Children's TV: Under the gun
Campaign 1980: Just one year to go

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

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 Pay TV office.
Danny Thomas’ “Make Room for Daddy.” 161 half-hour family comedies starring Danny Thomas, Marjorie Lord, Rusty Hamer, Angela Cartwright, and a host of top name guest stars. A 12-year success story on all three networks. 28.9 seven-year CBS prime time average... 42% better than average sitcom and 55% better than average half-hour program.*

Who said NBC didn’t have "Roots"?


WRGB
Schenectady, New York
Over 1,000 in service!

The one-thousandth 1600 Series production switcher has been installed at station WTTV in Indianapolis, Indiana.

Our next thousand switchers started with delivery of a PAL version 1600 Series system to Yorkshire television in Leeds, England. In fact, GVG shipped equipment to about a third of the world's countries last year!

The 1600 Series — with its wide range of options — allows users to tailor a system for any requirement in NTSC, PAL, or PAL-M applications. That's why Grass Valley Group production switchers are the first choice of broadcasters around the world.

Broadcasting
November 5, 1979
FINANCIAL FIX □ Financial analysts are generally pleased with the third quarter results of broadcasting issues, but are wary of an advertising slowdown in the last quarter. PAGE 24.

THE CRUNCH ON KID'S TV □ FCC staff report proposes mandatory educational children's TV requirements until such time as new media cure what is called failure in marketplace. PAGE 24.

WINNING SOME, LOSING SOME □ U.S. WARC delegation makes some progress on proposals for AM and shortwave, has problems trying to retain frequencies for radar. PAGE 27.

STORER SWITCHES □ The broadcasting and cable concern reorganizes its top executive ranks, with Chairman Michaels giving his chief executive officer duties to Peter Storer and Terry Lee moving up to president and chief operating officer among them. PAGE 28.

GETTING THEIR ACTS TOGETHER □ With 10 hats already officially in the ring, this "Special Report" offers an in-depth study of presidential hopefuls and media advisers as they map strategies. PAGE 30. And the networks are wasting no time in drawing up their plans to cover the campaigning. PAGE 42.

HEAT FROM GOLDWATER □ The Arizona Republican serves notice that if the FCC doesn't resolve the access complaint of the Carter-Mondale Committee, Congress will step in. PAGE 42.

CABLE GETS HEALTHIER □ A financial study of 13 major companies finds steady growth in revenues, profits and cash flow. PAGE 44.

ON BOARD AT FTC □ Patricia Bailey is sworn in as commissioner, filling a post that had been vacant since last March. PAGE 53. And she wastes no time in expressing her ideas about what needs to be done. PAGE 64.

NEW PLAYER IN BOSTON □ Hub Broadcasting joins the competition for channel 7 in that city. PAGE 55.

CBS-TV's TURN □ The network scores its first ratings win of the season during the week ended Oct. 28. PAGE 57.

JOINS THE CLUB □ Noncommercial KCET(TV) Los Angeles is the latest to try teletext. PAGE 52.

THREE MILE ISLAND COVERAGE □ A presidential commission concludes that the news media did the best they could in reporting the nuclear mishap, but that news people were ill-equipped to master the technical complexities. PAGE 61.

MORE ON SMPTE □ Ampex's Anderson tells the Los Angeles conference that digital VTR will not take over until it offers features now standard on one-inch helical machines. PAGE 62. DeBonis reports to the delegates on ABC's complicated logistics and equipment plans for coverage of the 1980 winter Olympics. PAGE 64.

MONEY FOR WESTAR □ Fairchild and Continental Telephone buy into the Western Union satellite operation for a price estimated up to $100 million. PAGE 83.

FROM THE RANKS □ A former Marine Corps captain did 17 years of basic training in sales and management posts within NBC before taking on his biggest assignment for the network. It's the story of Bob Walsh, who moved into the presidency of the NBC Television Stations in August. PAGE 89.
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Now... the third largest broadcast market in America.

That's right. Combined, our seven stations touch the lives of over nine million Americans. That's more people than in Chicago. And a big responsibility. It's our way of saying we're now a vital factor in the broadcast industry... bringing the Pulitzer professional integrity to a large part of America. Because that is... the Pulitzer standard of broadcast journalism.

KSDK
St. Louis
(Formerly KSD-TV)

KOAT-TV
Albuquerque

KETV-TV
Omaha

WGAL-TV
Lancaster/York/
Harrisburg/Lebanon

WTEV-TV
Providence/
New Bedford

KTAR & KBBC-FM
Phoenix

Represented by Blair
Television & Radio

The Pulitzer Broadcast Group

Touching the lives of over nine million Americans.
Closed Circuit
Insider report: behind the scene, before the fact

Gang's all here
National coalition of citizen groups will file today (Nov. 5) petition calling for FCC to rescind its proposed deregulation of radio (BROADCASTING, Sept. 10). Groups, which generally are taking position that deregulation could reduce news sources and free stations from obligations to address local needs and problems, are shying away from philosophical arguments for now and sticking to procedural issues.

Among contentions are that commission has not adequately documented many of its conclusions, that it has failed to make available much of data underlying initial study and that it has "unreasonable expectation" that public will be able to make adequate comments on proposal. Groups' petition calls for en banc hearings on deregulation around country as well as full oral arguments in Washington. Filing by Charles Firestone, director of University of California at Los Angeles Communications Law Center, carries names of Consumer Federation of America, National Citizens Committee for Broadcasting, National Citizens Communications Lobby, Media Reform Committee of National Organization for Women, Public Media Center, American Civil Liberties Union, others.

Late act
Since his confirmation as chairman of the FCC on Oct. 7, 1977, Charles Ferris has yet to speak before group at which most former FCC chairman have made first or early public appearances—Federal Communications Bar Association. However, times are a-changin’. Ferris has agreed to speak at FCBA luncheon on Nov. 30, at Washington's Capitol Hilton hotel. Although topic is speculative, it's expected to be one of causes he is touting in name of broadcasting's responsibility—or irresponsibility as he sees it—to public it serves.

Sun down, ratings up
ABC-TV's Mork and Mindy and CBS-TV's Archie Bunker's Place, contestents in one of most publicized ratings bouts of this season, both managed spots among top-10 programs in week ending Oct. 28 (see story, page 57). Both programs appeared to profit from ratings phenomenon occurring that Sunday night—what network researchers know to be predictable and significant rise in total television viewership that always happens on last Sunday of October—highest viewing night before November sweeps. Viewer levels, especially in early evening, took major, seasonal jump on first night nation switches from daylight to standard time. With dark coming hour earlier, television sets are turned on earlier, too. Before Oct. 28, win of which propelled CBS to its first week's victory, only one regular series—Oct. 15 episode of M*A*S*H—had broken 30 rating barrier. On Oct. 28, however, three CBS Sunday shows passed mark, and for first time in season all of top-10 had better than 25 rating. Five of those were Sunday shows, and each had at least 10% increase in viewers: 1—60 Minutes (up 18% from week ending Oct. 21), 2—One Day at a Time (17%), 3—Alice (23%), 5—Jeffersons (10%), 9—Mork (27%) and 10—Archie (19%).

More
Proposals made by National Telecommunications and Information Administration to expand ethnic minorities' ownerships in radio and television (BROADCASTING, Oct. 22) aren't going over with blacks. Indeed they will be opposed by National Black Media Coalition on grounds they aren't good enough.

Under plan, FCC would waive multiple ownership rules, TV-radio crossownership rule, top-50-market TV policy and three-year holding rule for applicants showing "substantial" minority ownership, defined by NTIA as 25%. NBMC will argue standard should be 51%. NBMC's Pluria Marshall says blacks want control, not "participation."

Woman on white horse?
Elevation of Nina Cornell, chief of FCC Office of Plans and Policy, to premiere staff role at agency has been evident for some time, but never more than during last Tuesday's FCC consideration of children's TV proceeding (see page 24). Entire staff presentation was made by Cornell who also, with occasional legal asides by Robert Bruce, general counsel, led drive for immediate rulemaking that Chairman Charles D. Ferris wanted. At Cornell's side, but silent throughout: Susan Greene, who directed special children's staff and supervised its report.

Training ground
WCBSTV New York has been grabbing off seasoned magazine-type programmers from Group W stations, where PM Magazine syndicated show originated, to put together its own prime-access Real Life, which premieres Nov. 13 (Tuesday, 7:30-8 p.m.). Joining wCBS-TV are Jim Daiphenee (former national producer of Group W's PM service in San Francisco) as executive producer; John Tomlin (WZB-TV Boston) as cinematographer; Sheila Bowe (KDKA-TV Pittsburgh) as field producer, and Jim Freedman (WZB TV) as editor. Three months ago Jeff Schifman, vice president, program operations, Group W, joined WZB TV as director of broadcasting.

Job security
Roger D. Rice, Television Bureau of Advertising president, will go to next week's annual meeting of TVB members with new three-year contract in his pocket. It's said to be in $100,000-a-year range—"consistent with most major industry organization salary levels," as one source put it—with incentive payments involved and with provision for escalation over three-year period. Rice has just wound up five years in presidency, which he started Nov. 1, 1974, at about $75,000 annually (BROADCASTING, Oct. 14, 1974). This is his second three-year contract.

Stacked deck
Equal time has no application to FCC members if last week's experience in wake of action on children's programing is criterion. As part of pre-arranged publicity blitz, Chairman Charles Ferris was to be interviewed in New York by David Hartman on ABC-TV's Good Morning America last Wednesday, day following FCC's meeting. But after Commissioner James H. Quello opposed chairman's rush for instant rulemaking (see story, page 24; editorial, page 90), ABC News called his home at 6 p.m. Tuesday with request to participate from Washington next morning, which he did.

Understanding, however, according to Quello, was that each would have five minutes, but chairman consumed seven of 10 minutes before Hartman cut him off. Quello had to settle for three.

Field trip
Richard M. (Rick) Neustadt, White House communications liaison aide, will confer with U.S. delegation to World Administrative Radio Conference in Geneva for about five days over Thanksgiving holiday, Washington conditions permitting. Neustadt, who reports to Stuart Eizenstat, assistant to President Carter on domestic affairs and policy, is administration's direct contact with FCC as well as with Ambassador Glen Robinson, head of U.S. WARC delegation, and with Henry Geller, assistant secretary of commerce in charge of National Telecommunications and Information Administration.

Clorox □ Twelve-week campaign for Duralaine fine logs begins this week in five markets. Spots are placed in prime and fringe times. Agency: Bottford Ketchum, San Francisco. Target: adults, 25-54.


Sizzler Steak House □ Six-week campaign for restaurant franchise begins this week in Atlanta, Kansas City, Mo., and Louisville, Ky. Agency: BBDO/West, Los Angeles. Target: total adults.


Hukuba-Cowdery □ Four-to-seven-week campaign begins this month for carpet sweepers in Pittsburgh, Columbus and Cincinnati, both Ohio and Michigan, New York, Los Angeles and various Montana and Minnesota markets. Agency: NV Advertising, Minneapolis. Target: women, 25 plus.

Dubuque Packaging Co. □ Five-week campaign for various meats begins this week in about 35 markets including Chicago. Spots will run in fringe and day times. Agency: Campbell-Mithun, Chicago. Target: women, 25-54.


E-Z TV □ Four-week campaign to promote stereo rentals begins this month in Atlanta, New Orleans and Mobile, Ala. Agency: J.H. Lewis, Mobile, Ala. Target: adults, 18-34.

Pizza Hut □ Four-week campaign for restaurant franchise begins this week in about 32 markets with spots running in fringe and prime times. Agency: Foote, Cone & Belding, Chicago. Target: adults, 18-34.

Frank's Nursery □ Four-week campaign begins in November for various products in about 12 markets. Agency: Ed Libov
Though Bogie died of lung cancer in 1957, Gable of heart disease in 1960, their drawing power at the box office has not diminished, and that remarkable fact is responsible in large measure for the success of "Midnight Movies For Charity," managed and promoted by WQXI-FM, Atlanta.

Every Friday and Saturday two Atlanta theaters present midnight showings of celebrated feature films, with net proceeds going to charities. So far more than $25,000 has been distributed to national organizations such as the American Cancer Society and The Heart Association, as well as to local groups such as the Atlanta Association of Retarded Citizens.

"Midnight Movies" is just one of the many ways we try to pay our social debt to the communities we serve, but among the distinctions of this project is that it's not a one-shot. It can keep producing so long as the audiences keep coming.

And with the money we raise, maybe we can keep the next Bogie with us a little longer.

Jefferson Pilot Broadcasting
Charlotte: WBT, WBCY-FM, WBTV Jeffersonics, Jefferson Productions, Jefferson Data Systems
Richmond: WWBT
Atlanta: WQXI, WQXI-FM
Denver: KIMN, KIMN-FM
Greensboro: WBIG
Wilmington: WWIL, WHSL
On the plains of Kansas agriculture is really big business. In the Great Bend market agri-business and fabulous oil production, has built a brew of affluent Kansans. The sure way to zero in on Great Bend and the Golden Belt market is KVGB-AM and FM, both Forward stations.

KVGB-AM goes after the agri-businessman with news, information, sports and music.
KVGB-FM provides 100,000 Watts of easy listening stereo far beyond the primary service area. In fact, Kansas' ideal broadcast conditions often allow both stations reception throughout half the state.

You're ahead when you buy Forward.

KVGB-AM
KVGB-FM
GREAT BEND, KANSAS

Warming up for winter. To help television stations sell time in normally slack January, the Television Bureau of Advertising has created a 30-second spot for on-air use by its members. Stressing that January finds viewing levels at their highest levels of the year, and the number of commercials at their lowest, voice-over message advises: (1) 'Stop! Your advertising can give you the jump on competition if it's on television in January, (2) when viewing is at its peak and (3) advertiser competition is still asleep. (4) So act now and get the jump on your competition. Put January television to work for you!' TVB said the idea was suggested by WFMN-TV Greensboro, N.C., which developed a similar spot a year ago. TVB's was written by George Huntington and directed by Walter Vetter, both of TVB, and was produced by Modern Telecommunications Inc., New York.

Mr. Gatti's Pizza □ Four-week promotional co-op campaign begins late December in seven markets including Houston and San Antonio, both Texas, Agency: Saunders, Lubinsky & Powell, Dallas. Target: adults, 25-34.

Shell Chemical Co. □ Fifteen-to-twenty-one-week campaign for farm chemical begins Jan. 7 in about 150 markets with Midwest concentration. Spots will run during farm programming. Agency: Allen & Dorward, Houston. Target: farmers.


THE NEW TK-76C.
MORE CAMERA PER POUND.
FEWER POUNDS PER CAMERA.
JUST WHAT YOU NEED IN AN ENG CAMERA.

We've built all the features you need in an ENG camera into our new TK-76C. The results: lighter weight, even better performance, and extra value. A new mainframe makes the TK-76C three pounds lighter than its predecessor, yet it's rugged. Built to take it. And a retrofit kit permits easy conversion of earlier TK-76 cameras (over 1500 in use around the world) to this new lighter version. That's RCA cost-effectiveness in action.

New comet tail suppression, new remote control options. New capability for electronic field production, too, with automatic comet tail suppression for enhanced performance and improved picture quality. It's a production feature that does the job without special tubes and without degrading present tubes. A real cost-effective extra.

Two new belt-pack remote control systems. Choose either a multi-core cable system with automatic equalization and timing for operation up to 3000 feet, or a new multiplex system for wireless or Triax operation up to 5000 feet. Either way, you get new flexibility and convenience.

RCA: one source for all TV broadcast products
Every item from RCA—camera, VTR, film chain, antenna or transmitter—is designed to start ahead, built to stay ahead. Count on RCA to save you money over the long haul, where it really counts.

RCA TechAlert protects your investment 24 hours a day. If your TV gear isn't on the job, it can't be cost-effective. So we back our outstanding products with service to match: TechAlert. The far-reaching advantages of its non-stop availability are as near as your telephone.

That's how close you are to your RCA representative, too. Why not call him for all the facts on the improved TK-76C, or any other item in our cost-effective broadcast equipment lineup. Or write RCA Broadcast Systems, Building 2-2, Front & Cooper Streets, Camden, NJ 08102.

Cost-effective broadcasting: we make what it takes.
Where Things Stand

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

AM allocations. FCC has initiated rulemaking that could result in addition of 125 or more AM stations in clear and adjacent channels. Comments were filed second week in July; they mostly supported maintaining clear channels (Broadcasting, July 18). There also has been increased discussion about converting daytime radio operations into full-time operations—reducing increased discussion about converting daytime radio operations into full-time operations, with several actions pending. Among them: House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sided with Daytime Broadcasters Association and its chief spokesman in Congress, Representative Paul Findley (R-Ill.), in advocating conversion of daytime stations. National Telecommunications and Information Administration has proposed reducing AM spacing to 9 kHz to create more radio channels, and FCC has adopted notice of inquiry on subject (Broadcasting, June 28). International implications of reducing AM spacing will be on agenda at meeting of countries of Region II (Western Hemisphere) in Buenos Aires in March 1980. National Association of Broadcasters has proposed that FCC form industry-government advisory committee to study all proposals leading to universal full-time radio service for all, but

AM stereo. FCC last year instituted formal inquiry looking to development of standards for AM stereo broadcasting (Broadcasting, Sept. 18, 1978). Included in proceeding are five proposed systems—Belar, Harris, Kahn, Magnavox and Motorola. Final comments in proceeding have been filed (Broadcasting, May 28) but item is on back burner at commission ("Closed Circuit," Oct. 15).

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

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

Automatic transmission systems. FCC has allowed automatic transmission service for non directional AM and FM stations (Broadcasting, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations soon. The proceeding, however, is low on Broadcast Bureau's priority list.

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 231 for vertical and 36 microsecond tolerance (from 11,44 to 12 microseconds) for horizontal to give industry time to correct problem. Last June 7, FCC adopted notice of inquiry concerning telecasting waveform standards. In view of changes in industry since rules were adopted in 1941 and 1953, FCC intends to examine whether competitive marketplace forces would serve public interest or if there is need for continued FCC regulation. Comments are due Dec. 19, 1979, and replies on Feb. 19, 1980. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed last August and is working to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups (see "In Sync," Oct. 23, 1978).

Broadcasting in Congress. House of Representatives has been on live television feed since March (Broadcasting, March 26), ending its traditional ban on electronic news coverage of its floor proceedings. Only organization making regular use of feed is Cable Satellite Public Affairs Network (C-SPAN), beaming proceedings in full to cable subscribers across country. Network news departments, having lost their battle to control feed, will use pieces of it, but only during big events and with "super" that identifies material as being House-produced. In Senate, resolutions have been introduced to suspend ban on TV coverage during debate on Strategic Arms Limitation Treaty, expected this fall, but they have received no action yet.

Cable deregulation. FCC is embarked on course that may take it to eliminating last remaining rules cable industry considers restrictive—distant-signal and syndicated exclusivity regulation—but has opened possibility of establishing some kind of marketplace regulation through program equivalencies (Broadcasting, May 7). Henry Geller, head of National Telecommunications and Information Administration, proposed idea of retransmission consent as means of introducing marketplace factor into distant signal equation. Idea received support in comments filed with FCC on notice of proposed rulemaking to repeal current rules (Broadcasting, Sept. 24)
Carter use of broadcasting. President has held 52 televised press conferences since assuming office, but has abandoned his twice-a-month press conferences in favor of town hall meetings, regional press conferences radio call-in shows and possibly other formats in which he hopes to turn around his political fortunes (Broadcasting, Aug. 27). He did call-in show an National Public Radio on Oct. 9 (Broadcasting, Oct. 15).

Children’s advertising. Federal Trade Commission concluded legislative phase of inquiry examining proposals to limit or ban advertising aimed at children. First two weeks of hearings were held in San Francisco in January; four additional weeks came in Washington in March. Next phase, if commission adopts recommendation of hearing judge Morton Needelman, is disputed-issues hearings. FCC, meanwhile, has received reply comments in its inquiry into children’s programming and advertising (Broadcasting, Jan. 22) and last week issued staff report (see story, this issue).

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

Communications Act. Representative Lionel Van Deerlin has given up hopes of getting Communications Act rewrite, H.R. 3333, through Congress, and is instead pushing for passage of amendments to 1934 act (Broadcasting, July 16, 23). New bill would replace Title II of Act, concentrating on common carrier provisions, and possibly cable. No schedule for legislation has been established. In Senate, two bills under consideration are S. 611 by Senators Ernest Hollings (D-S.C.) and Howard Cannon (D-Nev.), and S. 622 by Senators Barry Goldwater (R-Ariz.) and Harrison Schmitt (R-N.M.).

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future crossownerships and requiring break-up of 16 “egregious” crossownership cases (Broadcasting, June 19, 1978). Nine of 16 have either separated or been freed from divestiture order because of changed circumstances. One was exempted from order by U.S. Appeals Court. Six remaining had waiver requests before FCC, which were turned down last month (Broadcasting, Oct. 29).

Crossownership (television-cable television). FCC amended its rules to require divestiture of CATV system owned by TV station that is only commercial station to serve city-grade contour over cable community (Broadcasting, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (Broadcasting, April 26, 1976). In December 1976, court sent case back to commission at FCC’s request. FCC’s Cable Television Bureau is studying recommendations for further action.

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and rule ordering in its favor question of whether it has necessary authority and laying out program for monitoring cable systems’ EEO performance and for dealing with violators (Broadcasting, Oct. 2, 1978). In broadcast EEO area, commission has tentatively voted to amend Form 395, commission’s annual employment reporting form, to require licensees to rank employees according to salary and to identify minorities and women (Broadcasting, Nov. 6, 1978). However, after that action generated considerable criticism, commission abandoned salary-ranking idea, at least for present (Broadcasting, Jan. 1). First Report and Order was adopted Dec. 21, 1978 and released for comment January 1979. If adopted, new rule will place all five broadcast services, AM, FM, TV, educational FM and educational TV, under one rule.

Family viewing. Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that family-viewing self-regulatory concept is unconstitutional (Broadcasting, Nov. 8, 1976) and National Association of Broadcasters could not enforce concept, which was embodied in its television code. ABC, CBS and FCC are appealing basic decision; NBC is fighting only viability for damages to Tandem Productions, one of plaintiffs in suit against family viewing. Arguments on appeals were held in June (Broadcasting, June 18) at U.S. Court of Appeals for Ninth Circuit. In light of court decision, NAB dropped its policy of mandatory subscription to TV code, and rewrite code to prohibit broadcast of material that subscribers “determine to be obscene, profane or indecent” (Broadcasting, Sept. 19, 1977).

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

Format changes. FCC more than two years ago ended inquiry to determine whether it can

Makes KNXT #1 in L.A. and doubles its early news rating.

WTVT, CBS for Florida's Suncoast, has done it again!

Latest ratings show how WTVT is keeping faith with the commitment of every Gaylord station to provide the best programming for the audience it serves.

Look how WTVT dominates Florida's Suncoast, the market on the move. Check these amazingly high shares in a market with 5 commercial stations. See your Katz American representative for details and avails.

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* Arbitron, January, 1979, ADI Television Households Estimate
**May, 1979, Average Quarter-Hour Estimates
All estimates subject to source and method limitations

GAYLORD Broadcasting Company

One of America's largest privately owned broadcasting companies
or should be involved in regulating program formats with order concluding that it can't and should not (Broadcasting, Aug. 2, 1978). Commission said determination should be left to discretion of licensee to and regulation of marketplace. But this was contrary to several previous appeals-court decisions and expectation is that Supreme Court will ultimately decide issue. U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups, but commission has decided to continue fight, it will ask Supreme Court to review case (Broadcasting, Aug. 27). FCC must file its appeal by Nov. 26.

License renewal legislation. Broadcasters' effort to win license renewal legislation with longer licenses and insulation from challenge for such reasons as ownership structure became more urgent after Washington appeals court's final decision in October; although that decision was later amended (Broadcasting, Jan. 22). Issue is treated in Communications Act revisions bills introduced in Senate (Broadcasting, April 2), and it appears any action on renewal issues will take place within context of those bills. Introduction of renewal measures, reaching flood stage in previous years, is limited to just two bills this year; both are re-runs from last Congress.

Minority ownership. Carter administration has announced wide-ranging push to increase participation of minorities in radio and TV station ownership (Broadcasting, Oct. 22). FCC also has adopted policies aimed at assuring minorities path to ownership (Broadcasting, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans last year went to non-white-owned enterprises (Broadcasting, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $9 million from networks and other broadcast organizations, for its nonprofit Minority Broadcast Investment Fund, through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (Broadcasting, Jan. 1). National Radio Broadcasters Association has created program where its members help minorities learn station operations.

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

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (Broadcasting, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. FCC released preliminary report at Oct. 16 special meeting. Report concluded that "structural changes within industry will be best solution for effective regulation. Staff believes even though commission has jurisdiction to regulate networks, network-affiliate economic relationship is successfully entrenched and further attempts to regulate it would prove fruitless" (Broadcasting, Oct. 22). Report on viability of fourth network is due out in spring, 1980.


Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (Broadcasting, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be non-commercial licensee, rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to non-commercial licensees of limits on ownership, applicable not only to commercial licensees. Comments for all, except FM educational assignments, have been received; comment period for FM assignments has been extended indefinitely.

Operator licensing. FCC has dropped requirement for special tests for what are now third-class radio operator licenses; holders of such permits can now perform routine technical chores at radio stations (Broadcasting, Jan. 1). Commission has not yet acted, however, on proposal calling for dual license structure—one series for routine operation and one for maintenance of various classes of radio stations—for retiring of licenses and for new class of license for operation of television transmitters. On June 12, Georgia Institute of Technology presented a report to the commission recommending that the FCC stop regulating day-to-day "how-to" technical aspects of broadcast station operations, and instead place more regulatory emphasis on actual characteristics of signal stations broadcast. Report was entitled "Broadcast Regulation Tra- deoff Study" and was prepared under FCC contract.

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programming (Broadcasting, March 28, 1977) and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (Broadcasting, April 10). FCC has voted to repeal rule limiting one STV

Doubles N.Y.'s WPIX ratings in its time period.


Broadcasting Nov 5 1979 15
We Speak Their Language.

And your language, too, if you're a contemporary radio station with an 18 to 34 year-old audience. We are "The Source." The new "young adult" network from NBC. Unlike some other youth-oriented networks, The Source offers upbeat, two-minute newscasts 24 hours a day, specifically designed by and for today's generation. Written and produced in language that 18 to 34 year-olds understand. And plugged into their needs and interests. Plus rock concerts and entertaining, provocative drop-ins. More good stuff. Commercials are fed adjacent to the programming, not within. Is The Source for real? Burkhart and Abrams helped us get born and they do continuing audience research to keep us on track. Our chief "Sourcerers" are Big Jim Cameron, former News Director, WCOZ, and John McGahan, former Program Director, WDVE. We also keep our heads straight by listening to what our stations have to say. Looking for a sound alternative? Write to: Affiliate Relations, Room 823, The Source, NBC Radio, 30 Rockefeller Plaza, New York, NY 10020 or call (212) 664-5757.
to market (see story, this issue). As industry pay cable reaches 4.5 million subscribers (BROADCASTING, May 26). There are six over-air pay TV stations currently telecasting: wwhh-tv New York, N.Y., kccc-tv Corona, Calif., wwhh-tv Boston and wwhh-tv Los Angeles, wwhh-tv Detroit, and wwhh-tv Phoenix.

Performers royalties. Legislation to require broadcasters and other users of recorded music to pay royalties to record performers and manufacturers has been reintroduced as H.R. 237 by Representative George Danielson (D-Calif.) and S. 1552 by Senator Harrison Williams (D-N.J.) (BROADCASTING, Aug. 20). Danielson bill is before Representative Robert Kastenmeier's (D-Wis.) Subcommittee on Courts, Civil Liberties and Administration of Justice, which has not scheduled hearings yet.

Public broadcasting. Congress passed new legislation last year authorizing increased federal funds for Corporation for Public Broadcasting through 1983 and making them easier to win through matching grant system (BROADCASTING, Oct. 9, 1978). Bill also contains incentive to give money back to program production, especially by independent producers, and to public radio. Membership of Public Broadcasting Service approved plan (BROADCASTING, July 2) to create multiple program services under auspices of one system president and reduce size of board of directors. Second Carnegie Commission (first led to initial public broadcasting legislation) released its report on the medium, recommending sweeping changes in structure and funding (BROADCASTING, Feb. 5).

Radio deregulation. Last October FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and General Counsel to revise existing scope of radio regulation and supply commission with set of options for potential reduction or elimination of regulations which no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets rather than conduct “major-market experiment.” FCC staff has prepared notice of proposed rulemaking on matter, that will, if adopted, replace FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10).

Shield legislation. Supreme Court's ruling in Stanford Daily case (which holds that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) and jail of New York Times reporter M. A. Farber (for refusal to turn over notes to New Jersey court), have spurred new wave of bills in Congress to protect press (BROADCASTING, Jan. 29). After Stanford Daily decision, House Government Operations Committee endorsed legislation to restrict police to subpoenas for obtaining information from third parties; subpoenas, unlike search warrants, can be contested in court. Senate Subcommittee on the Constitution will hold more hearings on similar legislation. Representative Philip Crane (R-Ill.) has introduced bill to prohibit use of search warrants or subpoenas against news media, including broadcasters (BROADCASTING, Aug 26, 1978). And Carter administration has introduced legislation to overcome effects of Stanford Daily (BROADCASTING, April 9). It underwent recent hearings in House (BROADCASTING, May 28). Still, Supreme Court has refused to review case of San Francisco TV reporter ordered to jail for refusing to divulge sources in connection with story he did while with Kake-tv Wichita, Kan. (BROADCASTING, Feb. 26). And court's Herbert vs. CBS decision opens journalist's thought processes to scrutiny in libel cases (BROADCASTING, April 23).

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated in December, 1978, with the adoption of a new proceeding looking towards development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, lighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). Earlier this year, it set up new task force to work toward UHF comparability, and made plans for spending up to $610,000 on project (BROADCASTING, Jan. 8). The task force released the first in a series of reports that will seek to determine problem, evaluate improvements and formulate approaches for improved UHF reception (BROADCASTING, Sept. 17).

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

WARC. 1979 Administrative Radio Conference began Sept. 24 and will run for 10 weeks. U.S. and 153 other member nations of International Telecommunications Union will make spectrum-allocation decisions that are expected to remain in force for 20 years. U.S. is running into trouble in several areas, including proposals for fixed satellite services being sought to meet Defense Department needs. However, progress is being made in expanding AM band, as well as in increasing allocations for HF broadcasting (shortwave) (see "Top of the Week").

WESH. FCC renewal of license for Cowles Communications' wesh-tv Daytona Beach, Fla., and denial of competing challenge by Central Florida Enterprises has been remanded by U.S. Court of Appeals in Washington (BROADCASTING, Oct. 2, 1978). Court decision then threw into disarray commission's policy on comparative renewals, but in clarification of its order, court, in view of commission and private attorneys, restored flexibility to commission's method of handling comparative renewal matters (BROADCASTING, Jan. 22). Cowles and competitor arrived at out-of-court settlement (BROADCASTING, May 21), but agreement was rejected by court (BROADCASTING, July 25).

ROCKFORD IN SYNDICATION
ROCKS LOS ANGELES AND NEW YORK WITH RECORD RATINGS.

As lead-in to KNXT's early news, he doubled last year's ratings. Not only that, he doubled the ratings of the news as well. WPIX, New York, WPGH, Pittsburgh and KXTX, Dallas all ran him in prime time and he left at least doubled all their ratings.

Rockford is the hottest property in syndication. Anytime. The Rockford Files, available now.

MAC TV
WE SHOOT SPORTS!
And provide the finest in remote teleproduction facilities featuring Philips cameras and Ampex recording and slow-mo equipment.

Now Covering:
PRO BASEBALL
COLLEGE BASEBALL
PRO SOCCER
PRO FOOTBALL
COLLEGE FOOTBALL
PRO GOLF AND TENNIS

For:
ABC CBS KMSP
KNTV KPIX WDIV
WLWT WMAR WPIX
AND TELEPROS

Datebook®

FIRST in the San Francisco Bay Area.

- indicates new or revised listing

This week
Nov. 4-7 - National Association of Broadcasters third annual labor relations seminar; University of Colorado, Boulder.
Nov. 4-8 - National Black Network affiliates advisory board annual meeting; Dorado Beach hotel, San Juan, Puerto Rico.
Nov. 7 - National Association of Broadcasters legal workshop; Valley River Inn, Eugene, Ore.
Nov. 7-8 - Oregon Association of Broadcasters conference; 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.
Nov. 7-8 - Society of Cable Television Engineers conference on cable and fiber optics; Doubletree Inn, Monterey Calif.
Nov. 8 - National Broadcasters Club; Washington, D.C., reception honoring Henry Gable, assistant secretary of commerce and director, National Telecommunications and Information Administration. 6:30-8:30 p.m.
Nov. 8-11 - National Association of Farm Broadcasters annual meeting; Crown Center hotel, Kansas City, Mo.
Nov. 8-11 - American Advertising Federation, Western region conference; Hyatt Regency hotel, Phoenix.

Also in November
Nov. 12-14 - Television Bureau of Advertising annual meeting; Omni hotel, Atlanta.
Nov. 13 - Public Radio in Mid-America board of directors meeting, Conrad Hilton, Chicago.
Nov. 13 - Association of National Advertisers new-product marketing workshop; Plaza hotel, New York.
Nov. 14-17 - Society of Professional Journalists Sigma Delta Chi national convention; Waldorf-Astoria, New York.
Nov. 15-16 - Arizona Broadcasters Association fall convention and annual meeting, The Polite Resort, Phoenix.
Nov. 16-Dec. 17 - American Film Institute “A Salute to the BBC” retrospective series of 21 shows. AFI Theater, John F. Kennedy Center, Washington.
Nov. 16-17 - National Federal of Local Cable Programmers northeast regional conference. Visual Studies Workshop, Rochester, N.Y. Information: Portable Channel, 1255 University Avenue, Rochester; (716) 244-1259.
Nov. 17 - Massachusetts AP Broadcasters annual business meeting; Sturbridge Sheraton Inn, Sturbridge.
Nov. 17 - Radio-Television News Directors Association of the Carolinas fall seminar. Holiday Inn Woodlawn, Charlotte, N.C.
Nov. 26-27 - Society of Cable Television Engineers regional technical meeting; Hartford Hilton, Hartford, Conn.
Nov. 26-30 - Difusiones InterAmericanas Conference for Hispanic evangelical broadcasters at station HOXO Panama City, Panama.
Nov. 28-29 - Advertising Research Foundation business advertising research conference. Stouffer’s Inn on the Square, Cleveland.
Nov. 29 - Fourteenth annual Gabriel Awards banquet, sponsored by UNDA-USA, Ambassador hotel, Los Angeles.
Nov. 30 - New deadline for filing reply comments in FCC’s noncommercial educational FM proceeding (Doc. 20735).
Nov. 30 - Deadline for submission of entries in 59th Annual Exhibition of Advertising, Editorial and Television; Art and Design of the Art Directors Club. Entry material must be obtained from club at 488 Madison Avenue, New York, N.Y. 10022.

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. 9-11 - National Cable Television Association board of directors meeting; Disneyland hotel, Anaheim, Calif.
Dec. 12-14 - Western Cable Show Disneyland hotel, Anaheim, Calif.

