experience. Good opportunity. One year's salary for move to Texas or nearby state. Box J-82.

Terrific female radio reporter wants to break into TV, I write well, produce creative features, ask tough questions. Any location. M.A. broadcast news. 212-225-1830.

Broadcasting Oct 8 1979 100
WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ithurbide Street, Laredo, TX 78040. Manuel Flores 512 - 725-3333.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800 -241-7878. Bill Kitchen, Quality Media Corporation (in Georgia call 404-324-1271.)

Need Film Cameras, 16mm & 35 mm, Lenses, Editing Equipment, Projectors etc. Call Erwin al 305 - 949-9084.

Paul Schafer wants to buy RCA, Collins or Continental 250, 1000, 5000 and 10,000 watt AM transmitters and RCA or Collins 5 or 10KW FM transmitters and Schaefer automation systems. Contact Schafer International, 5801 Solaed Mtn Rd., La Jolla, CA 92037. Tel. 714 - 754-1154.

FOR SALE EQUIPMENT


AMPTEX VT3 7800 VTR's: 1" format. 5 available, $1,000 ea.

Eastman 285 Projectors: Reverse, good condition, $800 ea.

Marconi Marc VII Color Cameras: Pedestals, very good condition, $6,000 ea. GE PE-350 Color Cameras: All accessories, good condition, $7,000 ea.

RCA TR-50 VTR's: CAVEC and DOC 1 with editor. $22,500 ea.

GE 12KW UHF Transmitter: With Channel 14 antenna, $18,000.

RCA TK27A Film Camera: Good condition, TP 15, available. $12,000.

RCA TP65 Film Projectors: Optical and magnetic sound $10,000 ea.

PE 240 Film Camera: Automatic gain and blacking $2,500.

RCA-77A-10 AL VHF Television Transmitter: low band, spares, $8,000.

We also buy VTR equipment. To buy or sell, call Toli Free 800-241-7878. Bill Kitchen, Quality Media Corporation. In GA call 404 - 324-1271.

Tektronix 525 and 1400 Waveform monitors and 1420 and 520A Vectorcopes, new in factory cartons, in stock ready to ship. Call tivo Communications Corp. 305 - 843-8982.

General Electric 50kw AM transmitter, excellent condition, tuned to 750 KHz with spare tubes, some spare parts. Model B 50A, installed in 1960, $30,000. Contact Larry Wilson, 1415 S.E. Ankeny Street, Portland, OR 97214. 503 - 231-0750.

AMPTEX VR-3000—All mods except dual audio. Have three units and wish to sell one. Spare reliable head available. Make offer Bob Olsen 312 - 738-4181.

Dream Production Facility, Full stereo, 2 & 4 track tape, cartridge mixers, limiters, equalizers, turntables, mics, and more. Assumable lease. Phone 208 - 734-2457 or 733-4840.

Cash for used RCA TK-27's, TP-65, TP-15's, TP-7's. 205 - 955-2200.

CBS Image Enhancers—Model 8000 (New) $2,275, Model 526 (Used) $925. Call 703 - 836-0091. Mon.-Fri. 9 to 5.

For Sale: Gates Stereo Automation System 2 R-R. 2 Carl PB, 1 Casquet, SC48 Program, Silence Sensor, Logging System, Production Accessories, and Racks, Offered only as a system. Jeff Stoll, CE, KUMR, 6-2 Library, University of Missouri; Rolla, MO 65401. 314 - 341-4386.


Varilor Lens (RTH) — Model XX (Dumb Unit) $2,855. Call 703 - 838-0091. Mon.-Fri. 9 to 5.

Regami HL-33 Camera. Good working condition with AC and battery supplies, battery supply needs nicads. Priced at $3,000. J. D. Weigand, KFMB Stations, PO Box 80888, San Diego, CA 712 - 299-5262.

Automation Equipment by microwave electronics. Model 100 programmer with four reel to reel Otari A55, 1000 playback units. Two custom interface units by D & E Engineering. Guaranteed $6,500. Manuals included. $7,000. Call: 703 - 466-9511.

Jamieson 35/18 Film Processor—VNP process, 15 feet per minute, 17 minutes dry-to-dry well maintained, WICD-TV, 250 Country Fair Dr. Champaign, IL 217 - 351-8528.


10 KW FMCCA 9 yrs. old. $1200 damage to PA. Will sell 1/2 used value. Also 2nd model perfect. Will guarantee. M. Cooper 215 - 379-6855.

COMEDY

Free sample of radio's most popular humor service! O'UNERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Free! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

CHEF ENGINEER

W/LKW Providence, Rhode Island...50 KW FM and 50 KW DAC seeks first class engineer with heavy transmitter, STL automation and DA experience. Resume, to include salary re-requirements, to: William M. McCormick, President, McCormick Communications, One Beacon Street, Boston, Massachusetts 02108.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Prizes! Prizes! National brands for promotions, signs, banners, programming. No barter or trade—better! For fantastic deal write or phone: Television & Radio Features, Inc., 186 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Custom, client jingles in one week, PMW, Inc. Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Cheap Radio Thrills! Promo music, sound effects, program themes, synthesizers, jingle add-ons, production aids, over 325 dynamic tracks on 4 low-priced LPs! Free sample: L.A. AIR FORCE. Box 944-B, Long Beach, CA 90801.

National magazine subscriptions now offering Ft arrangement with generous terms. Conversion to cash arrangement possible. Tape supplied. Great for midnite-to-dawn, movies, etc. All replies confidential. Box J-198.


INSTRUCTION

Free booklet on job assistance. 1st Class FCC license and D.J. Newscaster training. A.I.S. 152 W. 42nd St. N.Y.C. Phone 212 - 221-3700. Vets benefits.


REI teaches electronics for the FCC first class license. Over 90% of our students past their exams. Classes begin September 10 and October 22. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577, 813-955-8922.

Help Wanted Announcers

We're Accustomed To Being Number 1 and we're looking for a Program Director/Morning Drive personality and adult voiced announcers that know country music inside and out. We are a top WKN in a market of over 200,000 population. Are you ready to be Number 1? Reply with resume to Box J-3. Atchinson first letter conversation.

Situations Wanted Management

Broadcast Management

I would like to get back into broadcasting with a professional company the consulting business not myself. I am currently a cup of tea former group vice president, successful owner, former CEO broadcasting directed a national company FM CATV same company over 20 years. 49 years old. Box J-36.

Success Available Now

GENERAL MANAGER

Major 5 KW AM, Class C FM sold for more than $4,000,000 capital gain. In two years gross increased $1,000,000, cash flow up proportionally in one of most competitive markets. New owner's has own management team. Seeking corporate or station management position in radio or allied field. Top 75 market. Prefer West, but not essential. Experience includes other successful radio management positions, consultations in music, promotion, news, traffic management and station problems, other forms of business and property acquisitions. Excellent reputation in trade. Still employed but available at mutual convenience. Resume, references, interview upon request. Write Box J-2 or call (505) 842-6089.
Situations Wanted Announcers

Help Wanted Management

PUBLIC TV PROGRAM FUND DIRECTOR

The Program Fund Search Committee invites nominations and applications for the position of Director of the Program Fund, the Corporation for Public Broadcasting.