Versatile Video Inc.
111 Gifford Court, Sunnyvale, Calif. 94086
(408) 734-5550

Broadcasting Nov 5 1979 18

Jan. 9—New England Cable Television Association winter meeting. Biltmore Plaza hotel, Providence, R.I.

Jan. 9-10—Virginia Association of Broadcasters meeting. Richmond Hyatt House.


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


Jan. 30-31—New Jersey Broadcasters Association mid-winter managers meeting. Woodrow Wilson School of Princeton University.

Feb. 1-3—Florida Association of Broadcasters meeting. Sheraton River House-Airport, Miami.


Feb. 5-6—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.


Feb. 13—International Radio and Television Society

April 18-24, 1980—MIP TV international program market. Cannes, France.


June 7-11, 1980—American Advertising Federation, annual convention. Fairmont hotel, Dallas.


DASH
SAME DAY DELIVERY ON SMALL PACKAGES.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. Delta DASH serves 78 cities in the United States plus San Juan. Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

The airport-to-airport rate between any two of Delta's domestic cities is $35 ($25 between Dallas/Ft. Worth and Los Angeles or San Diego or San Francisco). Pick-up and delivery is available at extra charge. Call (800) 338-7338, toll free. (In Baltimore, 269-6393.)

You can ship via DASH between Delta cities in the U.S. and Montreal, Nassau, Bermuda, London, England and Frankfurt, Germany. For full details, call your local Delta cargo office.

DELTA IS READY WHEN YOU ARE®

DELTA DASH®
SAME DAY DELIVERY ON SMALL PACKAGES.

Delta is an airline run by professionals. Like Customer Services Agent Terry L. Thies.

Delta DASH (Delta Airlines Special Handling) gives you same day delivery if we receive your small packages during normal business hours. If your package arrives after normal business hours, we will deliver it the first thing next morning—generally no later than 10am. And DASH serves 78 cities in the United States plus San Juan. Packages (up to 50 lbs.) are accepted at airport ticket counters up to 30 minutes before flight time. Up to 60 minutes at cargo terminals. Size limit is 90 inches: width + length + height.

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DELTA IS READY WHEN YOU ARE®
EDITOR: I commend you for your comprehensive look at minority ownership and employment in the broadcast industry [Broadcasting, Oct. 15].

I was especially interested to read your discussion of minority placement services and training programs. So often, we hear broadcasters say that they do not know where to look for qualified minority candidates, and your article pointed to several sources. This discussion performed a valuable public service.—Edmund H. Cardona, chief, industry EEO/minority enterprise division, Office of Public Affairs, FCC, Washington.

EDITOR: Thank you for your recent special report on minorities in broadcasting. "The exception is no longer the rule" [Broadcasting, Oct. 15].

I thought your readers might also like to know that the Corporation for Public Broadcasting has committed $3 million for the training and employment of nearly 300 ethnic minority men and women in more than 150 different public television and radio stations throughout the country.

The minority training grants program was initiated in 1973, and has led to the placement of several hundred ethnic minority men and women in positions of responsibility at stations. Training has been accomplished in wide ranges of professional, engineering and management positions.

In addition to the monies committed by the corporation, individual stations have also committed a similar amount.—Daniel del Solar, director, training and development, CPB, Washington.

How many heard

EDITOR: I was pleased to note your reference to our broadcast of the first historic presidential call-in program ("Return to Radio," Oct. 22). However, for the sake of accuracy and to avoid underestimating the pulling-power of radio, your readers should know that Ask President Carter broadcast on CBS Radio on a Saturday afternoon in 1977, was heard by 19 million adults, not one million homes as the article stated.—Richard M. Brescia, vice president-general manager, CBS Radio, New York.

On Citizens' behalf

EDITOR: I was somewhat taken aback by the virulence of your Oct. 1 editorial about the possible demise of the Citizens Com-

munications Center. If Citizens ultimately goes under, the communications bar will lose an able and responsible adversary.—Michael Botein, director, Communications Media Center, New York Law School, New York.

Fonda's first

EDITOR: In the "Monitor" section of your Oct. 8 issue it was noted that Henry Fonda will make his series television debut on the Nov. 20 episode of ABC's Family, "A Special Family Thanksgiving." However, Henry Fonda made his television debut on ABC—many years ago on a television series called The Smith Family. —Edmund K. Joyce, announcer, KEZK-FM Seattle.

Another hat in the ring

EDITOR: I noticed in your Oct. 1 issue that you covered the subject of electronic expansion of the television channel spectrum quite thoroughly. Nevertheless, somebody overlooked Oak. Our Videotext system is in the working model stage. I suspect we are ahead of some of those described in your article.—John Guin, president, Oak Communications, Rancho Bernardo, Calif.

Purist

EDITOR: I read with interest your editorial, "Superior court," in the Oct. 1 issue, advocating the use of TV cameras to overrule umpiring decisions. Your point is well taken, strictly speaking. But who does that any more? Strictly speaking—the printed circuit board will beat the human eye every time. But why not take it one step further? How about doing away with the pitcher, and using an electric throwing device? Or, we could retrofit the balls with transistorized diodes so those hit foul or over the wall would return to the dugout. Think of the savings there. Now, if we could just fashion a robot to sell beer in the stands. —Jack M. Johns, extension radio specialist, West Virginia University, Morgantown.

Home grown

EDITOR: Re your Oct. 8 piece about TV pool coverage of the visit to the U.S. by Pope John Paul II: United Nations Television was pool originator of the coverage of the Pope at the UN. UNTV's coverage used 14 cameras in 25 positions and required more than 125 engineering and production staff members.—Joe McCusker, TV director, United Nations, New York.

Monday Memo
A broadcast advertising commentary from Allen Rosenshine, executive vice president, BBDO, New York

What shall be the first to go in a recession?

In a recession, advertisers who automatically reduce commercial production budgets may find themselves shortchanged.

Dollars invested in a high-quality commercial production are dollars invested in communicating the quality of a product. Reducing those dollars can quickly erode the advertising equity invested over the years in building a brand's quality image.

As budget pressures mount, many advertisers might also be tempted to increase their dependence on commercial testing. They may do this by diverting production dollars for finished on-air advertising to budgets for test commercials, believing that in a time of crisis there's little room for doubt in choosing the most effective creative executions.

BBDO believes that an advertiser should never be excessively dependent on commercial testing or substitute it for judgment. This is a dangerous dependency in nonrecession times as well as during a recession. Indeed, spending less on on-air production and more for testing did not prove to be a viable remedy during the last recession, and it cannot be counted on during the next one either.

During the money squeeze of the mid-1970’s, advertising creativity was controlled by the dollar. It was the do-it-cheaper era of stand-up announcers, tape-costs-less-than-film and down-and-dirty test commercials. Many of these low-quality test spots even went on the air as a further economy measure.

Advertisers were saving money, but consumers saw the difference. The fact is, many brands simply did not look as good as they did before.

As the economy went on the upswing, so did product proliferation. Product function and product attributes became less and less the way in which brands could be separated from one another in advertising.

As techniques of market segmentation grew, brands evolved for every type of consumer, psychographically as well as demographically. Actually, the social evolution of America in the 1970’s helped the emergence of brand personalities, as Americans became more concerned with their own psychological and physical selves.

Therefore, more advertisers turned to creativity to provide a personality for their brands. The most successful of these commercials were also able to build a relationship between the brand and the consumer that went far beyond the actual function and attributes of the product.

Image-building costs money. As advertisers began to appreciate the value of building brand image and personality, they also increased budgets to develop and produce their advertising. These advertisers found that it costs more money to give a product a look of quality.

It also costs more money to create a warmth that consumers can relate to. It costs more money to be personable.

In short, it costs more money to differentiate brands as their differences often become a function of the type of consumer the advertising is trying to reach.

There is no responsible researcher who can contradict the fact that current testing procedures cannot measure the ability of a commercial to communicate a brand’s personality. Therefore advertisers are unable to depend on testing alone to tell them in advance of broadcast if the personality created for their brand is a winner.

After the last recession, advertisers began to spend more on production values and depend on creativity to communicate brand differences. Commercial testing came under scrutiny because testing procedures cannot gauge a brand’s personality. Advertisers became concerned over the cost and number of commercials that never make it to broadcast.

What happens now? A recession will put a strain on some advertisers. Many will consider decreasing their budgets.

The advertiser who doesn’t guard the quality of his advertising may find that the perceived quality of his product will suffer as a result. Consumers do not equate a high-quality product with a low-quality commercial.

And, in a recession, consumers will be seeking the most value for their money. To them, quality is value.

Judgment counts. In a recession, it makes sense to spend less on production if an advertiser is going to have to spend less on everything.

However, within the allotted production budget, there are two types of expenditures. Some money goes for commercials that never make it; some for commercials that never survive testing.

In a tight economy an advertiser should not be spending precious production dollars on commercials consumers will never see.

Given the aggregate knowledge and experiences of advertisers and their agencies, it isn’t much of a gamble for advertisers to rely more on their judgments in deciding what to air. For even in the best of times, research should be viewed only as a way to augment and verify judgment. Testing shouldn’t be used to dissect and direct the creation of advertising.

If an advertiser had doubts about what the testing system was providing before the recession, those doubts are equally valid during a recession. The system still cannot test a brand’s image and personality.

Establish priorities. Typically, advertisers spend the production allocation in the last phase of the over-all process.

In a recession, an advertiser should not increase the amount spent on testing and then go on to allocate only what is left to commercial production. New priorities might well dictate that the production budget should be the starting point of planning.

Advertisers who would ordinarily change campaigns to motivate their salespeople and distributors should think long and hard before launching a new campaign in a recession.

If an existing campaign is effective in reaching the consumer, the expense of launching a new effort and rebuilding advertising awareness may be unwarranted.

Over-all, advertisers should not react to a recession by merely trimming the dollars that are easiest. A change in priorities might well stretch limited resources more effectively.

Allen G. Rosenshine, BBDO executive vice president, is the executive committee member responsible for the creative department. He is also a member of the board of directors of BBDO and the parent BBDO International. Rosenshine joined the agency in 1965 as a copywriter. He became a copy supervisor in 1967, was elected a vice president in 1968 and appointed an associate creative director in 1970. He was elected to the board in 1973. In 1975 he was appointed creative director of BBDO and elected a senior vice president. He was elected to the executive committee in 1977 and made an executive vice president that same year. Rosenshine was elected to the board of BBDO international in 1978.

Broadcasting Nov 5 1979 22
"We went from dead last to #1 overall in less than a year with TM Stereo Rock."

-Bob Taylor, General Manager  
WSTW, Wilmington, Delaware

Whether you're in a rated market or not, Bob's story will interest you. Because Bob started seeing a definite sales increase almost immediately after putting TM Stereo Rock on the air in October of 1978.

"Sold out long before we got the book"

Within a month Bob was getting calls from businesses 50 and 60 miles away, asking him to send a sales rep. Even with up to 10 units per hour to sell, it wasn't long before the station was sold out.

When the book finally came out, it merely confirmed what everybody in the market already knew—WSTW was number one! From a dead-last 1.5 share in Apr/May '78, the station had drawn an incredible 13.9 share in the 1979 book.*

Here's how Bob did it, and here's how TM Programming can help you do the same thing:

"Identify the target audience"

Bob conducted extensive (and expensive) research and discovered that the big 18-34 audience was up for grabs in his market.

He visited other markets, talked with other managers, and concluded that what this audience wanted was solid rock music in a clean, sophisticated environment. He wanted something bold. TM Stereo Rock gave him what he wanted.

TM Programming can do the research for you—FREE

If you have neither the time nor the money to conduct your own research, don't worry. Call or write TM Programming today for a 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 absolutely FREE.

"Working with TM is a very cost-efficient way to build a superior product"

Bob Taylor and WSTW did a lot of business with TM Stereo Rock. Could you do the same? To find out, call right now. Call collect 214-634-8511. And ask for Tim Moore, Executive Vice President. Or mail coupon below.

Mail coupon today for free programming analysis in your market.

Name __________________________

Title __________________________

Station __________________________

Address __________________________

City, State, Zip __________________________

(TM Programming  
1349 Regal Row  
Dallas, Texas 75247)

*Totals persons 12+, Mon-Sun 6:00 AM to midnight, Metro area.

A subsidiary of Shamrock Broadcasting Company, Inc.
TOP OF THE WEEK

Warning signs are out for fourth quarter

Some see softness, 'nervousness' developing despite excellent results for preceding three months

With most earnings reports in, the third quarter looked good for broadcasters, as for corporate America in general. However, those who follow the industry are raising some caution flags for the fourth, saying the situation requires careful watching of the advertising picture.

Wall Street didn't see any major surprises in the results reported by broadcasters for the three months ending September 30. There were shifts here and there. Metromedia did better than some expected although Dennis Leibowitz of Donaldson, Lufkin & Jenrette noted that with its relatively small number of shares outstanding, the effects of any changes are magnified in per share figures for the company. Storer showed up a little weaker than originally anticipated, due to its interest expense increase. (Storer's bottom line for the quarter, it should be noted, also reflects a $7.5 million boost in income from the sale of broadcast facilities in Los Angeles.) Howard Turetsky of Cyrus J. Lawrence thought there was "a little shortfall" at CBS, with ABC and Capital Cities doing a little better than he expected.

For Tony Hoffman of Bache Halsey, the surprise of the third quarter is that it was as strong as it was, particularly considering that last year's good results made for a tough comparison.

Ellen Sachar of Goldman Sachs, one of the analysts who said the numbers that came in were in line with her projections, goes on to stress that the third quarter is now history. What's more important, she believes, is the "nervousness" that seems to be developing over the fourth quarter and next year. Some people, Sachar says, are talking about possible slowdowns in the economy in December and softness in fourth-quarter advertising revenues, while others continue to say that broadcasting is "recession resistant." Her own view for next year is that although we "won't see a 1976," the outlook for broadcasters, "based on current inputs," is good.

At Smith Barney Harris Upham, Ed Atorino feels the unsettled ratings situation for the networks may adversely affect ABC's future earnings. ABC's "lack of preparation for failure" of programs on its prime-time schedule is "the story of the industry" at the moment, according to Atorino. If the company's ratings don't pick up, he says, it "may have some trouble making my numbers," which he puts at $5.80 a share for 1979 and $6.65 for 1980.

Looking ahead, Turetsky notes a "little bit of pessimism" in the advertising business over the last few weeks. While there's "nothing meaningful now" in terms of fall-off, he says the possibility is something that one should "put in the back of your head" and closely observe.

Similarly, Leibowitz, who found the third quarter generally more positive than he anticipated, thinks that November bookings won't be as strong. A slowdown is "inevitable," he believes, although it isn't here yet.

Hoffman's theory is that marketers, anticipating a fourth-quarter slowdown, shifted advertising dollars budgeted for the last three months to the third quarter. His analysis of the advertising pattern in the third is that it had an increase in "inventory-reducing advertising spending," signaling fears for the fourth quarter on the part of retailers who don't want to be stuck with merchandise they can't move. Consequently, Hoffman is looking for advertising softness in the fourth quarter that will produce results worse than most people expect.

FCC opens up possibility of children's TV requirements

Staff report concludes '74 policy was ineffective in increasing number of shows, educational or not, and that until new media widen diversity of outlets, commission should impose mandatory standards

Television is not in compliance with the children's programming guidelines adopted by the FCC in 1974, and while the "best" solution to this situation is a marketplace cure—an increase in the number of programming outlets—the FCC should institute mandatory educational children's programming standards as an "imperfect and temporary measure."

Thus concludes an FCC staff report on broadcaster compliance with the commission's six-year-old policy statement on children's TV, which established guidelines designed to increase the amount of educational children's programming, to decrease the amount of advertising in children's programs and to eliminate certain selling practices in children's TV.

The staff concluded that the advertising guidelines have achieved their purpose and recommended that they be continued and re-examined in light of the Federal Trade Commission's children's TV proceeding, when that is concluded.

But in the area of children's programing, the staff said "there has been no broadcaster compliance in the area of educational and instructional programing."

The commissioners adopted the report unanimously last week, although with some reservations, and instructed the staff to develop in 45 days a rulemaking proposal containing a wide range of options, without stated preferences.

Broadly drawn, the options suggested by the staff were: abandoning the 1974 policy, maintaining it, mandating specific programming regulations and undertaking "structural changes that will increase the number of outlets and the availability of direct payment for programing." The last option, the staff said, could be instituted in conjunction with any of the other options.

But the staff made clear its preference:

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<table>
<thead>
<tr>
<th>Company</th>
<th>Revenues</th>
<th>Earnings</th>
<th>Per share</th>
<th>% increase</th>
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* Includes 91 cents from station sales. Excluding capital gains, Storer's per share increased 7% for the third quarter.

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manditory program requirements until the market structure evolves to provide a multiplicity of program-delivery systems that can afford the audience specialization required for children's educational programming.

The staff suggested that the commission require that broadcasters program five hours per week of educational or instructional programming for preschool-age children and two-and-a-half hours per week of the same type programming for school-age children. The staff further suggested that these shows must be broadcast weekdays between the hours of 8 a.m. and 8 p.m.—thus preventing their scheduling in the so-called "graveyard" hours of the broadcast day.

The 45 days between release of the staff report and deliverance of the notice of proposed rulemaking will be used as an informal comment period on the staff report. Commissioner Robert E. Lee said he would not vote for adoption of a rulemaking at the same time the staff report was released since he would then be restricted by ex parte rules from discussing the matter off the record. Commissioner James Quello, however, thought the staff should take comments received, period. Commissioner Abbott Washburn agreed: "This means that the staff will be preparing a rulemaking notice based on its own staff report."

But Commissioner Tyrone Brown noted the commission had instructed the staff to do the same thing a month ago, when it adopted its radio deregulation rulemaking proceeding. Quello answered, however, that "it's one thing to deregulate, and quite another to reregulate."

In the end, however, the commission unanimously adopted the report, with three members concurring and issuing statements.

Last week's move toward a rulemaking was taken cautiously then, since a change in the commission's generally hands-off policy is seen by critics, and some commissioners, as a potential impingement on the First Amendment.

Commissioner Anne Jones, while saying that the staff report "makes a strong case" that television has failed to "respond adequately to the needs of its child audience," was wary that the FCC may exceed the limits of its discretion by adopting mandatory standards. At Tuesday's meeting she quoted former Commissioner Glenn Robinson, who said at the time the '74 policy statement was issued that the commission "was pressing very close to the limits of our sound discretion."

Quello agreed. "Unfortunately in this instance," he said, "the First Amendment is entwined in what many perceive as an attempt to significantly improve the lot of our children. . . . But the point is the First Amendment was not placed within the Constitution merely to be trotted out for use in cases which have no emotional appeal or in matters which incite no controversy."

But Chairman Charles D. Ferris, who won a majority on a major issue for the first time in almost a month, came out strongly in favor of mandatory program requirements. He said: "The marketplace has failed" in children's programming. "Broadcasters have a natural profit-making instinct that has kept them from their responsibilities in this area," he said. "I don't believe we should get into the nature of programming, but we should set processing standards for our licensees, and perhaps their natural propensity being what it is, they will say to themselves: 'If we have to provide more, then let's be better than the next guy.'"

The report said that in children's programming, "the incentives generated by advertiser support may not result in the presentation of the amount and type of programs that parents would be willing to buy for their children. A major reason is that children constitute a small and declining portion of the audience. Their numbers place them at a particular disadvantage when they are divided into preschool and school-age groups for purposes of educational programming. In 1972 children aged 2 through 12 made up 20% of the population; by 1978 they had fallen to 17% of the population. The total number of children in this age group had fallen nearly five million over the six-year period . . . "Advertisers of children's products must appeal indirectly to the parents by directing their commercial messages to the child, who in turn must convince the parents to purchase advertised products. Even if this indirect strategy is successful, the payoff is small, since only a small portion of a household's income is spent on goods that interest children."

The study found failure across the board to comply with the '74 statement. "Only eight percent of all programming by network affiliates and 11 percent of programming by independent stations is devoted to children . . . The total hours per week of children's programming increased by 7% between 1973-74 and 1977-78, but despite the 1974 policy statement the time devoted to children's programming by network affiliates remained constant . . . The increase in children's programming was entirely due to a 36% increase in independent stations' programing for children." (Here the staff was referring to children's programing over-all. It concluded that the 1974 statement also "produced insignificant changes in the amount of educational and instructional programing available."

The staff postulated that independent's increase may be due to an increase in the number of stations per market. And it concluded that since programing for children appears to be most available in markets containing independent stations, none of which are in large cities, "increasing the number of outlets in smaller markets holds considerable promise of increasing the amount of television programing available to children."

The staff not only looked into the amount of programing available, but also at what times during the week it was shown. One of the mandates of the 1974 policy statement was that broadcasters should not only be responsive in the amount of educational programs shown, but that they should schedule the programs throughout the entire week and in all dayparts.

The staff concluded that in this area, there also has been virtually no change. "Broadcasters tend to schedule children's programs at hours when more desirable viewers are unavailable."

Public TV didn't escape criticism either. The staff found that public television is producing few new programs for children. The system that exploited entertainment formats to produce highly regarded programs such as Mister Rogers' Neighborhood, Sesame Street, and The Electric Company now program mostly reruns of these shows, the report said.

The staff concluded that responsibility for the limited new production of children's programing lies partly with the funding structure of public broadcasting.

It noted that the medium is dependent on limited government backing, plus funding from corporations that support programing "that will best enhance the company's image"—shows that adults, not children, watch.

But the report also recommended that
At last. 7 new ways to get new subscribers.

Introducing ESPN, the only all-sports, all-week cable network.

It's as simple as giving the men who buy your basic service the kind of sports they want, all 7 days of the week. If you've received our free September telecasts, you know from the inquiries you got that ESPN—the Entertainment and Sports Programming Network, a subsidiary of Getty Oil—has come up with a subscriber-grabbing winner.

And what your subscribers saw in September will be just the start. We'll bring you over 500 top NCAA events in 18 sports, including over 50 major football games and nearly 200 key basketball games. Plus pro golf and pro tennis. Plus a host of other sports, amateur and professional, national and international.

All that, and the cost is minimal—approximately $15 per subscriber per year. Under the terms of a 5-year contract with us, you'll make three payments over 18 months, after that you never have to pay us again—ever! Moreover, the contract will enable you to make money, because it'll give you the right to sell 30% of our total advertising time to local advertisers.

Why wait? For a cable operator, ESPN is the short way to spell Profits. Call ESPN's Advertising Sales right now at 203-584-8477 and get in on the nonstop action.

See ESPN on Manhattan Cable TV. Call 212-477-8700. Or on Teleprompter Manhattan Cable Television. Call 212-567-5150.
the Corporation for Public Broadcasting and the Public Broadcasting Service "re- evaluated their priorities to place greater importance on programming for children." And it endorsed the concept that Congress should get into the act in the federal funding process, earmarking money for children's shows, allocating matching funds to stations that air children's programs and allowing individual contributors to donate money to noncommercial stations specifically for children's programs.

Along those lines, the staff also recommended that Congress create a "national programming endowment for children that would generate additional sources of educational programming for children outside the structure of advertiser-supported programming.

And the staff urged Congress to alter the law that disallows commercial broadcasters from selling time in programming produced with funding under the Emergency School Aid Act (currently syndicated by TVAC, Television for All Children). The staff suggested that stations be allowed to sell advertising in those programs as long as they program an equitable amount of public service announcements. "That change alone," said the report, "might produce more dramatic results than our recommended mandatory programming rule."

Ultimately, however, the staff looked to new technologies as the remedy. The staff contends that parents are more than willing to pay for programming they cannot get for their children on conventional television.

Cable television, it noted, now offers three different program packages for children: Home Box Office's Take 2 pay channel, U.A.-Columbia Cablevision's Caltope show and Warner's Nickelodeon, which programs for children 13-14 hours per day, seven days a week, and is seen by over 10 million viewers.

Other new technologies, including satellite-to-home broadcasting and video recording units, also provide possibilities for viewer-supported programming, the study said. However, it also said pay programming fails "to provide the potential social benefits that flow from the fact that television signals, once broadcast, can be received by anyone without reducing their enjoyment by other consumers. Those who do not pay for the service are excluded from it even though it could be provided to them at no cost." And, it noted, if the number of traditional broadcast outlets were increased in a market, it would "increase the probability of a large quantity and variety of children's programming."

The staff concluded that until these alternative forms of programming are available, mandatory programs will act as a "short-term solution." The mandatory requirement should be "terminated once the television market provided sufficient amounts of children's programming." The staff recommended that an inquiry be undertaken to determine "when the marketplace is offering sufficient additional outlets and alternative delivery systems to indicate that mandatory programming rules are no longer necessary."

The National Association of Broadcasters attacked the foundations of the report. NAB said it does not take into account programming on public television when it assesses the amounts broadcast, and that it provides a "distorted" picture of broadcasters' response to the "FCC's call for children's programs," which NAB says really began with a notice of inquiry in 1971. Brenda Fox, NAB's assistant general counsel, said that if the task force that made the study took into account differences in programming available in 1970-71 and 1977-78, it would have seen a greater difference than noted from just 1974. NAB also cautioned the FCC against overstepping its statutory responsibilities and treading on the First Amendment.

Both CBS and NBC spokespeople said they could not comment on the report until they had gone through it entirely. James E. Duffy, president of the ABC-TV Network, said: "We're proud of our children's programming and intend to continue to find ways to improve...I should add that the major premise of the Communications Act is localism and individual judgment by each licensee as to how the public interest can best be served in their communities. Should the FCC adopt this proposal, it would seem to be a reversal of this fundamental guideline."

Herman Land, president of the Association of Independent Television Stations, called the proposal "sanitizing." He said: "One way to encourage programming in this area is to further the process of getting stations out there." He did question, however, whether "qualitative differences in programming will arise out of quantitative demands. Is that the approach for the FCC to take? It's very subjective indeed."

Peggy Charren, president of Action for Children and Television, said that the FCC report didn't deal with advertising limits during children's programming. She said the FCC would be within its jurisdiction in dealing with the "clustering and reduction" of those ads.

U.S. makes some headway at WARC on AM expansion

Some support is reported for plan to extend it to 1705 khz; progress also seen in efforts to increase frequencies set aside for shortwave

The World Administrative Radio Conference, now in the seventh of its scheduled 10 weeks, seems to be producing a mixed bag for U.S. ambitions, but officials caution that until plenary sessions are held in the last few weeks of the conference, the situation can only be described as "fluid."

However, in working-group sessions that are under way, it appears that the U.S. is making modest progress in its effort to secure the AM band in Region II (Western Hemisphere) for satellite television, and somewhat more headway in connection with proposals for increasing the number of HF frequencies available for broadcasting (shortwave).

However, at the same time, the delegation reports difficulties in its effort to retain frequencies the Defense Department needs for radar and other services.

U.S. sources report support for a proposal to expand the AM band in the Western Hemisphere above 1605 khz to 1705 khz, but to require broadcasting to share it with four other services—fixed, mobile, aeronautical and radio navigation—pending a conference in the mid-80's that will plan use of the band. When a plan is adopted, broadcasting would be the primary service. U.S. hopes of extending the band to 1860 khz appear doomed by lack of support in Region II. Sources say 1705 khz would probably be the upper limit on which agreement can be reached.

There also appears to be support for a proposal to expand the low end of the band, by starting it at 500 khz rather than 535 khz. However, broadcasting would share it with aeronautical navigation, and radio stations would be subject to a power limit of 1 kw day and 250 kw at night.

Efforts of the U.S. and other countries to increase the number of allocations available for HF broadcasting are said to have received an "encouraging" show of support from delegates at the working-group sessions at which the issue was discussed last week. That indicates a reversal of sentiment from the preceding week, when U.S. officials reported "strong opposition" to allocations for HF broadcasting.

The apparent shift followed a decision by an ad hoc committee to recommend to the conference that it call a future specialized conference sought by Third World countries to plan use of the HF broadcast frequencies. The U.S. supported the proposal, but on the condition that WARC approve a substantial increase in the number of such frequencies.

Third World support for additional HF broadcast frequencies may also have been generated by efforts on the part of countries seeking additional frequencies for HF broadcast and maritime mobile services—which would come from those now assigned to the HF fixed services—to assure Third World countries their need for HF fixed services would be respected.

Papers circulating among the delegations in Geneva contain a number of ideas as to how that assurance could be given. The ideas are expected to be submitted formally to the conference, possibly by Sweden or Iran. Although the U.S. supports the proposals, it apparently has decided not to take the lead in pressing for them.

The threat to some of the Defense Department's communications services results from proposals by developing
Times change, titles change at Storer

In response to growing emphasis on cable, Peter Storer becomes chief executive, Lee president-chief operating officer, Mueller and Bagwell head operating units

A major reorganization of Storer Broadcasting Co., with Chairman Bill Michaels handing his responsibilities to chief executive officer to Peter Storer and with Terry H. Lee moving up to president and chief operating officer, was announced last week.

In other changes, Arno W. Mueller, vice president in charge of the CATV division, was named president of the unit, which was reitled the cable communications division; Kenneth L. Bagwell, vice president in charge of the television stations division, was named president of the division; Kenneth R. Mosher, vice president and treasurer, was given the additional responsibility of chief financial administrative officer, and the responsibilities of the present vice president and general counsel, John E. McCoy, who will retire in January, were divided between Alphon A. Church at Miami headquarters and Warren C. Zwick in Washington. Five additions to the corporate staff also were made.

Michaels, who said he initiated the realignment both to reflect "drastic changes" that have occurred in the nature of the company and to assure a smooth transition when he reaches retirement age two years hence, remains chairman. Although he gives up the chief executive's post, he adds that of chief financial policy officer. He also remains chairman of the finance and planning committee and a member of the executive and pension administrative committees.

Storer, son of the late founder of the company, has been president and chief operating officer since 1974, when his father retired and Michaels moved up to chairman. In his new role as chief executive officer, Storer will be vice chairman of the company. He will also become chairman of the executive committee and remain a member of the finance and planning committee.

Lee, his successor as president and chief operating officer, has been executive vice president since 1974. Mueller, Bagwell and Mosher will report to him. He remains a member of the executive and pension administration committees.

The changes, already approved by the board, are to take effect "on a transitional basis" on or before Jan. 1.

Explaining them, Michaels noted that "the complexion" of the company had changed drastically during the past year as it decided to sell its radio stations and expansion.

Even with time running out on this session of Congress, House apparently is still interested in common-carrier legislation. At request of Allan Swift (D-Wash.), Chairman Lionel Van Deervliet (D-Calif.) convened his Communications Subcommittee last week for first of three seminars dealing with common carrier policy alternatives.

Briefing last Thursday brought in administration's chief inflation fighter, Alfred Kahn, who was joined by Nina Cornell of FCC and Dale Hatfield of National Telecommunications and Information Administration. Kahn explored such issues as role of competition in regulated markets and what deregulation would mean. As for specific legislation, Hatfield said NTIA's position would be explained in full this week by Henry Geller, who is slated for third seminar on Thursday. Wednesday's briefing will bring in Walter Hinchiham, former chief of FCC Common Carrier Bureau, now consultant. Subcommittee had planned to hold NTIA oversight hearings Thursday, but members decided that resolving common carrier issues should take precedent, and Geller will use that time to explain new bill. Next week subcommittee holds three days of FCC oversight hearings.

Congressman Van Deervliet told meeting of American Association of Advertising Agencies in Detroit last Friday that telephone technology—blending of video, computer and telephone—will probably eclipse importance of television in coming years. "Television may be the sexiest medium of the seventies, but the telephone is almost certainly the sleeper of the eighties," he said, adding that sweeps and ratings races "will begin to look like minor league moves once commercial broadcasters start to compete with new technologies." Van Deervliet predicted that commercial broadcasting will remain, but television industry may have to change to keep up with times. "What does this mean? It means you'll have to sell to a longer, mass audience—and hello, special interest programming." Of course, he added, there is always possibility that "the scenarios we're spinning for the eighties may remain pipe dreams in the nineteenth," depending in part on what happens in Congress.

Senate minority staff has been redrafting S. 622, so-called Goldwater-Schmitt bill, which would revise Communications Act. Amendments to legislation will be circulated this week for comment, and for...
pand in cable while retaining its emphasis on television. In line with this, Storer earlier this year announced a $250-million cable expansion program and, in addition, secured $120 million in long-term financing for its cable ventures in September.

"The transition has resulted in almost unmanageable burdens on some of our executives," Michaels said.

Michaels also noted that "I am personally not too far away from normal retirement age, being 63 last May, and I am a firm believer in a gradual, smooth transition of authority and responsibility.

Our young executives are totally capable of taking over these responsibilities, and Peter Storer, now 51, has 25 years of Storer Broadcasting experience behind him. Terry Lee, our new president, 57, not only has only 30 years in the business, 21 of them with Storer, but is virtually the 'father' of our CATV division along with Mueller, dating back to 1963."

Either of the two divisions, television and cable communications, "would qualify by size or profit as a business large enough for a listing on the New York Stock Exchange on its own merits," Michaels said. (In the nine months ended Sept. 30, profits on Storer's broadcast stations amounted to $26,629,000 on revenues of $93,546,000; cable posted profits of $6,242,000 on revenues of $28,867,000.)

"As we have often said before," said Michaels, "television broadcasting is and will continue to be our principal profit producer for years. As the income from cable and that division come closer together, we are confident it will be because of cable growth, not television broadcasting decline."

The division of the responsibilities of General Counsel McCoy will be geographical. Church, currently vice president and assistant secretary, will be vice president, general corporate law, based in Miami, and Zwicky, who is vice president and Washington counsel, will be vice president, government administrative law, dealing primarily with the FCC and related activities.

Three of the newly appointed members of the corporate staff committee are women: Shirley M. Rasor, general services manager; Loraine H. Strait, legal counsel, and Elaine M. Stout, pension and insurance administration. The new male members are Ernest E. Holling, electronic data processing services, and Kenneth L. Danielson, director of accounting.

Storer owns seven TV stations and cable systems serving more than 325,000 subscribers in 16 states. It has sold or is selling six of its seven radio stations at prices totaling some $42 million.

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The FCC has notified 29 stations in Arkansas, Louisiana, Alabama, Mississippi and Georgia that they have failed EEO processing criteria for renewal and that their written equal-employment programs were not "sufficiently mitigative." WLAG, Laurel, Miss., was granted short-term renewal; remainder were conditional renewals.
The candidates: Getting their acts together

One year before the day on which one of them will be chosen the next President of the United States, nine men and their teams of media advisers are revving up for the conventions next summer and to the election in November. For the most part they are political consultants and/or television producers skilled in both advertising techniques and politics, a breed that did not begin to take recognizable shape or assume professional status until the last decade.

There are, for instance, Douglas Bailey and John Deardourff of Washington, generally counted among the most respected political consultants. They conceived and executed the post-convention advertising for President Gerald Ford in 1976. While their man lost, they won—the admiration of politicians and other political consultants, both Democratic and Republican, which has since translated into a substantial amount of business from Senate and gubernatorial candidates. They are understood to be on the verge of signing a contract with the campaign of Senator Howard Baker (R-Tenn.), who announced his candidacy last Thursday—a contract that is unusual not only because it would name Bailey and Deardourff as political consultants but also because it would assign them at least some authority over the campaign’s management. Bailey and Deardourff, who generally work for moderate Republicans, held off on serious negotiations with Baker until Ford declared himself out of the race.

Then there is David Keene, who although only 34 seems to have spent that much time in big-league Republican politics. His first national campaign was in 1970, when he stumped for Republican candidates with then-Vice President Agnew. He left Ronald Reagan, with whom he campaigned for Republican candidates in 1978 and whose organization he served as southern manager in 1976, to sign on as a staff member with George Bush. ("I didn’t think Reagan was going to make it," he says; "’76 was his year:") Keene’s television and radio producer is Robert Goodman, of Baltimore, who has never worked in a presidential campaign but who has been in-

Direct drive made Panasonic Series 9000 a great 3/4" editing system. Here's what makes the new 9000A an even better one.

The new Panasonic Series 9000A offers even more impressive performance, even more quality, and more professional features than the Series 9000 did last year. And we still have the lowest price tag in the business.

The new system consists of the NV-9500A editing recorder, the inexpensive NV-9200A player/recorder, and the NV-A950, the versatile editing controller that goes between them.

Together, they deliver the cleanest Panasonic frame-to-frame edits ever. S/N ratios are our highest ever, 46 dB color and 50 dB black and white, thanks to new crystal-oriented HPF™ video heads. And in addition to those crisp, clean edits, you get reduced audio delay at the edit point. And substantially increased frequency response at the first generation.

That's not all: The newly increased frequency response works with a patented dubbing mode for even better dubbing quality. And still another of the many important improvements is a new tape guide path on the video head cylinder. It reduces tape edge movement for an even better RF envelope, and an even better signal—the best yet from Panasonic.

You get all these improvements, plus professional features you can count on in a Panasonic editing system: Like controls that are completely solenoid-operated. A separate RF output for use with an external DOC. Even subcarrier and external sync inputs for use with a time base corrector.

The Panasonic Series 9000A 3/4" editing system. The only thing that looks better than its performance is its price.

For more information, write: Panasonic Company, Video Systems Division, One Panasonic Way, Secaucus, N.J. 07094.

In Canada, Panasonic Video Systems Department, Mississauga, Ontario.

Exterior cabinetry is simulated woodgrain.

Panasonic
just slightly ahead of our time.
SEVEN YEARS LATER...
SEVEN YEARS BETTER!
NOVEMBER, 1972
THE WAY WE WERE!
- 5 Stations
- 35 Employees
- 6 Offices

NOVEMBER, 1979
THE WAY WE ARE!
- 19 Stations
- 155 Employees
- 13 Offices

We have grown to meet the communication needs of the 1980's! Synergy—for success; a dedicated, service oriented cadre of broadcast sales professionals matched to a select group of stations. We at MMT will continue to challenge ourselves on behalf of those marketing planners and broadcast buyers who look to tomorrow. Your success in the 1980's will be our success.

WNEM-TV    Flint/Saginaw
KCMO-TV    Kansas City
WOW-TV     Omaha
KPHO-TV    Phoenix
WHEN-TV    Syracuse

WTEN-TV    Albany
KVUE-TV    Austin
WAPI-TV    Birmingham
WZZM-TV    Grand Rapids
WLOS-TV    Greenville
WTIJ       Miami
WALA-TV    Mobile/Pensacola
KTVY       Oklahoma City
WOLF       Orlando
WPBH-TV    Pittsburgh
WPRI-TV    Providence
KTIV       St. Louis
KTXL-TV    Sacramento
KOLD-TV    Tucson
WOR-MTV    Washington
The first two commercials into the 1980 fray...

...and the men who made them

Connally's Ailes and Read

Bush's Keene and Goodman

volved in 64 state campaigns over the years and has acquired celebrity status as "the most creative" of the consultants. (His cowboy's pack horse carrying a portable toilet has achieved near-legend status. It was produced for the successful Senate campaign of Malcolm Wallop of Wyoming in 1976, to illustrate the ubiquitousness of big government in American life: "If you don't take your portable facility with you on the roundup, you can't go," says the voice-over.) Goodman is also multi-talented; he likes to write the music for his commercials. "Makes you want to salute," he says of the music for some of the radio spots he has produced for Bush.

Gerald Rafshoon, whose Atlanta advertising agency produced the commercials for Jimmy Carter's successful campaign in 1976 and who served the President as a senior adviser in the White House, is once again in charge of advertising for the Carter campaign. He will also serve as an adviser on strategy. His first and so far only move: setting up a media buying office in Atlanta, headed by Beverly Ingram.

Bob Squire, another of the consulting business's young old pros, is producing a half-hour documentary on Carter—for which Rafshoon has not been able to persuade any network to make time available (Broadcasting, Oct. 29)—and will carve three five-minute pieces from it for subsequent airing on television. But he has declined to take on a permanent role with the Carter-Mondale Committee as creative director. "I have my own clients and enterprises," he says. (Among them are at least two Democratic gubernatorial candidates this fall—three, if Louis Lambert, a client, emerges as a finalist from the Louisiana primary.)

Ronald Reagan, regarded as the front-runner in the race for the Republican nomination, is taking a different tack. His organization has hired an advertising agency—C.T. Clyne Co. of New York, which has a number of blue-chip advertising accounts but has never handled a political campaign. Indeed, the Reagan forces apparently focused on agencies as the principal executor of advertising, although some political consultants were contacted. Peter Hannaford, a Los Angeles public relations man who has had Reagan as a client, said 15 agencies were interviewed before Clyne was selected. Why Clyne? "We liked their ability to use radio and television efficiently and to translate a complex body of information into an idea that communicates effectively," says Hannaford. "They seem to be sensitive to what we want to accomplish." Besides the agency, the Reagan organization has re-
THE UNITED STATES AND 23 OTHER COUNTRIES NOW USE SOAP.

Australia  Canada  Chile  Curacao  Ecuador

Germany  Guatemala  Honduras  Hong Kong  Israel

Jamaica  Japan  Monaco  New Zealand  Nicaragua

Philippines  Puerto Rico  Sweden  Thailand  Trinidad

United Kingdom  Venezuela  Yugoslavia

"Soap" is a Witt/Thomas/Harris Production distributed worldwide by

Columbia Pictures Television
Making the world a brighter place to live.
tained Ruth Jones Ltd. as the campaign's timebuyer.

Four years ago, in Reagan's unsuccessful bid to seize the nomination from President Ford, the Reagan campaign established a separate organization, the Creative Group, to handle its advertising, under the direction of Harry Teleavan, who in 1972 had been advertising director of the Nixon campaign. However, in March 1976, the advertising function was taken over by the campaign committee, with Hannonford serving as coordinator of the work of independent television producers.

(In hiring an ad agency, the Reagan forces violated one of David Keene's precepts: "Advertising agencies and politicians don't work well together. They operate in different worlds.")

C. Terence Clyne, chairman of the board, who with Henry Kornhauser, president, and John Calene, creative director, made the winning presentation, will in effect serve as account executive for the Reagan campaign, but will not draw on any personnel from the agency. "We'll staff up for the campaign," he said. "For now, we're in the process of looking at the record and reviewing research made available by the Reagan committee.""

Reagan's announcement of candidacy, incidentally, will be a 30-minute speech taped on the afternoon of Nov. 13 and broadcast at 7:30 p.m. that day over a network of at least 60 television stations that the Reagan organization, through Syndicat, began creating after the conventional TV networks refused to make time available. The 60 stations are said to reach 74% of the country, but Reagan forces have set a goal of 100 outlets. Air time for the 60 stations will cost more than $225,000.

(The formal Reagan announcement will signal at least temporary suspension of Reagan's daily, five-minute radio commentary on 270 stations that otherwise would be subject to equal-time demands by Reagan's opponents for the nomination.)

As for the other candidates, de facto or de jure:

There are, on the Democratic side, Senator Edward Kennedy of Massachusetts and California Governor Jerry Brown. Neither is known to have made any arrangements for consultants. (Charles Guggenheim, a film producer who has long been close to the Kennedys—he worked with the senator on plans for the dedication of the John F. Kennedy Library—has been rumored to be the Kennedy organization's choice, at least for documentary pieces. Guggenheim, however, knocks down the report.)

And on the Republican side, Senator Robert Dole, of Kansas, and Representative John Anderson, of Illinois, whose campaigns are not expected to make much headway, have not yet made commitments for media advisers. But Representative Philip Crane of Illinois has; he has retained Jim Flowers, who heads Polaris Productions Inc., of New York, an independent television production firm. But the campaign's plans are vague, at best. Flowers talked of a possible half-hour documentary and some television spots, but would offer no details. "It's still in the planning stage," he said.

E VERY two-year cycle, Deardourff said the other day, "candidates show up earlier in looking for help in handling the media." The Bailey and Deardourff firm has already been booked for next year's governor's race in Indiana and Senate races in Illinois and Iowa. (In Iowa, the firm's candidate is Tom Stoner of Stoner Broadcasting System Inc., a former Republican state chairman.)

That kind of early inquiry can cause a problem for top-of-the-line consultants. For, as Keene says: "Good political consultants are in short supply. The techniques of campaigning, the uses made of the media, the computerization of campaign efforts have changed, requiring a more sophisticated approach. And the number of people who can do these things has not increased with the demand."

So what is a firm like Bailey and Deardourff to do when pressed for a commitment from Baker while considering half a dozen offers from state candidates who want the company's services—but not if the firm is going to be devoting large amounts of its time to presidential politics? After all, with 36 primaries and at least seven Republican candidates, there is no certainty Baker will make it to the finish line. And that, as Deardourff says, poses "a serious business consideration." It is understood that they and Baker are attempting to resolve the dilemma by writing a minimum guarantee into the contract.

But if state candidates are plunging ahead with plans a year in advance, some presidential hopefuls now enter the race almost two years before the election. Connally announced last January, Bush in May. And both have been running hard, Connally in an
The Stuhr Museum of the Prairie Pioneer in Grand Island, Nebraska, is the home of scores of artifacts from Nebraska's past. And recently, it was the site of a big, old-fashioned celebration put on by KOLN-TV/KGIN-TV.

Station personalities, dressed in pioneer costumes, attracted quite a crowd and entertained them with songs and skits. It was a good day for the stations and it was a great day for the museum. Over 5,000 people passed through the gates. The museum's executive director later said the museum "wouldn't have the support that it does now" had it not been for the support of Nebraska's Fetzer stations.

Helping to create enthusiasm for our local history is all part of the Fetzer tradition of total community involvement.
effort to overtake Reagan and Bush simply to get the name recognition he lacks. And both are using radio and television.

As early as April, the Connally campaign ran a series of five-minute programs—one of them biographical, others dealing with issues—in secondary markets in Iowa, Illinois, Florida, Georgia, New Hampshire, Kansas and Alabama. It was largely an exploratory effort, says Julian Read—"a pilot series"—that cost less than $25,000. But the Connally campaign’s most significant use of media was in Florida late last summer, as an organizational tool in advance of the county caucuses. Read credits the ads, some featuring Connally in direct appeals for support, others calling on backers to contact the organization’s headquarters in Jacksonville, with enabling Connally forces to overcome a long Reagan lead and run neck and neck (according to a CBS poll) with him in the election of delegates to a state convention in Orlando this month, when a presidential straw vote will be held. (Read produced all of the Connally commercials and five-minute programs before August, when Ailes was retained as an executive producer of radio and television and media consultant.)

Connally spent $35,000 on television and $12,000 on radio in that Florida effort. But for Connally, who as of Sept. 30 had raised more than $4 million and still had more than $1 million in the bank, that is chicken feed. "We’re prepared to spend between three quarters of a million and a million dollars on broadcasting this year," Read says. (The five minutes on CBS-TV at 10:55 p.m. last Tuesday cost $31,000.)

Similarly, Keene feels the Bush campaign’s use of radio and television has been successful. It spent $35,000 on radio and television in Iowa simply to improve Bush’s name identification and, Keene says, "build morale for the troops." Bush also spent $8,000 on full-page newspaper ads, but Keene dismisses them, with their long columns of gray type, as aimed principally at "political junkies." Whatever the cause, Bush topped all rivals in a series of straw votes in Iowa.

But a more serious broadcasting effort was made earlier this fall in New England, where the first primaries will be held next year—on Feb. 26 in New Hampshire and on March 4 in Massachusetts and Vermont. "The strategy," Keene said the other day, was to have the voters "get to know George Bush. You don’t buy national identification on a national basis, but you get in early in key states." The Bush forces spent $67,150 on television in Boston, Maine and New Hampshire, and $37,309 on radio in those states and Vermont, and another $40,000 on direct mail. Among the fringe benefits of that exposure, Keene said: "We [attracted] free media press conferences."

The timing—late September and early October—was also carefully considered. "We wanted to get in early, before other political commercials were aired, to get attention," Keene said. "And we overlapped with the Boston mayoralty primary; people were sensitized to the fact we were in a political season." The series consisted of one 60-second and three 30-second television spots—all including film of Bush delivering a speech before an audience in San Antonio, Tex.—and five 60-second radio commercials. (A five-minute TV version, which has not yet been broadcast but which has been used at fund-raising events, concludes with a voice-over by Lowell Thomas urging support for Bush.) But these were only the first volley.

They will be run again this month. And Goodman is now preparing a new batch of commercials that will run in New England in January. They are being cut from film made of Bush in Ames.
Every day the whole world Starts with LEAD

Most of the internal combustion engines on earth and flying above it get their start from lead-acid storage batteries.

Cars, trucks, buses, ambulances, fire engines, aircraft, ships, boats, farm machinery, construction and materials handling equipment—a large part of all transportation depends on this basic power package—the lead-acid battery.

Today, an increasing variety of equipment such as power tools, golf carts, lawn mowers, portable pumps are being driven with electric motors powered by lead-acid batteries. And there is a growing trend toward battery-powered on-the-road vehicles.

Emergency lighting systems rely on lead-acid batteries and large battery banks are currently being studied in our nation’s energy program as a means of load-leveling to maximize efficiency for electrical utilities.

Modern battery design gives today’s lead-acid batteries more power, less weight and better life—at lower cost than ever before. Today’s new batteries deliver up to 70% more ampere hours of work than the same size units of 1958 while average cost is up less than 10%.

If you would like to know more about lead’s essential contribution to our lives today and in the future, write for our free booklets.
Iowa, where Bush won one straw vote, as well as from material filmed in Boston and New Hampshire. The theme of the ads is the experience of the former congressman, Central Intelligence Agency director and envoy to China—"A President we won't have to train," as the ads say. They also picture him as what Keene calls "a forward-looking conservative"—a signal, evidently, that conservatives, at least of the forward-looking stripe, can come out of the closet. "In the 1960's," Keene says, "Republicans ran on image—you know, the coat over the shoulder; there was nothing else to offer. But in 1976, Ford and Reagan both tried for the conservative vote; the whole context of discussion is different."

But it is more than Bush's experience or pragmatic conservatism that stirs Goodman's blood. "George is the best TV performer going," he says, in a statement Ailes and Read would be certain to dispute. "There's something clean and handsome about George. He comes across strong, but not abrasive. He films beautifully."

One other comment about Bush sounded somewhat ironic, however, coming as it did from a Republican advocate about a Republican and meant as high praise: "George is Kennedyesque, in his voice quality. He sounds terrific to me."

GOODMAN's won't be the only political commercials in New England in the coming months. For if Connally and Bush have had the airwaves to themselves, in terms of presidential politics, commercials promoting the competence, charm and charisma of a dozen or more Democratic and Republican candidates will soon be chasing one another and ads for soap and cars across picture tubes wherever there are voters to be won. Money seems not to be a problem, at least for the major candidates, and will be even less of one when the government in January begins matching contributions of $250 or less. To qualify, a presidential candidate must receive $5,000 in contributions of $250 or less in 20 states. Then, that candidate will be allowed to spend a total of some $16 million (plus legal and accounting costs) before the convention, although spending limits vary from state to state—$250,000 in New Hampshire, for instance, hardly enough to require a major campaign to work up a sweat.

No, it's not the money that has been a problem; it has been the difficulty some candidates have had in spending it, at least with the networks. All three TV networks have turned down requests by Carter, Connally and Reagan to buy half hours, and only CBS has offered any availabilities—five minutes of program time in late prime time and during the day.

For the networks, the requests are unusual, although not unprecedented. Candidates for presidential nomination normally are interested in buying time only on stations in states where they are seeking delegates in primaries or conventions. But this year, Carter, Connally and Reagan want national impact early—and do not take lightly what they regard as the networks' determination as to when it is appropriate for them to buy half hours. Rafshoon remarked on what he saw as the inconsistency in networks containing that it is too early to sell time while their news divisions "are spending an inordinate" amount of time covering the developing contest between Carter and Kennedy. He also thought it odd that CBS regarded it as inappropriate to sell a half hour but appropriate to sell five-minute blocks. "It's just more convenient to sell five minutes," he said.

The Reagan organization responded to the networks' rebuff by setting up the custom-made network. The Carter-Mondale Committee, which wants national exposure for the Carter documentary in connection with the President's announcement of his candidacy, early in December, has filed a complaint with the FCC, accusing the networks of violating the reasonable-access provision of the Communications Act (see page 42).

The Connally committee has done neither; its officials are still trying to buy a half hour. But Read leaves no doubt about his sense of outrage: "It's a gross inequity," he says. "Several announced and unannounced candidates have access to the airwaves without cost," he says, referring to the news coverage of Carter, Kennedy and Baker (the last named as minority leader of the Senate) in connection with their normal duties. "Reagan"—the candidate Connally regards as his only serious obstacle to the nomination—"is making money in his radio broadcasts ... And we can't even buy the time. At some point, this should be addressed by the industry, the Federal Election Commission and the FCC."

S O it's begun—the making of the President, 1980. Kennedy and Brown are not yet fully involved, and the Clyne agency has yet to begin planning the Reagan campaign. But Connally's people are concentrating on their candidate's leadership, and Bush's on his man's experience and forward-looking conservatism. And under the guidance of Bailey and Beardsruff, Baker can be expected to emerge as a relatively young man of the center (at 53) who is intimately involved in the affairs of government and who is in the prime of life, politically as well as chronologically. And if the image causes Republican voters to regard Reagan and Connally as aging and slightly irrelevant war-
Funnè, you don't look like a Xerox machine.

Ask for a "Xerox machine," and you might get a surprise.
Like this Xerox 740 Microfiche Reader Printer. A Xerox Telecopier transceiver. Or even a Xerox electronic display typing system.
You see, today Xerox makes a lot of different machines. So now, more than ever, you have to ask for the one you want by its full name.
Of course, we still make Xerox copiers. But, then, that should come as no surprise.

XEROX

XEROX®, 740® and Telecopier® are trademarks of XEROX CORPORATION.
Boarding the bus

The image makers are not the only ones in the broadcasting business who are gearing up for a tough campaign year. Network news departments are, too.

CBS News has already presented a one-hour documentary on Senator Edward M. Kennedy (D-Mass.), who is scheduled to announce his candidacy for his party's presidential nomination on Wednesday. CBS Reports: Teddy, with correspondent Roger Mudd, was broadcast yesterday (Nov. 4), at 10 p.m. NYT.

The network had originally scheduled the program for next Wednesday, at 8 p.m. But when the Kennedy organization disclosed the date of the announcement, CBS News moved the date up to avoid problems with the equal-time law.

What's more, the networks are beginning to organize the manner in which they will cover the multitude of candidates. ABC's plans thus far are the most elaborative, in terms of the numbers of correspondents and the kinds of coverage they will provide. NBC, on the other hand, had not made any assignments as of last week.

The network news operations:

Overview correspondents: Jim Wooten, Barry Serafin, Lynn Sherr, Hughes Rudd, and Hal Bruno; Anchors: Frank Reynolds, Max Robinson; personalities, insiders: Barbara Walters; President Carter: Sam Donaldson, Bettina Gregory, George Strait; Vice President Mondale: Herb Kaplow, Alan Speck; Jerry Brown: Steve Geer; Ted Kennedy: Cassie Mackin; John Anderson: Brit Hume; Howard Baker: Don Farmer; George Bush: Bernard Shaw (tentative); John Connally; Charles Gibson; Phil Crane; Brit Hume; Robert Doyle; Bill Zimmerman; Ronald Reagan: Jack Laurence; Democratic Party: Sander Vanocur, Alan Speck; Republican Party: Jim Wooten, Josh Manckiewicz; primary advance and analysis: Josh Manckiewicz, Jim Wooten; poll and survey analysis: Ron Smith; issues: James Rosen; Hughes Rudd, Barry Serafin, Lynn Sherr, Sander Vanocur, Jim Wooten; money and business of campaigning: Sander Vanocur; political economics: Dan Cordtz; farm vote: Ron Miller; radio political analysis: Bob Clark; East area: John Martin (New York); South: Al Dale (Atlanta), Dave Garcia (Miami); Midwest: Ron Miller (Chicago), Mike Vonfremd (Chicago); Southwest: Charles Murphy (Dallas); West: Jack Laurence (Los Angeles), Ken Kashiwahara (San Francisco).

CBS—
Carter: Leslie Stahl, Robert Pierpont and Lee Thornton; Brown: Bernard Goldberg, Diane Sawyer; Kennedy: Phil Jones, Susan Spencer; Ford: David Dow; Reagan: Bill Plante, Jerry Bowen; Connally: Eric Engberg, Jed Duvall; Baker: Lem Tucker, Betsy Aaron; Crane: Jim McManus; Bush: Richard Roth; Dole: Bob Faw; Anderson: Bob McNamara; overview: Roger Mudd, Bruce Morton; major political stories: Ed Bradley, Morton Dean.

Goldwater turns up the heat under reasonable access

If the FCC doesn't resolve complaint filed by Carter campaign in a 'satisfactory' manner, says the senator, Congress will step in; commission due to deal with matter

Congress will be watching closely as the FCC acts on the complaint the Carter-Mondale Committee filed against the three television networks as a result of their refusal to sell a half hour of time early in December (Broadcasting, Oct. 29).

A prominent Republican, Senator Barry Goldwater of Arizona, served that notice in a statement inserted in the Congressional Record on Tuesday. It was not simply a matter of nonpartisanship. Goldwater noted that the networks had also turned down requests for half hours of time from Republican presidential hopefuls John Connally and Ronald Reagan.

And he warned that if the commission and the networks do not produce "a satisfactory" resolution of the issue, "it will be incumbent on the Congress to attempt to solve the access question once and for all." The Carter-Mondale Committee wants the half hour on one of the networks for a documentary on President Carter that is now being prepared and would be shown in connection with the President's announcement of his candidacy for renomination and re-election. The plan is to tie the television program to more than 2,000 grassroots fund-raising gatherings around the country.

The Carter-Mondale Committee called the networks' refusal a "blatant denial" of the reasonable-access provision of the Communications Act. The refusal, it said, "denies the public the opportunity of hearing and seeing the candidates in the manner" the candidates choose.

NBC, the only network to comment, said the complaint has no merit. "Because of the problems inherent in the equal-time law," the network said in a statement, "presidential candidates in previous elections have sought television exposure early in the campaign only on stations in states where primaries were being held." It added that network time was not purchased until a time "much closer to the political conventions."

NBC also made clear it was not ignoring the start of the political season. It said it is covering in its news and public affairs programs "the activities of all significant candidates on a regular basis." What's more, it said, "we will consider all requests to buy political time on their merits as they occur."

Goldwater, in his statement, expressed dissatisfaction with the manner in which the commission has enforced the reasonable-access provision that was inserted in the Communications Act in 1971. The commission, he said, has had difficulty answering such questions as what constitutes "reasonable access," a "legally qualified candidate," and "reasonable amounts of time." The provision applies only to candidates for federal office.

As a result, he said, the discretion for determining when the political season begins has devolved upon the broadcasters, particularly the networks. And the implications of that, Goldwater said, "are profound"—considering the networks' private interest in maintaining their entertainment programming schedule intact.

Commission officials have declined to discuss the issue in any detail, other than to say it poses novel questions in that the commission has never received a reasonable-access complaint involving the kick-off of a presidential campaign.

The staff will research the questions and present the matter to the commission at a meeting scheduled for Nov. 20. The networks have been directed to respond to the complaint by today (Nov. 5).

In the meantime, Goldwater will be busy. He said that he will write the campaign managers of the active presidential candidates and the chairmen of the Republican and Democratic committees "to solicit their recommendations for a legislative solution."
Myth:
Railroads waste a lot of energy.

Fact:
America's freight railroads are in the forefront of energy conservation.

With energy a scarce commodity, America's freight railroads are leaders in tapping new technologies to conserve our dwindling energy resources. A new and innovative throttle control device that matches a train's power to its needs can help reduce railroad fuel consumption by up to 15%.

Sophisticated locomotive fuel injection systems, automatic shutoff valves at fueling stations and improved maintenance practices are significantly trimming energy consumption. This at a time when freight railroads use only 3.27% of the petroleum consumed by the transportation industry while handling 36.2% of the nation's intercity freight.

Today, the railroads' search for energy saving measures is reaching beyond fuel conservation. Maintenance-free solar batteries are being tested to replace power lines to remote grade crossing systems, an energy saving innovation that has far-reaching potential.

Railroads have always been the most energy-efficient way to move bulk cargo overland. Now, with fuel at a premium, America's freight railroads are more important than ever to the nation.


Surprise:
Railroads use less than one percent of the nation's energy resources each year.
MSO's looking good

Financial study of 13 firms reports steady growth
in revenues, profits, cash flow

Major cable companies "have continued to strengthen their over-all financial position through steady growth." That's one of the conclusions of a Warburg Paribas Becker analysis of the 1978 results reported in 13 firms' annual reports and through additional information. "Cable Television 1979: Investment Opportunities in a Growth Industry" is the title of the volume issued by Warburg Paribas Becker, which includes, in addition to the financial data, a survey of leading lenders to the cable industry.

Among the statistical details of the report on the 13 cable firms in "Cable Television 1979" are average growth rates of 26% in revenues, 70% in profitability, 24% in cash flow, with a 17% increase in base equity. Total debt, according to the analysis, grew 12%, but debt/cash flow dropped from 4.0 times to 3.6 times, with debt/ending subscribers increasing "minimally," (5%).

In reviewing the development of CATV, the study puts the price of systems at between $325 and $500 a subscriber, or 8 to 10 times operating income. That's a boost from what it called "the historical sale value of CATV systems": $300 a head, six or seven times income.

WPB attributes the price climb to four factors: additional cash flow from pay and other services, greater buyer demand from outside investors, lower interest rates than those in the early 70's and generally improved availability of long-term financing for cable.

Distilling the mass of financial information in the report, there is a chart listing the companies' comparative rankings in various categories of operating and cash flow data, capitalization data and subscriber data.

It shows Tele-Communications Inc. with the highest ratio of operating income to revenues, American Television & Communications with the highest ratio of net income and cash flow to revenues, and Heritage Communications leading in the three categories of debt to homes passed, to ending subscribers and to cash flow. The study provides similar material for six leading Canadian cable companies.

Included in the tabulations were American Television & Communications, Cablecom General, Comcast Corp., Cox Cable Communications, Heritage Communications, Liberty Communications, Sammons Communications, Tele-Communications, Teleprompter, UA-Columbia Cablevision, United Cable Television, Viacom International and Warner Cable.

The figures provided in the survey of lenders to the CATV industry document the shift away from banks to insurance companies as cable funding sources. According to the WPB data, although the "number of banks actively seeking to lend money to the CATV industry continued to increase" in 1978, outstanding loans aggregate of the banks surveyed declined 5% or $27.6 million, to $522.4 million. Projections for 1979 show a "sharp increase" in bank loans outstanding, to $717.4 million. At the same time, WPB estimates that insurance company loans outstanding to CATV systems will be $831.4 million by year-end 1979. The 1978 figure was $633 million.

Intermediate term lenders are also projecting hefty boosts over their 1978 loan volume of $127.7 million, according to the survey; expectations for 1979 are $142.2 million.

Listing lenders in each category whose loans topped $10 million last year, the report shows that the biggest lender among banks was First National Bank, Boston, with $66.85 million; for intermediate lenders, Heller Oak, at $36 million, and in the insurance category, John Babcock Mutual Life, which had $100 million in loans outstanding.

"All three groups of lenders continue to exhibit strong interest in the cable television industry," concluded WPB, saying that their total loans outstanding would reach $1.69 billion by Dec. 31, a 31.8% hike over 1978's total.

That the largest share of the increase was reported by insurance companies reflects, the study says, "the continued maturing nature on a credit basis of the cable television industry as a whole."

Back to basics spells growing profits for LIN

In the past 10 years, Donald Pels has taken an overextended underachiever of a company and turned it into one of the best in the business through smart station buys and tight reins on expenses.

"A little money machine ... piling up cash left and right." That's how securities analyst Fred Anschel of Dean Witter Reynolds describes LIN Broadcasting.

And that's also quite a turnaround for a company whose stock hit a low of $3.25 the first year of this decade.

LIN's now trading at about $47 a share, its earnings per share grew 43% last year, and, with the industry looking to a prosperous 1980, the company remains what one observer calls "the pure way" to participate in broadcasting.

That purity wasn't always the case, and it was a major part of LIN's former problems. Previous management pursued a 60's-style acquisition policy, buying mail-order houses, an educational concern, art galleries, telephone answering services and radio paging operations. The only remnant today of that conglomerate is LIN's radio paging division, which contributes about 3% of the company's operating income.

Seventy-one percent of the company's operating income last year came from its three television stations — WAND-TV Decatur, Ill., WAVY-TV Portsmouth, Va., and KXAS-TV Fort Worth. The other 26% was generated by AM-FM pairs in Philadelphia, Houston, St. Louis and Rochester, N.Y. The company also indicates that those earnings are concentrated in its Texas properties, which include a radio paging service in Houston. Together they produced 70% of LIN's 1978 earnings. Net income for this year's first nine months, $9.3 million, came on revenues of $41 million and was up 22% from the same year-earlier period.

The turnaround at LIN is generally attributed to company President Donald A. Pels. As executive vice president, finance and administration, for Capital Cities Communications, Pels had been one of the engineers of that company's expansion. His image in the financial community is one of a "gutsy guy," "a hell of a deal-maker" and a "good executive."

Broadcasting Nov 5 1979
Uncover a love affair.

Eugene Wildman never thought he'd say "I do" again, but one day in a nursing home he changed his mind.

It all began when he met Effie Nicholson, a lovely, laughing woman who challenged him to the toughest game of checkers he'd played in years.

Something special happened to Eugene that afternoon. In Effie's lively company, he rediscovered a joy in living he'd thought he'd lost forever.

On a sunny Sunday he married Effie in the same room he met her. We think Eugene's story belongs in the news. Not because it's unique, but because nursing home stories like these are so rarely told.

Cheerful, unsensational, it's a story that would startle most Americans who view nursing homes only with dread and disgust. Equally startling is the U.S. Census Bureau report that over 90% of the people in nursing homes are satisfied with their care and surroundings. Ninety percent! And that approval figure is even higher for their next of kin.

Isn't it about time your audience saw the whole picture? For Eugene and Effie and untold others like them, nursing homes are places for living.

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

Community Affairs, American Health Care Association, 1200 15th St. N.W. Washington, D.C. 20005

ahca
We pay these scientists to make our production lines obsolete.

As soon as there's a better way to do something, the old way becomes obsolete.

And these scientists do nothing but design new and better ways for Western Electric to manufacture products for the Bell System. In the last two years, they and their colleagues at Western Electric's Engineering Research Center have helped cut costs by over $156 million.

They are a vital part of Western Electric's commitment to helping the Bell System keep the cost of communications service down, while keeping the quality up.

The Factory's Laboratory

The people at our Engineering Research Center work full time on manufacturing research. Over 50% of them are PhD's.

At home in the factory as well as the lab, they turn theoretical experiments into real savings. For example, while exploring ways to improve production of telephone circuit boards, they invented a totally new material with which to make the boards and a whole new way to mass-produce them.

Another breakthrough is already saving more than $2 million a year. It's a new soldering technique that makes 20,000 connections in less than 60 seconds.

The list of money-saving developments goes on. A new computer program that makes technical drawings in one-fourth the time of manual methods. An automatic system for sorting telephone parts by color. A process that measures the production of optical fiber 1000 times per second, keeping its diameter accurate within 30-millionths of an inch. And there's a new system that takes only 30 seconds to help align tiny integrated circuits that are 200 times thinner than the thinnest human hair.

These are just a few examples of what the Engineering Research Center does throughout all of Western Electric's manufacturing operations — developing new ideas in technology to improve telephone products and produce them at lower cost.

Anticipating the Future

Much of the work of the Engineering Research Center is designed to keep Western Electric ahead of technology, by anticipating what new processes will be needed for tomorrow's products.

It's a total and ongoing commitment. A commitment to provide you with the highest quality telephone service at the lowest possible cost.

Keeping your communications system the best in the world.

Western Electric
who's done "a hell of a job" for LIN, according to analysis.

Looking back, Pels recalls that from his post at Capicités, he had watched LIN "getting into trouble," making deals of a sort his company wouldn't consider. By 1969, LIN was beset by a variety of legal and financial troubles, and its board of directors sought out new management. Pels, invited to take a look at the company's problems, moved into the job himself.

First, Pels oversaw the dumping of almost all of LIN's nonbroadcast-related businesses. This generated enough tax-loss carryforward to give the company's solid operations "a new lease on life," he says. More importantly, he made two key station acquisitions that greatly enhanced the company's prospects. In 1971, LIN bought WFIL (AM) Philadelphia for $11,500,000 and in 1974, almost two years after he first tried, Pels landed KXAS-TV Fort Worth (then WBAP-TV) at a price of $35 million when Capicités bought the co-owned Fort Worth Star Telegram and the properties were broken up to satisfy FCC co-ownership rules.

Heavy borrowing in the manner for which Capicités was known was the essential ingredient of those deals. At the time of the Texas TV purchase, LIN already had a long-term debt of about $30 million, but Pels nevertheless was able to arrange a bank loan of $35 million within two days of hearing the station was up for sale. It ultimately wasn't used, as a challenge to the transfer dragged on for two years. Instead, the transaction was made for $12.5 million in cash, and $22.5 million in notes to the former shareholders. At the same time, Pels had considerable help from his former employer: Capicités granted Pels's new outfit additional time on $6 million in LIN paper it was holding. (The company also raised cash through the sale of radio stations to Multimedia for over $8 million.) Despite those hefty loans, LIN's debt position today is far from a burden. There is $17 million owed to the sellers of the Fort Worth station—but at 6% interest. Another $4.2 million in 8% subordinated notes constitutes the remaining long-term debi, while the company's balance sheet lists about $13 million cash.

As the company's secretary and treasurer, Morris Berkowitz, puts it, at those rates of interest LIN can earn more today with its cash than if it used the money to prepay the loans.

LIN's "superb management," says Berkowitz, has allowed it to make effective use of its acquisitions. He says the company prides itself on the ability to control costs, and last year Pels gave security analysts some insights into specific methods LIN used to hold back cost growth. "We do not always meet the market when attractive personnel are bid away for what we consider prices excessive for our operation. We replace them... We do not give up without thoughtful analysis... We do not pay prices for film which we believe to be too high. We use other products... We buy capital items if they generate cost savings, revenue, or are truly needed... We don't do so to impress outsiders or ourselves."