The Director of the Program Fund reports to the President of the Corporation and the Board of Directors and is responsible for the establishment of methods and procedures for the financing of public television programs under broad policy guidelines established by the CPB Board. The procedures will incorporate a comprehensive review and evaluation process, including the use of advisory panels, as a means of awarding funds. The approved budget for the Program Fund in Fiscal Year 1980 is $24.5 million.

The successful candidate will have proven leadership and accomplishments at a high-executive level, an orientation toward public service, and demonstrated ability and experience to stimulate television programs of high quality, diversity, creativity, excellence and innovation. The candidate must be sensitive to the audience needs and interests of minorities and women. Salary range: $55,000 to $65,000.

Applications or nominations accompanied by current resumes must be received no later than October 29 and be addressed to:

Program Fund Director Search Committee

C/o Douglas F. Bodwell

Executive Secretary

Corporation for Public Broadcasting

1111 16th Street N.W.

Washington, D.C. 20036

An Affirmative Action and Equal Opportunity Employer M/F/H/V

Help Wanted News

SPORTSCASTER

for Northeast radio and television sports active stations. No beginners. If you can anchor do features, basketball and football play-by-play prove it with complete resume and video/audio tapes of all facets in both media. Good opportunity for the mature and talented. An equal opportunity employer. Send applications for this position need not exceed 4 pages. Send all material and how to contact Jim McCarthy, Harrington, Ringer and Parsons, Inc., 280 Park Avenue, New York, NY 10017

Help Wanted Programing, Production, Others

Assistant Commercial Producer

LeSea Ministries Television Stations


Help Wanted Management

HELP WANTED

MANAGEMENT

Manager of Facilities Management of Midwest Network-Owned Station will retire in December. We are seeking a people-oriented person who has a strong background in maintenance and installation and who is looking for a good future. This is an excellent position for the right person. Tell us about yourself. Send resume to: Director of Engineering, WKYC-TV, 1433 E. 8th St., Cleveland, OH 44114. E.E.O.

Group with VHF network affiliate outlet in southeast market, rank approx. 100 seeking G.M. Salary open. Excellent benefits. Must have minimum 10 years experience in middle/high level management, preferably three years prior experience general manager. Equal opportunity employer. All replies strictly confidential. Send complete resume, state present salary to Box 1-201.

For Commercial - No Response Necessary

LeSea Ministries Television Stations


Situations Wanted Announcers

SPORTS TALK

Pep up early evening, late night or weekend hours on your AM station. Write, knowledgeable, opinionated. After hosting all night talk show on top 10 market station for three years it's time for a change. Want Sports ONLY responses - Will consider all inquiries.

Box 1-34

TELEVISION

Help Wanted Technical

NATIONAL BROADCASTING COMPANY

TELEVISION MAINTENANCE ENGINEERS

Retirements and expansion have created a number of permanent openings in NBC's New York studios for experienced Maintenance Engineers. Candidates must be capable of maintaining and troubleshooting state-of-the-art switches, cameras, type C 1" and QUAD VTR's and other broadcast related equipment.

Digital/computer background extremely helpful. Minimum 2 years experience in a large broadcast or similar environment necessary. Should also have a minimum of 2 years training. Degree in electrical technology or engineering preferred. We offer competitive salaries and benefits package. Send resume, in confidence to: V. Branker-JK, Personnel Dept., Rm 1680, NBC, 30 Rockefeller Plaza, New York, N.Y. 10020. We are an equal opportunity employer m/f.

Maintenance Engineer


Box 1-207

The Opportunity

Television

The Challenge

The Satisfaction

LESEA MINISTRIES TELEVISION STATIONS


Broadcasting Oct 8 1979 102
Situations Wanted News

**NEWS DIRECTOR**

Must be exp. News Dir. (not assistant) in Top 100 Market. Immediate Opening. Call Jack Mahoney, G.M. between 9 A.M. and 12 noon min. to determine if you should send resume. 505-245-2285, EOE.

**Producer For Northeast NBC Affiliate**

In competitive market. Need producer with strong background in TV news production who is creative and energetic. An Equal Opportunity Employer. Resumes and salary requirements to Box J-64.

**NEWS DIRECTOR/ANCHOR**

Unique personality, nationally known for fresh, different approach. Now top-rated anchor/writer/producer in top ten market, delivering one of the nation's largest audience shares. Seeking news director or news director/anchor position with aggressive station committed to winning. Top references.

Reply Box J-5

**NEWSMAN**


**Situation Wanted: Programing, Production, Others**

"THE BAXTERS"

If you strip this show & need a local moderator to ask the tough questions, I am available for one or several markets.

Stan Major—Miami
305-596-2880

**ALLIED FIELDS**

Help Wanted Management

**Controller/ Director of Administration**

to work in N.Y.C. for major television production-syndication Co. (N.Y.S.E. listed). Applicant should have Accounting degree and a minimum 3 years experience involving billings and collections with either ad agency, TV station, TV syndicator or related area. Salary open. Send resume and salary requirements to Box J-81.
**Help Wanted Technical**

**MOVE AHEAD IN ELECTRONICS**

Join this leading electronics firm which is always at the forefront of its field! We have an immediate opening for:

**ELECTRONIC ENGINEER/ BROADCAST**

We're seeking a BSEE with specialized talents in the analysis and design of solid state, analog and digital circuits. Some knowledge of microcomputers would be a definite asset. Our product-line is color TV cameras for broadcast and CCTV as well as high quality video-tape recorders. Your background should include up to 3 years' related experience. Supervisory skills highly desirable.

Philips Broadcast offers very attractive salaries plus liberal benefits. If you're interested in this career opportunity, please call Ethel Brooks collect at 201-529-3800, Ext. 230—or send your resume in confidence.

**PHILIP BROADCAST EQUIPMENT CORPORATION**

91 McKee Dr., Mahwah, N.J. 07430
(Convenient to Rt. 17 & G.S.P)
Equal Opportunity Employer M/F

---

**Radio Programming**

**LUM and ABNER**

5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

Considering Religion? Complete service-consulting, rep: program sales, collections—

GOSPELCAST ASSOCIATES
Box 2501
Knoxville, TN 37901
615-525-5552

**The Country Doctor**

A Country Specialist With A Proven Major Market Track Record.

If you have dizzy spells, from dropping cunes, shortness of breath because of low quarter-hours, sagging promotions, and constant headaches caused by reduced profit margins, we can help.

If you are country today or will be soon, call (817) 731-0218 for a professional prescription for good rating health.

The Country Doctor/Don Thomson
Radio Programming Consultant
Suite 1002, Midtown Base Building
Fort Worth, Texas 76116

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**Public Notice Continued**

**Request For Proposals**

For Cable Television Franchise

The Town of Clarence, Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposal" available from the undersigned. Applications will be accepted until 11:00 A.M. on Tuesday, December 18, 1979, at the Mayflower Hotel, 1127 Connecticut Avenue, N.W., Washington, D.C.

The Town invites applications from persons interested in developing a cable television system for the Town of Clarence. Applicants should demonstrate competence, knowledge and ability in the cable television industry, as well as demonstrate a financial capability to develop and operate a cable system.

Applications will be available at the Town Hall, 1202 Main Street, Clarence, N.Y. 14031, for viewing during normal business hours.

DOROTHY J. HARROWSON
Town Clerk, Town of Clarence
One Town Place
Clarence, N.Y. 14031
716-741-2902

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**PUBLIC NOTICE**

The Board of Directors of National Public Radio will hold its annual organizational meeting on Friday, October 19, 1979, at 10:30 a.m. in the Presidential Room of the Mayflower Hotel, 1127 Connecticut Avenue, N.W., Washington, D.C.

The Board of Directors will hold organizational meetings on Thursday, October 18, 1979, at the NPR offices, 2025 M Street, N.W., Washington, D.C., at 9:00 a.m., and on Friday, October 19, 1979, at the NPR offices, 2025 M Street, N.W., Washington, D.C., at 9:00 a.m.

For information concerning these meetings, please contact: Ernest T. Sanchez, NPR General Counsel, at 202-785-5369.

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**East Saint Louis, Illinois**

**CARL E. OFFICER, Mayor**

"CABLE TELEVISION FRANCHISE"

The City of East St. Louis is now accepting letters of interest from cable companies and individuals interested in building a cable TV system in the City of East St. Louis.

Individuals responding to this ad will receive the cable application package which has been prepared by the City of East St. Louis.

All letters of interest must be received no later than 12:01 p.m. on Monday, October 15, 1979.

Letters of interest should be addressed to:

Frank C. Smith
City Clerk
City Hall
East St. Louis, IL 62201

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**The Villages of Great Neck, Great Neck Estates, Great Neck Plaza, Kings Point, Lake Success, Russell Gardens, Saddle Rock and Thomaston, in Nassau County, New York, jointly invite applications for cable television franchises. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 4:00 p.m. on December 18, 1979, and all applications will be available for public inspection during normal business hours at the office of the undersigned.

Great Neck Peninsula Cable TV Advisory Committee

C/o Village Clerk
Village of Lake Success
318 Lakeside Road
Great Neck, New York 11020
(516) 482-4411

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**Public Notice**

October 17, 1979, Public Broadcasting Service Transition Committee, O'Hare Hilton Hotel, Chicago, Illinois, 9 a.m., to consider reports on the development of three program services, and future PBS Board and Committee structure.
PUBLIC NOTICE: Application For Cable Television License, Wakefield, MA

The Town of Wakefield, Massachusetts will accept applications for a community antenna television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications will be accepted at the address below until 4:00 P.M. on Tuesday, January 15, 1980.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. Each application should be accompanied by a $100 non-refundable filing fee, payable to the Town of Wakefield.

This is the first request for applications for a cable television license by the Town of Wakefield. All interested applicants are urged to submit complete and fully detailed applications at their earliest convenience. The initial application should represent the most attractive proposal for the Town in order that the Board of Selectmen may act upon the initial applications.

Applications should be received at the Town Clerk's office during regular business hours at 2100 Ridge Avenue, Wakefield, MA 01880.

Phyllis B. Azwell
Administrative Assistant
City Manager's Office

Alfred J. Yedeks, Chairman
Board of Selectmen

Wakefield, Mass. 01880

For Sale Stations

H.B. La Rue, Media Broker
Brokers TV, CATV, APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1903, New York, NY 10021
212/288-0737

SELECT MEDIA BROKERS

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For Sale Stations Continued

STATIONS | CONTACT
----------|----------
S Small AM | $100K Term Bill Chapman (404) 458-9226
W Small AM | $135K Sold Dan Rousse (214) 387-2303
MW Small AM | $168K $49K Art Simmers (817) 848-4893
S Small AM | $200K Sold Bill Hammond (213) 387-2303
S Small Profitable | $230K $50K Bill Chapman (404) 458-9226
W Small AM | $250K $73K Ray Stanfield (213) 363-5764
W Small Fulltime | $255K Sold Dan Rousse (214) 387-2303
W Small AM | $285K $79K Dan Rousse (214) 387-2303
W Small AM | $290K Sold Bill Whitley (214) 387-2303
W Small FM | $300K Sold Corky Carlwigh (303) 741-1021
W Small FM | $300K Sold Peter Stromquist (218) 728-3003
MW Small AM | $310K Terms Paul Crowder (615) 298-4986
W Small AM | $325K Sold Bill Hammond (214) 387-2303
NW Small AM | $330K $96K Evelyn Stanfield (213) 363-5764
W Small AM | $350K 29% Peter Stromquist (218) 728-3003
Plains Small FM | $350K Sold Bill Whitley (214) 387-2303
Plains Small FM | $400K $100K Bill Hammond (214) 387-2303
S Small AM | $400K Sold Paul Crowder (615) 298-4986
NW Medium AM | $590K Terms Dan Rousse (214) 387-2303
NW Medium AM | $650K Sold Ray Stanfield (213) 363-5764
W Medium AM | $1575K Sold Ray Stanfield (213) 363-5764
W Suburban AM | $275K Sold Ray Stanfield (213) 363-5764
S Suburban AM/FM | $2450K Sold Art Simmers (617) 648-4893
S Metro FM | $475K $125K Bill Hammond (214) 387-2303
S Metro Profitable | $700K 29% Bill Hammond (214) 387-2303
W Metro FM | $825K Sold Ray Stanfield (213) 363-5764
MW Metro FM | $900K Cash Bill Hammond (214) 387-2303
MW Metro AM/FM | $1250K Sold Ray Stanfield (213) 363-5764
MW Major AM | $1200K Cash Peter Stromquist (218) 728-3003
NW Major AM | $1500K 29% Ray Stanfield (213) 363-5764
W Major AM | $5800K Sold Ray Stanfield (213) 363-5764
W Major AM | $9190K Cash Bill Hammond (214) 387-2303

For Sale by Owner

FM - $750,000

Brokers, Consultants & Appraisers

LARSON/WALKER & COMPANY
213/828-0385
202/223-1055
Suite 214
Suite 417
11651 San
1730 Rhode
Vicente Blvd.
Island Ave., N.W.
Los Angeles, CA 90049
Washington, D.C. 20036

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE
TO BROADCASTERS
Westgate Mall, Suite 205
Bethlehem, Pennsylvania 18017
215-865-3775

SMALL EASTERN AM
Real Estate + $210,000 gross
Early sale desired.
Box J-73

FOR SALE BY OWNER

Full-time SKW AM-$500,000. Class A FM-$500,000. Both stations—1.1MM.
50 miles from Wash., D.C. Principals only.