At the same time, Pels cautions that it's possible to make mistakes in either direction, saying that if things are run too tightly "others will run away with the audience." He believes it's necessary to be "sophisticated" in approaching the cost side of the business. LIN's president also emphasizes that virtually all the broadcast properties the company had or has acquired were already being efficiently managed: "They didn't have to learn anything from us."

LIN's latest acquisition is Kingspit Communications, which owns and operates KTVV-TV and KHFE-FM in Austin, Tex. Disposition of one station is a condition of the sale, which was initiated last year and completed recently for about $6 million. LIN has already put the radio outlet on the auction block, anticipating bids of about $2 million. Pels says this will make the final cost of the television station half of what "the station across the street" sold for two weeks later.

The company has said it "would have liked to make more movement in the acquisition area" last year, a sentiment shared by some members of the financial community. Pels has emphasized his company's borrowing power, which he places at about $100 million, and a number of
analysts make the point that he hasn't really exercised that muscle in five years.
Pels's view on the subject is that "our shareholders can count on us to make acquisitions where there is sufficient advantage—and not make them for the sake of ego or to give the appearance of being dynamic." Still, comparing LIN's abortive offers for Starr Broadcasting last year to its previous moves in Philadelphia and Texas, one analyst stresses that in today's highly competitive market, those who bid today's prices on a deal that won't close until the following year may ultimately lose out to somebody "willing to go the extra step," he said.

With the market for attractive stations so tight, Berkowitz indicates that the company has decided not to limit its acquisition search to broadcast properties. Management, he says, would consider entering fields "we know or can learn without difficulty," using as examples publishing and newspapers, as well as bottling and life-insurance. Echoing a sentiment sounded by much larger broadcasting entities, Berkowitz stresses that this shift reflects no lack of confidence in broadcasting. With only four television outlets, LIN has room for expansion within the industry.

In the midst of all this acquisition talk, one recurring Wall Street rumor is that LIN itself is an acquisition candidate. Pels's declaration to shareholders that the "private market value" of the company is over $80 a share doesn't discourage such talk. It's seen by some as a statement that the company "is worth more dead than alive."

The company president, however, discounts any such rumors. Someone attempting to buy LIN would have to offer what Pels calls "a foolish price," observing that when talking in the neighborhood of $300 million "people are not inclined to be foolish."

Rumors aside, even given the possibility of some change in direction, the outlook for the company is seen as ranging from good to excellent, with LIN currently commanding one of the highest multiples among the group broadcasters.

Next-decade trends in programing

Rule says ABC is developing sources of material for "narrowcasting" of home tapes and disks and that broadcasting will need to be more innovative to continue to attract audience

The challenges that the new communications media will pose to the broadcasting and entertainment production industries in the 1980's were discussed and analyzed by Elton H. Rule, president of ABC Inc.

In a speech in Los Angeles before the Academy of Television Arts and Sciences, Rule outlined the growth of cable television and pay cable, which he said existed largely on the programing of broad- cast television, and expounded the emergence of the videocassette and videotdisk businesses.

Regarding cable television, Rule said that as long as the medium is permitted to operate profitably with the help of software "pirated" from television, cable has no incentive to work at developing its own programing. "In other words, the ground rules are postponing the evolution," Rule commented.

Turning to videotcassettes and disks, Rule said that these are "narrowcasting" outlets with appeals to specific segments of the population. He ventured that the producers of costly programing for television and motion pictures may not be attuned to the economics and demographics of narrowcasting, and other producers may crop up as the major suppliers to the new distribution systems.

Rule reminded the audience that ABC has set up ABC Video Enterprises to supply material for cassettes and videotdisks and he mentioned in general terms the types of programing the new unit plans to produce.

"We are talking with the National Archives about the adaptation of their incomparable resources for home and institutional use," he reported. "We are dis-
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Swanson
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Inc.
has purchased
WSHOW-AM
New Orleans, La.
for
$1,500,000
from
Americana Broadcasting Corp.
The undersigned initiated this transaction and assisted in the negotiations.

EGMONT Sonderling is chairman and president. Buyer is group of blacks headed by Dewey Hughes, owner of Hughes Concepts, Washington management consulting firm and production company. None of buyers has other broadcast interests. WOL is on 145 kHz with 1 kw day and 250 w night.

WRRR(AM) Rockford, Ill.: Sold by Miller Broadcasting Co. to Sentry Broadcasting Inc. for $875,000. Seller is owned by Howard Miller, who also owns WOGG(AM) Gainesville and WTAG(AM)-WLTV(FM) Melbourne, both Florida. Buyer is subsidiary of Sentry Insurance Co., mutual company based in Stevens Point, Wis. John W. Joans is chairman of parent and Donald M. Colby is president of broadcasting subsidiary. Sentry also owns WXYQ(AM)-WSPF(AM) Stevens Point, WRJN(AM) Racine and WBIZ-AM-FM Eau Claire, all Wisconsin, and WTAG(AM)-WRRR(AM) Springfield, III. It has purchased, subject to FCC approval, KKM(AM)-KSEZ(FM) Sioux City, Iowa (Broadcasting, Oct. 8). WRRR is 1 kw daytime on 1330 kHz. Broker: Blackburn & Co.

KERV(AM)-KPFM(FM) Kerrville, Tex.: Sold by KGKL Inc. to Chess Enterprises Inc. for $850,000, plus $100,000 for convenant not to compete. Seller, owned by estate of Leroy J. Gloger who died last July, also owns KGKL(AM)-KSJT(AM) San Angelo, Tex. Buyer is owned by R. D. Hanna Co.; Edward Swartzkopf and his son, William; James Constance, and E. C. Ebinger (20% each). R. D. Hanna Co. is Denver broadcast brokerage firm, owned by Robert D. Hanna. Others are executives of Commonwealth Electric Co., electrical contracting firm, based in Lincoln, Neb. KERV is on 1230 kHz with 1 kw day and 250 w night. KPFM is on 94.3 mhz with 3 kw and antenna 105 feet above average terrain. Broker: R. D. Hanna Co.

WIFE-FM Ashland, Va.: Sold by Christian Enterprises Inc. to Bible Broadcasting Network Inc. for $525,000. Seller is nonprofit corporation which also owns WKDH(AM) Ashland, James N. Birkett is president. Buyer is equally owned by Lowell Davey, his wife, Georgeanna, his brother, Keith, and Keith's wife, Yvonne. They also own WHEA(AM) High Point, N. C.; WANAM-AM Decatur, Ga., and WYFM(AM) Norfolk, Va. WIFE-FM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

WMFT-AM-FM Martin, Tex.: Sold by Jones T. Sudbury to Thunderbolt Broadcasting Co. for $420,000. Sudbury has no other broadcast interests. Buyer is owned by Harold T. Brundige (80%) and Ernest H. Youngblood (20%). Brundige is Martin attorney and businessman. Youngblood is
general manager of stations. WCMT(AM) is 1 kw daytimer on 1410 kHz. WCMT-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain.

KWIV(AM) Douglas, Wyo.: Sold by Douglas Broadcasting Inc. to Javalope Radio Inc. for $305,000. Seller is principally owned by Henry Fondren and Kathy Swaine, who have no other broadcast interests. Buyer is principally owned by Donald E. Jones, who also owns 50% of KCRR(AM)-KQSK(FM) Chadron and KVSH(AM) Valentine, both Nebraska, and KFBC(AM)-KFHC(FM) Cheyenne, Wyo. KWIV is on 1470 kHz with 1 kw day and 250 w night.

WDHP(FM) Presque Isle, Me.: Sold by for $225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Henry Hebert (one-third each). None has other broadcast interests. Buyer, principally owned by R. Murray Briggs and his brother. Allison, also owns WFSJ-AM-FM Caribou, Me. WDHP is on 96.9 mhz with 100 kw and antenna 440 feet.

KCLR(AM) Ralls, Tex.: Sold by KCLR Inc. to Pete Rodriguez for $215,000. Seller is owned by Margaret G. Wilson, who has no other broadcast interests. Rodriguez owns restaurant and nightclubs in Plainview, Lubbock and Hereford, all Texas. He has no other broadcast interests. KCLR is 5 kw daytimer on 1530 kHz.

WLW(AM) Cincinnati-WLWS(FM) Hamilton, Ohio: Sold by Queen City Communications to Mariner Communications for $17 million, most ever paid for AM-FM combination. Seller is principally owned by Jay Thompson, who has no other broadcast interests. Charles Murdock, general manager and 10% owner, will transfer his interest to seller and remains as general manager. Buyer, principally owned by Joe Scallon, also owns WITS(AM) Boston and KBEQ(FM) Kansas City, Mo. WLVW is on 700 kHz with 50 kw full time. WLWS is on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.

Other approved station sales include: WBDR(AM) Palm Beach, Fla.; WKR(AM) Claremore, Okla., and WDFD(AM) Columbia, Ind. (see page 68).

East Bank Cable TV Inc., Harahan and Kenner, both Louisiana: Sold by Charles Lambert to Cox Cable Communications

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American Radio Monitor Inc., Chicago, issued its first report covering that city on Oct. 1; a second report on New York was issued Oct. 22, and a Los Angeles report is scheduled for Nov. 7.

Information is obtained by monitoring each station in a market for 12 hours over a two-week period. Biweekly reports are issued, one for stations and another for advertisers. A choice of either the station or advertiser report is priced at $1,800 and both are obtainable for $2,400 annually (26 biweekly issues).

Robert Karr, former general sales manager of WLUF(FM) Chicago and owner of stations in Champaign, Ill., and Jonesboro, Ark., is president of American Radio Monitor Inc. E. Todd Benson is vice president and operations manager. The firm is located at 6354 North Broadway, Chicago 60660. Telephone: (312) 764-0405.

Big firms are using more TV to promote corporate images

ANA workshop testifies to power of medium in raising public's consciousness about companies

The growing use of corporate advertising and its effectiveness as a communications tool were underscored by speakers at a workshop conducted in New York by the Association of National Advertisers.

During the workshop, ANA released highlights of a survey conducted among 302 major U.S. corporations on their use of corporate advertising. It showed that expenditures rose by 29% between 1975 and 1979, and projections indicate the rise will be 38% between 1975 and 1980.

The survey also revealed that 58% of the respondents have increased corporate advertising spending over the past three years; 26% have invested the same amounts and 16% decreased their spending.

The most common objectives for corporate campaigns, the survey showed, were to improve the level of awareness of the company, its business interest and profitability (48%), and to inform, educate or take positions on public issues (15.6%).

Roger B. Smith, executive vice president of General Motors, told the audience that GM feels it is important today to conduct public affairs campaigns in view of the activities of various special interest groups, and said TV plays a substantial role. GM's present campaign on television spotlights employees, who tell how they feel about GM cars, how much pride they take in their work and how involved the company is in scientific research. Smith said the spots are warm and human and the public response seems positive.

He pointed out that research shows that 49% of the public can recall at least one of GM's TV commercials and 32% can recall two or more of the commercials. "Obviously we've been making some impact," he commented.

David W. Burke, manager of corporate communications for General Electric, said the most effective medium for GE corporate advertising is fully sponsored network television. He acknowledged this situation may not apply to other companies.

"We insist on a program environment that reinforces our corporate messages," Burke said.

Burke listed some of the ingredients needed for a successful corporate campaign: a strong company symbol, an interpretive theme such as GE's "Progress for People," the use of the right media and the right team of advertising agency and professional associates.
Book says big isn’t necessarily bad

"Who Owns the Media?" argues that well-intentioned attempts to break up concentrations may do more harm than good

At a time when bigness continues to be a major source of concern for those who monitor the media, a book is published on media conglomerates and ownership patterns that warns that those who would guard against bigness "could endanger the First Amendment."


Benjamin M. Compaine, an executive director in the Program for Information Resources Policy at Harvard University, edited the book and wrote several of the chapters, including the conclusion, which contains a warning about reformers.

He refers to the Federal Trade Commission and its interest in concentration of control of media ownership, and "the interest of some regulators and legislators in structural reform of the communications industry"—as, for example, FCC Chairman Charles D. Ferris—"plus the tendency on the part of government to justify regulation of the media because of its impact on our moral, social and political values."

Those who propose such action, Compaine adds, believe it can be accomplished without trampling on content. But that, he says, "is not likely."

The answer to the question posed by the book's title, Compaine says, is "thousands of firms and organizations, large and small." (The book covers 35,000-40,000 media outlets.) And while Compaine acknowledges that each does not have equal weight to influence opinion—he lists 58 firms mentioned in the book as dominant in one or more fields—he makes the argument that media dominance should be considered not in terms of an individual medium—but all competing media.

For, he says, "the newsworthy magazines have direct competition from all newspapers, as well as local and national television news programs and all-news stations. Motion picture distributors clearly compete with television producers, but also with book publishers and certain periodicals ..." He notes that advertisers and consumers in New York and other cities found that radio and television, regional magazines and other media enabled them to weather newspaper strikes with few if any ill effects.

"Thus," he adds, "a new definition of the media industry is called for because the industry itself has changed." He suggests that the medium be defined by function rather than by format.

He also warns that Congress should not single out the communications industry as a target for antimerger legislation. In considering such legislation, he says, "the true meaning of Congress must be one that covers all industry, rather than one that singles out the mass communications business for special standards." The danger of such targeted legislation, he adds, "is that it could be an entry into government control over content, if only indirectly."

Compaine does not argue for a complete hands-off approach toward the business of collecting and disseminating information. But, he says, "the good intentions of those who wish to impose special limits on media ownership—and hence control—must not override the lack of empirical evidence that to date can show no existing or impending damage ..."

Those who oppose media mergers, Compaine says "serve us well by reminding owners and managers constantly of their responsibility and accountability. But a movement for substantial structural changes that go beyond those applicable to all business must be deliberated cautiously and with painstaking understanding of all their possible implications and outcomes."

Compaine also says those concerned about concentration must answer the question of how much control must be manifest before true restraints on access to a broad spectrum of opinion are actually threatened. Granted, there is such a point, he says. But, he adds, no credence can be given to the argument advanced by some that every opinion must be expressed in the mass media. "There is," he adds "a limit to the time available to broadcasters and the space for newspaper and magazine publishers."

Barailey in at FTC

Latest commissioner is sworn in, comes from Merit Systems Protection Board, intends to be active in antitrust and consumer protection areas

Patricia Price Bailey, 42, was sworn in last Monday (Oct. 29) as the nation's 57th Federal Trade Commissioner, filling the spot left vacant by the March 9 resignation of Elizabeth Hanford Dole.

In a room packed with friends, family and well wishers, the Fort Smith, Ark., native was sworn in by U.S. Court of Appeals Judge Patricia Wald ("Closed Circuit," Oct. 29). Her term is scheduled to expire Sept. 26, 1980, at which time she will be eligible for reappointment to a full seven-year term.

Bailey called the swearing in "the most exciting moment" of her professional life, saying it marked the beginning of an opportunity to do important work. She added that the recent past has been a time of stress and controversy for the FTC, but that would only make the challenge of being a commissioner that much greater.

Prior to taking on her new post, Bailey served on the general counsel staff of the Merit Systems Protection Board. Before that she worked for the Department of Justice as a special assistant to the attorney general, and was also with the Office of the Counsel to the President.

Bailey (r) is sworn in by Judge Patricia Wald while 9-year-old daughter Kate holds the Bible.

Bailey said she will actively work on consumer protection issues, and she noted she will keep an especially keen eye on women's issues. She added that people with different points of view supported her nomination, and she attributed this to the fact "they believe I'm open-minded, fair, independent and decisive."

The second commissioner to be appointed from Arkansas (the first was Edgar A. McCulloch, a Democrat who served from February 1927 to January 1933), Bailey has worked for the Ford and Rockefeller presidential campaigns. Since
1972 she has been affiliated with the National Women's Political Caucus, recently serving as vice chairman.

A May 1976 graduate of the American University Law School, Bailey said some were skeptical about her appointment because she lacked antitrust experience. But she said she didn't believe such experience was necessary to vigorously enforce antitrust laws, and she expected to be very active in that area.

Bailey's career began in 1960 with the State Department, followed by six years with the Agency for International Development, and one year as an adviser to former Representative Bradford Morse (R-Mass.). A resident of the District of Columbia, she is married to Douglas Bailey, of the political consulting firm, Bailey & Deardorff (see page 30).

Bailey said that fairness is a central concept the FTC deals with every day, and she would strive in her work to uphold that notion. "It's possible to be vigorous and still be fair," she said.

Into the job in high gear

Bailey's been prepping for her new post for months; one item she hopes will come to pass: better relations with Congress

Less than forty-eight hours after taking her oath of office, Patricia Bailey dove headlong into the fray—making the short trip from her Pennsylvania Avenue office to Capitol Hill, where she testified before a Senate select committee on the impact of commercial credit-reporting agencies on small business.

Small business is an area in which Bailey has expressed a strong interest, but Capitol Hill has been less-than-friendly territory for the FTC the last few months, with the agency's every action and recommendation coming under close scrutiny. Bailey, however, went in to testify well prepared, ready to elaborate on the commission's position.

Following the testimony, in her first interview since filling the commission seat that has been vacant for seven and a half months, Bailey said she started preparing for the new post last spring, and has spent considerable time the last few weeks getting ready for this particular testimony. She said she wasn't always certain she would be confirmed for the position, but after a certain point, when she realized her reviews were almost entirely favorable, she stopped worrying about being denied the spot. And then she started preparing.

She talked to people at the commission, consumer and business groups, and Capitol Hill staffers. She took a leave of absence from her job at the Merit Systems Protection Board and spent time at the commission. She sat through Senate oversight hearings of the FTC, and she generally got to know the workings of the agency. So when the time came to take the plunge, she was well prepared.

Bailey believes her relative ease with the confirmation process was due in part to the fact that people didn't perceive her as being an advocate of any one constituency. "People came to the conclusion that I'm open-minded, fair, and take all points of view into consideration," she said.

In fact, most people surveyed perceive Bailey as being a person who conducts herself well, is intelligent and who remains somewhat of a mystery, particularly in issues such as the FTC's children's advertising proceeding, which Bailey has never been questioned about publicly, but which she will soon be called on to make decisions about.

When she is called on to make judgments, Bailey said she will consider all viewpoints, and then try to make the fairest possible decision—knowing full well that not everyone will be pleased by her actions. But she believes the FTC has always been "as fair as is humanly possible," and she expects to follow that line. One of the most difficult tasks she thinks the agency has is remaining sensitive to its own and business groups' views, and staying insulated from inappropriate political pressures.

A pending congressional action that Bailey takes issue with is the one-house veto, which she believes is doubtful constitutionally and a potential distortion of the congressional process.

As a practical matter, she says, Congress wouldn't be able to deal adequately with all the agency decisions, and this gives the legislative veto "dangerous policy implications."

Another FTC program that has been criticized is public-participation funding, which allows groups, otherwise unable to afford it, the opportunity to present testimony in rulemaking proceedings. Bailey would like to see the program continued, as she agrees with the concept. But she recognizes that a lot of people are dissatisfied with the program, and it may be necessary to explore with Congress the possibility of altering some of the standards.

Although Congress has been casting a leery eye the agency's way, Bailey thinks the FTC can resolve its problems with the legislators. She notes, however, the agency's relationship with Congress has some tension inherent in it. But she thinks that if the commission is sensitive in its dealings with the Congress, the current difficulties can be ironed out. And she adds that even though the FTC has enormous authority, it probably isn't exercising a lot of it.

There is no one area Bailey plans to focus on, but will rather go with the flow of commission actions. She spoke about women's issues in her acceptance speech, and she elaborates by saying she will always be interested in women's position as consumers and their roles in the marketplace. Can she accurately be called a feminist? "I'd be surprised and shocked if they called me anything else."

With the agency under fire, and people waiting to see how she lines up on key issues, Bailey is obviously walking into a tough position. But she appears confident in the job, and has jumped in with the hopes that a full term will follow this interim spot.

She has a sharp sense of humor, seems at ease with people, which many say is in contrast to her predecessor, Elizabeth Hanford Dole; and sometimes speaks as if she can't get the words out fast enough, rapidly firing off sentences and thoughts. She is attractive, a cigarette smoker.
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PROGRAMMING

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Other factors, as well as other evidence in a particular case would form the basis for a corrective advertising order," the letter said.

INSPIRE had petitioned the commission in 1976 to require corrective measures whenever an advertiser made false health, safety or nutritional claims in a campaign that lasted one year or more, or six months if the claim was the "major element" of the campaign.

In its letter to INSPIRE, the commission said it had the authority to deal with corrective advertising on a case-by-case basis, and therefore a rule wasn't necessary. It rejected a similar staff-drawn policy statement for the same reason.

A new ingredient for the stew over ch. 7 Boston

Another would-be competitor for RKO's WNAC-TV facility wants in; it would turn outlet into 'superstation for children'

The 10-year-old FCC case involving WNAC-TV Boston took another surprising turn last week as a new player arrived on the scene with a suggestion for settling the case—one that would give it and the other players a chance to compete for the license of the ch. 7 facility, now held by RKO.

Just talk. National Citizens Committee for Broadcasting has organized Citizens Communications Speakers Bureau to provide what NCCB says is "public interest perspective in communications issues." Speakers offered by bureau include Pluria Marshall, head of National Black Media Coalition; Kathy Bonk, director of National Organization for Women's media task force; Barry Cole, co-author of "The Reluctant Regulators," and Nicholas Johnson, former FCC commissioner and NCCB board member.

Minority counsel. National Association of Broadcasters has established Minority Executive Council, composed of minority owners and managers, to advise NAB on its relations with minorities. Council will cooperate with NAB Minority Investment Fund to increase minority ownership of broadcast facilities, suggest specific areas of minority participation in NAB conferences and propose research projects to aid NAB and industry.

Eugene Jackson, president of National Black Network is chairman.

General Inc. And if Hub Broadcasting, the new arrival, is successful in its quest for the license, it says it has some dramatic plans for the station, such as paying special attention to the needs of children and the hearing impaired, and turning the outlet into a "superstation for children."

Hub justified its petition to intervene 10 years after the comparative/renewal case was set for hearing on the ground that the proceeding "has become unworkable due to potential abuse of the adjudicatory process and lack of candor" on the part of the parties now involved.

Thus, not only is RKO burdened with the admitted wrongdoing of its parent, General Tire & Rubber Co., in bribing foreign officials and making illegal political contributions, but its two challengers—Community Broadcasting of Boston Inc. and the Dudley Station Corp.—to whom RKO is seeking to sell the station as a means of resolving the controversy—are tainted too, according to Hub.

So, Hub urged the commission, start anew.

It suggested that the commission begin by granting General Tire's pending application to spin off its 100% stock ownership of RKO to General Tire's stockholders, contingent on the resignation of RKO Chairman T. F. O'Neil, who also serves as chairman of General Tire, and the reorganization of the company. In that manner, Hub says, ownership and management "would be purged of all ties" to General Tire.

Then, Hub said, RKO should be permitted to seek renewal of the Boston license—"in competition with other applicants old and new," but without the benefit of any "renewal expectancy" based on past broadcast performance. This would be appropriate in view of what would be RKO's "new identity as a reorganized enterprise," Hub said.

Hub, organized to make the fight for the channel 7 facility, is headed by Leon Charkoudian, of Charkoudian Associates, of Boston, developer of housing for the low-income and the elderly. Its 14 other founders are Boston-area residents, including women and minorities. Hub's counsel is Steven R. Rivkin, of Washington: Anne Branscomb, of Boston is of counsel.

Hub's allegations concerning Community and Dudley, which have merged into New England Television Co. in order to purchase WNAC-TV for $54 million, represent a new element in the already tangled case.

For while they originally charged that RKO lacked the character qualification to be a licensee, Hub said, they now say that RKO, as assignor, is "minimally qualified to hold a license."

Now is that all. Hub asserts that:

NETV faces an antitrust issue. Hub notes that principals of Community and Dudley—David Mugar and Irving Rabb, respectively—have ownership interests in the first and second largest supermarket chains in Boston. Common ownership by competing chains of the broadcast station, Hub said, would afford the chains a means of sharing pricing information.

Mugar, who is president of Community, owns 3,693 shares of General Tire stock valued at more than $90,000. Hub called for an investigation of "substantial ownership position in adverse party in an adjudication." Hub said the investment in General Tire appears to be "a bet against the adjudicatory process."

Hub also notes that four shareholder suits have been filed against General Tire in Cleveland on behalf of a class that could include Mugar, although he was not named as a plaintiff. Hub said the commission should determine whether the litigation—which Hub said was not reported to the commission—is connected to the proposed sale of WNAC-TV.

Hub's petition went into considerable detail regarding its plans if it were to acquire WNAC-TV. Hub said it would produce new programs for children and open-captioned programs for the hearing impaired. It would also cut commercial time on children's programing below the national average—never more than six minutes per hour—and attempt to avoid commercials that are allegedly harmful to the small snack foods and sugar-coated cereals.

Hub said it would be creating a "superstation for children." Its station would function between the hours of 1 a.m. and 5 a.m. transmitting programs designed for children and the hearing impaired, with the view to their being recorded locally and nationally for replay during the day. The petition notes that a growing number of television households have video recording equipment.

At present, the channel 7 case is stalled on the question of whether the commission regards RKO as having the character qualification to be a licensee. Last July, it said it was unable to resolve that question, and Hub since received further comments on that issue from the parties involved.

Hub said its proposal for resolving the controversy contains benefits for General and RKO. By enabling them to "put the past behind them," Hub said, the proposal would give RKO a reasonable opportunity to hold on to most if not all of its remaining 13 radio and television stations in future comparative proceedings—an opportunity that would be much less if the commission found RKO not qualified.

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CBS's turn

Network scores its first weekly ratings win with 19.3/31.9, taking Sunday and Friday; ABC is second and NBC third for week ended Oct. 28

CBS-TV earned its first weekly prime-time victory of the season for the week ended Oct. 28, scoring a 19.3 rating and a 31.9 share to ABC-TV's 18.4/30.2 and NBC-TV's 17.8/29.4.

Only a week before it had been CBS's first time in second place. The network spent the earlier weeks of the season in the basement (Broadcasting, Oct. 29).

Although CBS has been claiming that it traditionally is a slow starter, it now has the evidence that things aren't going as slow as last season, when it waited until Dec. 11 for a win.

Furthermore, the network was claiming that its victory was particularly significant since it came during "the first typical week of programing this season in the sense that there was absolutely no unusual programing of any kind—no World Series, [NBC] blockbusters, movies, playoff games—[NBC] for all three networks."

How typical any week is, however, is a matter subject to debate. CBS, for example, was operating without five low-rated series and instead programing special fare.

And with the November ratings sweeps now in swing, a "typical week" can no longer apply.

But it was the strength of regularly scheduled shows, not specials, that brought CBS victory.

Seven of its series (for the second week in a row) made it to the top 10, starting off with 80 Minutes (30.9/47) which has been in the top 10 for the six weeks of new three-network competition. (NBC's Prime Time Sunday (10.9/21) was lowest rated that week. ABC's 20/20 was pre-empted for football.)

Following the newsmagazine was CBS's One Day at a Time (30.6/45) and Alice (30.2/45); then ABC's Three's Company (29.3/46); CBS's Jeffersons (27.5/43) and Dallas (26.3/47); ABC's Taxi (26.2/43); CBS's M*A*S*H (25.4/38); ABC's Mork & Mindy (25.2/38), and CBS's Archie Bunker's Place (25.0/37).

NBC's Monday-night movie, "And Baby Makes Six," managed to tie for 11th place (23.5/37), and, taking the list down to the top-20, there were only two other NBC entries: Quincy M.E., tied for 14th (22.8/39) and Little House on the Prairie at 16th (21.9/34).

Strongest for CBS was Sunday night, which began with football running over for about 11 minutes into prime time, leading into a regular line-up that included five of the week's top-10 programs. The night averaged a 27.0/42.2. Friday's Incredible Hulk, Dukes of Hazzard and Dallas gave CBS its other nightly win with a 22.6/40.4 share.

The CBS win, however, did not represent an overwhelming strength for the network. In fact, the distance between first-place CBS and third-place NBC was only 1.5 rating points.

CBS, on Tuesday, continued to be plagued by California Fever (11.6/19) followed that week by the movie "Mind over Murder" (12.9/21). The Magic of David Copperfield special, filling the slots that started the season with Last Resort and Struck by Lightning, provided no great ratings boost (13.5/22). The theatri...

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cal movie, "The Shootist," with John Wayne, on Saturday—where Working Stiffs, Bad News Bears and Big Shamus, Little Shamus earlier had been gunned down—brought only a 14.9/27.

ABC, which won Tuesday-Wednesday, Thursday and Saturday, still was experiencing problems with 240-Robert (14.8/23), The Associates (15.7/23), The Ropers (13.7/26) and Detective School (12.1/22). It was sharply defeated on Friday when it devoted all of prime time to "The Bible" movie (11.4/20).

Sunday's two specials, Grinch Halloween and Halloween That Wasn't, scored better than the ill-fated Out of the Blue and New Kind of Family but only brought a 15.9/25 and 16.6/25 respectively.

There were tactical improvements. Hart to Hart in its new Tuesday 10 p.m. slot earned a 22.8/39, restoring the time period that had been floundering with Lazarus Syndrome.

Fantasy Island, back in its Saturday 10 p.m. place from last season, earned a 20.7/38, considerably better than it had been when it first aired at 8 p.m. Fantasy appears to have knocked the wind out of NBC's The Man Called Sloane (13.2/24) while CBS's Paris (13.3/25) hasn't had much wind since the season began.

NBC won Monday with Little House and the "Baby Makes Six" movie. The network also completed the rounding out of its schedule as promised since the season's start.

Shirley in its debut lost to The Incredible Hulk (18.0/33) but managed a respectable 17.3/31 Friday at 8 p.m. Shirley's appearance on the schedule moved Diff'rent Strokes and Hello Larry to Wednesday at 9-10 p.m., where they scored a 20.0/32 and 17.3/31. Up against ABC's Charlie's Angels, which took the time period (21.2/33), the Strokes half hour tied for share and came within two-tenths of a ratings point. Larry against the second half hour didn't prove much competition, losing both to Angels and the CBS movie "House Calls."

NBC's Best of Saturday Night Live, new to prime time on Wednesday, scored an 18.6/31, tying with ABC's Vega$.

Both lost to the CBS movie, which for a full two hours brought in a 19.7/32.

With the exception of Thursday's Buck Rogers in the 25th Century (15.8/26) and Disney's Wonderful World on Sunday (15.7/24), NBC was turning in respectable showings for prime-time lead-in shows.

Lead-outs were a different story. With continued success from ABC's Hart to Hart on Tuesday and Fantasy Island on Saturday, much of that network's problems with the 10-11 p.m. time period might be over.

For NBC, however, it could be just beginning.

Thursday's Kate Loves A Mystery scored only a 14.2/25; Friday's Eischied earned a 13.8/24; Saturday's Sloane did worse with a 13.2/24, and lowest rated of the week was Prime Time Sunday with a 10.9/21.

All dressed up and nowhere to go. News that CBS-TV took its first week of season (see story, page 57) was good, indeed, for Bob Daly. Problem was that president of CBS Entertainment, Hollywood, couldn't find anyone to tell. Last Tuesday (Oct. 30) Daly made 8 a.m. call to network's New York office (5 a.m. Pacific time) to get results of Nielsen national. To his trained ear about everyone but himself was at television City; CBS beat both its competitors. Early-rising Daly couldn't find any East Coast executives in their offices, and West coast colleagues were still asleep. Excited at news, Daly finally screwed up courage and made call to home of Chairman Walter Parksley, who, it's assumed, didn't mind breakfast intrusion. Only one person at CBS Hollywood even thought network had chance of winning—Arnold Becker, Broadcast Group vice president of national television research. As both Becker and Daly told story, network's prognosticators as late as last Monday expected CBS to run either second or third. But nobody but Becker bothered to compare weekend overnights of CBS with those of ABC-TV. Late Monday, Becker put in call to Daly and told him that they had "chance" of winning. Skeptical Daly didn't put much store in prediction. Becker got call of apology at his home at 7-15 a.m. Tuesday.

When you care enough. "The Hallmark Hall of Fame should reinforce the quality image of the corporation. If we have to sacrifice some rating points, we'll sacrifice," said Hallmark Cards Inc.'s corporate vice president for marketing services, Joseph W. Curran, during Wednesday morning post mortem of private screening of new "All Quiet on the Western Front." (CBS-TV, Wednesday Nov. 14, 8-11 p.m. NFT) in Los Angeles. Show, 134th Hall of Fame presentation and first in its 29th television season, marks significant departure for Kansas City, Mo.-based greeting card company. It's first three-hour presentation, first on CBS and first cooperative effort (co-production with Marbie Arch Productions). Company has two other CBS projects set for this season—Jean Stapleton in "Aunt Mary" (Dec. 5) and "Gideon's Trumpet" with Henry Fonda in spring. Curran said Hallmark was about to embark on "aggressive marketing effort" that will see "step in advertising expenditures" and "significant increase in non-Hall of Fame productions." Company looks to be staying in network, however, as Curran admitted it had little knowledge in Mobile Oil Corp.-type of ad-hoc networking arrangements. Hallmark will be looking for "complementary" projects, however, and has no interest in "T & A sort of stuff" of regular series. Of much-publicized move from NBC-TV to CBS, Curran said former "was going through a difficult time" and Hallmark just couldn't fit with NBC's need to build audiences. "We would never want to exclude them, and we're happy to do business with them any time. It's conceivable we'll have a show on NBC next season;" And for ABC-TV: "They just don't want to do our kind of work right now."

In the circle. Moving right along with its entry into syndicated made-for-television movie world, Metromedia Producers Corp. has wrapped up shooting of "Wild Times," first of group's Golden Circle productions. Four-hour western is scheduled for airing on ad hoc combination of independent and affiliated stations in late January-early February—in time for lead-in to critical February ratings sweeps, according to MPC President Lennart Ringquist. Show is designed for airing as one four-hour special or in two two-hour segments. Sam Elliott, Ben Johnson, Bruce Boxleitner, Penny Peyser and Timothy Scott head cast that includes number of established western players. Douglas Netter is executive producer of all Golden Circle projects. For 1980 airings, MPC has: "Roughneck," story of drilling of geothermal energy well in Texas set for May-June run: "Blue Grass," described as "the Peyton Place of Kentucky" in the 1950's, for September, and "Silkta;" Louis L'Amour's novel of frontier Alaska in 1860s, November-December. Netter also revealed one project for 1981—"Columbia Gold," original story about South American narcotics trade. "Wild Times" is costing MPC about $4 million, but company hopes to hold other projects to less than $1 million per hour. According to Ringquist, MPC is looking to sell programs on pay television and international markets as well as to commercial broadcast stations that already include Metromedia's group, WTVT in Miami, KPNX in Phoenix, KPLX-Salt Lake City and others.

Universal debut. Universal Television is entering three-camera, live-audience comedy production with Good Time Harry. NBC-TV midseason replacement series. Network has ordered six episodes of show. As side note, show features unusual studio audience arrangement that allows up to 200 viewers to watch all action rather than parts as at other shows. Audience seats are on huge, $90,000 turntable that shifts point of view to one of four permanent sets or two "swing" sets. Other audience shows feature stadium-style bleachers that prevent audience from viewing all action at once.