Box J-82

2055 NORTHERN MICHIGAN - CHICAGO 60611
312-467-0040
THE KEITH W. HORTON COMPANY, INC.
P.O. Box 948
Elmira, N.Y. 14902
(607) 733-7138

Ralph E. Meador
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

Solid Money Maker
And Community Leader
WMPX-AM Midland, Michigan $1,500,-
000 for 100% of the stock, free and
clear includes real estate. Excellent
community, excellent market, excellent
staff. Please, no brokers. Contact Peter
Gregory 313-353-4520 or write to Box
2150, Southfield, MI 48037.

NORTH ARKANSAS
DAYTIMER
with Possible FM. Bob Rothius—King
Agency. 501-856-3705. Nights: 501-
257-2567.

BROADCASTING'S
CLASSIFIED RATES
Payable in advance. Check or money order only
(Billing charge to stations and firms: $2.00).

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 informa-
tion is not included.

The publisher is not responsible for errors in printing
or failure to print copy. All copy must be clearly typed or
printed.

Deadline is Monday for the following Monday's
issue. Orders and/or cancellations must be sub-
mited in writing. (No telephone orders and/or can-
cellations will be accepted).

Replies to ads with Blind Box numbers should be
addressed to (Box number) c/o BROADCASTING,
1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot re-
quest audio tapes, video tapes, transcriptions,
time or VTR's to be forwarded to BROADCASTING
Blind Box numbers. Audio tapes, video tapes,
transcriptions, time and VTR's are not forward-
able, and are returned to the sender.

Word count: include name and address. Name of
city (Des Moines) or state (New York) counts as
two words. Zip code of phone number including
area code counts as one word. Count each ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm, COD,
PO, etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right
to abbreviate or alter copy.

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: (per-
sonal ads) $3.00 per inch. All other classifi-
cations: $8.00 per inch. For Sale Stations,
Wanted To Buy Stations, Employment Services:
Business Opportunities, and Public Notice adver-
tising 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 of phone number including
area code counts as one word. Count each ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm, COD,
PO, etc. count as one word. Hyphenated words
count as two words. Publisher reserves the right
to abbreviate or alter copy.
Media

J ess Mooney, sales manager, W T OC - TV Savannah, Ga., named VP - general manager. 

Dona l d Mooney, general manager of W CBS - TV Columbus, Miss., joins W YEA - TV Columbus, Ga., as VP - general manager. W T OC - TV and W YEA - TV are American Family stations.

Dennis Blake West, station manager, WFFR - TV Freeport - Rockford, Ill., appointed general manager.

Bruce N. Harris, sales manager, W CBSX - FM West Yarmouth, Mass., named general manager.

Elizabeth Conway, station manager, W CBSX - FM Rochester, Minn., elected VP of licenses, Rochester Communications Corp. Peter Dean, operations manager, W PONI Pontiac, Mich., joins W KREB - CH in same capacity.

Di Coleman Samut, assistant operations manager, WDDM - TV Washington, joins WMTA - TV there as operations manager.

Thomas Condon - Howe, writer, producer and director of educational and promotional programs for Educational Communications Department of Syracuse (N.Y.) Upstate Medical Center, joins WMTV - BTV Boston as operations manager.

Dale Kadavy, with WHXY - FM Chicago, and Ken Alexander, announcer with co - owned W TAI - FM there, named operations managers of respective stations.

E. E. (Jim) Es hleman, general sales manager, W CBS - AM Miami, becomes president of W CBS - AM Sebring, Fla., which he recently bought.

L arry Epstein, from Steagum Distillers, and former general manager of W BBR - FM Ithaca, N.Y., joins finance and planning department of CBS- TV New York.

Michael J. Lewellyn, director of personnel development, West Coast, ABC, Los Angeles, named to new post of director of personnel for company in Chicago.

William Lasky, contract administrator, RCA Cablevision Systems, joins Six Star Cablevision, MSO, as projects manager based in Los Angeles.

Wally Edwards, director of engineering, Vermont Educational Television, Winnowski, named assistant station manager.


Fred Esplin, director of program development and corporate planning, noncommercial W T V - FM Hershey, Pa., joins noncommercial W JURX - TV Salt Lake City as director of marketing.

Advertising

Bruce P. Andrews, VP - management supervisor on Chrysler - Plymouth account, Kenyon & Eckhardt, Detroit, elected senior VP. Lynn V ernon and Michael Howe, account supervisors on C - Pacount, named VP's. Lawrence D'Aloisio, head of his own communications planning company in New York, and former senior VP with J. Walter Thompson, joins K & E in New York as VP - supervisor of future planning on Chrysler account.

Rick Fizdale and Rob Nolan, VP's and executive creative directors, and Don Blair, VP - controller, Leo Burnett Co., Chicago, named senior VP's.

Appointments in newly organized national broadcast department at Foote, Cone & Belding: Sherman (Jack) McQueen, VP - television programming for FCB in Chicago, named VP - national program director, based in Los Angeles, and responsible for directing network and syndicated program development and production for all U.S. FCB clients; in Chicago, Bob Rogers, manager of network relations for FCB, becomes associate national broadcast director, and Rose O'Connell, from Ogilvy & Mather, joins FCB as broadcast supervisor; in New York, Jeffrey Manoff, VP - director of broadcast, becomes VP - associate national broadcast director; Dennis Witpen, network negotiator from J. Walter Thompson, and Gerri Donlini, with FCB as broadcast negotiator, named broadcast supervisors, and Myrna Cohen, formerly secretary to Manoff, named broadcast coordinator.

Erich Overkamp, associate creative supervisor, J. Walter Thompson, New York; Selwyn Shillinglaw, business manager, television commercial production, JWT, New York, and Robert W. Shepard, account supervisor, JWT, Miami, named VP's.

Victoria Amon, account supervisor, Benton & Bowles, New York, named VP.


Sam Hershfield, from Needham, Harper & Steers, Dayton, Ohio, transferred to New York office as account supervisor. Ron Hartenbaum, account executive, Grey Advertising, New York joins NHS there as account director.

Ronald J. Foley, assistant to general manager, Seven-Up/Canada Dry Bottling Co. of Detroit, named account executive for Compton Advertising, Southfield, Mich.

Allen Tenenbaum, associate research director, J. Walter Thompson, New York, joins Dancer Fitzgerald Sample there as VP - research group head.

Lynn Greenberg, associate research director, Cumbell-Ewald Inc., New York, named VP.


Patrick J. O'Leary, U.S. budget director, Interpublic Group of Companies, New York, named VP.

Ilona M. Clevenger, account coordinator, Jansen Associates Inc., Irvine, Calif., named...
media director.


Frank Flanagan, sales manager of New York west team, Peter Griffin & Woodward, and Jan Cavanagh, media buyer, Benton & Bowles, New York, joins Air Time there as TV spot buyer.

Barbara Vogt, local account executive for CBS-owned KMOX-TV St. Louis, named account executive with CBS National Television Sales.