Roadblock. NBC-TV affiliate wzb-tv in Boston opted not to play network's two-part Freedom Road movie last week, claiming it might further inflame racial tension in city grappling with school desegregation. No-play recommendation was said to have been unanimous among black and white staffers and community leaders brought in for screening. Movie starred Muhammad Ali as postbellum Southern black leader. According to station spokesman, wzb-tv would go with movie in network rerun if situation in city calms. NBC said Boston station was only one lost from line-up.
Young, white males dominate roles in television, says academic study

A report on TV characters over decade, find that women, minorities and those over 65 are not represented according to numbers in society

Men outnumber women three to one. Blacks and Hispanics are underrepresented. The more a person watches television, the more likely that person is to believe in the traditional role of women and to think that older people are a "diminishing segment of society."

Those are among the findings of "Women and Minorities in Television Drama," a study of 1,365 television programs and 16,888 character parts from 1969 to 1978 by Drs. George Gerbner and Nancy Signorielli of the Annenberg School of Communications at the University of Pennsylvania.

The study, released last Monday at an Annenberg/Screen Actors Guild press conference in New York, tracked one week of prime time and weekend daytime (8 a.m.-2 p.m.) in the fall 1969-78, as well as spring samples in 1975 and 1976. In addition, a six-year sample (1970-76) was analyzed to determine the ethnic background of characters.

Gerbner and Signorielli said they "do not wish to imply that faithful proportional representation of reality is necessarily fair or just. Artistic and dramatic functions require selection, amplification and invention, all of which may deviate from what the census reports or what independent experience reflects."

However, they also said "the important question is not so much whether there are deviations" but rather "what kind and with what consequences for thinking, action and policy."

As for the impact of television drama, Gerbner and Signorielli said that "storytelling...is essential to human socialization, the introduction to and cultivation of concepts of roles and values. Television is the central and universal story-teller in our society."

In general, they found that "dominant social groups tend to be overrepresented and over endowed" while minorities have "less than their proportionate share of values and resources."

The division of roles between males and females was found to be disproportionate to their numbers in real life. While women make up 51% of the census, they have only 27% of all parts and 29% of major roles. Men, on the other hand, get 73% of all parts and 71% of the lead roles. Female leads do show a gain from 31% to 37% over the 10-year period; however, the number of female parts has risen only 1%.

In weekend-daytime—children's programming—females get even shorter shrift, according to the study. Men, for example, show up with 81% of the major roles.

In terms of their relative numbers in American society, Orientals have been overrepresented in television drama, the study said. American Indians are on par in all roles but underrepresented in leads and virtually absent from weekend children's programming. Blacks and Hispanics are underrepresented across the board.

The reports showed a "slow, slight and halting" increase in the television presence of nonwhites, who fared best in minor roles. Over the 10-year period, major nonwhite characters fluctuated between 4% and 13% but in 1978, it was back to 5%.

Worse off, according to the study, were nonwhite females, who had only 1%-4% of the leads over the 10 years and only 1% in 1978.

Underrepresentation, Gerbner and Signorielli warned, "means restricted scope of action, stereotyped roles, diminished life chances and underevaluation ranging from relative neglect to symbolic annihi lation."

For women, the stereotyped message being presented in TV programming was said to be that "marriage, romance and..."
family are women's concerns."

Television too was said to give a distorted picture of the population's age spread. "Only 27% of the real population but more than half of the prime-time population is between 25 and 45," the report said. Similarly, in real life, a third of the population is under 19 but on television only a 10th. Older people may appear to be a diminishing segment of society because they only represent 2.2% of the characters in prime time, although those people over 65 make up 11% of the real population.

Weekend-daytime, however, gives children in their mid-teens more than their proportional share of numbers, said the study. But persons over 65 appear even less frequently in children's programing than in prime time, accounting for only 1.4% of the characters.

TV programing also was said to reinforce the notion that "men age slower and enjoy life longer." For example, among characters in their twenties, 26% of the men but 33% of the women can be classified as "adult." The pairing of young women with older men was also said to be disproportionate. But that phenomenon works against minorities. "Unlike older white men," the report said, "older nonwhite men have a very hard time finding younger women of any races."

The report also dealt with violence over the 10-year period (defined as an "overt expression of physical force compelling action against one's will on pain of being hurt or killed, or actually hurting or killing"). It showed five violent incidents per hour of prime time and 18 violent incidents per hour from 8 a.m. to 2 p.m. on Saturdays and Sundays.

Of all the characters, 56% in prime time are involved in violence and 80% of those during the weekend time. More prone to be victimized by television violence are young women, nonwhite women and particularly old women.

Jones to cable: provide alternatives

Commissioner tells CATV group they must offer viewers more than just network programing

Speaking before representatives of the cable television industry, FCC Commissioner Anne Jones agreed with criticism that cable television "has not solved its software problem" and urged the group to insure that the medium fulfills its promise to provide alternative programing.

Jones told some 60 officers of state and regional cable television associations (meeting under the aegis of the National Cable Television Association in Washington last week) that she wasn't concerned about matters of taste and culture. But, she said, she was "concerned about the failure of television, both broadcast or cable, to offer much more, on a regular

basis, than a fairly meaningless choice between Laverne & Shirley and Buck Rogers in the 25th Century."

"Why in the name of good sense should a great national resource like the electromagnetic spectrum be primarily devoted to presenting situation comedies, action adventure shows and occasional big time sports," Jones asked.

Jones excused network television for the sameness of its programing, saying that it is inherently a mass medium and, therefore, "necessarily . . . a provider of lesser common denominators for students and their parents in.

“But,” she said, "the cable industry holds hope of offering the public something different. The promise of cable is . . . it can also offer dozens of meaningful alternatives. In addition to the Gong Show, it can offer Shakespeare, introductory French or refresher courses of professional or technical skills. . . Jones said that her main concern with cable is whether it will "remain primarily a conduit for current and 'warmed-over' network fare . . . or begin offering the American public, for the first time, the truly diverse programing which it wants and needs.""

In her opening remarks, Jones said she would refrain from discussing syndicated exclusivity and retransmission consent, both subjects of current FCC rulemaking.

"Unless or until the courts conclude, as I am hopeful they will, that commissioners can have open minds without having blank ones, I don't want to risk being 'Perischkued' out of those important rulemakings," she said.

ABC settles on its sweeps shows

Network waits until last minute to announce November specials

ABC-TV has finally released a full schedule of November ratings sweeps programing, and 20 of the 31 nights of the month offer specials or promtable episodes of regular programing. The Oct. 31-Nov. 30 contest opened last Wednesday with the network's regular line-up, and it will close with a night of boxing. Unlike the other networks, ABC had not announced the bulk of its November schedule until last week (BROADCASTING, Oct. 22).

Last week's sweeps opener featured special episodes of Laverne & Shirley on Thursday and of Fantasy Island on Saturday.

Friday was given over to a two-hour Battle of the Network Stars and a one-hour The New and Spectacular Guinness Book of World Records.

Last night (Sunday, Nov. 4), ABC presented the commercial television debut of Javaas as well as the first of a two-part pre-miere of the reincarnated limited-run

series, Salvage 1.

Highlights of the network's schedule this week are: a two-hour Eight is Enough on Wednesday; an All-Star Family Feud Special on Friday, and a two-hour Love Boat featuring the Dallas Cowboys

cheerleaders, Ginger Rogers and Douglas Fairbanks Jr. on Saturday.

The week of Nov. 12 will lead off with a special Monday-night edition of 20/20; a one-hour Laverne & Shirley and the opening segment of the three-part mini-series, The French Atlantic Affair, on Thursday, a Celebrity Comedy Football Classic and part two of Atlantic on Friday, and The Story of Esther special, a one-hour Mork & Mindy featuring Raquel Welch and the conclusion of Atlantic on Sunday.

The fourth week of the sweeps (beginning Nov. 19) features Henry Fonda starring in A Special Family Thanksgiving on Tuesday, Nov. 20, and "Birth of the Beatles," a made-for-television movie on Fri-

tes. After "Beatles," ABC will air the Playboy Roller-Disco Pajama Party.

Sunday Nov. 25 will have a 90-minute Rudolph and Frosty's Christmas in July special as well as a Mork & Mindy that has the Orkan caving about with the Denver Broncos cheerleaders.

The closing week of November has only two specials on the network—a Thursday night (Nov. 29) edition of ABC'S NFL Monday Night Football and the Nov. 30 Night of Fights with the world welter-weight championship match heading a three-fight card.

CBS reading program gets good grades

A study of the effectiveness and appeal of a CBS television reading program shows that both students and teachers found the project beneficial.

The field work for the study was done by Child Research Inc., New York, and conducted in association with the Office of Social Research of CBS Inc. on commission from CBS. Surveyed were 262 teachers, 921 students and 95 parents in 11 metropolitan areas who were questioned on their experiences with the reading program for CBS-TV's presentation of The Corn Is Green (broadcast in January 1979).

Teachers were reported to find the program providing worthwhile reading materials that further the student's interest in television as well as the motivating factor. Pupils reported that the TV script was "more interesting" than other material usually read in class; their interest in the scripts led them to read more carefully, and they gained greater understanding of the program content by reading the script before broadcast.

CBS started the reading program in 1977. Since that time, more than five million students in schools throughout the country have been involved. Students in the classroom read matched-to-broadcast scripts of selected CBS presentations and refer to the scripts at home. Teachers use reading enrichment guides, prepared by CBS educational consultants.
News groups propose plan for protection from harassment in libel cases in light of Herbert decision

Led by RTNTA, they suggest that before 'state of mind' can be probed, plaintiff must prove that defamatory harm was done

Five national media organizations have offered a proposal to satisfy the Supreme Court's ruling in Herbert vs. Lando while at the same time protecting journalists from libel suits brought largely or solely for the purpose of harassment or exposing confidential sources.

In the Herbert case, which involved CBS's 60 Minutes, the high court held that public-figure plaintiffs in libel suits could probe the thought processes of defendant journalists as part of an effort to show the "actual malice" plaintiffs must prove in order to prevail (BROADCASTING, April 23).

The media organizations' proposal is in the form of an amendment to the Federal Rules of Civil Procedure and the Federal Rules of Evidence.

Essentially, the proposal would require public-figure plaintiffs in libel cases to make a substantial showing that they were harmed before being allowed to inquire into the "state of mind" and "editorial process" that led to the publication or broadcast of the allegedly libelous material.

A plaintiff would be required to show that he or she is a public figure, that the material is false and defamatory and that the defendant was not privileged to make the statement. Only if this showing were made could the plaintiff then go on to explore the question of "actual malice," of whether the defendant knew the material was false or showed a reckless disregard for the truth.

The Radio-Television News Directors Association proposed the amendments with the support of the National Association of Broadcasters, the American Society of Newspaper Editors, National Public Radio and the Reporters Committee for Freedom of the Press.

They acted in response to a suggestion by Justice William J. Brennan Jr., in a separate statement in the Herbert case, that the media propose changes in judicial rules of procedure as a means of guarding against the hazards they saw in permitting plaintiffs to examine journalists' "state of mine."

The more things change. Latest through the CBS-to-NBC pipeline: Sid Feders, producer of CBS's Sunday Morning, named producer of NBC's Prime Time Sunday; CBS correspondent Bill McLaughlin named NBC News UN correspondent. They follow in footsteps of former CBS News President Richard Salant, now NBC vice chairman; Bill Small, former CBS Washington vice president, now NBC News president; Sylvia Westerman, former CBS News vice president for special events, now NBC vice president and assistant to the president; and, most recently, Leslie Midgely, former CBS News executive producer now NBC News vice president for special programs.

80 candidates preview. More than 300 representatives from 48 broadcast stations and three networks were among the 700-plus members of press that covered Oct. 20 dedication of John F. Kennedy Library in Boston. TV film crews from 11 foreign countries were also on hand for event which featured meeting between President Jimmy Carter and Senator Edward Kennedy (D-Mass.). Jim Thistle and Emily Rooney of wcvb-tv Boston did TV pool; Nick Mills of wfts-tv in Miami handled radio pool, according to Joseph A. Ryan, over-all media coordinator for event that drew 7,500 invited guests.

Chilled reply. Shell Oil Co., Houston, has taken issue with five-part NBC News series, "Fly Now—Freeze Later," by correspondent Brian Ross. Series that began Oct. 15 on NBC Nightly News dealt with supply relationship between home heating oil and aviation fuel. Viewers were left with the distinct impression that Shell had arbitrarily and callously withdrawn from the Northeast fuel oil market with total disregard for its customers," Shell Vice President for Oil Products J.H. DeNike wrote NBC News President William Small. "This is not the case," Shell claimed that NBC had "grossly distorted" company's role in heating oil market and said "this kind of reporting, in our view, does a great disservice to your network and to your viewers' understanding of the current home heating oil situation." FCC Chairman Charles Ferris was on list of those receiving copies of DeNike's two-page letter. Others included top management at NBC, host of news division personnel and news directors of all NBC O&O's and affiliates.

Babes in the land of nuclear power?

The news media that covered the nuclear accident at Three Mile Island generally attempted to offer a balanced view that would not contribute to an escalation of "panic." But obstacles to full and accurate reporting were great, and one of them was the lack of adequate technical competence on the part of the reporters.

Those were the views expressed last week in the report of the President's Commission on the Accident at Three Mile Island. But it was not unanimous.

Anne D. Trunk, one of the 12 commissioners, said there was too much emphasis in the media on "what if" instead of "what is" that created a "state of terror, of psychological stress" among the public. And the major problem in that respect, she said, were the network reports. "More, so than any other normal source of news," she said, those reports "proved to be the most depressing, the most terrifying."

The commission report concluded that the public's right to know was not well served during the emergency. And while there was no attempt at a cover-up by the sources of information, some of the official sources were confused and gave conflicting statements.

Both the Nuclear Regulatory Commission and the utility involved, the Metropolitan Edison Co., were said to have been lacking in trained personnel to provide the technical information, at least in language free of the jargon that was difficult for the press to understand.

"Many factors contributed to making this event one of the most heavily covered media events ever," the report said, adding, "Given these circumstances, the media generally attempted to give a balanced presentation."

Indeed, the report said that, contrary to the impression that news media presented a more alarming than reassuring view of the accident, an analysis of sources quoted in the media "reveals, over-all, a larger proportion of reassuring than alarming statements in the coverage."

One of the major problems the commission found in connection with the coverage was the unevenness of the quality of the reporters. "Even personnel representing the major national news media often did not have sufficient scientific and engineering background to understand thoroughly what they heard," the report said.

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Obstacles in the road to digital VTR’s

Ampex’s Anderson, in address to SMPTE, says the new technology will not take over until it encompasses the features now standard on one-inch helical machines, and that won’t be for a while.

The television community is going to have to wait for the digital millennium, one of the developers of videotape recording has told the Society of Motion Picture and Television Engineers. Charles E. Anderson, one of only two persons remaining on the engineering staff that developed videotape in the 1950’s at Ampex Corp. and now executive vice president of SMPTE, told the engineering conference that although digital recording technology is well advanced, “achieving some of the features now taken for granted on one-inch helical VTR’s may be expensive, time consuming and cumbersome.”

The passage from the current helical technology to digital, Anderson suggested, may turn out to be more difficult than was the first introduction of videotape. “Twenty-five years ago,” he said, “merely demonstrating a crude record-playback capability was enough to start the videotape revolution. But today we exist in a very different and sophisticated world. The existing one-inch helical machines not only do an excellent job of recording and playing back a television signal, but they provide a variety of other attractive features as well.”

Among those features Anderson cited: extensive editing capabilities, forward and reverse slow motion, stop motion, stable color reproduction at up to two times play speed, recognizable pictures at high shuttle speeds, multiple audio tracks capable of independent recording and erase, small size and weight and reasonable tape consumption.

The three experimental digital recorders that have already been demonstrated (Ampex’s, Sony Corp.’s and Bosch-Fernseh Corp.’s) have really satisfied only one of those requirements—reasonable tape consumption—Anderson said.

“It is felt that a digital recorder cannot be successfully introduced for widespread general usage that does not offer all or most of these same features; therefore, it seems wise to consider how these features will be achieved on a digital recorder and how they influence the choice of an optimum tape format. They may also have a large influence on costs and mechanical or circuit complexity, and this should be clearly understood by both manufacturer and users,” he said.

Anderson limited his paper, which he titled “Digital Television Recording—Questions Beyond Feasibility,” to only some of the points he raised, however. Current digital development, he said, leaves much to be desired in tape speed—slow as well as fast motion.

“At very slow speeds,” he said, “everything operates properly, but as the speed is increased the time required to move the tape backwards in preparation for the next forward pass approaches the time a field is to be repeated. In a practical sense there probably is a zone that must be skipped, and a smooth, continuous transition from stop to play becomes difficult if not impossible.”

Fast motion, too, poses problems. “As shuttle speed increases there comes a critical speed, depending on track angle, when the head is crossing tracks so quickly that, with less than one scan line of information is recovered. In analog equipment this critical speed may not represent the upper limit at which a recognizable picture can be obtained since lack of signal when the head is between tracks will produce noise. But during that portion of the scan line that is recovered a video signal will be produced.” Such problems are compounded in digital recording, Anderson said, requiring increases in the minimum bit rate required—something that will of necessity add to the cost and complexity of a digital machine.

Then there is the question of formats. The three machines seen so far have relied on existing types B or C tape formats. Problems arise with either. “All existing formats show serious deficiencies when adapted for digital use,” he said, “and an entirely new format may evolve. It is a very serious question and one that perhaps should not be taken unilaterally by manufacturers.”

Anderson also addressed the problems associated with digital audio. Although digital audio technology is considerably further advanced than video and much of it can be transferred directly, unique problems do arise. Two of those he cited were the need for many narrow audio tracks, requiring considerably more engineering and operating precision than is currently needed, and “decoding of a longitudinally recorded digital signal over a wide range of shuttle speeds.”

“A separate head and track for the audio signal is electrically simpler but adds expensive mechanical complexity and requires that a considerable area of tape be dedicated to it. It is probably overkill,” Anderson said.

Concluding his paper, Anderson asked that broadcasters give manufacturers “advice and guidance” in the development of digital recording. The broadcasting industry should let the equipment makers know of the “requirements and the trade-offs it might feel it could and would be willing to make.”

Teletext gets another taker

This time it’s noncommercial KCET, a U, that will experiment with Antiope system to study various software possibilities of the emerging technology

Noncommercial UHF KCET(7V) Los Angeles has joined the teletext club—becoming the first public broadcasting station in the country to test the experimental transmission system that combines printed material with over-the-air video technology. The experiment, which is scheduled to run through the end of November, makes use of the French-designed Antiope teletext system. Although the KCET experiment marks the first on the UHF band, the station considers the trial demonstration more an experiment with programing—an opportunity to determine what a noncommercial
broadcasters can offer in the way of software—that is a technical experiment.

The KCET experiment began Oct. 22 and was scheduled to coincide with the Society of Motion Picture and Television Engineers conference that week at Los Angeles' Century Plaza hotel. Reception problems at the hotel—almost 40 miles from the KCET tower on Mount Wilson—precluded a full-fledged demonstration of the service at the convention, however. Selected parties were allowed to see the transmission in the hotel room of Joe Roizen, president of the Palo Alto, Calif.-based Telegen Inc., an engineering consulting firm representing Antiope in this country. Also present at the demonstration was Pierre G. Gaujard, president of the new U.S.-French firm, Antiope Videotex Systems Inc. of Washington.

According to Richard Gingras, director of telecommunications for KCET, the trial is being viewed as an "opportunity for KCET to take a look at the technology." Beyond that, however, he said "it gives us a better sense of what the software is and to play with it."

KCET has joined two other television stations in this country that have begun experimenting with the new video technology—Bonneville International Corp.'s KSL-TV Salt Lake City and CBS Inc.'s KMOV-TV St. Louis. Another non-commercial broadcaster, WETA-TV Washington, is also preparing to commence a teletext experiment.

While commercial broadcasters are said to be especially intrigued by the advertising possibilities for teletext—classified advertising, for example—the non-commercial broadcast stations are thought to be more interested in the opportunities for their basic educational services. Teletext is seen by the non-commercial sector as a means of expanding basic programming, a way of offering supplementary information such as reading lists and quizzes to standard educational programs.

"We look on it as ancillary to our basic program service," said Gingras last week. "Teletext has been viewed as a sort of 'all things to all people' service. I really don't think that's true." Broadcast teletext, he added, "isn't going to be a broad-based information service.

KCET engineers, in accordance with the requirements of the special FCC authorization that allows the station to conduct the demonstration, will prepare a complete engineering evaluation of the test for the commission. Results will also be submitted to the Electronic Industries

Influx of cash set for Westar

Fairchild and Continental Telephone buy into Western Union satellite operation; deal is estimated to run as high as $100 million

Western Union Telegraph Co. is to receive an infusion of money that should insure the health of its Westar satellite system and its planned TDRSS/Advanced Westar system.

Western Union has signed an agreement with Fairchild Industries and Continental Telephone Co., whereby Western Union will, in effect, trade ownership interests in its satellite operations for cash that estimates put as high as $100 million.

The agreement, which is subject to the signing of definitive contracts and the approval of the FCC, has two major components. American Satellite Corp., the business communications subsidiary of Fairchild, will drop its lease agreement for transponders in the Westar system and buy a 20% interest in the system for $31.9 million. (The Westar system includes three 12-transponder satellites, currently in orbit, and one 24-transponder satellite, scheduled for launch in early 1982.)

American Satellite currently leases three transponders from Western Union and by year's end will be leasing four at an annual cost of $4 million.

In the second part of the arrangement, Fairchild Industries and Continental Telephone will each purchase a 25% interest in Western Union Space Communications, the Western Union subsidiary formed to build and operate the TDRSS/Advanced Westar system. The price the newcomers will pay is dependent on the number of Westar satellites that cannot be calculated until the system is operational, but initial estimates are in the $30 million-$70 million range. Under the agreement, Fairchild and Continental will also contribute to the cost of operating the system.

The TDRSS/Advanced Westar system is a joint project of Western Union and the National Aeronautics and Space Administration and consists of four satellites—two to be used exclusively by NASA to track other spacecraft and one for commercial use. The fourth is a back-up.

Western Union had originally planned to make full use of the commercial satellite for its own satellite services, but should the agreement become reality, its share will be reduced by half.

In a prepared statement, Robert M. Flanagan, chairman and chief executive officer of Western Union, said, "The addition of Westar IV will insure uninterrupted satellite service both to Western Union's and American Satellite's customers. The combined capacity of Westar IV and advanced Westar gives us the confidence to expand our satellite services marketing efforts."

John Dealy, president of the publicly
Prepared for an Olympic task

ABC's DeBonis spells out network's complicated logistics: and equipment plans for coverage of 1980 winter games in New York

One hundred and five cameras, 43 videotape recorders, 12 videocassette recorders, 12 character generators, 11 slow motion machines and 432 technicians.

This is just some of the equipment and personnel that ABC will have on hand for its coverage of the 1980 winter Olympics that get under way in Lake Placid, N.Y., next February.

Joseph E. DeBonis, who is in charge of coordinating the ABC coverage, interrupted a series of papers being delivered at an SMPTE technical session on the esoterica of broadcast equipment with a paper of his own on a full-scale application of that equipment. He discussed ABC's planned coverage of the Olympics and some of the special problems the network has encountered.

Because ABC is providing pool coverage for all the countries participating in the games, DeBonis said ABC will provide complete coverage of all nine venues. He added that at selected venues ABC will have additional cameras for unilateral coverage.

The heart of ABC plans is the television center that DeBonis said would be a "complete and elaborate TV station." The center's 16,000 square feet will be funded with one studio, two control rooms and enough equipment to make most stations envious: three cameras, two slow motion machines, two two-inch videocassette recorders, 21 one-inch videotape recorders and 12 three-quarter-inch videocassette recorders. DeBonis said the center would be completely operational by Jan. 15 and would be used for the production of some pre-Olympic shows.

DeBonis was unable to put a price tag on the TV center, but was sure the prices of the equipment, including two new switchers, would add up to "several million dollars."

To cover the various Alpine events, 25 cameras will be employed. DeBonis said the cameras will be linked to the control room and power supplies with between 47 and 50 miles of triaxial and coaxial cable, currently being laid along the slopes.

DeBonis said that "black boxes"—actually RF amplifiers—would be inserted in the longer cable runs of 15,000 to 16,000 feet to insure strong signals.

DeBonis said that ABC was able to conduct a "dress rehearsal" of the network of cameras and cable during ABC's coverage on the World Cup skiing competition that took place on the same slopes last March. Unfortunately, all 47 miles of cable that had been laid for that event had to be pulled out for fear that the cable would be eaten by the indigenous animal population when it came out of hibernation.

Coverage of the expansive cross-country course is being assured through the use of nine "low" cats, machines normally used to grade ski slopes. DeBonis said that each of the two cars will carry three cameras (Ikegami HL-77's) and portable microwave transceivers and power supplies. To get the microwave feed back to home base, 14 microwave towers have been built, he said.

DeBonis seemed confident that ABC had licked the problem of exposure of the delicate camera gear to the extremely low temperatures that are likely to be experienced during the games. He said the cameras will be protected by "elephant blankets, heating blankets" and their lenses by heating elements that are thermostatically controlled.

Of the 105 cameras ABC will have at its disposal, 68 will be Philips LDL-5's, 13 will be Bosch Fernseh studio cameras, six will be RCA TK-44's and 18 will be Ikegami HL-77's. Except for 12 Sony U-Matics, all the recorders will be Ampex products and most of them will be one-inch machines, DeBonis said.

Final preparations for the event will be made during the first 12 days of February when cameras will be airlifted by helicopters to specially built platforms along the slopes, DeBonis said. Although the games' opening ceremonies aren't scheduled until Feb. 13, DeBonis said they will actually start the day before with hockey games. A pre-Olympic show will be held then from 9-11 p.m. NYT and include highlights of the day's events and some live shots of hockey action from the field house.
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SPOT RADIO RATES AND DATA

5201 Old Orchard Road, Skokie, Illinois 60077
**Orbital change.** Jefferson Starship enters a new era in its history with Jane (Grunt), a single many programers have greeted with high praise and immediate support. "It's one of the best rock 'n' roll records released this year," comments Chuck Hale, music director at KROH/M Sacramento, Calif. "The addition of Mickey Thomas and Ainsley Dunbar will make the group one of the strongest forces in rock 'n' roll over the next few years." Thomas, who replaces Grace Slick as lead vocalist, comes to the group from Elvin Bishop's band, and Dunbar is the Starship's new drummer. The single, which Charley Butsch of KRAMM Spokane, Wash., describes as 'rock 'n' roll the way it should be played,' precedes the group's new LP 'Freedom at Point Zero,' scheduled for release last Friday. Faith in a new sound. "I added it because I believe in it," says Jack Michaels, program director at WCRQ/M Johnstown, Pa., who echoes a comment made last week by a number of programers about John Cougar's debut single for Riva/Mercury records, I Need a Lover. "It's very contemporary sounding." Michaels continues, and a preview of the way music is heading in the 80's." Hale reports the single is "hot on the phones" in Sacramento and "very typical of what people want to hear right now."

**Ready to bolt.** Soon to enter "Playlist" is Foreigner's new single, Head Games (Atlantic), which many programers agree is stronger than the group's last single, Dirty White Boy. Among stations adding Head Games last week were KRAMM Los Angeles, W2GFNF Atlanta, WLCNN Nashville, WQCF/M Washington and KROM/MMM Phoenix.

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

**Broadcasting Nov 5 1979**
As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 22 through Oct. 26.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—auroral. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna.

Oct. operating other school teacher who ary. cost North County Line Caspers, who construction permit. 2.3 kw—kilowatts. MFR—minimum permissible frequency, mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. S1—specified hours. TL—transmitter location. T3—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

FM grants

- Crescent City, Calif.—Pyramid Properties granted 94.3 mhz, 3 kw Address: 595 G Street, Crescent City, Calif. 95531. Estimated construction cost $700; first year operating cost $2430; revenue $44,000. Format: MOR. Principals: Robert C. Berkowitz and David E. Tecker 50% each. Both are high school teachers who also own jointly KCRE(A). Action Oct. 12 (BPH790326AG).

- Lihue, Hawaii—Subdrink Broadcasting Co. of Hawaii granted 93.5 mhz, 110 kw Address: 26 South Compass Drive, Fl. Ladera, Fla. Estimated construction cost $4,475; first year operating cost $500; revenue $2,500. Format: Contemporary. Principals: Margarita S. Sudrink (16.67%), Joan J. Casper (11.67%), Richard D. Casper (9.0%), Kyle M. & Craig W. Sudrink (66.2% held jointly in two separate trusts with Margarita, their mother, as trustee). Caspers, who are married, have no other broadcast interests. Margarita and husband Robert are partners (24.82% and 51% respectively) in Sudrink Broadcasting Co. who also own WWNS(A). Action Oct. 12 (BPH790508A).


- Silsbee, Tex.—Jewell P. White granted 101.7 mhz, 2.3 kw; HAAT: 255 ft. Address: 1300 White Meadows, Ri. 6 Box 75, Silsbee, Tex. 77656. Estimated construction cost $26,300; first year operating cost $11,300, revenue $36,000. Format: Standard pop/CW. Principal: Jewel P. White, (100%) who owns KKAS Radio. No other broadcast interests. Action Oct. 9 (BPH11021).

Ownership Changes

Applications

- KFRM(A) Fresno, Calif. (1430 kHz, 5 kw)— Seeks assignment of license from KACY Inc. to Davis & Weaver Broadcasting for $1.5 million. Seller is owned by Lincoln Dellar and his wife, Sylvia. They also own KMER(A) San Bernardino and KGSI(FM) (formerly KBBL) Riverside, both Califonia. Lincoln Dellar is also 14.1% owner of KFIG(FM) Fresno, which is being sold to same buyer (see below). Buyer is owned by Philip C. Davis and family and William Weaver. They also own KWIZ-AM-FM Sania Ana and KLOK(AM) San Jose, both California. Ann. Oct. 17.

- KFIG(FM) Fresno, Calif. (101.1 mhz, 50 kw)—Seeks assignment of license from Kadio Wireless Co. to Davis & Weaver Broadcasting for $1.5 million. Seller is owned by James M. Bennan (24.6%); Helmut Dalderis and his wife, Barbara (12.9%); John J. Lannan (21.3%); lass’s cousin, J. Patrick Lannan (27.5%), and Lincoln Dellar (14.1%). Dellar is seller of KARM(A) Fresno (see above). None of others has other broadcast interests. Buyer is also buying KARM (see above). Ann. Oct. 17.

- WUPJ-FM(AM) KRSJ(FM) Durango, Colo. (AM: 930 kHz, 5 kw-D, 1 kw-N; FM: 100.5 mhz, 100kw)—Seeks assignment of license from Radio San Juan Inc. to Fortsion Inc. for $1.55 million. Seller is owned by Doug Morrison, who has no other broadcast interests. Buyer is owned by former President Gerald Ford and Leonard Firestone, ambassador to Belgium during Ford Administration. Neither has other broadcast interests. Ann. Oct. 25.


- WBT-A-AM-FM Linton, Ind. (AM: 1600 kHz, 500 w-D; FM: 93.5 mhz, 2 kw)—Seeks transfer of control of Linton Broadcasting Co. from Harrison D. Boardman and his wife, Geraldine (100% before; none after) to Greene County Broadcasting Corp. (none before; 100% after). Consideration $300,000 including $120,000 for covenant not to compete. Boardmans have no other broadcast interests. Buyer is owned by Robert M. McDaniel, who has been general manager of WHEZ(AM) Huntington, W. Va., since 1974. He has no other broadcast interests. Ann. Oct. 19.

- WDHP(FM) Presque Isle, Me. (96.9 mhz, 100 kw)—Seeks assignment of license from WDHP Inc. to Northern Broadcasting Co. for $225,000. Seller is owned by Clarence B. Dow, Philip G. Plourde and Hen-ry Hepert (13.1% each). None has other broadcast interests. Buyer, principally owned by R. Murray and his brother, Allison J. Briggs (37.5% each). also owns WPSF-AM-FM Caribou, Me. Ann. Oct. 25.

- WITH-AM-FM Baltimore (AM: 1230 kHz, 1 kw-D, 25 kw-N; FM: 104.3 mhz, 20 kw)—Seeks assignment of license from Reeves Telecom Corp. to Scripps-Howard Broadcasting Co. for $3.9 million. Earlier deal to sell stations to Heftet Broadcasting Corp. fell through (BROADCASTING, May 21). Reeves is publicly owned company in process of liquidating assets. It has sold WKKE-AM-FM Huntington, W. Va., subject to FCC approval (BROADCASTING, Feb. 12). J. Drayton Hatfield is president and chief executive officer. Buyer is publicly traded group of six TV's, one FM and two AM's, owned principally by E. W. Scripps Co., publisher of Scripps-Howard newspapers. Jack R. Howard is chairman of Scripps-Howard Broadcast; Donald L. Perris is president. Ann. Oct. 17.


- WLTV(FM) Fairfield, Ohio (94.9 mhz, 50 kw)—Seeks assignment of license from Broadcast Manage-
tered by the Commission for purposes of the license until it is issued. Any decision that the Commission may make in this matter must be subject to appeal.

Summary of broadcasting

FCC tabulations as of August 31

| Commercial AM | 4521 |
| Commercial FM | 3109 |
| Educational FM | 393 |
| Total Radio | 8613 |
| Commercial TV | 51 |
| Educational TV | 19 |
| Total TV | 108 |
| Commercial VHF | 1186 |
| Educational VHF | 519 |
| Total VHF | 1186 |

*Special temporary authorization

*Includes off-air licenses

In Context

Facilities Changes

AM actions

- KNIX(AM) Tempe, Ariz.—Granted CP to make changes in ant.; change TL to NW corner of Center St. and McLellips Rd., Tempe; move daytime operations to location of proposed nighttime site; change type of trans. (BFP70916AH). Action Oct. 16.
- WIPCM(AM) Lake Wales, Fla.—Granted CP changing hours of operation to unlimited with 500-wa-DN; conditions (BFP10053AC). Action Oct. 17.
- KTVX(AM) Salt Lake City—Granted mod. of CP changing TL; ERP: 32.4 kw(H); max. ERP: 32.4 kw(H), and ant. height: 3870 ft. (H). (BMP557998DK). Action Oct. 15.
- WDRC-FM Hartford, Conn.—Granted CP changing TPO; ERP: 19.5 kw(H), and ant. height: 810 ft. (H&V) (BPH110803). Action Oct. 15.
- WAEF(AM) Chicago—Granted mod. of CP to change hours in ant.; change TL to South Chicago; change remotes control to 1950 East 71st St., Chicago; change type of trans.; change type of ant. (BMP769919AJ). Action Oct. 23.

TV action

- KRMJ-TV Denver—Granted request for authority to change address to 1261 Glenarm Place, Denver, and operate trans. by remote control from there (BRCETV9012KE). Action Oct. 4.

Summary of broadcasting

FCC actions

FM licenses

- The Commission has refused to act on a petition by AM radio station KXXA, Seattle, for an increase to 50 kilowatts in daytime power, addition of nighttime hours of operation and relocation of its transmitter and denied the station's request for waiver of the FCC clear channel rules. Action Oct. 15.
- The Commission has directed its Broadcast Bureau to prepare an order requiring Educational Broadcasting Corporation, licensee of WNET-TV, Newark, N.J., which has its main studio in New York City, to submit a plan within 30 days for maintaining a fully adequate studio in New Jersey. The staff was to include in the order a directive that WNET-TV update the description of its programming designed to serve New Jersey which the Commission accepted in a decision last March. Action Oct. 24.