Roger Goldhamer, VP-sales manager of Chicago office of MMT Sales, named VP-national sales manager, with responsibility for sales management for all offices except New York and Chicago. He will be based in New York. John Turver, account executive, WNEW TV New York, joins MMT in same capacity.

Mel Diamond, director of market development. Metro Radio Sales, New York, joins RKO Radio Network there as account executive.

Arthur Kennedy, media director, Media Buying Services, New York, named VP Mary Jane Hoey, with Media Buying Services, named manager of broadcast media.

Patrick Choate, former director of marketing for Data Communications Corp., named director of broadcast research for Focus Marketing, Memphis, market research firm.

Jonathan Klein, sales manager, WZ-TV Boston, named general sales manager of KDKA-TV Pittsburgh. Alan Buckman, sales manager, WZTV Baltimore, succeeds Klein at WZ-TV (all stations are Group W).

John Llewellyn, manager of national sales for NBC-owned WMAR-TV Chicago, joins co-owned WYKC-TV Cleveland as director of sales.

Douglas Cox, former Eastern sales manager for CBS-owned WBAM-TV Chicago, named Eastern-national sales manager for co-owned KMOX-TV St. Louis.

Bill Donahue, national sales manager, KTEWTV Tulsa, Okla., named general sales manager.

Raymond Seyler Jr., national sales manager, WQFX(FM) Philadelphia, named general sales manager.

Dennis McGuire, account executive and air personality, WCLR(FM) Chicago, joins WCFLAM there as retail sales manager.

Bill Bacigalupi, account executive, KGNO(FM) San Francisco, named sales manager.

George Stoltz, assistant sales manager, KOTT(FM) San Francisco, named sales manager.

Tom Leslie, office manager for Blair Northwestern, representative, joins KMIR(FM) Portland, Ore., as sales manager.

Virginia Rush, traffic manager, WICTV Springfield, Ill., named assistant general sales manager.

Michael Day, manager of Metro Radio Sales, San Francisco, joins KIRKAM Seattle as local sales manager.

Dave Harris, account executive, WHY(PM) Fort Lauderdale, Fla., named local sales manager for co-owned WWKM(FM) Miami.

Frank R. Young, former national-regional sales manager, WRCN-AM-FM Riverhead, N.Y., joins WFXI(FM) Patchogue (Medford), N.Y., as sales and assistant general manager.

Robert H. Clarke, in sales with WGAN-AM-FM Portland, Me., named local sales manager.

Duane Boesch, account executive, KCCXAMI Pierre, S.D., named sales manager.


Kathleen Choren, senior account executive, WKBX(CM) Rochester, Minn., named sales manager for co-owned KRCX(FM) there.

Terrell Mayton, producer of sports programming and program host, WOZI(FM) Evansville, Ind., joins WSPX(FM) Murray, Ky., as marketing and promotion manager.

Charles Blake, manager of television network marketing design, NBC, named director of design for NBC Entertainment, New York.

Sandy Westerkamp, broadcast buyer, Wells, Rich & Greene, New York, joins KYYF(FM) San Francisco as account executive.

Karen Carroll, local sales manager, KSIM(FM) St. Louis, joins WRTN-FM Wood River, Ill. (St. Louis), in same capacity.

Chris Hodges, producer-director, WSKC-TV Charlotte, N.C., named local sales representative.

Carrine Perri, account executive, KSPX(FM) San Francisco, joins KMER(FM) San Jose, Calif., as sales representative.

Robert Montgomery, station manager, WGNX(FM) Murfreesboro, Tenn., joins WSCX(FM) New Orleans as account executive.

**Programming**

Bonnie Adamson, director of servicing, 20th Century-Fox Television, Los Angeles, joins Telepictures Corp. there as director of operations.

Susan Perchonock, sales executive in licensing and merchandising division of Viacom Enterprises, New York, named marketing manager.

James O. Heyworth, senior VP, operations, and Austin O. Purcell, senior VP, programming, Home Box Office, New York, named executive VPs. Winston H. (Tony) Cox, VP affiliate relations, named VP, sales and marketing; Michael Fuchs, VP specials and sports, named VP, programming; M. Jay Walkingshaw, VP program operations, named VP corporate development; Peter W. Fritz, VP and general manager, Eastern region, named VP regional operations. William G. Hooks, central region VP and general manager, named VP and general manager, Eastern region; Edward D. Horowitz, director of mid-Atlantic and New York metro region, named central region VP and general manager; Iris Dogow, director of special programming, and David L. Meister, director of sports, named VP's, Frank Blondi, director of original program planning, named VP, programming operations.

Nathaniel Troy Wilt Jr., VP-marketing services, Warner Bros., joins United Artists Corp., New York, as VP-video and special markets.

Edward Niner, executive director of marketing, Teleprompter, New York, joins Warner Cable as director of marketing for its Qube system in Columbus, Ohio.


Tom Klemensrud, videotape editor for non-commercial WNET-TV New York (Newark, N.J.), joins Metrotape West in Los Angeles in same capacity.

Howard J. Stevens, production manager, WJTV-TV Cambridge, Mass. (Boston), named program manager.

Charlotte Hall, manager of program services, WTA-F-TV Philadelphia, joins WTV(TV) New Bedford, Mass., as program manager.

Tony Roberts, sports director, WRCXAM Washington, joins Mutual Radio there as sports anchor and reporter. He will handle daily morning sports reports and play-by-play assignments.

Beverly Price, producer of weekday public affairs program on WDMV-TV Washington, named executive producer in program department. Juliann Martinez, producer, WRCX-TV Washington, succeeds Price at WDMV-TV.

Joyce Campbell, programming director, non-commercial WETA-TV Washington, named VP-programming. Charles Hobson, project director and executive producer of series on history of black music produced by WETA-TV named VP-special projects.

Steve Womack, producer-director of The Bob Braun Show on Multimedia's WITE-TV Cincinnati, named executive producer of special programs for Multimedia Program Productions Inc. there.

Scott Larson, producer-cinematographer-editor, WZ-TV Baltimore, named production manager.

Patricia Caso, producer of A.M. New York on WABC-TV New York, named staff producer of NBC News's Tomorrow program.

Mike Weissman, producer, NBC Sports, New York, named director of television coverage. Mike was most recently at WFTV in Orlando, Fla., named director of television coverage. He will be based in Los Angeles.

Ed Cuckler, television news director, KCRA (all stations are Group W), and Bruce Gordon, vice president and general manager, KCRA (all stations are Group W), named executive producer of the station's nightly newscasts. They will work closely with Dave Ferrara, shore and producer of the station's newscasts.

Joe Caruso, senior meteorologist, KABC, Los Angeles, joins WNYW-TV New York, as producer of the station's nightly newscasts. He will work closely with Kena Young, producer of the station's newscasts.
York, named coordinating producer for all NBC Sports major league baseball coverage. George Finkel, producer of NBC Sports prime-time colorcast of NCAA basketball championship game, named coordinating producer for NBC's coverage of college basketball.

Don McGuire, associate producer, NBC Sports, named producer involved in prime-time coverage of Olympics.

Jeanette Heektoen, managing editor, NBC News, named director, talent relations.
Background: Producer Nick Vanoff (I) and partner Saul Pick are owners of the Sunset-Gower Independent Studios, where ABC-TV is expected to set up its broadcast center for the 1984 summer Olympic games in Los Angeles (Broadcasting, Oct. 1). They acquired the 16 sound stages and over 500,000 square feet of facility in 1977. It is the former Columbia Pictures studio. Vanoff, a long-time producer with deep roots at ABC, formerly produced for that network The Julie Andrews Hour, The King Family and Hollywood Palace. He is currently working on a two-hour special for NBC-TV, Sunday Night, that is slated to air Oct. 28.

Allied Fields

M. Richard Asher, president, CBS Records International, named to new post of deputy president and chief operating officer of CBS/Records Group, reporting to President Walter Weyinkoff. Weyinkoff will continue to spend most of his time on records group but will also work on "new ventures" division formed to develop programming for video disks and other new technologies. Allen Davis, VP of international division and managing director of CBS Gramophoneplaten, Holland, succeeds Asher as president of CBS Records International. He and Bruce Lundvall, president of CBS Records division, will report to Asher.

Ray Miller, retired VP and news director and now consultant and public-affairs show host, KPRC-TV Houston, and Franklin H. Williams, president, Phelps-Stokes Fund, New York, and one-time ambassador to Ghana, elected to National News Council, filling seats vacated by Dorothy Height, president, National Council of Negro Women, who resigned, and Ralph Renick, VP and news director, WTIV-TV Miami, whose term expires in November. One vacancy on council remains, and is expected to be filled at November annual meeting.

Ed Godfrey of WSB-TV Atlanta, elected to executive committee of Radio-Television News Directors Association for one-year term.

Andrew Litsky, director of government services, National Cable Television Association, Washington, named director of public affairs. He succeeds Philip E. Clapp, who has joined staff of Representative Timothy E. Wirth (D-Colo.), member of House Communications Subcommittee.

Allan Fox, formerly chief of staff for Senator Jacob Javits (R-N.Y.), joins Leighton Conklin & Lemov, Washington law firm.

Mark Blinoff, VP of Cypress Communications and president of Mark Blinoff Inc., Los Angeles, and former program manager for KMPCAM (Los Angeles, named Joint Communications Consultant, La Crescenta, Calif., as VP-general manager and chief operating officer.

Deaths

James S. Tighe, 53, VP-general manager of KTVEFV El Dorado, Ark., died of heart attack Oct. 3 while on business trip in Little Rock, Ark. He had been with KTVE, subsidiary of Gray Communications Systems, Albany, Ga., since 1969. Before that, he was general manager of Gray's WJWG-TV Panama City, Fla., since 1960. Survivors include his wife, Joann, three daughters and one son.

Robert B. Jones Jr., 63, retired VP-general manager of WFRAM Baltimore, died of viral ailment Sept. 27 at Johns Hopkins hospital in Baltimore. He joined station in 1953 and retired in 1967. Before that, Jones worked for WILM, Delaware, and KQMIAM Tulsa, Okla., as general manager. In 1962, he was president of Maryland-Delaware Broadcasters Association and had also served on National Association of Broadcasters Radio Code Board. Survivors include his wife, Jane, one daughter and son.

Kimberly Jean Wiley, 7, daughter of former FCC Chairman Richard Wiley, died of cardiopulmonary arrest Sept. 30 at Atlanta (Va.) hospital. She was stricken at Cherokee United Methodist Church in Atlanta while singing with children's choir. Survivors besides her father include her mother, Elizabeth, one brother and sister.

Katherine Miller, 77, wife of late Neville Miller, first paid president of National Association of Broadcasters (1938-44), Washington, died Sept. 27 of heart attack at her home there. Her husband died in 1977. Survivors include four daughters.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Oct. 1, 1979) Section 3685 (I)

1. Title of Publication Broadcasting

2. Date of Filing: October 1, 1979

3. Frequency of Issue: 51 Mondays a year (combined issue annual)

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3B Annual subscription price $40.00

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5. Location of Headquarters or General Business Offices of the Publishers: 1735 Desales St., N.W., Washington, D.C. 20036


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9. If applicable 10 Not applicable

11. Circulation:

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C. Paid circulation 37,800**

D. Free distribution (including complimentary and other free copies by mail or other carrier or other means) 2,731** 2,452**

E. Total distribution (sum of C and D) 37,822** 37,800**

F. Office use, left-over, unused or returned, spoiled or spoiled after printing 1,533 829

G. Total (sum of E & F) should equal no. copies printed minus 11.

I certify that the statements made by me are correct and complete.

Lawrence B. Taisho

Publisher

*Average number of copies each issue during preceding 12 months.
**Actual number of copies single issues published nearest to filing date.
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<thead>
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| SERVICE              |                  |                     |                   |                       |                            |          |
| BBDI Inc.           | 36 1/4           | 35 1/2              | + 3/4              | + 2.11                | 8 91                       |
| Compact Video*       | 9 1/2            | 9 1/2               |                      |                       |                            |
| Comest            | 39 1/2           | 41 1/8              | - 1 5/8            | - 3.95                | 9 316                      |
| Doyle Dana Bernbach | 22               | 22                  |                      |                       | 8 58                       |
| Faris Corp & Selling| 19 1/4           | 19 3/4              | + 1/4              | + 5.17                | 8 59                       |
| GTE Advertising     | 37 1/2           | 37 1/2              |                      |                       | 4 23                       |
| Interpublic Group   | 29 3/8           | 29 3/8              |                      |                       | 6 70                       |
| MCI Communications  | 5 7/8            | 5 5/8               | + 1/4              | + 4.44                | 73 121                     |
| North American      | 5                | 5                   |                      |                       | 9 7                        |
| MPO Videoconferencing| 5 3/8            | 5 1/8               | - 1/8              | - 2.27                | 5 2                        |
| O.C. Nielsen        | 24               | 24 1/4              | + 1/4              | + 1.03                | 11 264                     |
| Ogilvy & Mather     | 22 1/2           | 22 1/4              | + 1/4              | + 1.12                | 8 71                       |
| Pacific Telecomm    | 22 1/2           | 22 1/2              |                      |                       | 2 6                        |
| TPC Communications  | 6 3/4            | 6 3/4               |                      |                       | 12 6                       |
| N. Walter Thompson  | 25 1/2           | 25 1/4              | + 1/4              | + 0.88                | 75 86                      |
| N Western Union     | 19 3/4           | 20 - 1/4            | - 1/4              | - 1.25                | 8 299                      |