Cable

- The following cable operators have filed service registrations:
  - Harry Cable TV Inc. for Forestbrook, S.C. (SC0142) new system.
  - Stiloam Spring Cable TV for Stiloam Springs, Ark. (AR0017) add signal.
  - Ohio Video Cable Services Inc. for Johnstown, Ohio (OH00694) new system.
  - National Cable Co. of Pennsylvania Ltd. et al for Rural Valley, Pa. (PA1821) new system.
  - Cox Cable of Norfolk, Inc. for Norfolk, Virginia Beach, and Portsmouth, all Virginia (VA0139, 66, 40) add signal.

Actions

- WPPR(AM) Palm Beach, Fla. (130 kHz, 1 kw-D)—Broadcast Bureau granted assignment of license to GW Media Inc. to WPPR(AM) for $250,000. Seller is owned by Gerold Reichman, who has no other broadcast interests. Buyer is owned by Everett H. Aspinwall and his wife, Valerie (50% each). Everett is general manager and Valerie is program director of station. They have no other broadcast interests.
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**WULA**

- WULA, Inc., Eufaula, Ala.

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**WMFC**


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**WNUZ**

- Radio Alabama, Inc., Talladega, Ala.

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**KFSA**


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**KXVR**


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**KXKV**

- KXKV, Inc., Yermo, Calif.

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**WLBE**

- Lake County Radio, Inc., Leesburg-Eustis, Fla.

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**WDRA**

- Grady-Mitchael Broadcasting Co., Cairo, Ga.

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**WWDV**

- Dawson Broadcasting Co., Dawson, Ga.

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**WTRP**

- Charlotteboardcasting Co., Inc., Largo, Fla.

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**KPND**


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**WGBF**

- Metro Radio Co., Inc., Evansville, Ind.

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**WYNK**

- Missoula Broadcasting Corp, Butte, Mont.

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**KWLA**

- Toledo Investments, Inc., Many, La.

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**KMLB**

- Cyrene Broadcasting Corp., Monroe, La.

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**WCOI**


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**WLAW**

- Shepard Broadcasting Corp, Grand Rapids, Mich.

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**WPLB/AMI**

- Flat River Broadcasting Co., Greenville, Mich.

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**WYGR**


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**WPTO**


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**WSGE**

- Gaston College, Dallas, N.C.

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**WADE**

- Carolinas Advertising, Inc., Wadesboro, N.C.

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**KAGO**

- Klamath Broadcasting Co., Klamath Falls, Ore.

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**WSJW**

- Newton Cooper Communications, Inc., Woodhull, S.C.

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**WLRO**

- Lorain Community Broadcasting Co., Lorain, Ohio.

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**KNXT**

- TIR, Inc., Portsmouth, Ohio.

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**KROD**


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**WDCJ**

- Ethnic Public Broadcasting Foundation, Lorain, Ohio.

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**WYVE**


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**KRKO**

- Radio Broadcasting Co., Everett, Wash.

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**New FM's**

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**WNMTC-FM**


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**KGED/FM**

- Arkansas College, Batesville, Ark.

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**KFCJ/FM**

- Football Junior College District, Los Altos, Calif.

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**Grants**

**Call**

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**Assigned to**

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**New AM's**

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**WBPA**

- Mountain Interstate Broadcasting Co., Elkton City, Ky.

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**KKS**

- Montgomery Metro Inc., Conroe, Tex.

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**KWFR**

- Granite Radio Co., Granite City, Ill.

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**KLME**

- Interstate Broadcasting Co., Washington, D.C.

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**KWOR**

- WOR, Inc., New York City, N.Y.

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**KNRR**

- San Diego Broadcasting Corp., San Diego, Calif.

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**KTOO**

- WJAX, Inc., Jacksonville, Fla.

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**KCHO**

- Chicago Heights, Ill.

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**KMEZ**

- KMV, Inc., McAllen, Tex.

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**KEMP**

- WEMP, Inc., Woodland, Calif.

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**KCIJ**

- WCIC, Inc., Wilmington, Del.

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**KWIC**

- WICX, Inc., West Paterson, N.J.

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**KCOM**

- WCOM, Inc., Columbus, Ohio.

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**KDTM-FM**

- WDTM, Inc., Dayton, Ohio.

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**KVOZ**

- WVOZ, Inc., Houston, Texas.

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**KWEB**

- WWEB, Inc., West Palm Beach, Fla.

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**KWNB**

- WBNE, Inc., Manchester, N.H.

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**KXTI**

- WXTI, Inc.,牡丹江, Ohio.

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**KZAK**

- WZAK, Inc., Indianola, Iowa.

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**KXDF**

- WXDF, Inc., Dallas, Texas.

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**KWJE**

- WJJE, Inc., Jeffersonville, Ind.

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**KXGS**

- WJGS, Inc., Galveston, Texas.

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**KXSW**

- WXSW, Inc., Santa Monica, Calif.

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**KXSY**

- WSX, Inc., Santa Cruz, Calif.

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**KXSF**

- WSF, Inc., San Francisco, Calif.

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**KXEM**

- WXEM, Inc., Long Beach, Calif.

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**KXFL**

- WXFL, Inc., Fort Lauderdale, Fla.

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**KXGA**

- WXGA, Inc., Galveston, Texas.

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**KXLA**

- WXLA, Inc., Los Angeles, Calif.

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**KXMT**

- WXMT, Inc., Modesto, Calif.

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**KXLA**

- WXLA, Inc., Los Angeles, Calif.

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**KXSF**

- WXSF, Inc., San Francisco, Calif.

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**KXEM**

- WXEM, Inc., Long Beach, Calif.

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**KXFL**

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**KXGA**

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**KXMT**

- WXMT, Inc., Modesto, Calif.

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**KXSF**

- WXSF, Inc., San Francisco, Calif.

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**KXEM**

- WXEM, Inc., Long Beach, Calif.

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**KXFL**

- WXFL, Inc., Fort Lauderdale, Fla.

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**KXGA**

- WXGA, Inc., Galveston, Texas.

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**KXLA**

- WXLA, Inc., Los Angeles, Calif.

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**KXMT**

- WXMT, Inc., Modesto, Calif.

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**KXSF**

- WXSF, Inc., San Francisco, Calif.
HELP WANTED ANNOUNCERS

Vermont Radio Inc., is expecting several openings in early 1980, in both programming and on-air positions. If you are considering a new position in the northeast, send cover letter explaining your goals, along with resume and pay letter to Gary Wheelock, WVMT, PO Box 12, Colchester, VT 05446. EOE M/F

South Carolina modern country station has opening for announcer with some production experience. New building and equipment make for ideal working conditions. Send tape and resume to: Dan Melette WFRG Radio, PO Box 38, Sumter, SC 29150.

Announcer/Production Person for established MOR AM/Adult Contempo FM automated station in central Illinois. Experience required. Send resume and tape to Joe Hogan, WPLO/WAJK, PO Box 215, Lassalle IL 61340. An Equal Opportunity Employer M/F

Medium Market West Texas station looking for experienced, mature announcer with good knowledge of country music. Tape and resume to: Craig Anderson, PO Box 4041, Midland, TX 79701.

Northern Indiana Adult Contemporary station looking for evening personality with minimum of two years commercial experience. Send resume and air samples to: Bob Klaus, WTRC, PO Box 688, Elkhart, IN 46515 EOE.

Experienced announcer for adult station. Above average pay, showcase facility benefits. Tape & resume: Tom Jones, KNKR, Rochester, MN 55901.

KATL Casper, Wyoming, needs personality/communicator for drive time. Contemporary format in market of 80,000, with No. 1 12-49 ratings. Resume, tape to Fred Leenhuiss, Box 2006, 82620 EOE.

Position open for cerebral morning personality-PD, for dominant English language facility in San Juan, Puerto Rico. Must be strong on production and copywriting. CBS affiliate with MOR format. Full information including salary requirements to GM, WOSO, Box 4349, San Juan, PR 00905.


If you can communicate with your audience, you'll want to investigate this position at a top rated station in a beautiful midwest community. Experienced announcers only EOE. Reply Box K-2.

Northern Wisconsin station wants announcer with working first. Good air and production work a MUST. Send resume to Box K-8.

Experienced announcer with creative skills in air work and commercial production: good voice and air personality. N.C. AM/FM stations. EOE. Send resume to Box K-59.

Looking for the right man or woman for midday music shift on East Coast giant. We need a real personality who communicates with the audience. Resume and all details, Box K-36.

Issue talk host for major group outlet. Will pay for the person who enters a large market audience. Equal opportunity Box K-40. If interested, send resume and tape.


Top five market—major station seeks top talent for morning drive program. Heavy personality, information plus, adult contemporary music. Stability experience a must. EOE. Send resume, salary requirements to Box K-28.

Classified Advertising

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

If you love country music, can handle responsibility and have broad radio experience, we have an opening. Group owned station. Great opportunity for right person. Let us know. 803-382-3821, WXXO, Box 525, Kingstree, SC 29556. EOE.

Drive time entertainer/Production Director combo. Needed immediately at PIA leader in beautiful Western Colorado. Experience and voice it must. Tape, resume, and references. Box: Mike Conners, PO Box 2525, Grand Junction, CO 81502. EOE/MEF.

Versatile announcer needed by small market group owner. Our stations are heavy on local news and community involvement. Contact: Dave Kelister, WCBB AM-FM, Box 1577, Martinsville, IN 46151, 317-342-3394. EOE.

HELP WANTED TECHNICAL

Chief Engineer wanted for one of the most successful three KW FM live facilities in the Country. Send resume and contact with experience. Opening end of November. Salary to be determined. Send resume immediately to Richard L. Kaye, WCRB, 750 South St., Boston, MA 02115. No calls. An Equal Opportunity Employer.

Chief Engineer for northeast Pennsylvania fulltime AM/FM. Experience, a steady record of promotion, and ability to manage a facility are essential. Excellent salary and benefits. Resume to Box 21, P.O. Box 157, Scranton, PA 18510. EOE/SEO.

Broadcast Technician: Here is the chance of a lifetime to use basic electronic knowledge to break into major market radio. If you have a 1st phone, car and drivers license and are willing to work odd hours by monopoly interest, we have an opportunity waiting for you. Good pay and benefits. We are a large group broadcaster with room to move up as you learn. Write to: WPCO, 71 W 40th St, Baltimore, MD 21211. Attention: Equal Opportunity Employee.

Northeast fulltimer needs Chief Engineer: Maintain, organize, remodel. Rush resumes, references, Box J-145.

Chief Engineer needed for selected Ohio AM/FM. Excellent opportunities limited only by the individual. Design ability desired. Duties include: Prepare/execute complete resume to Box J-148.

Chief Engineer—Upper midwest class C FM. Thorough knowledge of FCC rules & regs required. Brand new facility features latest state of the art equipment from new production studio to transmitter, audio processing to test gear etc. Seeking a person strong in FM audio, computer automation and digital circuitry. Large company offers excellent pay, fringe benefits and equal opportunity. Resume and salary requirements to Box J-188.

Chief Engineer for group owned class "C" FM in sunny Sarasota, Florida. We've promoted present chief and they need a 2nd person for a central or production role. Box: Steve, 355-7131, 4306 N. Tamiami Trail, Sarasota, FL 33580, EOE.

Chief Engineer needed for S.E. Wis. AM/FM AM-1kw D/Fkw DA Nights. Class A automated FM. Nearby all new equipment facility. Excellent condition. Need someone to keep stations in good condition. Person needs thorough knowledge of DA's, audio, remote control, rules & regs, etc. Announcing ability would be nice. EOE Send resume references & salary requirements to Box J-184.

Attention Engineers: Alabama, Mississippi. Georgia small South Eastern group operator needs chief with AM/FM-directional experience. Start $14,000. Send resume to Box J-204.

Tired of big cities hassle? Move to beautiful East Texas where the climate (physical and economic) is great! Need chief engineer for live AM M stereo automation, medium market. Minimum $12,000 SMA. EOE. Send resume and salary requirements to Box M-135.

Chief Engineer (AM/FM), directional AM automated in Las Vegas. No board work. Please submit resume and salary requirements to: Director Engineering, Denton Media Group, PO Box 550, Las Vegas, NV 89112. Phone: 702-385-4241. An Equal Opportunity Employer.

Staff Engineer heavy in maintenance for Cleveland's best station 1220/WGAR, First phone required. Send resume and salary requirements to Robert Reymont, 9442 Broadview Rd, Cleveland, OH 44147. An equal opportunity employer.

KAVR, Russellville, Arkansas seeks Chief Engineer, Lots of audio, 4 Tower Directional, RCA AVO 10 Weather Radar. Contact Michael Home 501-988-1184.

Chief Technician, Classical FM Station. First Class license with good experience desired. Send resume and references to Box: WMR, 114-20311. EOE/MF.

Chief Engineer for 90's, unique new facility in central New Jersey Fast growth potential. Must have strong performance in studio maintenance and record. With experience in overseeing budgets with knowledge in FCC rules and regulations. We're a quality-minded AM, wanting a person who enjoys the work and responsibility and takes pride in their work. Salary commensurate with ability. Contact Mr. Wilson at 609-924-3842.

Assistant Chief Engineer for growing group, owned AM/FM chain station. Excellent Southeast location. Applicants must be experienced in all engineering maintenance of AM/FM transmitter plant. Detailed resume with references to Box K-25.

KBBI, 5KW AM non-directional public radio in Homer, Alaska is now accepting applications for Chief Engineer. Homer, Alaska offers us with a background of experience and education in engineering. Other duties may be assigned, and applicant should be ready to accept a variety of broadcast assignments. Homer, Alaska offers a lovely climate, and the right person must know proofs and FCC rules and regulations. We're a quality-minded AM, wanting a person who enjoys the work and responsibility and takes pride in their work. Salary commensurate with ability. Contact Mr. Wilson at 609-924-3842.

Assistant Chief Engineer for growing broadcast group (AM/FM) located in the Sunbelt. Automation, studios, production, etc. Excellent opportunity. Send resume to Box K-50.

Chief Engineer for group that has a solid reputation in the Dallas area. Group owns four stations, wants a Chief Engineer. Send resume and references to Box: WXXO, 601 Market St., Lake City, FL 32055. EOE.

Chief Engineer—Seeking a first rate 100 KW FM winner. Completely automated. Technicians and training necessary plus some experience. Working knowledge of microprocessors and digital desired. SBE certified applicant will get special consideration. Women and minorities encouraged to apply. Send resume and salary requirements to Bob Van Buhler, KDKB Radio, Box 4227, Mesa, AZ 85201.

HELP WANTED NEWS

Reporter/Anchor major market station. Three years experience on-air and in field, plus excellent writing skills. Conversational presentation. Tape and resume to News Director, KVA AM/FM, 300 Broadway, San Francisco, CA 94133. EOE M/F.

Newsperson/Sports oriented to do AM newscast and gathering. Will be second man in FM Award Winning Newspaper emphasis on local news, we're growing! Tape and resume to WXXO, PO Box 2309, Myrtle Beach, SC 29577.

Newswoman: experience. Dominant local news operation, CBS affiliated. Good salary and benefits. Tape and resume to News Director, WSOY AM-FM, Box 2250, Decatur, IL 62526. EOE.


Reporter/Public Affairs person needed for expanding news department. Salary commensurate with experience. Tape, resume to Ken Johnson, KATI, Cape Girardeau, MO 63701. EOE.

Newswoman needed in beautiful southeastern New Mexico town of 30,000, immediate opening. Send tape and resume to Bob Tate, KMGO, Box 1538, Carlsbad, NM 88220.

News producer for public radio station (Radio Broadcasting Specialist I). Produce local segments of early morning news show, plus general reporting assignments. Good broad-casting/interpersonal skills, clear voice and diction. BA broadcast journalism or relevant field, two years broadcast experience, FCC license or permit. Minimum salary: $10,877 plus university benefits, lodging tape and news copy samples required. Deadline: November 18, 1979 or until filled. (Readvertised) Applications to: Dan Johnson, WXXO, 114-20311. P.O. Box 1029, Pueblo, Colorado 81009. EOE.

News Director for established news department. Take charge of a respected operation. Midwest/West. EOE. Resume to Box K-39.

Reporter for an established news department in a major market station. Single and broadcast is essential. Will consider beginner with proper education and desire. An equal opportunity employer: WBYS AM & FM, PO Box 600, Canton, IL 61520.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced Program Director for MCR AM and automated Rock FM. Must have good voice and ability to work with people. Air shift essential. Resume to George Wiltun, KWW/ALL, Alus, OK 73521 EOE.

Person wanted to program Medium market Adult Contemporary FM in Central Florida. Class A FM in breath-taking Northeast area. Box K-57.

Program Director, top 10 market, beautiful music, experience with Schulte and/or Bonneville, EOE, send resume to Box K-50.

PPB for football, basketball, baseball, must be knowledgeable. EOE. Resume to Box K-33.

Large Ohio station needs experienced personality for FM drive. Send tape and resume to Pete Gabriel, WDIR, 113930 Sunoco Dr, Cuyahoga, OH 44501. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager-Sales Manager with successful sales and program background want a position with full responsibility Southeast. 703-488-4130.

Sales/Marketing Pro, currently GM in Top 50 media market. Seeks opportunity to use at least 10 years experience in sales, programming, promotion, news. College Degree. Reply Box J-214.

Radio Professional with sales, news, and program management experience seeks position in or leading to a general or program management interview. Will be worth your time. Box J-196.

General Sales Manager: Twenty years broadcast experience, AM, FM, TV; ten years successful sales management in TV, need to re-locate by Jan. 1. Box J-189.

Operations Manager, 9 years experience, professional, integrity oriented & leadership in progr- amming, music, production, sales, promotion, engineering, news, traffic, automation, FCC rules, license renewal, new station construction, seeks station manager position. Box K-55.

$100,000—experienced General Manager with 15 year solid track record desires to operate your fulltime or FM property on buy-in/buy-out arrangement. Equity considerations only. Contact 415-863-2404 or Box K-41.

Workaholic with solid professional, solid profit-making GM, now employed, wants to return from aggressive, growing-market station I may someday own part of. Location: a community I and my wife have lived in for 15 years. Interested in a city that has transmitted to excellent impressive sales and programming accomplishments. Replies confidential. Answered. Box K-32.

General Manager who excels in programming as well as sales for available permanent move. Outstanding qualifications! Tired of mediocre applicants? Answer this ad! Box K-21.
**SITUATIONS WANTED ANNOUNCEMENTS**


D J, experienced, good board work, news and commercials, can follow directions any format. Box J-61.

Immediate availability. Male 21 will relocate anywhere. 3rd engrossed. Resume and tape upon request. Call at Dennis Dragst, 5222 S. Lowell, Chicago, IL 60638. 312-585-8542.


D J./Sportscaster with copywriting, production and sales skills. Currently working in small market. 3 years experience. Box J-202.

Production pro working within top 50 AOR looking for production/air shift in Massachusetts, Houston, or Colorado areas. Reply J-183.


Man and woman morning team. Two years in small market as Program Director and News Director. Ready to move up! M.O.R. or Talk. Box K-51.

Outstanding Adult Personality available. Perfect blend of humor and credibility. Top 50 markets only. Box K-82.


My name is Teaser! I'm creative, enthusiastic and I can get down with the sounds. My resume and audition tape are available. Call Phyllis Bellamy at 312-521-2630 between 9 am - 9 pm.


Experienced Announcer. Available now! Call between 11 am and 5 pm. 414-433-4405.

Disco or R&B jock, ready now! Talented, good pipes, dependable, energetic, creative! 3rd format. Send resume and tape now! William Walker 6531 S. Green, Chicago, IL 60621 or call 312-597-8979.

Male, 21, Creative AOR. Produced eclectic format. Dedicated immediate. Rod Stasik, 600 Rand, Arington Hts, IL 60004. 312-392-0685 or 312-394-3434.

**SITUATIONS WANTED NEWS**

Sports Journalist. Thorough knowledge and experience for complete coverage with heavy audio content and solid PBP College grad, well read with exciting delivery and developed approaches seeking sports conscious environment. Bob 516-741-1292.

Wanted a Winner? News Director of the nation's highest rated news operation is ready to move. Contact Clark Edwards 2235 Eismede, Apt. 472, Montgomery, AL 36118, 205-281-8718.

Small Market News Director wants move to larger market. Young, but experienced. Willing to step down in position. Available January 1st. East or near Midwest. 216-386-4934 after 5 p.m.


Legai Correspondent. With my B.S. in Broadcasting, J.D. from a major law school and law review background I can keep your listeners informed on those local and national legal trends that can affect their lives. Also available for general assignments. Box K-1.

**SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS**


Program Director with highly respected endorsement on programming philosophy, excellent books, and 6 years experience seeks new challenge in mediums market. Resume and reel available. BS Accounting: Southeastern US preferred. Box J-188.

Eleventh to first in the nation's fastest growing market in less than a year! Programmer-personality seeks new challenges. I now earn $20,800. Make me an offer I can't refuse. Box J-211.

Free Agent—looking for new team. Top 10 market pro with good credentials seeking programming position. All markets considered. Box J-699.

Is your Program Director getting paid for nothing? Contact Jackie Soul & A. B. Knight. We know Radio! Please send replies to: A. Knight, 31 Corbin Ave., Jersey City NJ 07306.

Pro with 19 years experience looking for permanent location with established adult station. Fast includes management, sales management, anchor, talk and production. Want to return to Programming with a team that can offer great money and benefits for a dedicated pro. Paul Seperoff or Rocky Mountain area. Mike Troy 405-353-423-44B Mountain.


Top-Notch Producer available for top-notch station. Experienced in all facets, including multi-track and programming. Improve your station's sound immediately. Reply Box K-63.

**TELEVISION**

**HELP WANTED MANAGEMENT**

Manager of State PTV Network—Manager is responsible to the state PTV network. Television Commission for general management of the Alabama public television and radio system. Duties include supervision of personnel and planning for growth and development of the system. Bachelor degree desired with five to seven years experience in station administration and management with demonstrated success in planning, sales management, engineering, instruction, television, post-secondary education and community service. Contact President of AETC, 2101 Magnolia Ave, Birmingham, AL 35205.

We are seeking a highly qualified individual to take on the No. 2 position of our major market TV station. Report directly to the general manager. Responsible for sales, programming and general station operations. Top 10 market incentives no problem for the right person. Equal opportunity employer. Please send resumes to Box J-190.

**TELEVISION**

Business Manager: Independent in Top 10 market needs best business manager in country with expertise in internal and corporate reports as well as managerial experience in all phases of TV business office. Include financial requirement with resume. EOE Box J-186.

Assistant Director of Creative Services, for major market TV station. Must have successful record of on-air production, print and radio ads. This position has both management and creative responsibility. Send resume, sample reel and salary requirements to: Tim Bennett, 190 N. State St., Chicago, IL 60601. EOE/AF.

President & General Manager New York TV station. Requirements: Graduation within 30 months experience in broadcasting with similar experience in administration, fundraising and fund administration. Define one year experience on salary. Negotiable. Letter of application and resume to: Mr. Noel Palmer. L. Educational TV Council 1425 Old County Road, Plainview, NY 11803.

**HELP WANTED SALES**

Local Sales Manager. Excellent opportunity for aggressive, experienced salesperson with good track record. Should be capable of leading and motivating sales staff and working with management in pricing and inventory control. Send resume and salary requirements to Marketing Director box K-189, WYFI- TV, 6351 West Long Beach, TX 75037. Equal Opportunity Employer.

Local/Regional Account Executive opportunity with group owned Southwest network affiliate to handle existing account list. Prefer applicant with two years sales experience with emphasis on Agency Contact. Station employees are aware of this opening. EOE. Reply to Box J-187.

Local Sales Manager for growing network affiliated, group owned UHF station. If you're aggressive, experienced, and are looking for a challenge in a highly competitive market send resume and salary requirements to General Sales Manager, WEYI-TV, PO Box 3265, Saginaw, MI 48605. An Equal Opportunity Employer.

Local Sales Manager: Have opening for local salesperson capable of moving to local sales manager with one year. Reply to L. Finch, WCWB-TV, PO Box 4328, Macon, GA 31208.

**HELP WANTED TECHNICAL**

Electronic technicians for maintenance positions in National Operation. Some positions available in major market stations. Send resume and salary requirements to: Box 5860, WEBC-TV, 341-344-1/3. Digital background a plus. Send resume and salary requirements to: Gene Wright, 1018 West Peasehilio St., Atlanta, GA 30309.

WBRE-TV which operates the finest on-air and production equipment needs a highly competent first class technician. Work with TCR100 video tape machines, TK45 cameras and microprocessing equip- men. Write or call Charles Baltimore at WBRE-TV, Box 28, Wilkes-Barre, PA 18773 or call 717-823-3101. EOE Employer.

Maintenance Engineer—California central coast ABC affiliate seeks engineer with strong background in studio and ENG maintenance. One year minimum experience and FCC 1st class license required. Excellent salary and benefits. Resumes to Personnel Department, KNVT, 645 Park Ave., San Jose, CA 95110. EOE M/F.

ENG Microwave Technician—wanted for ABC affiliate on California's beautiful central coast. Must have FCC 1st class license and ENG remote van experience. Excellent salary and benefits. Resumes to Personnel Department, KNVT, 645 Park Ave., San Jose, CA 95110. EOE. M/F.

Maintenance Engineer with strong studio background in Ampex 1200's and GE film and studio cameras. Additional experience on switching and terminal gear as well as a digital background will be very helpful. Send resume and salary requirements to: Chief Engineer, WPTY-TV, PO Box 42424, Memphis, TN 38104.

TV Engineer—Gulf coast network VH-1 needs technical with background in state-of-the-art technology. ENG tape knowledge desirable. Good fringe benefits and salary EOE. Send resume to Box J-207.

Broadcasting Nov 5 1979
HELP WANTED TECHNICAL CONTINUED

Maintenance Chief for small midwest affiliate. Good benefits and salary for the person experienced with all equipment, including ENG. Box J-210.

Assistant Chief Engineer: ABC affiliate West Coast seeks experienced engineer with strong hands-on experience in studio maintenance. Salary open, EOE. M/F. Resume to Box J-221.

TV Studio Engineer, experienced with Ampex 1200, RCA-TR-70, Sony BVU-200 and JVC GY-1000. Send resume to: Don Smith, Chief Engineer, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.


Engineer: Temporary position for 1 yr. Maintain transmitters, VTRs, production equipment. First phone re- quired. Beginning salary is $1347 per month. Contact: Torrance School District, Personnel, 2335 Plaza del Amo, Torrance, CA 90509.

Broadcast Maintenance Technician for Sunny Tallahassee, Florida. Familiar with RCA Equipment and Sony 364. Must have first class and preferred production oriented. Send resume WEA-TV, Box 10027, Tallahassee, FL 32302 c/o Bill Vansoyc or call 904 – 893-3127.

Maintenance engineer — Should be familiar with 2" and 14" tape cameras and transmitters. Good opportunity for an operations person ready to step into maintain- ance. Send resumes to Al Scheer, C.E., WLEX-TV, PO Box 1457, Lexington, KY 40501. EOE. AA.

TV Chief Engineer for Northwest VHF Commercial station. Immediate opening for strong engineering manager with transmitter, VTR and studio equipment experience. Small staff requires personal attention to management. Equal opportunity employer. Send resume and salary requirement to Box K-9.

Maintenance Engineer with Chief potential. Top rated CBS Affiliate needs the best maintenance man in the business. Excellent salary, benefits, latest equipment, and a chance to move up fast. Send resume to Gloria Wilson, WGSC-TV, PO Box 186, Chasterton, SC 29402. EOE/AA.

TV Maintenance Engineer — ABC Network Affiliate needs an Engineer with a strong background in TV Engineering, TCR 100 Cartridge tape equipment and Sony 364. Must have first class license and preferred production oriented experience. Contact: Lewis Gordon, WTVG-CV Chattanooga, TN 37405 – 756-5500.


Engineer — Work with PE 350 Cameras, same radio, 1st Phone, 3 years Broadcast Engineering experience. Send resume to: Moe Stout, Box 4710, Texas Tech University, Lubbock, TX 79409. EEO/AA.

HELP WANTED NEWS

Opportunity to work for one of the best-equipped broadcast weather departments in the country. Meteorologist coordinator, weekend and morning weathercast, in addition to doing consulting work. Please send tape and resume to: Chief Meteorologist, Kansas State Network, PO Box 333, Wichita, KS 67201. An Equal Opportunity Employer.

Immediate Opening for experienced news reporter with leasing NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter with proven background in gathering news and professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WTIC-AM-FM-TV, 1039 James Street, Syracuse, NY 13203. No phone calls please. An Equal Opportunity Employer.

Production assistant for ENG Mini-cam crew as sound technician, to work with the Assistant Producer in the newsroom. Excellent script, filing news sources, and making phone contacts. TV production ex- perience essential. College preferred and Journalistic background a plus. Resumes to: Paul J. Mura, TVA ABC, News Department, B, WNED-TV, PO Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Highly regarded television station in northeast New Hampshire seeking mature, experienced, suc- cessful news anchor who also writes well. Modern, well-equipped studio and professional staff. Send resume, references, video tape and salary re- quirements to General Manager, WSYR-TV, 1030 Central Ave, Syracuse, NY 13203. Equal Opportunity Employer.

Documentary unit needs serious reporter who doesn't take self seriously Minimum 2 years news ex- perience. Tape & resume to John Miller, WVE-TV, Box 3265, Saginaw, MI 48608. Equal opportunity employer.

Sports Anchor/Reporter, weekend sports anchor, weekday reporter. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Reporter, mature responsible journalist with some anchor experience preferred. Anchor weekend, reporter weekday. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Meteorologist. Help us build a weather center for one of the Sunbelt's most scenic areas. Southeast, Ten- nessee. Send resume to Dan Davis, WOAY, WV, 900 Whitewall Road, Chattanooga, TN 37405. No telephone calls accepted. Equal Opportunity Employer.

Photographer/Editor, film and tape experience required. Send resume to: Hans Krause, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Anchor/Producer wanted for dominant CBS affiliate in Florida market. Journalistic integrity and solid TV news background required. Active news market in state capital combines professional challenge with the pleasures of small town living. An EOE. Send tape, resume and salary requirement to Dan King, WCTV, PO Box 3048, Tallahassee, FL 32303.

Anchor—Co-anchor early and late newscasts. Some reporting. Beautiful university city in Rocky Mountain Northwest. Resume and tape to: News Director, KEIC-TV, PO Box 5286, Missoula, MT 59806. Minorities encouraged.

Reporter wanted for VHF ABC affiliate in South Florida. Strong TV news background required. Excellent opportunity for experienced reporter with strong writing skills. Send resume to: John Miller, WVE-TV, PO Box 3265, Saginaw, MI 48608. Equal Opportunity Employer.

Anchor: Excellent career opportunity for experienced anchor to work with the Assistant Producer in the newsroom. Strong background in gathering news and professional staff using modern equipment. Send resume, salary requirements and 3/4" video tape to News Director, WTIC-AM-FM-TV, 1039 James Street, Syracuse, NY 13203. No phone calls please. An Equal Opportunity Employer.

Northwest Group is updating application file in all areas of News, Production, and Engineering. EOE. Box K-61.

Urgent need for Television Assignment Editor in Medium Market Midwestern Network Affiliate. Looking for sound judgment and excellent report- ing. Successful applicants should be well organized, dedicated journalist with administrative ability to help direct, 20 Person News Operation. Rush resumes and salary requirements. EOE M/F. Box K-29.

Weekend Anchor-Reporter, Number 1 news opera- tion in midwestern top 50 market. CBS affiliate, looking for experienced reporter with solid credentials who can also handle a weekend anchor assignment. News producers need experienced reporter paying news opera- tion with national reputation. Send resume to BC- K-15.

Sports anchor-reporter who knows how to do in- teresting features and who knows how to get involved in community sports. This CBS affiliate looking for dis- trict sports personality with good production sense. Send resume to Box K-38.

TV Anchor needed: Successful applicant must be able to think and write news, sharp and aggressive, EEO. If you are interested in being a part of midst group owner's leading news team as TV Anchor send resume, salary requirements and sample of writing to Box K-17.

Sports Anchor/Reporter—Emphasis on local coverage. ENG Film experience a must. Resume to: Ron Price, WMBB-TV, Box 1340, Panama City FL 32401. E.O.E.

News Director—Construction permit issued for UHF Television Station Central Wyoming. We need a leader with experience in all areas of news gathering and production for Texas' top-rated News Affiliate. Resume Chryson Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601. Equal Opportunity Employer.

Reporter, minimum, five years TV experience, tops. Salary and resume required. Send resumes to: Box J-142.

TV News Anchor: ability to gather, write, edit and anchor a quality local newscast. Florida-East coast, ground floor opportunities, area growth potential out- standing. Call Lloyd Behrendt—305–725-2456.


Expanding TV News Operation—Accepting applica- tions for Anchor/Producer, Anchor/Editor, Anchor potential. Journalism Degree and experience required. Resume and salary requirements to: Ron Price, WKJS-TV, PO Box 17000, Jacksonville, FL 32216. E.O.E.

HELP WANTED PROGRAMMING, PRODUCTION & OTHERS

ENG Photographer/Editor for top rated prime time magazine in top ten market. If you're creative, en-thusiastic, care about the business, have a tape to prove it, send your resume to Box J-157.

Director/Switcher, to direct live news program. Ex- perience required. Send resume to: Charles Moody, Production Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. EOE.

Producer/Reporter: WVIT-TV has a position availa- ble for a producer/reporter in the station's Public Affairs Department. Individual will handle the station's documentary series and be involved in the production of other public affairs programming. Prior television production experience is essential. Send resumes and salary requirements to: Beth Rawles, WVIT, 1422 New Road, Westfield, CT 06110. We are an Equal Opportunity Employer.

Miami-Dade Community College—Personnel—Super- visor—Qualified applicants are invited to apply in the state-of-the-art, demonstrate advanced skills, and ability to provide leadership in the supervision of a small art staff, and possess knowledge in the art re- quirements for 16mm film, television, animation, and set design. Bachelor of Arts Degree in Mass Com- munications or related field, or two years of college education in one or more, and two years of production and animation-related experience. Send detailed resume to Miami- Dade Community College, Personnel Services, 11380 N.W. 27th Avenue, Miami, FL 33167. State salary re- quirements. An Equal Access/Equal Opportunity Com- munity College.

Television Creative Director needed with exten- sive experience in commercial production, video recording and related equipment. Apply to: Lucy Valerio, Personnel, KUTV, Inc., Television Station, Salt Lake City UT 84119.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS CONTINUED

Videographer/Editor: Produce newscasts, features, PSAs and documentaries. Bachelor’s degree required with a masters preferred. Must have at least 3 years experience in ENG. Competitive salary. Send resume to: William Milbraith, University of Minnesota, 240 Coffey Hall, St. Paul, MN 55108. Applications close November 12.