| ELECTRONICS/MANUFACTURING |                  |                     |                   |                       |                            |          |
| A & E Industries     | 5 3/8            | 7 3/8               | + 2 7/8            | + 137.2               | 6 12                       |
| Ampex               | 17 7/8           | 18 1/4              | + 1/4              | + 1.37                | 12 203                     |
| Brunel Industries   | 13 1/4           | 13 1/4              | + 1/4              | + 1.81                | 4 20                       |
| CCA Electronics*    | 1/8              | 1/8                 |                      |                       |                            |
| Cater              | 5 1/8            | 5 1/8               | + 1/8              | + 2.38                | 11 2                        |
| Cohu               | 5 1/4            | 5 1/4               | + 1/4              | + 4.76                | 17 80                      |
| Conrac            | 22 1/8           | 22 1/8              | + 1/8              | + 4.61                | 25 33                      |
| Columbia Pictures  | 53               | 53                  | + 1/8              | + 7.36                | 8 8553                     |
| Farlon             | 12 1/2           | 11 1/4              | + 1/4              | + 11.11               | 12 61                      |
| General Electric   | 50 3/4           | 50 3/4              | + 1/4              | + 4.04                | 9 845                      |
| Georgia Corp.       | 32 1/4           | 32 1/4              | - 1/4              | - 3.84                | 14 838                     |
| Harvel Industries  | 6 1/2            | 6 3/4               | + 1/4              | + 3.70                | 17 3                        |
| Int. Video Corp.*  | 1 1/4            | 1 1/4               |                      |                       |                            |
| Microdyne          | 22               | 22                  |                      |                       | 23 2                       |
| M/A Com. Inc.      | 29 3/8           | 29 7/8              | + 1/2              | + 1.67                | 38 1650                    |
| Motorola          | 51 1/2           | 52 3/8              | + 1/8              | + 7.67                | 11 5998                    |
| Motorola Industries| 51 1/2           | 51 1/2              | + 1/8              | + 8.12                | 14 1548                    |
| Oak Industries      | 30 1/8           | 29 7/8              | + 1/8              | + 8.66                | 3 362                      |
| Orro Corp.         | 6 5/8            | 6 5/8               |                      |                       | 9 13                       |
| RCA              | 25               | 25                  | + 1                | + 4.16                | 7 1671                     |
| Rockwell Intl.     | 45 7/8           | 43 1/4              | - 2 3/8            | - 6.07                | 8 1641                     |
| A RSC Industries  | 3 1/8            | 3 1/8               | + 1/8              | + 4.00                | 18 7                       |
| Scientific-Atlanta | 43 1/4           | 33 + 10 1/4         | - 31.06            | + 25 184              |
| Sony Corp.         | 8 1/8            | 8 1/8               | - 1/8              | - 1.51                | 14 1401                    |
| Tektronix          | 6 1/8            | 6 1/8               | + 1/8              | + 1.56                | 15 1068                    |
| Valtec*            | 13 2/8           | 13 2/8              |                      |                       | 29 53                      |
| Varian Associates  | 25 1/8           | 23 + 2 1/8          | + 9.23              | + 140 171             |
| Westinghouse       | 20 5/8           | 20 3/4              | + 1/4              | + 0.60                | 7 1784                     |
| Zenith            | 12 5/8           | 12 7/8              | - 1/4              | - 1.94                | 12 237                     |

Notes: A-American Stock Exchange, M-Midwest, N-New York, P-Pacific, O-over the counter
Bid price shown. supplied by Shearson. Hayden Stone. Washington. P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcastings own research. Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price.
**No P/E ratio computed, company registered net loss. ***Stock split. +Traded at less than 1.25 cents.
 Added Attractions

Broadcasting's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:


Nov 12 A looking-forward report on the next quarter century of television—coinciding with a looking backward at the first 25 years of the Television Bureau of Advertising.

Dec 10 After the fact: the full story, reported on the scene in Geneva, of what happened at WARC '79, to whom, and to what eventual effect.

Dec 17 Annual special report on the state of the art in broadcast equipment and technology.

Dec 17 The top 100 records on pop radio playlists in 1979, plus the top 50 in country. Just in time for yearend programming.

Jan 7 Annual double issue, featuring Broadcasting, exclusive report and analysis of the top 100 companies in electronic communications.

Jan 21 Will it be another record year in TV, AM and FM station sales? Read all about it in the annual station trading special, playing back the 'Changing Hands' track record of 1979.

Feb 11 Pre-NATPE.

Feb 18 NATPE.

That's not all on our drawing boards, but it gives a general idea. Broadcasting will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.
Charles Kinney: riding the tides of change to the top at PGW

When Chuck Kinney was growing up in the coal mining town of Nelsonville, Ohio, he was entranced by the job held by his uncle, an executive for the old Mazon Inc. advertising agency in New York.

"I thought he had the greatest job because in the 1930's and 1940's he used to attend all the big boxing bouts and the World Series games," Kinney recalls. "I decided then and there I wanted to be an advertising man."

What he didn't realize at the time was that his uncle was with an agency that handled the Gillette account, which was heavily involved in sponsorship of sports events.

No matter. Kinney never lost his desire to become part of the advertising community. As it turned out, he never went to work for an agency, but has been involved on the advertising sales side for three decades.

Thirty years or so out of Nelsonville, Kinney, now 51, has climbed to a position among those at the top of the highly competitive field of national TV station representatives. He's president of Peters, Griffin, Woodward Inc., New York.

Charles R. Kinney is tall, athletically built and outgoing. In pursuit of a career in advertising, he attended Miami University in Oxford, Ohio, on a football scholarship and won letters in that sport.

Equipped with his BA degree in business administration, Kinney sought out a job in advertising and landed his first post with the Cincinnati Enquirer in 1950. He was assigned to the media research department.

"It was an inside job, and that wasn't for me," he recounts. After seven months there he started looking around for a selling job and was taken on by WVKO-FM Columbus, Ohio.

Later that year he joined the sales staff of WTVN-TV Columbus and in 1952 moved over to WLWT-TV Cincinnati. In 1953 he was named general manager of WLKAM Erie, Pa., and remained there for two years.

In 1955 Kinney left WLK to try to develop his own regional rep firm. His rationale was that an organization that would develop business in Cincinnati, Cleveland, Pittsburgh, and Detroit had potential in the fast-growing TV medium.

He was talked out of the idea, however, by an agency friend, who instead told him of a job with PGW in Detroit. Kinney was interviewed in New York, was accepted, and at the last minute was sent to the New York office. "I never did get to Detroit."

He impressed his superiors in New York. In 1959 he was advanced to teams sales manager, in 1962 he was elevated to vice president and in 1963 he was moved to Los Angeles as head of West Coast operations and elected to the board of directors.

Kinney earned a reputation as a top-notch manager and administrator during his tenure in Los Angeles, and in 1977 he was moved back to New York as executive vice president. In 1978, he was elected president.

Kinney oversees a staff of 210 located in 12 offices in New York, Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, Charlotte, N.C., and San Francisco. The company maintains sub-offices in Seattle and Portland, Ore., in association with Art Moore Inc.

Kinney is the first to acknowledge that PGW is in a period of transition in more ways that one.