Top 20 Florida ABC affiliate is seeking a fully experienced Star Reporter/Anchor for the 9:00 p.m. (ET) newscast. Must be capable of reporting a full range of hard news stories, along with features, in a quick-paced deadline-driven environment. Bachelor’s degree in Broadcast Journalism, B.A. English, or Communications. Strong background in Multimedia reporting. Excellent writing, editing, and research skills. Must have exposure to multiple format news programming. Must have excellent interpersonal skills and the ability to work well both independently and as part of a team. Responsibilities include creation and execution of dynamic art for promotion, programming and News, supervision of work assignments and acquisition of art supplies. An Equal Opportunity Employer. Send resume and salary history to Box K-219.

Producer/Director: wanted for major market, group owned, Northeast independent. Five years minimum Combine stocking is essential, three years as pro-
ducer/director, EOE, Affirmative Action Employer. Send resume and salary requirements to Box K-52.

Producer/Editor—wanted for top rated log ten market prime time magazine show. We’re looking for a television fanatic who can produce great features. EOE. If you have a feature tape that sparks, you can use your resume to Box K-12.

Video Magazine Editors, 3/4” tape—high production oriented prime time magazine. Top ten east coast net-
work affiliate is looking for top two quality editors for an extremely challenging program. Candidates must have proven track record with numerous top quality “resume” tapes. An equal opportunity employer. Box K-12.

Producer/Reporter—needed for a weekly TV Magazine show. Applicant must be able to research, write, and produce quality video in documentary produc-
tion techniques. Apply to: Lucy Valero, Personnel, KUTV, Inc., Television Station, Salt Lake City, UT 84119.

Director of Programming—For KFW PBS station in state capital. Requirements: Solid background in pro-
gramming, management, production and project manage-
ment, needs track record in public affairs, legis-
lative/governmental affairs production experience helpful. Must be able to develop ambitious local and statewide programming, as well as competitive na-\ntional, (budgeted $55,000 to $257,000). Send resume to John D. Hershberger, General Manager, KFIE, Box 6, Sacramento, CA 95801. Deadline: November 23, 1979. KFIE is an affirmative action equal op-
portunity employer.

Mississippi Authority for Educational Television is looking for instructional television script writers for a national series teaching writing to junior high stu-


Director: ability to direct quality local origination pro-
gramming: ENG, EFP Advertising, Talk show, daily pro-
gramming, Florida—East coast, ground floor op-
tunities, area growth political/affiliated. Call Lloyd Behrends—305–725-2436.

Program Director—Construction permit issued for UHF Television Station Central Wyoming. We need creative person with substantial experience in all phases of television programming and production. Send resume Chryson Corporation, c/o Burke and Horn, Attorneys, City Center Building, Casper, WY 82601, Equal Opportunity Employer.

Promotion Director—For PBS, college licensed sta-

tion in Engelwood, Colorado. Will have experience in public television promotion and bachelor’s degree in a related area. Responsibilities include editing and publishing a monthly program guide plus local and national public service spots; the station’s newsletter, and Promotion for fund-raising campaigns. Send resume by Novem-
ber 23 to the Personnel Office, Grand Valley State Col-
lege, Allendale, MI 49401. GVSC is an equal oppor-

tunity employer.

Producer/Director: Responsible for both early and late local news programs. Work with the best: live ENG, state of the art equipment, top-rated news team, large news department. Send resume to keep its news product number one! Send resume to: Jim Mays, News Director, WTVR-TV, 720 Boush St., Norfolk, VA 23510. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Black Professional. Article 30. Excellent creden-
tials and administrative skills. Law degree and broad-
cast management experience is required. Bilingual, B.A. English, Top schools. Solid professional ex-

General Manager with outstanding credentials. TV 

station has been operating for 20 years, including MANAGEMENT 19 years. Now 49. Thoroughly experienced all aspects: co-ownership, administration, sales, programming, film-buying, news, promotion, sales and profits, plus prestige. Very competitive! Quality leader in industry. Ac-
customed to full responsibility. Produces outstanding ratings, sales, profits and prestige at accelerated pace which astounds competitors and delights stockholders! Weekend-interviews. Box K-27.

Sales, Traffic & Accounting not working as a team? Then you’re losing money through inefficien-
cy or overstaffing or lack of direction. I have the back-
ground and the experience to help make a good ope-

ration even better. Computer experience. Guar-
anteed results, completely confidential. Part or full time. Box K-6.

SITUATIONS WANTED SALES

5 years broadcast sales experience—young woman seeks sales position in top 50 TV market. Box J-165.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service, 29 years experience, installation-maintenance systems design, survey and critique-interim maintenance or chief engineer Available by the day, week or duration of pro-
ject. Phone Bruce Singleton—686-2899.

SITUATIONS WANTED NEWS

Reporter/Producer: BA Broadcast Journalism, Polit-

Working as weekend sports anchor, seek fulltime sports job, 25 years experience, e.g. Paul Sherry 707-584-9481.

Consumer and/or investigative reporting. Age 30, 5 years as a “Nader’s Raider”. Licensed attorney. Also have substantial business management experience. One year major market television ex-

Young news photographer with 7 years experience in film and E.N.G. wants to move to better station. Also reporting experience. Am willing to relocate. Tapes and resume available. Box J-208.

Good Grief! Isn’t there a General Manager or Owner somewhere who really wants to have the finest news department in the market and is willing to make the commitment necessary to see that happen? If you are out somewhere, write... Box K-13.


Legal Correspondent. With my B.S. in Broadcast-
ing, J.D. from a major law school and law review back-
ground I can keep your viewers informed on those local and national legal trends which can affect their lives. Also available for general assignments. Box K-1.

Excellent, experienced sportscaster looking for a good job. Four years experience. Strong on air and in the books. Send resume. Box J-120.


B.S. in Meteorology, (1979) with TV emphasis. Seeks entry level position. College experience with full production. Five minute weather segment using croma key format, Desiring to develop creative new presentation techniques. Resume and tape available on request. Ron Jackson, N.I.U., Davis Hall, Dekalb, IL 60115. 815—753-0631.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS CONTINUED


Female communication graduate with First Phone seeking entry position as production assistant or camera operator. Will relocate. R. Tyrrell, 4861 Hidden Branches Drive. Dunwoody, GA 30338. 404–393-8896.

Ambitious female, 25, seeks position in production, programming and news. BA from USU, MA in produc-

 Experienced auditor in broadcasting, seeks ac-

“Look what Hollywood missed!” Producer/Direct-
or, Creative Serv., and music producer. Top 30 Mkt-B Yrs. Exp. Proven unlimited abilities—all TV aspects. No “Couldn’t or didn’t, just Can-dos & does.” 401– 944-1364.


Allied Fields

HELP WANTED MANAGEMENT

Executive Director for Illinois Broadcasters Associ-
ation full or part time. Send resumes and salary require-
ments to IBA by November 20th. Illinois Broadcasters Association, 728 South College, Springfield, IL 62704.

HELP WANTED SALES

Rep wanted for video services, L.A. and N.Y. off-
ices of major videotape conversion and tape duplica-
tion company seeks part-time rep. who is currently making sales calls for non-competitive services. High-
ly competitive rate structure. Excellent commissions for right people. Write in confidence to: Sales Director, Box 1106, FDR Station, N.Y., NY 10022.

HELP WANTED TECHNICAL

TM Productions seeks additional maintenance engineer, extremely capable, familiar with multi-track gear. Send resume to Ken Justiss, VPO/Operations, TM Productions; 1349 Regal Row; Dallas, TX 75247. No calls.

HELP WANTED NEWS

Ohio State University’s School of Journalism is seeking persons with two or more years of experience in public affairs reporting, preferably in the Kiplinger Public Affairs Reporting Program for 1980-81, while working on a master’s degree, begin-
ning Autumn 1980. For information, write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210 614–422-7438.
HELP WANTED INSTRUCTION

Western Kentucky University, Bowling Green, KY 42101. Department Head — Communication and Theatre: Position requires earned doctorate or the equivalent. Prefer candidate with broadbased experience, demonstrating understanding of speech communication, theatre, broadcasting, mass communication and dance. A member of the College of Arts and Sciences, the department has 24 full-time faculty members and 540 majors. Rank and salary dependent upon qualifications and experience. Deadline for applications, January 15, 1980. Send resume and three letters of recommendation to Dr. Larry Winn, Chairman Search Committee, Room 200, Ivan Wilson Center for Fine Arts. And Affirmative Action/Equal Opportunity Employer.

Oral Roberts University needs instructor or Assistant Professor of Broadcast News Reporting. Introduction to Mass Media Writing, and Film or TV Production. Must have MA and experience in broadcast news. Apply to Robert Primrose, O.R.U., Tulsa, OK 74117. O.R.U. is an Affirmative Action/Equal Opportunity Employer.

Communications: Senior Associate Professor, specialty in broadcasting, able to teach courses in print journalism. An additional competency (film, photography, advertising, etc.) is desirable. Will develop new BS in Communication in the fall term, 1980-81. Fellowships bring 12 to 15 experienced journalists to Michigan each year for individually designed courses of study. Applications invited from journalists with substantial professional credentials. Applicants for Director should have an appreciation of the importance of minority education for journalists. They also should be familiar with the structure, organization and objectives of a university and be able to work closely with faculty and scholars in a variety of humanistic disciplines. Joint appointment to the faculty of Communication also may be arranged. Inquiries and applications should be addressed to Peter Clarke, Professor and Head of Department of Communication, The University of Michigan, Ann Arbor MI 48109. The University of Michigan is a non-discriminatory affirmative action employer.

FOR SALE EQUIPMENT


GE-PE-400 Color Cameras — Pedestals, Racks, like new. ea $14.00.

GE-PE-350 Color Cameras — All accessories, good condition, ea $37.00.

GE-PE-240 Film Cameras — Automatic Gain & Blanking, $8,000.

GE 12K UHF Transmitter — With Channel 14 Antenna, $18,000.

RCA TK-27A Film Camera — Good Conditions, TP 15 Available, $12,000.

RCA TP 86 Projectors — Optical & Magnetic Sound, ea $10,000.

Eastman 285 Projectors — Reverse, good condition, ea $8,000.

RCA TP 6 Projectors — "Old But Goodie," ea $1,500.

RCA TVM-1 Microwave — 7GHZ. Audio Channel. $1,000.

Collins MW409B Microwave — 7GHZ. Audio Channel. $10,000.

RCA TR-50 VTR’s — CAVEC and DOC, 1 with editor, ea $22,500.

RCA TR-22 VTR’s Hi-Band. CAVEC. DOC. 6 ea $16,000.

APMEX VR 3000 Batteries — Batteries. B & W Play spare head $10,000.

APMEX VR 7800 VTR’s — 1st Form. 5 available, ea $1,000.

APMEX 1200A VTR’s — Loaded with Options, ea $2,000.

Norelco PC-60 Color Camera — Updated to PC-70. new tubes. $12,000.

New Lenco Terminal Equipment — Fast Shipping. 30 Brands of New Equipment — Special Rates. We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill, Kitchen Quality Media Corporation. In GA call 404-324-1271.

25 Cycle Production Generator with filter, rack mounts, like new in box. Call Crawford Communications 609-468-2585.

1 KW AM, Gates BC-17 Early 60’s on the air Current proof of perf

10 KW FM CA model 10,000 DS Less than 3 yrs. on air. Ex Exciter stereo generator.

10 KW FM GEL, FMA-10A, 60’s model. Excellent condition with proof of perf. Exciter, stereo, SCA, many specials.

5 KW FM Collin, 830E. 9 yrs. old, spare tubes. On the air, exciter, stereo, SCA. Excellent condition.

For more detailed information on our complete product line, please call M. Cooper, 215-379-8555.


Tektronix 528 Waveform, demo, new warranty $1,395. 205-956-2200.


Good parts inventory for RCA TTU11 and TTU25 transmitters. Write KLEC-30, Box 3689, Medesto, CA 95352.


EMPLOYMENT SERVICES

Talk Hosts/News personalities. A new program consultancy aimed only at Talk/News stations invites births from talkies and news persons in strict confidence. We anticipate the largest and most extensive file of talkiewmen personnel available. No fee. Station inquiries invited. Box D-248, 13787 SW 66th Street, Miami, FL 33173.

COMEDY

Free sample of radio’s most popular humor comic O’LINERS. 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Furnisher! Hundreds renewed! Freebie! Contemporary Comedy. 5804-B TWinglet, Dallas, TX 75227.

RADIO PROGRAMMING

A Christmas to Remember — Shepherd Music presents to your station a complete catalogue of Christmas recordings. For a limited time many of these selections are available at cut-rate prices. For further information, contact Shepherd Music now — 419-893-9261.

Timely and saleable help line helps listeners fight inflation, "Dollawarse," 146 Tear Trevor. DeWitt NY 13214.

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! Prizes! National brands for promotion contests, programming. No barrier or trade better! For fantastic detail, write or phone: Television & Radio Features, Inc. 168 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 Thrill! Promo music, sound effects, photography, dashed. We have the most extensive collection of artists and repertoire ever assembled. Selections are matched-flow and daypart programs at a 25-hour holiday music special. For demo and information, contact Shepherd Music now — 419-893-9261.

Radio Newswriting, 275-241-2581. For animation work... Call 275-6925. A.C.S. for midnite to dawn, movies, etc. All replies confidential. Box 1-198.

Commercial Announcer with current national Radio and TV spots is recording for automated stations. Recording of your copy sample returned with rates for your market. Box K-49.

Musical Themes... ad copy that sells... video and animation work... jingles. Joining forces to bring you the finest in recorded musical campaigns. Call 716-626-2622 or 716-782-8274. We sell only in tube tape. You’ve tried the rest for jingles, station images, musical theme projects... now come to the best! Call D.G. Advertising, Inc/Dynamic Recording Company today collect!

INSTRUCTION


REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 2 and February 12. Limited student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 35377, 815-955-6922. 2402 Tidewalker Trail, Fredericksburg, VA 22401. 703-373-1441.
Help Wanted Management

RADIO
Help Wanted Technical

RADIO TECHNICAL DIRECTOR FOR MULTI-STATION OPERATION

Must have thorough experience and knowledge in directional antenna systems, transmitters, microwave, audio processing, production, and installation and maintenance of equipment.

Must have complete knowledge of FCC rules and procedures.

Position requires well organized individual who can supervise others and provide close follow up on their operations. Travel is required.

Salary commensurate with experience and ability. Send full resume and references:

Storz Broadcasting Co.
Kiewit Plaza
Omaha, Nebraska 68131

An equal opportunity employer

Chief Engineer

for growing, group-owned AM/FM chain station. Excellent midwestern location. Applicant must be a creative, take-charge individual with experience in budgets, administration, automation, STLs, DAS, and plant maintenance. Excellent compensation and benefits package. EEO employee. Send detailed resume with references to Box J-223.

WE'RE ON TOP . . .

... and we want to stay there! No. 1 adult contemporary/soft AM and No. 1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in mid-size, mid-western market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. An equal opportunity employer M/F. Please send resume and references in confidence to Box K-47.

Help Wanted Sales

SALESPERSONS
Moving to California?

We'd like to interview you. Since we're always looking for qualified salespersons at our four California radio stations, an interview could be beneficial for both of us, even if we have no immediate openings. For the right person, we'll create a job. Write Max Reedet, Director of Sales, Empire Broadcasting Corporation, Box 995, San Jose, CA 95108. EOE of course.

Help Wanted Announcers

PERSONALITY ENTERTAINER WANTED

for PM drive shift at number one-rated adult contemporary station. Medium sized, mid-western market with excellent facilities and support. An equal opportunity M/F employee. Rush resume to Box K-48.

Help Wanted News

NEWS DIRECTOR

Sunbelt dominant AOR Station needs News Director who can communicate one on one. Creative, listener-oriented individual with good administrative skills. Job demands top talent. If you can meet the challenge, send tape and resume to Ben Owens, Greater Media Broadcasting Corporation, 1350 6th Avenue, New York, N.Y. 10019.

Move up to the number one
beautiful music stations in Providence, R.I. WLKW AM/FM. We are looking for an experienced, enthusiastic salesperson looking for a move up. Good income and growth opportunity with McCormick Communications. Send resume to Gene Lombardi, 1185 North Main Street, Providence, R.I. an E.O.E.

If you're ready

to become part of Cleveland's hottest new station, read on. WBBG in Cleveland is looking for a program director with a solid background in contemporary or adult contemporary radio. Your ability to do on-air work is a plus. If you're heavily promotional, oriented, this is your opportunity to make things happen in a major market. Send a resume and tape today to Joe Restito, VP/Operations, WBBG, 3940 Euclid Avenue, Cleveland, Ohio 44115. An equal opportunity employer.

Situations Wanted Announcers

COMMUNICATIONS EXPERT

well versed in all music formats. 15 years experience, mostly in one major market. Good pipes, good sense, command of the English language, first phone. Staff stabley a must. Medium markets considered if pay is generous. Slate format, salary range and shift open. Box K-56.

Help Wanted Programing, Production, Others

OPERATIONS MANAGER
NEW YORK CITY AREA

WCTC needs a top flight Operations Manager for a heavy local news, sports and information MOR format—an experienced professional programmer who can train and direct talent, devise and execute community involvement projects, create interesting adult radio and keep the details under control. New facility with new equipment in NYC suburbs. Send your resume and a demo of the station you're now programming to:

Julian H. Breen
General Manager/Radio Programming
Greater Media, Inc.
157 Highway 18
East Brunswick, NJ 08803
EEO/MAF

Help Wanted News

NEWS DIRECTOR

Sunbelt dominant AOR Station needs News Director who can communicate one on one. Creative, listener-oriented individual with good administrative skills. Job demands top talent. If you can meet the challenge, send tape and resume to Ben Owens, Greater Media Broadcasting Corporation, 1350 6th Avenue, New York, N.Y. 10019.

Help Wanted Marketing

WE'RE ON TOP . . .

... and we want to stay there! No. 1 adult contemporary/soft AM and No. 1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in mid-size, mid-western market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. An equal opportunity employer M/F. Please send resume and references in confidence to Box K-47.
**Situations Wanted Announcers Continued**

**AFTER THE BOOK IS OVER**

Humorous, knowledgeable, likeable personality on the air 10 years. Good phone conversationalist, remotes, community involvement. Don’t believe me, ask the people that have hired me. Some PD, experience, conscientious. I work hard at my job. Working now and so this Box K-52.

**Situations Wanted Management**

**NEW ENGLAND MARKETS**

Presently general manager of outstanding AM/FM stations. Tops in ratings and revenue, seeking opportunity to manage and buy into station in New England. Proven track record over many years. Looking for long term commitment. References available upon request from corporate level current employer and leading rep firm executives, Box J-173.

**PROGRAM DIRECTOR**

Currently in programming with a major-market network & O&O. Looking for medium-size market PD job with company that is stable and cares about it’s people. Not looking to get rich, just want some stability and in return I offer a solid track record of 12 years in radio, programming, music, research, promotions for successful stations. Looking for a place to call home and enjoy my career and my family with some stability. Call 415-961-5122.

**Situations Wanted Programming, Production, Others**

**TWO PROS**

If you’re not winning with your present AOR team, give us a few minutes to show you just what an in-touch, experienced team can do for you. One specialty with ABC-FM. One highly successful in Medium Midwest Market. You could be the standout in your market. Try us. Keith Lowe, (213) 936-2797.

**Program/Operations Manager**

A proven, skilled producer of ratings, revenue & solid professional operations. If you believe your station (a) could benefit from an infusion of power programming talent, I’d like to meet with you. I can make good things happen and the references to prove it. Medium and large markets only please. Call 317-846-1569.

**TELEVISION**

Help Wanted Programming, Production, Others

**PM magazine**

**SHOOTER/EDITOR/ENG**

KMBC-TV has an immediate opening for an experienced camera operator/editor who wants to make creative contribution to the stories being produced.

Must have two years experience in news or similar magazine. Hard work but excellent pay and benefits.

Send tape and resume to: Steve Hess, KMBC-TV, 1049 Central, Kansas City, MO 64105.

**Help Wanted Programming, Production, Others Continued**

**TV Promotion Manager**

Major midwest network affiliate seeks creative individual with strong credentials in on-air promotion. Major responsibilities, great opportunity for personal growth and satisfaction. Resume to Box J-191.

**TELEVISION PRODUCTION MANAGER:**

Major midwest network affiliate seeks experienced production manager. Production responsibilities for all current local programs, and for development of additional local programs. The person we’re looking for will also have the ability to develop and expand commercial production business. This major staff position is an exceptional opportunity for an aggressive, production-oriented individual. Resume to Box K-3.

**This Is A Snow Job**

We’ve been hired by a television station in a major Rocky Mountain market to find an advertising-sales promotion director. If you’re ready for a challenge, if you can organize a six person department for maximum impact of the biggest budget in the area, we’d like to hear from you. Ideally, you’re now doing this in a market smaller than number 30. Or you’re a highly trained second in command in a major market with the willingness and ability to move up to a top paying job.

Rush your resume, a salary history, samples of your work (which we'll return) directly to us. We'll take it from there.

Robert F. Rimes Consultant to Broadcasters 1555 Honeyhill Terrace El Cajon, CA 92020 (714) 448-4618 Our client is an equal opportunity employer M/F

**KDKA-TV 2 PRODUCERS**

Pittsburgh’s leading news operation has immediate openings for Producers for:

* Pittsburgh’s Top-Rated Newscast
* Special Events
* Special Projects
* Series and In-Depth News Stories

If you’re ready for one of the nation’s top news operations, send tape and resume to NEWS DIRECTOR, KDKA-TV ONE GATEWAY CENTER PITTSBURGH, PA. 15222

Equal Opportunity Employer
**Opportunity**

**SALES MANAGER**

KOA-TV, Denver, has an opening for a Sales Manager to handle either local or national responsibility. Previous television sales management experience required. Excellent Benefits package. All information received held strictly confidential. Send resume to Lon Lee, Station Manager, KOA-TV, Box 5012 T.A., Denver, Colorado 80217. An Equal Opportunity Employer.

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**BUSINESS MANAGER**

Major broadcasting and TV production company in Florida seeks experienced business manager to handle all financial staff and systems. Reports directly to the president and must have strong background in accounting, purchasing, reporting, planning, small to medium computer system, and administration. Growing company with excellent salary and benefits. Send resume to J.13B. EOE.

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**HELP WANTED NEWS CONTINUED**

**IMMEDIATE OPENING**

for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4” video tape to News Director, WSVR-AM-FM-TV, 1030 James Street, Syracuse, New York 13203. No phone calls please. An equal opportunity employer.

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**SALES MANAGER**

KOA-TV, Denver, has an opening for a Sales Manager to handle either local or national responsibility. Previous television sales management experience required. Excellent Benefits package. All information received held strictly confidential. Send resume to Lon Lee, Station Manager, KOA-TV, Box 5012 T.A., Denver, Colorado 80217. An Equal Opportunity Employer.

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**BUSINESS MANAGER**

Major broadcasting and TV production company in Florida seeks experienced business manager to handle all financial staff and systems. Reports directly to the president and must have strong background in accounting, purchasing, reporting, planning, small to medium computer system, and administration. Growing company with excellent salary and benefits. Send resume to J.13B. EOE.

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**HELP WANTED NEWS CONTINUED**

**IMMEDIATE OPENING**

for experienced news reporter with leading NBC network affiliate. Applicant must be able to gather, edit and air radio and television news reports. Excellent opportunity for effective, articulate reporter. Many benefits. Successful applicant will work with professional staff using modern equipment. Send resume, salary requirements and 3/4” video tape to News Director, WSVR-AM-FM-TV, 1030 James Street, Syracuse, New York 13203. No phone calls please. An equal opportunity employer.

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ALLIED FIELDS
Help Wanted Programming, Production, Others

EXPERIENCED VIDEO TAPE PRODUCER

We are looking for another video tape production pro who is organized and gets a kick out of thinking fast on the spot. A person who would take pride in producing exciting retail spots. Someone who may currently be working as a Producer/Director at a commercial production facility or TV station, and is just waiting for a chance to show what they can do.

We are an $18 million, 4-A agency, with clients across the country. Travel and client contact included. If this sounds like you, please send your reel, resume and salary requirements to Bruce Reid, Director of Broadcast Production.

Byer & Bowman Advertising Agency
66 South Sixth Street
Columbus, Ohio 43215

Help Wanted Sales

BROADCAST PRODUCT MANAGERS
UNLIMITED GROWTH OPPORTUNITY

with Broadcast Division of major company for ambitious Number Two qualified to be Number One. Positions offer complete sales and marketing responsibility for AM/FM transmission and audio equipment. Excellent salary and bonus plan; full benefits.

If you have broad sales engineering experience in Radio Broadcast, and are ready to assume a top managerial position, send detailed resume, including salary history, to Box J-201. Complete confidentiality assured.

Sales Manager

Broadcasting Publications Inc. is accepting applications for a position as Western Sales Manager. Successful applicant will sell and service advertising space clients in 11 Western states. Background in broadcasting profession helpful but not required. Sales experience and/or desire to sell essential, with prime importance placed on ability to organize, plan and produce sales with a minimum of direct sales supervision. Excellent growth opportunity for the right person.

Starting compensation based on experience and ability. Outstanding company benefits.

Qualified applicants should send a job resume, including salary requirements, to:

David N. Whitcombe
Director of Sales and Marketing
Broadcasting Publications Inc.
1735 DeSales St., NW
Washington, DC 20036

Public Notice

November 14, 1979 Public Broadcasting Service Finance Committee meeting, 11:00 a.m., PBS offices, 475 Columbus Plaza, Washington, D.C. Consider auditors’ report for FY 1979; financial reports, first quarter of FY 1980; proposed FY 1980 budgets for PBS and proposed Association for Public Broadcast-
ing; report on status of FY 1980 interconnection con-
tract; and report on estimated “transition costs” in-
volved in restructure.

"CABLE TELEVISION FRANCHISE"
The City of Mentor, Ohio is now accepting letters of in-
terest from cable companies and individuals in-
terested in building a Cable TV System in the City of Mentor. Ohio. Individuals responding to this ad will receive the cable application package which has been prepared by the City of Mentor. All letters of in-
terest must be received no later than 12:00 Noon, Monday, November 12, 1979. Letters of Interest should be addressed to: Clerk of Council, 8500 Civic Center Blvd., Mentor, OH 44060.

Help Wanted Technical

Grass Valley Group
Career Opportunities

The Grass Valley Group, a leading manufacturer of television broadcast equipment is offering some excellent career opportunities for individuals with television industry experience.

Sales Engineer

This key position requires someone with a strong technical background in broadcasting. A preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Field Service Engineers

We need individuals to provide after-sales support for our wide variety of complex systems. The positions provide travel opportunities within the U.S. plus marketing and engineering career opportunities. Requires individuals with experience designing and/or maintaining television broadcast systems.

TV Systems Engineer

This career position offers you an opportunity to design custom systems for a variety of GVG customers. The individual chosen will have a solid technical background in television systems with good basic circuit design knowledge.

The Grass Valley Group offers a state-of-the-art technical environment in a serene rural setting. We are located at the foothills of California’s Sierra Nevada mountains, where you’ll find a relaxed lifestyle and abundant recreational activities.

Interested and qualified individuals are invited to send a resume in confidence to Sylvia Smith, The Grass Valley Group, Inc., PO. Box 1114, Grass Valley, California 95945. An Equal Opportunity Employer M/F/H.

Grass Valley Group
A Tektronix Company

Employment Service

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.

1 Year Placement Search $25.00

Call 812-889-2907

R2, Box 25-A, Lexington, Indiana 47138

MANAGEMENT

in search of Broadcast Promotion Talent! Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.
NEED A GOOD PROMOTION?
Subscribe Now
Promotion Idea Newsletter
304 Union Arcade
Davenport, Iowa 52801
8 SEMIANNUAL ISSUES — $40
SAMPLE ISSUE — $5

Business Opportunities

Business Group looking
for a few key individuals who seek an equity interest in a radio property. If you can identify a
good broadcast investment and can suc-
cessfully manage, we have the financial
capability. All replies confidential. Box K-44.

Free Film

FREE FILMS; CALL
MODERN TV

Wanted To Buy Stations

Joseph Kotler
represents a
New York Stock Exchange
company wanting
to acquire television and
radio stations.
Contact Joseph Kotler
Box No. 39
Riverside, Conn. 06878
Phone (203) 637-0005
Replies confidential.

For Sale Stations

THE KEPH W. HORTON
COMPANY, INC.
P.O. Box 948
Elmira, NY
14902
(607) 733-7138
Brokers and
Consultants to
the
Communications
Industry

For Sale Stations Continued

NORMAN FISCHER
& ASSOCIATES, INC.
Fulltime AM-Top 50 mkt.—Sunbelt
$1,750,000 Flexible Terms
Class A. FM—Medium market
College Town—Midwest
$800,000 Terms
Class C FM—Daytime AM
Texas Medium Market
$500,000 Cash
PO. Box 5308
Austin, Texas 78763
512-452-6489

FOR SALE BY OWNER
Florida—Profitable Full Time 5 KW Sour/ Disco Radio Station. Real Estate, Growth
Market. 1M Range, Terms to Qualified
Buyers only. Write (with company let-
terhead) to Box F-3.

FM NEAR WASH., DC
in an explosive populous area. Includes
real estate. Underdeveloped property
showing daily revenue increases. $350-
00 Cash. Please submit financial
capabilities to receive additional infor-
mation. Box K-14.

LARSON/WALKER & COMPANY
Brokers, Consultants & Appraisers
213/826-0385
Suite 214
11881 Vicente Blvd.
Los Angeles, CA. 90049
213/223-3553
Suite 417
1730 Rhode Island Ave. N.W.
Washington, D.C. 20036

R.D. Hanna Company
Brokers-Appraisers-Consultants
5944 Luther Lane
Suite 305
Dallas, TX 75226
214-566-1022
303-771-7675

CENTRAL FLORIDA
FULL TIME AM
Market leader in sales and au-
dience. Real property included. Fin-
ancially qualified principals only—
1.1 with terms
Box K-20

435 NORTH MICHIGAN - CHICAGO 06811
312-487-0040

MEDIA BROKERS
APPRAISERS

MODESTO CALIFORNIA
MARKET DAYTIMER
CASH ONLY PRICED AT
$1,100,000 AREA CODE 209-
527-3060

- Large Michigan metro area $1,900,-
000.
- Fulltimer Large metro area Georgia,
$925,000.
- 500 watt Daytimer with real estate,
S.E. $195,000.
- AM/FM-TV in South Pacific Islands.
$220,000. Cash.
- Good facility near Anchorage, Alaska
$1,200,000.
- AM-FM in Kentucky, $360,000.
$70,000 down payment with deferred plan.
- South Alaska. Includes Real Estate.
$200,000. Terms.
- Fulltimer. Large metro area. R.E.
Indiana, $2,000,000. Terms.
- FM in Western Oklahoma. $280,000.
- Fulltimer. N.W. Coastal. $400,000.
- Daytimer. Mass.: Large Metro. $350,-
000.
- Fulltimer. Dominant. Metro. TX
$1,000,000.
- Daytimer. Million + Pop. in coverage area.
- 1 kw AM in Southern Ga. Real Estate.
$250,000. Good terms.
- Southern Arizona. Fulltimer. Good
county population. $390,000. Terms.
- N. Central Texas. Daytimer. $400,000.

N.M. Small AM & FM $375,000 terms
N.E. Small AM $215,000 terms
N.M. Small AM $225,000 terms
Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

THE HOLT CORPORATION
APPRAISALS-BROKERAGE-CONSULTATION
OVER A DECADE OF SERVICE TO BROADCASTERS
Westgate Mall, Suite 205
Binghamton, Pennsylvania 18801
215-865-3775

Dan Hayslett
Various Media
11311 N. Central Expressway - Dallas, Texas
(214) 691-2076

FLORIDA
FOR SALE

Terms

1.1

S Small Fulltime $190K $99K
S Small Profitable $230K $59K
W Small AM $250K $37K
S Small Daytimer $335K $29K
W Medium AM $450K Terms

1835 Savannah Dr., N.E., Atlanta, Ga., 30341
inside ABC
American Broadcasting Company's Rise to Power
by Sterling "Red" Quinlan

Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, INSIDE ABC offers a unique look into the executive suites of the broadcast industry. 320 pages, 39 photographs, bibliography, index. $12.95

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 information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. $5.00 weekly minimum. All other classifications: 80¢ per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $3.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as $35.00, CDD, FD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BROADCASTING'S CLASSIFIED RATES

For Sale Stations Continued

SELECT MEDIA BROKERS

SC Daytime AM 150K Small
FL Fulltime AM 390K Medium
GA Fulltime AM 375K Medium
PA Daytime AM 400K Medium
SC Daytime AM 440K Medium
FL Daytime AM 330K Medium
FL Daytime AM 165K Small
AL Daytime AM 500K Metro
FL Daytime AM 350K Medium
WA Fulltime AM 265K Small
AZ Fulltime AM 360K Small
VA Daytime AM 180K Small
GA Daytime AM 385K Small
NC Daytime AM 175K Small
SC Daytime AM 500K Medium

SELECT MEDIA BROKERS

Ralph E. Meador

Media Broker
AM • FM • TV • Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

FULL TIME PENNA. AM
One of the truly top growth markets in state. Excellent money maker. Includes real estate. By owner, Box K-23.

901/767-7980
Milton Q. Ford & Associates

Media Brokers - Appraisers
"Specializing in Sunbelt Broadcast Properties"
5060 Poplar - Suite 816 - Memphis, TN 38117

FOR SALE
Land and complete engineering data for CP for 10,000 watt Fulltime AM. In choice mountain states growth market. $80,000 and pick up balance of payments on 28 acres of land. Box K-45.

AM/FM - CATV - TV CURRENT INVENTORY

SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS
(305) 371-9335 (904) 734-9355

Gordon Sherman

BROKER SPECIALISTS

Robert Brown

P.O. Box 1586
Miami, Fla. 33131
Deland, Fl. 32720

H.B. La Rue, Media Broker

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104
415/346-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021
212/286-0737

Broadcasting Nov 5 1979 82
Fates & Fortunes

Media

George Sosson, general sales manager for CBS-owned WCCO-FM Philadelphia, named VP-general manager of co-owned KQRS-FM San Francisco.

William J. Hart, general manager, WILK-TV Oneonta, (Lansing) Mich., named VP.

Darrell Davis, executive news director and anchor, KLMA-TV Fort Smith, Ark., named general manager. Joe Dempsey, promotion director, named director of station development.

Gil Rosso, general manager of WSAI(AM) Cincinnati, assumes additional duties as general manager of co-owned WSAI(AM) there.

Lloyd Roach, VP-general manager, WEFM(AM) Chicago, joins WCMH(AM)-WSFM(AM) Harrisburg, Pa., in same capacity.

James E. O'Grady, assistant director of accounting for ABC, Los Angeles, named director, television financial controls, West Coast. ABC Television Network and ABC Entertainment.

Dennis Czechanski, production manager and interim director of operations, WAKE-TV Wichita, Kan., joins WATF-TV Cedar Rapids, Iowa, as director of operations.

Marsha Luckenbill, general sales manager, WZUU-AM-FM Milwaukee, named station manager.

Bruce Erlandson, corporate engineer for Sorenson Broadcasting, Pueblo, S.D., named operations manager for its KXAT(AM)-KXKX(FM) Watertown, S.D.

Terry Houigan, regional manager-Northeast Mutual station relations, Washington, named VP-Mutual station relations.

Timothy David, from Union Commerce Bank, Cleveland, joins Daniels & Associates, Denver, as VP in investment services division.

Bruce Feldman, in labor relations department of Metromedia in New York, transfers to Los Angeles as director of labor relations, West Coast.


Steven Callahan, assistant news director and announcer, WBBX(FM) Worcester, Mass., joins noncommercial WGOO(FM) Franklin, Mass., as director of station, responsible for total operation.

New officers, Missouri Broadcasters Association: John C. David, KBV(AM) Joplin, president; R. Kent Replogle, KMBV-TV Kansas City, president-elect, and Tom Gray, KOMU-TV Columbia, secretary-treasurer.

Harry Wheeler, executive director of New England Broadcasting Association, Boston, for past five years, resigns because of "personal needs," but will continue to serve association on part-time basis.

New officers, North Dakota Broadcasters Association: Henry Buchler, KXMC-TV Minot, president; A. L. Anderson, KBMR(AM)-KDQY(FM) Bismarck, president-elect; Chuck Bundle, WDAZ-TV Devils Lake, three-year board member, and Dave Beach, noncommercial KFJ-M-AM Grand Forks, secretary-treasurer.

New officers, Public Radio in Mid-America (PRIMA): W. Theodore Eldredge, KBA(b)AM Columbia, Mo., president; George Klingier, WSAI(AM)-WSAF(AM) Iowa City, Iowa; VP; Tom Hunt, WCMH(AM)-WCMU-FM Mount Pleasant, Mich., secretary, and Joel Hartman, WCBU(AM) Peoria, Ill., treasurer.

Robert Sikorski, attorney-adviser, FCC's fairness-political broadcasting branch, named executive director of Prince George's County (Md.) Cable Television Commission.

Advertising

Alvin Hampel, executive VP and director of creative services worldwide, Benton & Bowles Inc., New York, has resigned after 10 years with agency. Hampel said he wants "to try something else" and is considering several options.

Peter Green, management supervisor, B&B, elected senior VP.

George Guimaraes, VP-management supervisor in client services, Young & Rubicam, New York, named senior VP. Nancy Smith, group supervisor, and Roger Jones, manager of local broadcast and network radio, elected VP's.

Alan B. Johnson, VP-associate media director, Benton & Bowles, New York, joins Geer, DuBois there as senior VP for media and programming.

BARRY SMITH, VP-management supervisor, W.B. Doner, Baltimore, named senior VP.

Donald Riessett, management supervisor, named VP.

JERRY STAHL, VP-group supervisor, McCann-Erickson, Houston, joins Carmichael-Lynch, Minneapolis, as senior VP-management supervisor. Dan Horquitz and Janet McNeill, account coordinators, Carmichael-Lynch, named account executives.

Peter G.H. Kelly, VP-account supervisor, Cremer Inc., Providence, R.I., named senior VP.

Ned Weather, Leo Burnett Co., Chicago: Al Lira, executive producer in TV production services; James M. McAvoy, manager of TV services in New York office; David Seidel, program supervisor; Stephanie English and Sally Hunter, associate media directors, and John Hanrahan, manager of media research section.

George Piper, account supervisor in Chicago office of Needham, Harper & Steers, elected VP.

Robert Veder, senior copywriter, Grey Advertising, New York, named VP-creative supervisor.


Barbara Lyn Chayer, with Brewer Advertising, division of Young & Rubicam in Kansas City, Mo., named VP-media supervisor.

Daniel Fineberg, media director, and Robert Fant, associate creative director, Barz-Hodgson-Neuwoehler, St. Louis, elected VP's.

Surely in a class by herself.

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.

BROADCAST PERSONNEL, INC.
527 MADISON AVENUE
NEW YORK CITY, 10022
(212) 355-2672
Robert Berglund, account executive in New York office of CBS Television Stations National Sales, named manager of Los Angeles office, succeeding Gordon Hughes, who was named general sales manager of co-owned KNXT(TV) Los Angeles (Broadcasting, Oct. 29).


Bob Williams, account executive, Media Networks Inc., Chicago, and formerly general sales manager, WNUA-AM-FM Chicago, and national sales manager, WLS(AM) Chicago, joins P/W Radio as account executive and sales manager of Chicago office.

Donald Marion Jr., who has held variety of sales positions in Chicago area, joins Lotus Reps, Chicago, as account executive.

John Cronopoulos, manager, news sales, ABC Television Network, New York, named to new post of director, news sales of network.

Robert Peretik, sales manager, WPFT-TV Pittsburgh, named general sales manager. Alvin Silbert, account executive, WPFT(TV) Baltimore, joins WPFT as sales manager.

C. Robert Thompson, formerly with WNEW-TV Bay City, Mich., joins WDHO-TV Toledo, Ohio, as general sales manager. Garry Miller, account executive, WDHO-TV, named local sales manager.

Michael Lazorchak, sales manager, WPFL-TV Saginaw, Mich., joins WDHO-TV as national sales manager.

Paul Le Sage, senior account executive, WZUU-AM-FM Milwaukee, named general sales manager.

Robert W. Allen, general sales manager and associate general manager, WKAT(AM) Miami, joins WMXK(AM) there as general sales manager.

Rick Biancardi, account executive, KGMB-TV Honolulu, named local sales manager.

William Hurwitz, account executive, WOKY(AM) Milwaukee, named local sales manager.

Stan Mak, former account executive with KREM-AM-FM-TV Spokane, Wash., and with KING-AM-FM Seattle, joins KINK(FM) Portland, Ore., as local sales manager.


Rick Oringle, former general sales manager, WGNO-TV New Orleans, and Mark Driscoll, account executive, WWK(RAM)-WHIC(FM) Detroit, join WDIV(TV) Detroit as account executives.

Ed Kramp, manufacturer's representative of Paul Seman Co., San Leandro, Calif. (audio equipment), named account executive for KYU(FM) San Francisco.

Scott P. Riley, account executive, WLBY(AM) St. Petersburg, Fla., named sales manager.

Bob Scherner, account executive, KUFL-AM-FM Portland, Ore., and Anastasia Boudoures, account executive, KFLM(AM-FM) there, join KGW(AM) Portland in same capacities.

Bruce D. Roberts, sales manager-advertising director, KGAB(FM) Camarillo, Calif., joins KRML(AM) Carmel, Calif., as director of sales.

Kathy Beck, account executive, Spectrum Advertising, Seattle, joins KYX(AM) there as director of advertising and promotion.


Steve Weyrick, account executive, KEX(AM) Portland, Ore., and Molly Welch, producing director for Poncho Theater in Seattle, join KEX(AM) there as account executives.

Terrence McCue, assistant sales manager, WBUI(FM) Buffalo, N.Y., joins KTMT(AM-FM) Tucson, Ariz., as account executive.

Michael Behre, account executive, WTRX(AM) Morristown, N.J., and co-owned WDHA-FM Dover, N.J., joins WTRB-FM Middletown, R.I., as commercial manager.

Jackie Stone, from WBUX(AM) Doylestown, Pa., joins WNPV(AM) Lansdale, Pa., as account executive.

Programming

Roberta Haynes, director of movies for television, 20th Century-Fox, Beverly Hills, Calif., named VP-TV movies and miniseries.

Barbara Cordey, executive story consultant on television series, joins ABC Entertainment, Los Angeles, as director of comedy development. Ann Daniel, program executive, named manager of dramatic development.

Phyllis Middleton Tucker, manager, current drama programs, NBC Entertainment, West Coast, named director, children's programs, NBC Entertainment. Hamilton Cloud, associate, motion pictures for television, named manager of motion pictures for television and miniseries.

Loren Arbuz, executive producer for prime-time dramatic, variety and children's specials, ABC Entertainment, joins Showtime as VP-program development, West Coast.

Michael Lambert, VP-director of programming, Petry Television, New York, joins Viacom Enterprises, New York, in new post of VP.


Broadcasting Nov 5 1979 84


Michael A. Fields, executive producer, KDRA-TV Pittsburgh, named to new post of director of programming, WCBZ-TV New York.

Richard Raeb, manager of production, WRC-TV Washington, named director, operations and engineering production, William Hamby, manager of business affairs, programming, named manager, operations and engineering production.

Gary Lico, manager of program sales for TVS, sports show syndicator, New York, joins WMTU-TV Milwaukee as co-host and co-producer of weekday live talk and feature show.

Stephen Kessenich, director, WMVTV(TV) Madison, Wis., named production manager.

Lew Koch, production manager, KEO(TV) Fresno, Calif., joins WAKV-TV Huntsville, Ala., in same capacity.

Mike Aweau, director, WAFM(TV) Norfolk, Va., named program director.

Bob Fedowisch, assistant director, named director-cinematographer.

Steve Phillips, morning new anchor, KTCN(TV) Helena, Mont., named sports director.

Mike Chamberlin, sports director, KSBW-TV Salinas, Calif., joins KOWV(TV) Stockton, Calif., in same capacity.

Al Janis, weekend sports announcer, KENS-TV San Antonio, Tex., joins KTRK-TV Houston in same capacity.

Kari Idsvog, producer, for weekly half hour magazine show on KULV(TV) Salt Lake City, named executive producer.

Marilyn Talmage, program coordinator, KIQIFM Los Angeles, named music director.

Steve Casey, program director and afternoon drive personality at KKNQ(AM) Phoenix, joins WLS(AM) Chicago as music director.

Bud Kelly, sportscaster, WCPN(AM) Chicago, named sports director.

Louis Kruck, VP and director for video and film consulting and production firm in Fort Lauderdale, Fla., Video Vision International, joins KGUN-TV Tucson, Ariz., as production manager.

Don Lutrell, production manager, KLMT(V) Fort Smith, Ark., named operations manager.

Mary White, formerly with Filmways Radio, named director of station relations for Weedeck Corp., Hollywood, responsible for station contacts and clearances for company's syndicated shows.

Joan Chester, assistant to president of General Television Network, Detroit, named executive VP.

Art Hanna, former announcer for CBS, named director of station relations for Radio Works, Newport Beach, Calif.

Marc Avery, from WQAM(AM) Detroit, joins WOCM(FM) there as air personality.

Dick Slone, formerly with WLOF(AM) New York, joins WBSB(AM) Miami as morning air personality.

John Wolff, from WMTV-Cedar Rapids, Iowa, joins WKST-TV Buffalo, N.Y., as director-producer.

Donna Hamilton, co-host of Morning Show on WBRC-TV Birmingham, Ala., assumes additional duties as producer of program.

Bob Miller, program director, WGNT(AM) Huntington, W.Va., joins KEXI(AM) Portland, Ore., in same capacity.

Hardy Lang, music director, WENZ(AM) Richmond, Va., named program director.

David Benson, weekend air personality, WMFT(FM) Chicago, assumes additional duties as music director.

John Leslie, morning air personality, KCRE-FM Kansas City, Mo., joins WGY(AM) Schenectady, N.Y., in same capacity.

Jay Michaels, program director, KMOS-AM-FM Mineola, Tex., joins WLRK(AM)-WQGQ(FM) Wauquip, Wis., as operations director.

Benjamin Wyse, coordinator of news productions, non-commercial WSU-TV Carbondale, Ill., named producer.

Paul Landino, announcer, WDFM(AM) Flint, Mich., named music coordinator.

News and Public Affairs


John Slattery, general assignment reporter and anchor of Saturday 6 and 11 p.m. news, WCAU-TV Philadelphia, joins WBCT-TV New York as general assignment correspondent.

Ken Span, associate producer and feature reporter for evening news magazine on WCPO-TV Cincinnati, joins WANG-TV Binghamton, N.Y., as news director.

Jack F. Moore Jr., former anchor and news director for WSAV-TV Savannah, Ga., joins 6, WSFA- TV, Spartanburg, S.C., as news director.

Eric Rabe, news director and anchor, WTAW-TX, Altoona, Pa., joins WCAU-TV Philadelphia as reporte.

Jim L. Thompson, news director, WJAG-TV Hagerstown, Md., succeeds Rabe as news director at WTAW-TX. Patrick Van Horn, weekend anchor-reporter, WLKY-TV Louisville, Ky., joins WTAS-TV as 6 and 11 p.m. anchor. Bob Bongesser, formerly with WRC-TV Washington, succeeds Thompson as news director at WHAG-TV.

Deborah Ginn迕ter, anchor, WTVF(V) Nashville, Tenn., joins WCAU-TV Philadelphia as anchor.

Jim Mitchell, news director for Sondheim-owned WLHS-AM-FM Laconia, N.H., named news director for WMTA(AM)-WXF(C) Charleston, S.C., which is being purchased by Sondheim.

Matt Korp, news director, WEX(AM)-WQQQ(FM) Easton, Pa., joins WBAM(AM)-WXWW(FM) Allentown, Pa., in same capacity.

Bob Sokoler, producer, WIMT-TV Flint, Mich., joins KUTV(AM) Salt Lake City in same capacity.

Ned McGrath, producer of 10 p.m. news, WLST-TV Chicago, joins WHAS-TV Louisville, Ky., as general assignment and feature reporter.

Gail Heltz, 5 p.m. co-anchor for WTA-TV Dallas, joins KACKK(AM) Stockton, Calif., as co-anchor on early and late evening news.

Frank Ciotti, chief assignment editor and producer, WBAJ-VS New York, joins KRON-TV San Francisco as producer of 9 p.m. weekend news.

Stan Boney, reporter and anchor, WAVE(AM) Dayton, Ohio, joins WTVT-TV Youngstown, Ohio, as reporter and weekend sports anchor.

Ron Olsen, reporter and anchor, and talk show host, KDKA-TV Pittsburgh, joins WMAR-TV Baltimore as weekend anchor. Robert Roncaglione, from Generation Television Programming, Washington, joins WMAR-TV as news photographer.

Tom Piatr, formerly president of his own production company, ttp Productions; joins WWSV(TV) Cleveland as producer of special projects for news.

Glenn Schwartz, from National Weather Service in Atlanta, joins WAGA-TV there as weekend meteorologist and science reporter.

Craig Bain, news editor, WAXX(FM) Eau Claire, Wis., assumes additional duties as assignment editor for co-owned WEAU-TV there. Mary Ann Marks, reporter, KECV-TV Mankato, Minn., joins WEAU-TV as reporter and weekend weather announcer.

Frank Deane, news director, WSFT-TV South Bend, Ind., joins WANS-TV Columbus, Ohio, as night editor.

Robert Kowalski, reporter, Allenstown (Pa.) Morning Call, joins WXXV(AM) Philadelphia as newsroom editor. Maureen Shaughnessy, who has been taping and editing news reports

The 1980 Olympic Sales Race Is On!

QUEST for GOLD

Win sales with America's new radio series

FOR FREE DEMO:

TOBY ARNOLO & ASSOCIATES
4255 LBJ-Suite 156
Dallas, TX 75234

(214) 661-8201
for KYW, named writer and reporter.

John Davenport, director of public affairs programming for University of Houston, and former news director, Khou-TV Houston, and radio and TV correspondent for ABC, joins KTRK-TV Houston as reporter.

Denise Jimenez, anchor-reporter, wkox(FM) Chicago, joins wmaq(AM) there in same capacity.

Carol Gibbons, news director, WCDL-AM-FM Carbondale, Pa., joins wsck(AM) Scranton, Pa., in same capacity.


Amy Landsman, program coordinator, WKS(AM) Washington, to WZQQ-AM-FM Frederick, Md., as news director.

Rene Stefanek, manager of public information, noncommercial WNED-TV Alliance, Ohio, joins noncommercial WMUL-FM Huntington, W. Va., as community relations director.

Curtia Hunter, assistant director, Kool-TV Phoenix, joins KGUN-Tucson, Ariz., as public service coordinator.

Mike Sands, air personality, WJKR(AM) Providence, R.I., named community affairs director.

Promotion and PR

James H. Foster, VP-public affairs, Western Union Corp., New York, joins J. Walter Thompson there as senior VP-general manager of New York office of corporate communications division.

Jack Loftus, VP-corporate information, CBS, New York, joins public relations firm in Washington, Fraser Associates, as VP.

Dean Tonkin, formerly with Chiat-Day Advertising, named creative director for KIRO-TV Seattle.

Timothy Russell, producer-director, WPCH-TV Pittsburgh, joins WMC-TV there as creative director.

Linda Guess, manager of press information, KGO-TV San Francisco, joins KRON-TV there as director of public relations.

Steve Osterloh, art director, KLMN(TV) Fort Smith, Ark., named creative services director.

Judy Fountain, director of advertising and promotion, KV(AM) Seattle, named director of public relations.

Anthony De Lorenzo, former VP in charge of public relations staff of General Motors Corp., becomes senior consultant to Hill & Knowlton's Chicago office.

Technology

John Phelan, general manager of Filmways Audio Services, Hollywood, named VP.

Tom Jones, sales manager, Multronics, Fort Lauderdale, Fla., joins D-B Electronics, Gaithersburg, Md., as VP-sales and marketing.

John R. Kennedy, VP operations and engineering, NBC-TV, New York, named senior VP technical services, NBC-TV.


Dan McGrath, Boston-based business communications systems representative for Motorola Corp., appointed special markets representative by Teledyne Acoustic Research, Norwood, Mass.


Veida James, formerly with WHIO-TV Dayton, Ohio, joins engineering staff of WKEF-TV there.

Allied Fields

John Frisie (now Nationwide Communications), Columbus, Ohio, Oct. 25 in Columbus. Nationwide is owner of seven radio and three television stations. Evans worked for broadcasting subsidiary of Nationwide Insurance from 1951 until his retirement in 1966. Survivors include his wife, Sally, one son and daughter.

Herbert E. Evans, 78, former president and general manager of Peoples Broadcasting Corp. (now Nationwide Communications), Columbus, Ohio, died Oct. 25 in Columbus. Nationwide is owner of seven radio and three television stations. Evans worked for broadcasting subsidiary of Nationwide Insurance from 1951 until his retirement in 1966. Survivors include his wife, Ella, one son and daughter.

Richard Hanna, 50, general manager of WJW(AM) Erie, Pa., died of heart condition Oct. 10 in Erie. Survivors include his wife, Sally, one son and daughter.

The Rev. Charles E. Coughlin, 88, controversial radio priest of the 30's, died Oct. 27 at his suburban Detroit home after an illness of several weeks. His radio appearances began in 1926 when he sought and was given time on WHAS (now WJDL-FM) to explain religious subjects. It was then he began association with his radio counselor, Leo Fitzpatrick, vice president and general manager of the station. By 1929 Father Coughlin's audience had expanded to stations in Chicago and Cincinnati. As the Depression set in, his subjects became strongly political. And, as listener contributions poured in, he moved that year to an 18-station CBS network with his Golden Hour program from his church in Royal Oak, Mich. In 1932, Father Coughlin switched to an independent network of 24 stations. An avowed foe of communism, he first supported and then opposed President Roosevelt and the New Deal. In blunt anti-Semitic tones, he attacked "warmoners," urged isolation, condemned "big business" and assailed unionism. In 1938, however, stations began to reject his increasingly controversial programs. Under pressure from his bishop and faced with a restrictive ruling from the National Association of Broadcasters' code committee that drew implied support from FCC Chairman James Lawrence Fly, the cleric's radio star began to descend. As his network disintegrated, Father Coughlin suspended his radio activity. With the advent of World War II, Father Coughlin also was forced to give up his Social Justice, a publication that also reflected his views. He returned to be pastor of his church in Royal Oak until retirement in 1966.
**Stock Exchange and Company**

<table>
<thead>
<tr>
<th>Exchange and Company</th>
<th>Closing Wed. Oct. 31</th>
<th>Closing Wed. Oct. 24</th>
<th>Net Change in Week</th>
<th>Percent Change in Week</th>
<th>PER Capitalization</th>
<th>Market Capitalization ($000,000)</th>
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<td>N ABC</td>
<td>39 5/8</td>
<td>39 7/8</td>
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<td>- .62</td>
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<td>42 3/4</td>
<td>-1/8</td>
<td>- .20</td>
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<tr>
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<td>42 7/8</td>
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<td>61 1/4</td>
<td>3/8</td>
<td>.61</td>
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<td>410</td>
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<td>46 1/4</td>
<td>1/4</td>
<td>.62</td>
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<td>63 3/4</td>
<td>1/8</td>
<td>.69</td>
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<td>10 3/4</td>
<td>-1/2</td>
<td>- .46</td>
<td>5</td>
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<td>50 +1/2</td>
<td>1/2</td>
<td>.10</td>
<td>9</td>
<td>130</td>
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<tr>
<td>N Storer</td>
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<td>42 1/2</td>
<td>-1/8</td>
<td>- .18</td>
<td>11</td>
<td>242</td>
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<td>3 +1.57</td>
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<td>92</td>
<td>24</td>
<td>247</td>
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**BROADCASTING**

- **WITH OTHER MAJOR INTERESTS**
  - Adams-Russell: 14 3/8
  - Affiliated Pubs: 23 3/8
  - American Family: 10 1/2
  - John Blair: 20 18
  - Charter Co: 40 1/2
  - Chris-Craft: 17 1/8
  - Coca-Cola New York: 8 5/8
  - Cowles: 22 21 1/2
  - Dan B. Brand: 11 1/4
  - Fairchild Ind: 31 3/8
  - Fuqua: 13 3/8
  - Gannett Co: 46 44 1/2
  - General Tire: 20 19 3/4
  - Gray Commun: 27 26 1/2
  - Hart-Handke: 22 21 1/2
  - Heritage Commun: 7 1/1
  - Jefferson-Pilot: 31 3/1
  - Merrill Josephson: 12 1 1/2
  - Kansas State Net: 26 3/4
  - Knight-Ridder: 24 22 3/4
  - American Newspapers: 22 25/8
  - Liberty: 35 3/8
  - McGraw-Hill: 46 44 1/2
  - Media General: 23 3/4
  - Meredith: 31 1/8
  - Multimedia: 29 3/4
  - New York Times Co: 22 21 3/4
  - Outlet Co: 18 1/2
  - Post Co: 7 1/2
  - Reeves Telecom: 4 1/2
  - Rollins: 26 3/8
  - San Juan Racing: 16 1/2
  - Scheering-Plough: 29 2 1/2
  - Sonderling: 27 1/4
  - Tech Operations: 9 8 1/4
  - Times Mirror Co: 32 1/2
  - Turner Broadcasting: 8
  - Washington Post: 21 22 3/8
  - Wometco: 19 19 1/4

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**BROADCASTING**

- **WITH OTHER MAJOR INTERESTS**
  - ABC: 9 3/4
  - Charter Parks: 5 5 1/4
  - Cinema 5 Ltd: 7 4/7
  - Columbia Pictures: 25
  - Disney: 37 1/8
  - Filmways: 10 8 1/8
  - Four Star: 1 3/4
  - International: 4 13 3/4
  - MCA: 48 6 1/2
  - MGM: 17 1/2
  - National: 33 1/2
  - Transameric.: 18 1/8
  - 20th Century Fox: 37 1/4
  - Viacom Corp: 63 3/4
  - Warner Bros: 39 3/8
  - Weather: 1 1/8

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**PROGRAMING**

- BBDO Inc: 31 1/4
- Compact Video: 7 1/6
- Comsat: 37 1/2
- Doyle Dane Bernbach: 22 21 3/4
- Foote Cone & Belding: 33 3/4
- Advertising: 35 1/2
- Interpublic Group: 29 3/4
- MCI Communications: 4 1/2
- Ogilvy & Mather: 19 1/2
- Telemania: 1 1/4
- TPC Communications: 4 1/2
- Thompson Brothers: 28 21 1/8
- Western Union: 19 1/2

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**SERVICE**

- AEL Industries: 61 1/2
- Ampex: 16 1/8
- Art Industries: 12 1/8
- CCA Electronics: 4 3/8
- Cellic: 4 1/4
- Chol: 13 1/2
- Conrac: 12 7/8
- Eastman Kodak: 4 3/8
- Emcees Inc: 2 1/2
- Ferron: 19 1/4
- General Electric: 48 1/2
- Harris Corp: 31 23 1/8
- Harveys: 6 1/2
- Int'l Video Corp: 7 8/1
- Microdyne: 20 1/2
- M/A Com, Inc: 27 3/8
- 3M: 50
- Motorola: 48 45 1/2
- American Philips: 27 3/4
- Oak Industries: 27 7/8
- Oroox Corp: 5 3/4
- RCA: 21 3/4
- Rockwell Intl: 4 1/4
- RCI: 3
- Scientific-Atlanta: 35 1/4
- Sony Corp: 7 3/8
- Tektronix: 54 7/8
- Valler: 12 1/2
- Varnan Associates: 23 1/3
- Westinghouse: 18 8/8
- Zenith: 9 3/10

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**ELECTRONICS/ MANUFACTURING**

- AEL Industries: 61 1/2
- Ampex: 16 1/8
- Art Industries: 12 1/8
- CCA Electronics: 4 3/8
- Cellic: 4 1/4
- Chol: 13 1/2
- Conrac: 12 7/8
- Eastman Kodak: 4 3/8
- Emcees Inc: 2 1/2
- Ferron: 19 1/4
- General Electric: 48 1/2
- Harris Corp: 31 23 1/8
- Harveys: 6 1/2
- Int'l Video Corp: 7 8/1
- Microdyne: 20 1/2
- M/A Com, Inc: 27 3/8
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- Motorola: 48 45 1/2
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**Notes:** American Stock Exchange B-Boston, M-Midwest, N-New York, P-Pacific, C-over the counter. (-) indicates switch. (--) shows, supplied. (---) shows, after closing. Values shown are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's 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 PE ratio computed, company registered net loss. ***Stock split, traded at less than 125 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 prospects for television advertising, coupled with a looking backward at the first 25 years of the Television Bureau of Advertising.

Dec 3 The latest official release date for radio revenues in 1978, as compiled by the FCC, including market-by-market printouts of income and expense.

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's 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.

Also As yet undated special reports on "Broadcasting: The Next 25 Years" and "The New Status Quo in Radio Networking." Along with still other extra efforts just off the edge of our drawing board.

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.
Profile

NBC's Bob Walsh: from the boxing ring to the board room

Bob Walsh is a former amateur boxer who started out to become a teacher. "The pugilism came naturally. In Chicago, his home town, he "grew up in what he called the Irish ghetto," he explains, "so everybody was in boxing whether they wanted to be or not." "He obviously had some encouragement at home. His father, Howard Walsh, had been a professional fighter and was an official of the Illinois Boxing Commission and a referee. Young Walsh went on to win the Golden Gloves championship of Rockford, III., lightweight division, in 1950, and later, in the Marine Corps during the Korean war, continued his ring career.

The teaching life for which he had prepared in getting his bachelor of science degree from Northern Illinois University got sidetracked during and after the Korean conflict. He attained the rank of captain, serving as executive officer of the Third Tank Battalion, and when he returned to civilian life he took a job as salesman for Sinclair Refining Co. That occupied him for a couple of years, and then he moved to Household Finance Corp. for seven more, serving as advertising manager.

A combination of home and job circumstances steered him out of finance and into broadcasting. "When I worked for Household, my job was buying radio and television and traveling to markets around the country, and I got very interested in the broadcasting business," he recalls. "And my father was a local radio time salesman in Chicago for WIND(AM) for years. So I really kind of drifted into it."

He drifted first into radio, as a salesman for NBC Radio Spot Sales in Chicago. A couple of years later he applied for and received a transfer to NBC Spot Television Sales, where he became manager of the Chicago office in 1967. The following year he moved over to WMAQ-TV Chicago, an NBC O&O, and began a series of upward climbs: from local sales manager to sales manager to station manager.

Life since then—it was in 1973 that he became station manager at WMAQ-TV—has been entirely station-oriented. From Chicago he went in 1976 to Washington as vice president and general manager of NBC's WRC-TV, and from Washington he returned to Chicago in 1978 as vice president and general manager of WMAQ-TV. Then he was named executive vice president of the NBC Television Stations division and after five months in that post was promoted to president of the division last August.

That makes him head of the five NBC-owned television stations and NBC Television Spot Sales. There's also a division staff—vice presidents for news, for programing and for administration—that reports to him.

Thus far, he hasn't replaced himself as executive vice president, to whom the owned stations normally would report. "That job," he says, "will probably be vacant for a while. I'd like to do both as long as I can, to get a handle on the opportunities and responsibilities.

One consequence of doing both has been 11- and 12-hour days at the office—a consequence made easier by the fact that his wife and family are only now moving to New York. They were scheduled to make the move last week.

"I'm usually here in the office by about 8 o'clock," Walsh explained, "and I've been staying until 7 or 8 o'clock at night. I don't intend to keep those kinds of hours when my wife gets here, or I won't have a wife. But to start off with and to get a handle on the job, those kinds of hours were required."

Walsh also has been doing "quite a bit" of traveling to visit personally with the managers of the O&O's, in addition to talking with them daily by telephone. He sees his job and those of the division's programing and news vice presidents as supportive rather than as order-givers.

"I view plans with the general managers," he says, "but it would be rare for me to overrule a general manager. They live in the community and have a better feel for it than I do. Having been a general manager, I appreciate the position they're in. They don't go ahead and do things and buy things without talking to me, obviously, but we [in New York] act more as adviser and counselor than as a boss."

Business, he says, is "very strong."

"This talk of recession is something we're very conscious of," he continues, "but at the moment we're continuing to be very healthy..."

"Unlike the network, our business is very close-in, sold very close to air-date, so that we on the local and spot side probably reflect changes in the economy much quicker than the network. Sometimes 30% to 50% of our business for a month is written within six weeks of the end of the month—it can make young men old."

As a station manager and in his present role, Walsh sees local news as the bedrock of successful operation. And with the new technologies coming along—cable, disks, home cassettes and the like—he figures news will become more important than ever.

"As the most important single base for audience development and revenue potential," he says, "stations are going to realize that local TV news will increasingly be the key television key to competitive leadership. In a very real way, stiffer competition between local stations in news and entertainment programming as well as against non-broadcasting competitors is bound to strengthen the importance of news programing—and it is the viewing audience, which has steadily become more demanding in its viewing choices, that will be the beneficiary. Given the increased pressures from cable and stronger counterprograming choices, in entertainment, a strong news image is likely to become even more important to a station than it has been in the past."

Walsh hasn't abandoned his earlier desire to be a teacher. He hopes, rather, that the reality has merely been deferred. "I would hope," he says, "that some day, after my career in broadcasting is completed, I could teach broadcasting at a college or university—even if it were just on a volunteer basis. I enjoy contact with young people."

Broadcasting Nov 5 1979
Year of turmoil

It will be a year before the elections of 1980 are held, but already broadcasters are facing dilemmas arising from the political broadcasting laws. As had been forecast (Broadcasting, Oct. 29), Gerald Rafshoon has asked the FCC to force television networks to sell half an hour of prime time for a political advertisement by President Carter. Rafshoon claims a right of access under a 1972 amendment to the Communications Act.

This could present a sticky problem to the FCC. The cited amendment authorizes the FCC to revoke a license for "willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time for the use of a broadcast station by a legally qualified candidate for federal elective office on behalf of his candidacy." Carter is a candidate, or will be officially by the time he wants to make the broadcast in December. Is a half hour of prime time on television a "reasonable" amount of time? Would denial constitute a "willful" failure to grant access?

The networks, of course, have logical defenses, as were conveyed to Rafshoon after he made his request. They prefer not to disrupt normal programing with political advertising until the national campaigns take shape; at this point presidential candidacies are concerned with primary elections at different times in different states. Not only that, the networks fear a rash of demands for time if they accede to one.

Logic, however, may fail before political reality. Four members of the FCC, a majority, are Democrats who will be voting on a Democratic President's demand, and one of the four is up for reappointment before the 1980 election.

Whatever the disposition of Rafshoon's complaint, his is merely the forerunner of many disputes that are certain to be generated by the access amendment, Section 312(a)(7) of the Communications Act, and the equal-time and fairness provisions of Section 315 in the year preceding the 1980 elections. Add to those debilitating restrictions the actions of the Federal Election Commission, which may obstruct broadcast debates (Broadcasting, Oct. 29), and the federal control over political broadcasting becomes nearly absolute.

If there is ever to be any deregulation of broadcasting, it ought to begin with Sections 312 and 315.

Wrong target

It is a hybrid procedure that the FCC adopted last week after the derailment of Chairman Charles D. Ferris's plan to railroad a rulemaking on children's television. The staff has been instructed to draft a proposed rulemaking that includes options ranging from no rules at all to fixed quotas of programing for children of various ages. In the 45 days that the drafting is going on, interested parties may freely comment on the staff report from which the rulemaking is being drafted.

In translation, this seems to mean that for the next month and a half broadcasters may energetically campaign against the objectionable options that the staff has suggested. There is plenty to campaign against.

Surely, upon serious reflection, four votes can be found to reject the most radical proposal: for a requirement that broadcasters carry at least five hours a week of "educational or instructional" programing for preschool children and two and a half hours for those of school age, between 8 a.m. and 8 p.m. on weekdays.

Surely there will be recognition of the absurd inconsistency between the staff's finding that advertisers will not support educational programming on commercial television and the staff's proposal to eliminate restrictions against advertising in children's programs produced by the government.

Apart from its questionable constitutionality and academic insurrection from reality, the basic premise of the staff report is subject to attack. The staff now wishes to assign to commercial television a mission that was given to the noncommercial system when it was decreed into existence by the FCC's reservation of 242 channels for educational and instructional use back in 1952.

If in 1979, the noncommercial system is failing to provide the educational service for which it was created, as the FCC staff now says it is, corrections should be made there, not in a commercial system that is wholly unsuited to provide meaningful volumes of education or instruction to the young.

This is not to say that commercial broadcasting has no obligation to mix learning with its entertainment in its offerings to children. But its inherent limitations as an educational medium were recognized in the creation of the noncommercial "educational" system 27 years ago.

It shouldn't take more than 45 days for at least four members of the FCC to brush up on their history.

Reappraisal

There has been a revival of interest in the use of broadcast advertising for contraceptives, which have been banned from the air by the NAB radio and television codes. The NAB television code board has proposed research to determine whether attitudes have changed since the code prohibitions were adopted four years ago.

The guess here is that if research is conducted, it will discover as much disagreement as was evident four years ago when some contraceptive advertising got on the air and led to the code action against it. In 1975 the opposition to contraceptive commercials overwhelmed whatever support there may have been. Contraception, as a practice, is almost as emotional an issue as abortion. Basic aversions to it are bound to be inflamed by advertising of products or methods on the air.

Still there may be merit in a re-examination of public attitudes, to avoid the perpetuation of prohibitions solely on the assumption of the broadcasting establishment that conditions remain unchanged. Too many code restrictions have been adopted and retained without adequate research.

Even if the code were liberalized, the ultimate responsibility for acceptance or rejection of contraceptive advertising, like all other kinds, would remain where it belongs, with the individual broadcaster.
FIELD COMMUNICATIONS STATIONS WILL TELECAST
“AGAINST THE WIND” IN PRIMETIME:

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CENTER—NEC's 8-input/1-output video switcher with switching logic and wideband characteristics permitting 4-channels of digital audio multiplexed with video. The heart of the NEC TKA-105 Routing Switcher.

RIGHT—NEC's 16K mosfet ram for high-speed applications in NEC's FS-15 Frame Synchronizer and DVE™ Systems.