"The first generation of the company is gone and we are now in the second generation," he observes. "This is something that already took place at Katz, Blair and Petry." And now, PGW, after 47 years as an independent rep is now part of a large station group, Corinthian Broadcasting.

The merger of PGW into Corinthian, a subsidiary of Dun & Bradstreet, took place last February. Kinney justifies the sale of PGW to Corinthian on two levels: (1) it provides finances and services to accelerate the company's growth at a pace it could not do on its own, and (2) enables those executives who held stock ownership to receive "a good return" on their investment.

Like many other national representatives, PGW, which had classified itself as a "selective rep" with a moderate station list, had to grapple with the problem of rising costs in the 1960's as clients demanded additional support services. Computer capability became a necessity and cash flow had to be upped accordingly. It met this challenge, Kinney said, by embarking on a decision to expand its station roster, and earlier this year set up PGW National to represent stations in markets below the top 60.

"We now have 52 stations both in PGW Television and PGW National, and we plan to grow even larger on a selective basis," Kinney observes. "Last fall we had 42 stations."

Kinney forecasts an "excellent year" for PGW, with a 12% increase in sales and ad sales.

"We had a tremendous surge of business in 1976 and that gave us large bases for 1977 and 1978. We look forward to another good year in 1980."

He notes the rapid rise in local TV sales, but thinks local business eventually generates spot.

"Products may start locally, then expand regionally and finally go national," he comments. "The more successful they are locally and regionally, the more likely they will go national."

For the future, Kinney expects TV costs to continue to rise, but says that as long as corporate profits continue to rise also, companies will continue to introduce new products and services and use television.

"I also anticipate that as competition stiffens and costs of operating keep climbing, more of the smaller TV reps will fall by the wayside," he predicts. "I think too that some rep firms will get into the business of representing cable TV systems as a way to add to their income. It is even possible that an outfit like PGW, through a subsidiary company, will some day handle cable systems."

Kinney and his company anticipate they'll be ready for that and any other challenge.

Profile

Show and tell

If the Congress were unwisely to pass a bill introduced by Representative Ronald Motl (D-Ohio), annual financial reports for all broadcast licensees would be made public. The congressman reasons that the public could then judge whether broadcasters were spending enough money on programming. This would be the ultimate indignity for broadcasters who put their operations to public vote with every rated program.

The supposed secrecy of financial reports submitted to the FCC has already been compromised with the release of the data to the Communications Subcommittee of the Congress (see story in this issue). If the secrecy is compromised, so is the legality of the FCC's collection. Are broadcasters going to go on submitting annual reports that may be misused against them?

Setting their own trap?

The NAB may be on the verge of accepting, indeed encouraging, governmental quotas for news and public affairs on radio. The idea is that stations meeting federal standards for programming time in those categories would be freed of some other governmental controls ("Closed Circuit," Oct. 1).

The same idea, in different form and on a larger scale, has been proposed for television, and enthusiastically endorsed by many major broadcast groups. This just may be an idea whose time is coming, whether it makes sense or not.

Program standards in one form or another have been used by the FCC for years as rules of thumb to guide the staff in deciding whether to renew radio and television licenses or refer renewals to the commissioners. Last year Henry Geller, director of the National Telecommunications and Information Administration, proposed that the FCC adopt formal rules establishing minimum percentages of television broadcast time to be devoted to local and informational programming (Broadcasting, Nov. 6, 1978).

According to the Geller formula, television licensees meeting the standards would be judged to be providing meritorious service and, absent disqualification on other grounds, would be entitled to renewal. (In his formal petition for rulemaking, Geller proposed no precise percentages, but later, in a speech, he suggested that 15% for local programming and 15% for information, in all dayparts, would be about right.) Although the Geller petition evoked a prompt outpouring of comment, mostly favorable, it molders in the ever-mounting pile of unattended business at the FCC.

Revisions of television renewal standards may be out of sight and mind at the FCC right now, but radio deregulation is in. It is in the latter context that the NAB joint board will be asked to vote on radio standards for news and public affairs at its meeting in Washington next week. The NAB is hoping to get a more modest quota for radio than Geller wants for television—perhaps 6% for both news and public affairs.

To trade that commitment, which would be easy for radio to meet, for substantial deregulation of other operations would indeed be a good deal for the NAB and its radio members—assuming that such standards in the form of FCC rules are constitutional and that, if they are, the FCC would be content to quit there. Both assumptions are questionable.

The U.S. Court of Appeals has said there is a First Amendment problem with exactly the kind of standards Geller has proposed (Broadcasting, Oct. 6, 1978). There may be broadcast lawyers with a low opinion of that court, but they lack authority to overturn its decisions.

As to the assumption that the FCC could be counted on to say that 6% of news and public affairs was enough and stop at that, it is hardly bankable. Geller has observed that the only way to insure that his renewal formula for television retains its original simplicity is for Congress to write a law prohibiting the FCC from extending it to other programming.

It is not irrelevant to note that the FCC staff is about to recommend percentages for children's programming in television. In a speech two weeks ago, Commissioner Anne Jones, an able lawyer, remarked that she anticipated constitutional questions in such quotas (Broadcasting, Oct. 1). There is no evidence, however, that her uncertainties are shared by an FCC majority.

At the least the NAB directors will want to ask themselves whether they are proposing a trade-off that could lead to harsher regulation in the end, even if it turned out to be legal.

Fourth commercial network

The roster of underwriters that the Public Broadcasting Service has signed up for PBS's new prime-time season is studded with names of which any commercial network sales vice president could be proud.


That is not a complete list but it is enough to make the point: These are big companies, sophisticated in the uses of advertising and marketing. They knew what they were doing when they made their grants, and their reason was not solely—as some public broadcasters would like people to think—to encourage "quality" television, however that may be defined. Their purpose also was to enhance their own images, no less so than in their admittedly commercial advertising.

Through the underwriting process, public broadcasting has for years been engaged in the sale of advertising in everything but name. As we have remarked from time to time, it is a strange occupation for a system that was created to be noncommercial. But the noncommercial salesmen do not stop there. In selling their own brand of advertising under a pseudonym, they malign the advertising that broadcasters sell under its right name. That is not strange; it is gall on an order almost to be admired.
"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge..."

Martin Luther King, Jr.
1929–1968

A cold, dreary March day in Boston. The air is filled with chill and mist. It is a day for firesides, down quilts and warm hearty drink. But the day is not one of comfort and convenience, it is the day of the WROR "Run for the Green," a ten kilometer road race for the benefit of the Easter Seal Society.

Hundreds of runners, including nine wheelchair entrants, covered the course to raise funds supporting such worthwhile Easter Seal efforts as swimming, camping and other recreational programs for handicapped children and adults in Massachusetts.

Prizes and refreshments were provided the participants by sixteen WROR sponsors while station staff members and other volunteers donated countless hours in preparation for the event.

Thousands of dollars were raised for Easter Seals through pledges secured by the runners, and the challenge of weather and discomfort was overcome by the listeners to WROR who would not stand still for comfort and convenience.

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